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THE DISSEMINATION OF AGRICULTURAL RESEARCH INFORMATION TO  
SELECTED WARDS IN MATOBO DISTRICT: A CASE OF MATOPO RESEARCH  
STATION.

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## ABSTRACT

The study sought to identify the dissemination channels used by researchers to disseminate agricultural research information and also identify factors that determine the use/adoption of agricultural research information by farmers. The population of the study comprised of researchers at Matopos Research Station, extension workers in ward 13, 19 and 25 in Matobo District and subsistence farmers in ward 13, 19 and 25 in Matobo District. The diffusion of innovation was used as the theoretical framework for the study. The study utilized both quantitative and qualitative methods; a questionnaire was distributed to researchers and farmers, and interviews were held with the Head of Research at Matopo Research Station and selected extension workers in ward 13, 19 and 25 in Matobo District. Focus group discussions were also conducted with farmers.

The research revealed that the main dissemination channels used by researchers were not accessible by farmers and also that there was poor linkage between farmers and extension services leading to the poor dissemination of agricultural research information. The study found out that farmers were not aware of the research information generated at Matopos Research Station. It also revealed that farmers used extension services and agricultural shows as their main source of agricultural research information. Contact with extension, awareness of agricultural information and visibility of use agricultural research information were found to be highly influential in the decision making by farmers to adopt agricultural research information. The study concluded that farmers were not getting and adopting agricultural research information because researchers were using channels which were not suitable to farmers and that extension formed the linkage that will improve the adoption of agricultural research information. Recommendations were given that researchers and extension workers should form a close linkage to close the gap in the dissemination of agricultural information. Provision of agricultural research material in indigenous languages would also improve the adoption of agricultural research technologies.