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THE DISSEMINATION AND SHARING OF AGRICULTURAL INFORMATION IN  
MAKHOKHOMBA VILLAGE, NYAMANDLOVU

BY

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## ABSTRACT

Agriculture is the backbone of many African countries' economy and Zimbabwe is not excluded. Relevant advice from trusted sources is paramount to ensure maximum and continuous productivity amongst farmers. It is against this background that this study closely investigated how agricultural information was disseminated and shared among farmers using the Agricultural Knowledge and Information Systems (AKIS) theory. The study investigated the information needs of farmers, identified the main communication channels used by agricultural educators, the role played by extension workers in sharing agricultural knowledge and ways in which farmers use research information. The population of the study comprised farmers from Makhokhomba village in Nyamandlovu, Umguza District and 3 extension workers who work in Nyamandlovu. The study applied a qualitative approach which included questionnaires and interviews as data collection methods. Through the use of these methods the study found that due to unavailability of electricity the television was rarely used but radio was the most used. Newspapers were only afforded by a few rural farmers and most could not access them on a daily basis. The research revealed that the main communication channels used for disseminating agricultural information were not accessible and also that there were poor linkages between farmers and extension workers. Further revealed was that extension workers faced obstacles when disseminating agricultural information to farmers and these included shortage of training materials, lack of funding and poor road networks. The study findings also show that the information needs were often not adequately satisfied by the existing information systems and services due to inadequate communication and information infrastructure, low literacy levels, lack of suitable information services, and lack of technical competencies. Based on the findings, the study recommends the improvement of the existing information services, systems, and channels of communication. In addition extension workers and farmers should form linkages so as to share agricultural knowledge.