

**COMMUNICATION STRATEGIES EMPLOYED BY THE  
MINISTRY OF AGRICULTURE AND LIVESTOCK IN THE  
IMPLEMENTATION OF FARMER INPUT SUPPORT  
PROGRAMME (FISP): A CASE STUDY OF KAFUE DISTRICT**

**By**

**Mushimba Chipulu Gloria**

**A report submitted to the University of Zambia in Partial fulfilment of the  
requirements for the degree of Master of Communication for Development**

**The University of Zambia**

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## DECLARATION

I, Mushimba Chipulu Gloria, declare that this report:

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## **APPROVAL**

This report of Mushimba Chipulu Gloria is approved as fulfilling the partial requirements for the award of the Master of Communication for Development degree by the University of Zambia.

**Supervisor:** .....

**Signature:** .....

**Date:** .....

## DEDICATION

To my beloved late parents Mr Frederick Chisala Mushimba and Mrs Esther Katende Mushimba, gone but not forgotten and your light continues to shine in my life.

To my family and friends who encouraged and supported me all the way and in everything, thank you all for having faith in me.

My love abounds them all!

*To God Be the Glory!*

## ABSTRACT

This report represents the findings on the assessment of the communication strategies which are used by the Ministry of Agriculture and Livestock in the implementation of Farmer Input Support Programme (FISP). The study was specifically designed to generate information and other analyses of the communication strategies and recommendations for improving the impact of the programme on food security and alleviation of poverty among farmers and the country at large.

The views and perceptions of both the small scale farmers and the officers from the ministry regarding the effectiveness of the communication strategies and programmes in reducing food insecurity and poverty were solicited and analyzed from a total of one hundred (100) small scale farmers, four (4) key informant interviews were conducted with the Officers from the Ministry of Agriculture and Livestock, and two (2) focus group discussions were held with small scale farmers who included men, women and youths that were beneficiaries of FISP. The data collected was analyzed using SPSS for quantitative data and Thematic Analysis was used for the qualitative data. The study was conducted in Kafue District of Lusaka Province.

The major findings of the study were that the Kafue District Agricultural Office uses electronic and print media as well as person to person communication to disseminate information to farmers but rely heavily on person to person communication.

The findings revealed that the Government of the Republic of Zambia has made some considerable effort to come up with the poverty reduction programme - FISP. Through FISP, small scale farmers are able to have access to farming inputs (seed & fertilizer). The study further revealed that the Ministry does have communication strategies in place although they are not as effective as they should be.

During the study, respondents (small scale farmers) raised serious concerns on late delivery of inputs and the inadequacy of the quantities. Furthermore, the study noted that not many farmers had information on weaning off the programme.

It is, therefore, recommended that:

- The ministry come up with clear and concrete communication strategies and makes them generic.
- Information disseminated to the farmers should be translated into local languages that are used in the district (chitonga and chinyanja).
- Mechanisms to ensure that inputs are delivered on time are put in place.

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## **ABBREVIATIONS AND ACRONYMS**

CAC	-	Camp Agricultural Committee
CHIA	-	Chiawa
CHIK	-	Chikupi
CHIP	-	Chipapa
CRS	-	Catholic Relief Service
FAO	-	Food and Agriculture Organization
FANRPAN	-	Food, Agriculture and Natural Resources Policy Analysis Network
FISP	-	Farmer Input Support Programme
IAPRI	-	Indaba Agricultural Policy Research Institute
KAB	-	Kabweza
MAL	-	Malundu
MAL	-	Ministry of Agriculture and Livestock
MDG	-	Millennium Development Goal
MUN	-	Mungu
NGO	-	Non-Governmental Organization
SPSS	-	Scientific Package for Social Sciences
SV & F	-	Seed Vouchers and Fairs
UNDP	-	United National Development Programme

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## INTRODUCTION

Information is indispensable in almost everything humans endeavour to do and without information humans cannot progress or lead a healthy life in society. Information is empowering, it allows people to make informed decisions. The same applies to the strategic sectors of government such as health, education, economic, environmental and so on. For these sectors to contribute to national development they need to utilize information to the maximum. Therefore, the channels and strategies used to disseminate this information are very important and vital.

Agriculture is not only key to the economic growth of the country but also plays a large part in ensuring food security in the country. Zambia lies between latitudes 10 to 18 degrees south of the equator with a conducive climate and land which has potential for all types of crops, livestock and fish production to adequately feed its population with enough surpluses for export (FAO, 2000, pp.1-4). Food is the most basic of all human needs and as such, societies and nations flourish if they can develop the necessary tools and skills to provide adequate food for themselves. Food is power; therefore, the nation needs to ensure that every one has access to it both at local, national and international level. The World Bank (2003, p.10) has estimated that close to a billion people in developing countries, Zambia included, are unable to access enough food to sustain their energy. Food Agricultural Organisation (FAO) projected by 2015, the number of people without food in developing countries would rise. Food security has been threatened by wars, drought, environmental damage, inappropriate policies and many other problems (Report of South Commission, 1992, p.84).

National food security is a very important aspect in improving the nutritional needs and reducing persistent hunger and starvation of millions of people in the nation. The programmes put in place to ensure food security should bear fruits long after the acute hunger is over and make sure that food is available all year round. Resource allocation, policy formulation and technological choice in the agricultural sector in Zambia need to be re-examined and overhauled to determine their likely impact on National Food Security. Zambia recognises that National food security issues cannot be tackled by one institution, but the concerted efforts of all concerned and these

include the Zambian Government itself, NGOs, the private sector, farmers and the international community. All these play a very important role of providing the financial assistance needed as well as technical support needed to support national efforts. Therefore, possible measures to food security require both local and international efforts if they are to be sustainable and workable.

This paper is divided into seven chapters. Chapter one looks at the background of the Zambian economy and policies that have affected the agricultural sector in the past. Chapter Two is about literature review done by other scholars in the field of study so as to help understand whether Zambia is on the same wave length or not. Chapter three is the methodology used in data collection while chapter four looks at the concepts and theories. Chapter five presents the findings of the study. Chapter six looks at the discussion of the findings. Finally, chapter seven summarises the findings and concludes. Within chapter seven are the recommendations and future research suggestions.

# CHAPTER ONE

## BACKGROUND INFORMATION

### 1.1. Introduction

In Zambia Agriculture plays a key role of supporting industries by the production of the required raw materials, producing exportable agricultural goods, generating employment particularly in rural areas, as well as providing food stuffs essential for the sustenance of acceptable nutrition standards and levels. Poverty still remains one of the greatest challenges Zambia is faced with. In Zambia poverty is predominantly rural; it is at least three times higher in rural areas than in urban areas (MDG Report, 2013, p.3). People suffer immensely from inadequate access to economic and social resources. Vulnerable groups in rural areas, most of whom are women, children and the aged, depend on farming as the main source of livelihood. Between 2004 and 2010, poverty rates in rural Zambia increased marginally from 77.3 % to 77.9 % (IAPRI, 2012, p. 1). Limited access to improved seed, fertilizers, agricultural credit, farm produce markets and extension services has generated major concerns among government policy makers, development partners, international and local Non-Governmental Organizations. Given that the highest rates of poverty are in the rural areas and agriculture is an important source of livelihood and income for most rural communities, support to agricultural smallholders has been identified as a priority by the Zambian government to reduce poverty and enhance household food security.

The Ministry of Agriculture and Livestock established Farmer Input Support Programme (FISP) to help the vulnerable or small scale farmers' access farming inputs. This is in order to ensure food security in the country. Some of FISP objectives include the following (FISP Implementation Manual, 2012, p.5):-

1. To ensure timely, effective and adequate supply of agricultural inputs.
2. To improve access of smallholder farmers to agricultural inputs (fertilizer and hybrid maize seed).
3. To ensure competitiveness and transparency in the distribution of inputs.
4. To increase private sector participation in the supply of agricultural inputs to smallholder farmers, reduce government involvement.

To achieve the Government's role, the Ministry of Agriculture and Livestock whose mission statement is *'to facilitate and develop mechanisms to ensure that the policies and objectives set for agricultural sector are achieved and to recommend changes where necessary'* has the following objectives:-

1. To effectively plan, monitor and evaluate agricultural sector programmes.
2. To promote agricultural production by providing policy guidelines to action programmes
3. To facilitate the policies that would ensure national and regional food security through dependable annual production of adequate supplies of basic food stuffs at competitive prices;
4. To ensure that the existing agricultural resource base is well maintained and improved upon
5. To ensure that policies are formulated and implemented to facilitate the generation of income and employment to maximum feasible levels in all regions through full utilization of scarce resources realization of domestic and export potential;
6. To provide policy and institutional framework that would contribute to sustainable industrial development; and
7. To ensure the contribution of the agricultural sector to the national balance of payments expands by among other things, providing incentives that would expand agricultural export in line with international comparative advantage.

## **1.2. Statement of the problem**

Prior to independence the agricultural sector was led by the private sector and when the Government reduced the private sector participation, productivity was adversely affected. The state intervened with the subsidy policy which was applied in areas without suitable agronomic conditions. This strained the treasury and resulted in budget deficit and thereby reducing on public investment. The market based reforms began around 1991 and the idea of the free market was seen to be better at allocating

the scarce resources than the state (UNDP Report, 2011, pp.39-46). The liberalization of agricultural marketing disadvantaged small-scale farmers.

Although the Zambian government adopted an overriding market-based policy approach to agriculture, small-scale farmers' access to credit has been constrained and their productivity limited. This prompted the government to introduce the Farmer Input Support Programme (FISP) in 2002, aimed at improving access of resources by poor small-scale farmers to inputs and enhancing the participation and competitiveness of the private sector in the supply and distribution of agricultural inputs timely and in adequate amounts (MAL implementation manual, 2012/13, p. 3).

The effectiveness of FISP had been compromised by inconsistencies in implementation, especially with regards to subsidy levels and farmer graduation. FISP was designed to offer a subsidy that would gradually decrease from 50 percent in the first year where a beneficiary was expected to contribute 50 percentage of total costs of inputs to 25 percentage in the second year when the beneficiary was expected to contribute 75 percentage of total costs of inputs and reduce to zero in the third year and beneficiaries to contribute full costs of inputs (UNDP, 2011, p.35). In spite of all the efforts, there was some level of dissatisfaction of accessibility of inputs and eligibility of beneficiaries due to lack of information on FISP guidelines and operations. It had been noted that the farmers that had been benefiting from FISP since its inception had failed to graduate from the Programme. What could be the problem? Could it be lack of information regarding the objectives and operations of the Programme? Hence, this study focused on assessing the effectiveness of the communication strategies used by the Ministry of Agriculture in the implementation of FISP in Kafue district.

### **1.3. Rationale**

This research was very important and relevant because it appeared that some farmers did not know that they were supposed to wean off the programme after a particular period of time but they ended up staying on permanently thereby disadvantaging others. They became dependent on the farming inputs that were provided by the government. However, weaning off the programme by farmers

could only be possible if they had access to the right information. Knowledge can only be obtained through an effective information system that is put in place. Moreover, each farmer would want to be fully knowledgeable in their respective field of farming and this would enable them to be fully aware of what is involved and needs to be done. Seshani (1996, p. 42) points out that when an individual is knowledgeable it induces in them a sense of motivation, job satisfaction and job security knowing that they have adequately studied and acquired valuable information. Therefore, if one is not fully informed, they may not be fully equipped for their jobs resulting in them being incompetent and this threatens their job security. They end up making decisions that lack theoretical foundation and support, but are based on assumptions and speculations (Petersen, 1992, p. 25). Assumptions have a high degree of failure and they can be detrimental to the development of the entire society, therefore, they need to be held very lightly.

The research findings will help to provide means and ways of addressing difficulties faced by small scale farmers and the communities at large in accessing information on the operation and purpose of the FISP. The findings and recommendations will also be availed to the Ministry of Agriculture and Livestock to help in the effective promotion and implementation of FISP.

#### **1.4. Objectives of the study**

##### **1.4.1. Main Objective**

- To assess the communication strategies used by the Ministry of Agriculture and Livestock in implementing the Farmer Input Support Program (FISP) in Kafue District so that small scale farmers are weaned off.

##### **1.4.2. Specific Objectives**

- To determine the nature of messages designed for farmers in FISP.
- To assess the effectiveness of communication channels being used by the Ministry of Agriculture and Livestock in the delivery of messages on FISP to the farmers.
- To assess the knowledge level of farmers on Farmer Input Support Program FISP.

- To determine the effectiveness of the communication strategies used in the implementation of FISP especially with the removal of subsidised farming inputs.

## **1.5. Research Questions**

### **1.5.1. Main Research Question**

- What communication strategies does the Ministry of Agriculture and Livestock use in implementing FISP in Kafue District so that small scale farmers are weaned off?

### **1.5.2. Specific Questions**

- What is the nature of messages the Ministry of Agriculture and Livestock under FISP communicate to the farmers?
- How effective are the communication channels being used by the Ministry of Agriculture and Livestock in the delivery of messages on FISP to the farmers?
- What are the awareness levels of farmers on the Farmer Input Support Programme FISP?
- How effective are the communication strategies that are used in the implementation of FISP especially with the removal of subsidized farming inputs?

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

In most African countries, agricultural input interventions have largely been in the form of seeds and agricultural tools directly distributed to the affected communities (Kachule, 2007; Chilongo, 2007, p. 11). Among the major agricultural input distribution mechanisms (direct seed distribution, use of coupons and vouchers and distribution of cash for farmers to purchase inputs), the voucher system has been widely used by many Non- Governmental Organizations (NGOs). Some schools of thought have suggested that access to seed or agricultural input needs to be defined in terms of inputs and information pertaining to the availability of inputs. This thinking has contributed to the increasing use of Seed Vouchers and Fairs as an approach to ensuring access by the affected communities to information, and also to seeds and other agricultural inputs and putting farmers at the Centre of the process (Bramel *et al.*, 2004, p.236). Use of improved technologies such as seed can bring about increases in agricultural production.

#### **2.2. Communication Strategies used in Mozambique to implement the Agriculture Input Trade Fairs and Vouchers.**

Remington (2004, p. 89) notes that development is not judged by whether farmers grow traditional varieties or varieties that are the products of formal plant breeding, but rather by the range of productive choices that are at their disposal. This can only be possible if the farmers have access to the right information that can help them to make proper and informed decisions. Longley (2005, p.10) conducted a study on input trade fairs focusing on their importance, effectiveness and efficient way of disseminating information to people. Focusing on the devastating floods that hit the Limpopo and Zambezi valleys of Mozambique, the study found out that farmers who were affected by the floods had to re-plant their fields after the waters had receded and therefore, needed seed that was appropriate for their local growing conditions. The input trade fairs were used to deliver seed because the seed kit distribution system that was used before to deliver seed to farmers was characterized by late delivery and provision of inappropriate seed types (World Bank, 2003, p.

12). A seed fair and voucher approach was developed to provide farmers with a greater choice of seed, and also support farmers and commercial seed systems. The approach was seen to be successful and effective (Longley, 2005, p. 15).

The conclusions were that input trade fairs provide an opportunity as a forum for information dissemination of not only agricultural extension messages but also information on pressing issues like HIV and AIDS. Fairs are used to raise awareness on different issues where educational shows containing messages relating to different issues are performed (Longley, 2005, p. 35). At fairs, agricultural information is exchanged; farmers learn about seeds and inputs they previously may not have had access to; they discuss seed issues among themselves, with traders, company agents and some realize the value of seed. This provides an opportunity for traders to interact with and get feedback from farmers about their local preferences and markets. An abundance of information is shared among the fair participants. Input trade fairs are used to promote accurate information about new improved agricultural technologies and also a great opportunity to promote agricultural extension messages. The input trade fairs are also used to promote social protection mechanisms that allow people to cope with adverse circumstances and enhance opportunities for poverty reduction, equity and growth. The Ministry of Agriculture in Mozambique recognized the input trade fairs and voucher system as the preferred mechanism for assisting farmers affected by the disaster.

The study is significant in that it brings out the importance of input trade fairs in disseminating information to people. Agricultural extension messages are combined with other important issues. The study from Mozambique can be applied in Zambia where through the fairs the farmers can be given sufficient relevant information on the choices of inputs and systems that they can use in order to advance themselves.

### **2.3. Communication Strategies used in the implementation of Agricultural Inputs Distribution in Ethiopia.**

Ethiopia had suffered from recurrent drought for at least the past 30 years prompting a succession of emergency responses. The nature of the disaster has been described as a combination of drought and chronic vulnerability. Poverty is generally seen as

the underlying cause of chronic vulnerability due to a lack of assets and endowments, low or variable rainfall, high population density and low natural resource endowments (Bramel et al., 2003, p. 1). Political and economic reforms and a lack of effective agricultural market development have done little to alleviate these high levels of rural poverty (Dercon, 2002; Guinand, 2002, p. 235). Direct seed distribution had been implemented with such regularity in response to drought and crop failure that it had led to the institutionalization of a 'relief seed system', which was considerably more developed than the formal seed sector of Ethiopia (Bramel et al., 2003, p. 9). Given the innovative nature of the approach, the study that was conducted by Longley reviewed that particular emphasis was placed on capacity-building and communication strategies. Communication media that were developed included posters, flyers and radio programmes.

Farmers needed to be given information using the relevant and effective communication channels. Another major concern was on whether or not the implementations of agricultural input supply programmes were free of fraud and corrupt practices. This meant that farmers had to be given information so that they could make proper decisions and various strategies aimed at minimizing fraud and corruption in the implementation of the seed vouchers and fairs. For example, the use of posters, which clearly identified the color and value of each voucher and brochures in three of the Ethiopian languages, was seen to be necessary in the implementation of the seed vouchers and fairs (Longley, 2005, p. 30). In addition, each Seed Fair Committee member received a brightly colored T-shirt identifying him or her.

The conclusion was that, although originally implemented in response to severe drought, the fairs provided for a better exchange of information between farmers and suppliers of farming inputs. And also that the use of posters, flyers, radio programs and translation of the messages into local languages meant that the messages were being understood.

#### **2.4. Communication Strategies used in Gambia to implement Agricultural Inputs Distribution.**

Gaye (2004, p. 86) notes that in Gambia, the Seed Vouchers & Fairs made it possible for seed to be moved from areas with abundant supply to seed deficit areas. Beneficiaries were allowed a choice in type and quantities available and women farmers were able to access new and improved rice varieties distributed through research stations. Other ways of passing on information involved Partners conducting personal visits to seed traders and local sellers to explain the process, pre-register them and ensure that a minimum of seed and sufficient varieties would be available during each seed fair (Latimer, 2004, p.50). Participatory self-targeting in Gambia, which among other benefits empowered the community, also ensured some form of transparency by those implementing the program (Gaye, 2004, p.135).

#### **2.5. Communication Strategies used to implement FISP in Southern Province in Zambia.**

A study that was conducted in the Southern Province of Zambia by the Food, Agriculture and Natural Resource Policy Analysis Network (FANRPAN) on the implementation and viability of FISP revealed that beneficiaries had little information on what the programme was and its guidelines (Kachule, 2007; Chilongo, 2007, p. 11). It equally revealed that belonging to a cooperative was the overriding requirement for farmers to access the inputs. However, some vulnerable farmers had a challenge in raising the upfront funds required by the cooperative. Further findings reviewed that the inputs were delivered late and inadequacy of the quantities supplied. It was noted from the study that no farmer had graduated from FISP in all the cooperatives in the study site. It was assumed from the study that the targeted population (small scale farmers or vulnerable farmers) were sometimes left out as they lacked either information or funds to pay to cooperatives (IAPRI; Policy brief, [www.msu.edu](http://www.msu.edu), accessed on 10.09.2012).

Four studies were previously implemented by FANRPAN in Malawi, Mozambique, South Africa and Zambia, to assess the importance and share of relief seeds in the overall national and regional trade (Kananji et al, 2006, p.20). The studies also analyzed opportunities for improving the contribution of relief seed programs to

commercial seed market development. Seed market development was a broader objective for improving agricultural input and output markets. It was also a way of unleashing improvements in agricultural production and growth of the region. The four studies were motivated by the need for governments to recognize the growing importance of relief seed in national and regional markets. The FANRPAN studies confirmed the importance of relief seeds in countries such as Malawi and Zambia, where they accounted for close to 50% of the total annual company seed sales (Kachule, 2007; Chilongo 2007, p. 10). Another key finding of the studies was that there were two parallel input distribution channels in the countries under study. The channels are the non-commercial (government, NGOs, relief agencies) and the commercial (seed companies or private sector) distribution networks. Such parallel markets were not well integrated.

In Zambia, Simfukwe (2006, p.13) reported that there was lack of information regarding experiences with vouchers for the distribution of seed and fertilizers. This lack of information and experiences made it difficult to convince decision makers in government to advocate a voucher policy as an incentive for seed and fertilizer companies to establish retail outlets in remote areas. It was also observed that there was serious concern among government officials and other leaders that the voucher would be forged. The study was important not only in providing knowledge on the benefits of the vouchers as a communication tool but also in identifying gaps that this research intended to fill.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1. Introduction**

The Researcher Investigated on the Communication Strategies used by Ministry of Agriculture and Livestock in the implementation of Farmer Input Support Programme (FISP). FISP is an initiative by Government designed to promote food security among small scale farmers who are viable but resource poor. FISP is managed by Ministry of Agriculture and Livestock. The main focus was on the message and communication channel used to disseminate information. To understand the study adequately, this researcher inquired about the communication strategies used by FISP; then focused on the message and communication channel used to disseminate information to the beneficiaries of FISP. Further, to determine the effectiveness of the communication strategies, an assessment was made on the farmers benefiting from the programme and the Officers implementing the programme in the Ministry of Agriculture and Livestock. Research instruments were designed for data collection.

#### **3.2. Research Design**

The study was non- experimental because it was undertaken in uncontrolled and natural setting of the environment with elements treated equally regardless of their gender or status. It was a case study of selected farmers in Kafue district with an in – depth analysis of communication strategy used in FISP. The study can be generalised to the entire farming population of Kafue district.

#### **3.3. Research Methods**

The study used the triangulation method; both qualitative and quantitative research designs and approaches were used. This was because the two methods complemented each other and also this validated the results. The quantitative helped to answer questions that were related to numbers while the qualitative helped to find reasons for the numbers or the biasness that arose. For in-depth knowledge, qualitative data was collected through interviews with key informants while quantitative data was collected from farmers using questionnaires.

### **3.4. Data Collection Methods**

Data was collected in two ways, namely; primary and secondary data collection methods.

#### **3.4.1. Primary Data Collection**

This researcher used both the qualitative and quantitative methods. In the qualitative methods, the researcher used the focus group discussion and key informant interviews while in the quantitative method, questionnaires were used. A primary source of data was very important because it frequently gives the detailed definition of terms and statistical units to be used in the study.

##### ***3.4.1.1. Qualitative Methods***

- ***Focus Group Discussions (FGD)***

This approach was used to collect diverse views and a richer mix and flow of ideas from small scale farmers. Two focus group discussions were conducted. The researcher ensured that the groups were representative of the population.

- ***Key Informant Interviews (KII)***

In-depth Interviews were used to collect data through face to face interaction with the Ministry of Agriculture and Livestock, Kafue district Officers who were well informed and knowledgeable about FISP. A total of four interviews were conducted. The objective of the In-depth interview was to supplement data collected through the questionnaire and had the advantage of following up on the verbal cues from the respondent. This paved way for more data collection and greater clarity on issues raised.

##### ***3.4.1.2. Quantitative Methods***

This is a scientific or quantitative method of data collection. The researcher used self-administered questionnaires to solicit respondents views on issues related to communication strategies used by the Ministry of Agriculture and Livestock under FISP in Kafue District. The questionnaire was administered to 100 respondents (small scale farmers).

### **3.4.2. Secondary Data Collection**

This method was also used to give confirmatory evidence of the results obtained from the field. In approach, the method involved examination of a variety of literature ranging from books, magazines, seminar materials, concept papers and reports relating to the problem being researched. This is reflected in the literature review chapter of this study. This was important as it helped in reinforcing of the entire research to ensure substantiality, evidence and credibility of the research findings.

### **3.5. Study Site**

The study was conducted in Kafue District, Lusaka Province. Kafue was chosen based on convenience for the researcher in terms of time available to collect data and also financial resources.

### **3.6. Study Population**

The study was targeted at farmers that have benefited from the Farmer Input Support Programme provided by the Ministry of Agriculture and Livestock in Kafue District.

### **3.7. Sample Size**

The researcher was attached to the Ministry of Agriculture and Livestock in Kafue District Office for three months. The sample size consisted of one hundred (100) small scale farmers benefiting from FISP, two (2) focus group discussions with the farmers and four (4) key informant interviews with officers from the office. Officers from the office are responsible for implementing FISP; hence it was important to sample them and also the farmers because they are the direct beneficiaries of FISP.

### **3.8. Sampling Technique**

A multi-stage sampling was used by the researcher to select the sample from which farmers were selected from for participation in the study. Those selected were considered representative of the entire population as it was a homogeneous society in that they had similar living standards. Firstly, cooperatives in the district where data was collected were identified and listed down. And then secondly, participants were randomly selected within each cooperative listed.

### **3.9. Variables**

Independent, dependent and extraneous variables were considered during the study as follows:

#### **3.9.1. Independent Variables**

This variable is tested to see the cause. These are the variables for the farmers that were kept constant and included the following;

- (i) Sex
- (ii) Age
- (iii) Marital status
- (iv) Education
- (v) Occupation
- (vi) Income

#### **3.9.2. Dependent Variable**

This is the variable that is tested to determine the effect it has on the study. The variables that were under study included;

- (i) Farmer Input Support Programme
- (ii) Communication Strategy; Message and Communication Channel

#### **3.9.3. Extraneous Variable**

This is the variable which may alter the dependent and independent variable though it is not the main focus of the experiment (Everett 2002, Dodge, 2003). The variables that were constantly monitored which had an effect on the data collected were;

- (i) Situation variable – Drought and Late delivery of inputs
- (ii) Experimental variable – Competence of the Research Assistant

### **3.10. Data Analysis**

Analysis of data was important because it gave value and meaning to the data that was collected. The Statistical Package for Social Sciences (SPSS) was used to analyse quantitative data and thematic analysis was used to analyse qualitative data. SPSS is recommended for numerical data in social sciences for simplicity. The data was interpreted and analysed using frequency tables and bar charts.

### **3.11. Ethical Consideration**

The researcher adhered and followed the ethical standard practiced in a scientific research and the following ethics were applied:

- **Informed Consent:** The researcher asked for permission and gave adequate information to the potential participant on the topic so that they understood properly what was involved in the study and subsequently to make an informed and voluntary decision.
- **Confidentiality:** The study ensured that the anonymity and confidentiality of participants were kept and also all the information collected was kept in privacy and remained a private property. All the respondents were known by code numbers which were written on the questionnaires. The publishing of research findings will be done in such a way that it does not relate to the respondents.
- **Objectivity:** The research team ensured that the findings were not manipulated and biased as that could have undermined the research findings.

### **3.12. Limitations of the study**

A number of limitations were encountered during the course of this study. Firstly, Government institutions are normally characterised by bureaucracy because they are state owned and the Farmer Input Support Programme implemented under the Ministry of Agriculture and livestock is not an exception. The Ministry delayed in approving the attachment for this researcher which in turn resulted in changing the study site from Choma District of Southern Province to Kafue District of Lusaka Province. Secondly, time and resources hampered the smooth execution of this

research. Thirdly, late delivery of farming inputs and the drought affected the turn up and willingness to participate in the study by the farmers.

## **CHAPTER FOUR**

### **CONCEPTUAL AND THEORETICAL FRAMEWORK**

#### **4.1 Introduction**

This chapter presents the conceptual and operational definitions and theories that the researcher used in the study. It was discovered that information is vital in societal development and for this research the ensuring of food security. It was further revealed that effective communication is the basis for alleviating poverty. For information about FISP to be communicated effectively to farmers, a communication strategy must be developed. The ministry of agriculture and Livestock has drawn up a communication strategy for FISP which shall be analysed in this chapter. The communication strategy looks at the messages that are designed, communication channel used to disseminate the messages and the impact the messages have on the farmers.

#### **4.2. Conceptual Definitions**

- **Communication**

This is the transmission of information from the sender to receiver. It is a process by which meaning is exchanged between individuals through a common system of symbols, signs or behaviour. Elkamel (1986, p.38) defines communication as the exchange of ideas, information and opinions through speech, writing, pictures and other symbols. Therefore, communication may be said to be a process of sharing messages between the source and the receiver through a certain channel with a view to influencing the receiver's thoughts and actions. It should not be a linear or one-way process, but basically a reciprocative intercourse between the source and the receiver.

Barelson (1964, p.47) defines communication as the transmission of information, ideas, emotions, and skills by the use of symbols, words, pictures, figures and graphs. From the above definition, it is clear that communication aims at affecting the other person's behaviour once they have received the symbols. In other words, communication can be said to occur when humans manipulate symbols to stimulate meaning in other humans (Infante et al., 1997, p. 65). Communication serves as a foundation for planning. All the essential information must be communicated to the

managers who in-turn must communicate the plans so as to implement them. Organizing also requires effective communication with others about their job task. Similarly leaders as managers must communicate effectively with their subordinates so as to achieve the team goals. Controlling is not possible without written and oral communication. The study maintained the same definitions.

- **Strategy**

Mefalopulos (2004, p.8) defines strategy as a systematic, well planned series of actions, combining different methods, techniques and tools to achieve an intended change or objective utilising the available resources within a specific time frame. The strategy is an important document because it commits organisations or individuals to improve on how they communicate and also to adopt a common approach to communication right across the board ([www.cavancoco.ie/cavanweb](http://www.cavancoco.ie/cavanweb), accessed on 21.09.2012). It covers both information and communication. The study maintained the same definition.

- **Channels of Communication**

These are means by which a message travels both vertically and horizontally from a source to a receiver. They also include the internal and external communication. These channels include media and interpersonal ways of communicating (Rogers, 1973, p.17). The study maintained the same definition.

- **Communication Strategy**

Mefalopulos (2004, p.8) defines Communication Strategy as a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. The communication strategy aims at reflecting the growth of information and communication technologies; the focus on improving customer service; changes in performance assessment; increasing ethnic diversity among customers or individuals and greater awareness of the need for accessible communication for all people regardless of their status in society or level of education ([www.cavanacoco.ie/cavanweb](http://www.cavanacoco.ie/cavanweb), accessed on 21.09.2012). The research maintained the same definition.

- **Interpersonal Communication**

Interpersonal communication is the face-to-face interaction between two or a few people with opportunities for feedback (Rogers, 1988, p.200). It is a personal

process of coordinating meaning between at least two people in a situation that allows mutual opportunities for both speaking and listening. The study maintained the same definition.

- **Group Communication**

Group communication according to Littlejohn (1991, p.50) is a situation where a small group of people come together to communicate with everyone else in the group freely and openly. The interaction process that occurs among three or more people in an attempt to achieve a common goal. This type of communication happens through face to face or mediated forms. The study maintained the same definition.

- **Organisational Communication**

According to Infante (1997, p.361) organisational communication is defined as the exchange of messages to stimulate meaning within and between organisations and their environments. The study endeavoured to use the same meaning.

- **Social Change**

Appelbaum (1970, p.57) defines social change as any significant alteration over time in behaviour patterns and culture, values and norms. By significant alterations, sociologists mean changes yielding profound social consequences. This study maintained the same definition.

- **Opinion Leaders**

Communication channels include both the mass media and interpersonal contacts and points out that there are intermediaries between the media and the audience's decision making such as opinion leaders who still exert influence on the audience behaviour via their personal contact (Infante et al., 1997, pp.362-363). However, it is also argued that intermediaries called change agents and gate keepers are also included in the process of diffusion. Change agents are said to be those professionals who encourage opinion leaders to adopt or reject an innovation. While gate keepers are said to be individuals who control the flow of information to a given group of people and opinion leaders are usually quite similar to their followers. This study maintained these same definitions.

### **4.3. Theoretical Framework**

These are the main Theories that are going to be used to help in the in-depth understanding of the topic and how they apply to the study. This study is based on the Agenda setting theory and supported by Diffusion of Innovation Theory.

#### **4.3.1. Agenda Setting Theory**

Agenda setting theory centres around the idea that media outlets tell the public "not what to think, but what to think about." Agenda setting hypothesizes that media have the power to influence public discourse, and tell people what are important issues facing society (McCombs, 1972, pp. 176-187). Agenda-setting is the creation of public awareness and concern of salient issues by the news media. As far back as 1922, Walter Lippman, a newspaper columnist was concerned that the media had the power to present images to the media. McCombs and Shaw investigated presidential campaigns of 1968, 1972 and 1976; their focus was on awareness and information. They attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. They concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign. One of the most critical aspects in the concepts of an agenda setting role of mass communication is the time frame for this phenomenon. Agenda setting theory seemed quite appropriate in helping to understand the pervasive role of the media.

#### **4.3.2. Diffusion of Innovation Theory**

According to Rogers (1997, p.5), Diffusion refers to "the process by which an innovation is communicated through certain channels over time among the members of a social system. An Innovation is an idea, practice or object perceived as new by an individual or other unit of adoption. The theory attempts to explain how an innovation is spread and why it is adopted. The diffusion of innovations involves both mass media and interpersonal communication channels". That is, by sharing communication channels such as interpersonal communication or mass communication people can get information of an innovation and perceive it as useful.

## **CHAPTER FIVE**

### **PRESENTATION OF FINDINGS**

#### **5.1. Introduction**

The study investigated how the Ministry of Agriculture and Livestock (MAL) communicate with vulnerable farmers in the implementation of FISP in Kafue District. Presented here are the findings of the investigation which encompassed five broad areas namely (a) assessing the communication strategies used by the Ministry under FISP, (b) determining the nature of the messages designed for farmers in FISP, (c) assessing the effectiveness of the communication channels being used by the Ministry in disseminating messages on FISP to the farmers, (d) assessing the knowledge level of farmers on FISP, and (e) determine the efficiency and effectiveness of these communication strategies in the implementation of FISP. A total of 100 farmers in six cooperatives were interviewed namely Chiawa (11), Chikupi (10), Chipapa (16), Kabweza (27), Malundu (13) and Mungu (23). Four key informant interviews (KIIs) were conducted with the officials in the Ministry namely (a) District Agricultural Coordinator (DACO), (b) Senior Agricultural Officer (SAO), (c) Cooperative Inspector, and (d) Senior Technician Officer. Finally, two focus group discussions (FGDs) were conducted comprising three cooperatives in each selected area on the basis of proximity to each other. The findings have been presented using frequency tables and bar charts.

#### **5.2. FISP Communication Strategies**

The Ministry of Agriculture and Livestock (MAL)'s communication strategies under FISP were assessed among the farmers and officers enquiring on how information was disseminated and received. Variable consideration was made to determine any bearing on the assessment.

##### **5.2.1. Description of Variables**

The investigation took into consideration the following variables for the 100 farmers interviewed to assess any bearing they would have on the results: (a) sex, (b) age, (c) marital status, (d) education, (e) occupation and (f) income.

### 5.2.1.1. Sex Variable

Table 5.1: Sex Variable

Sex	Frequency	Percent
Female	32	32.0
Male	68	68.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The study revealed that the farming business in that area is dominated by men representing 68% and women 32%.

### 5.2.1.2. Age Variable

Table 5.2: Age Variable

Age Range	Frequency	Percent
-19	1	1.0
20-29	7	7.0
30-39	18	18.0
40-49	32	32.0
50-59	24	24.0
60+	18	18.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

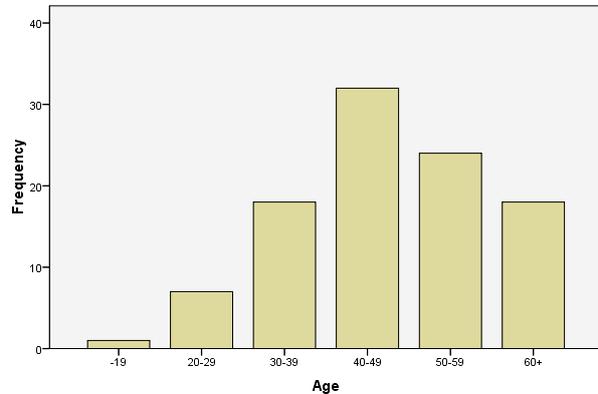


Figure 5.1: Age Variable

The majority of the farmers are between 40 to 49 years and the least age representing 1% were below 19 years.

### 5.2.1.3. Marital status Variable

Table 5.3: Marital status Variable

Marital status	Frequency	Percentage
Divorced	7	7.0
Married	75	75.0
None	1	1.0
Separated	1	1.0
Single	8	8.0
Widowed	8	8.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

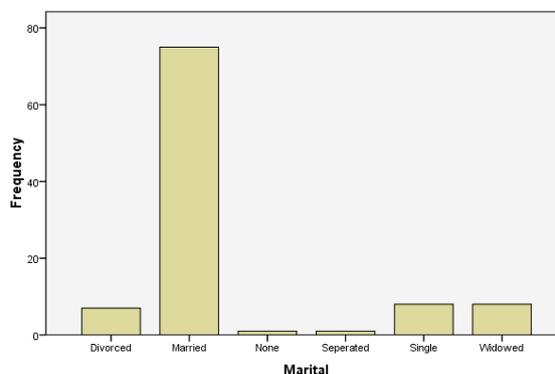


Figure 5.2: Marital status Variable

Of the 100 farmers that participated in the study, 75% were married, 8% widowed, 8% singles, 7% divorced, 1% separated and 1% did not respond.

### 5.2.1.4. Education level Variable

Table 5.4: Education level Variable

Education level	Frequency	Percent
College	24	24.0
Never	2	2.0
Primary	28	28.0
Secondary	43	43.0
University	3	3.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

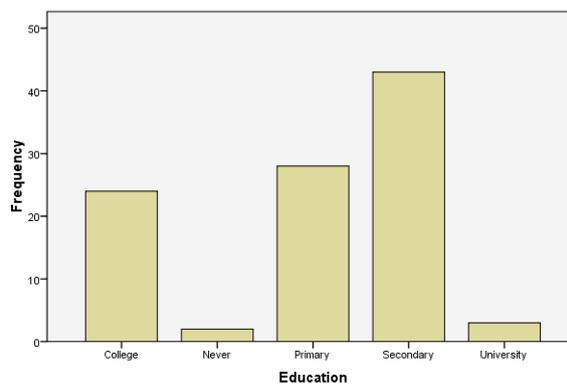


Figure 5.3: Education level Variable

From Table 5.4, it is clear that most of the farmers are enlightened as a total of 28% attained primary schooling, 43% have attained secondary schooling, 24% attained college education, 3% attained university learning and only 2% had not been to school.

### 5.2.1.5. Occupation Variable

Table 5.5: Occupation Variable

Occupation	Frequency	Percent
Agricultural Assistant	5	5.0
Agriculturist	2	2.0
Brick layer	1	1.0
Business	9	9.0
Casual worker	2	2.0
Charcoal burning	2	2.0
Community Health work	1	1.0
Driver	1	1.0
Farmer	66	66.0
Government worker	1	1.0
Marketeer	1	1.0
Retiree	2	2.0
Shop keeper	1	1.0
Teacher	4	4.0
Unemployed	2	2.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

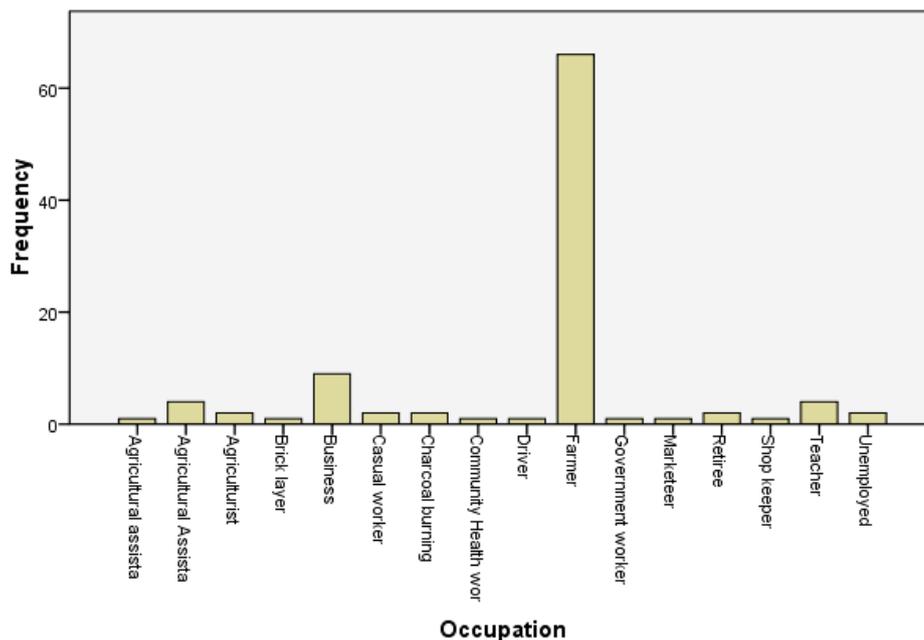


Figure 5.4: Occupation Variable

**5.2.1.6. Income Variable**

Table 5.6: Income Variable

Income	Frequency	Percentage	Income	Frequency	Percent
0	11	11.0	700	1	1.0
10	1	1.0	800	3	3.0
25	1	1.0	900	1	1.0
50	3	3.0	1000	3	3.0
70	1	1.0	1200	2	2.0
80	1	1.0	1300	1	1.0
100	4	4.0	1500	2	2.0
120	1	1.0	1600	1	1.0
150	4	4.0	2000	2	2.0
200	11	11.0	2400	1	1.0
220	1	1.0	3000	1	1.0
250	6	6.0	3600	1	1.0
300	6	6.0	3640	5	5.0
350	2	2.0	3800	1	1.0
400	4	4.0	4000	1	1.0
450	1	1.0	4583	1	1.0
500	10	10.0	9000	1	1.0
600	4	4.0	Total	100	100.0

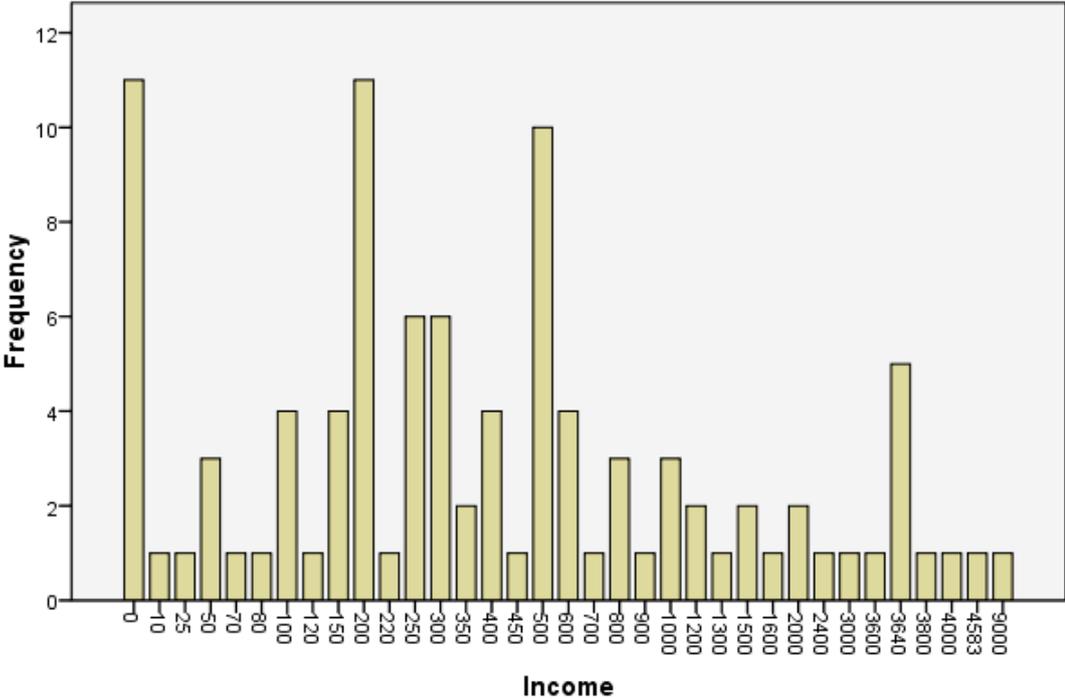


Figure 5.5: Income Variable

## 5.2.2. Farmers FISP Information Source

For the sampled 100 farmers, an assessment was made on the overall source of information on FISP. The study revealed that the frequency of information sourcing by farmers was high totalling 147 as shown in Table 5.7.

### 5.2.2.1. Overall Information Sourcing

Table 5.7: Information Source

Info. Source	Frequency	Percent
Acquaintance	2	1.4
DACO	17	11.6
Extension Officers	80	54.4
FISP Officers	22	15.0
MAL Officers	24	16.3
Tr./ Sec. Coop.	2	1.4
<b>Total</b>	<b>147</b>	<b>100.0</b>

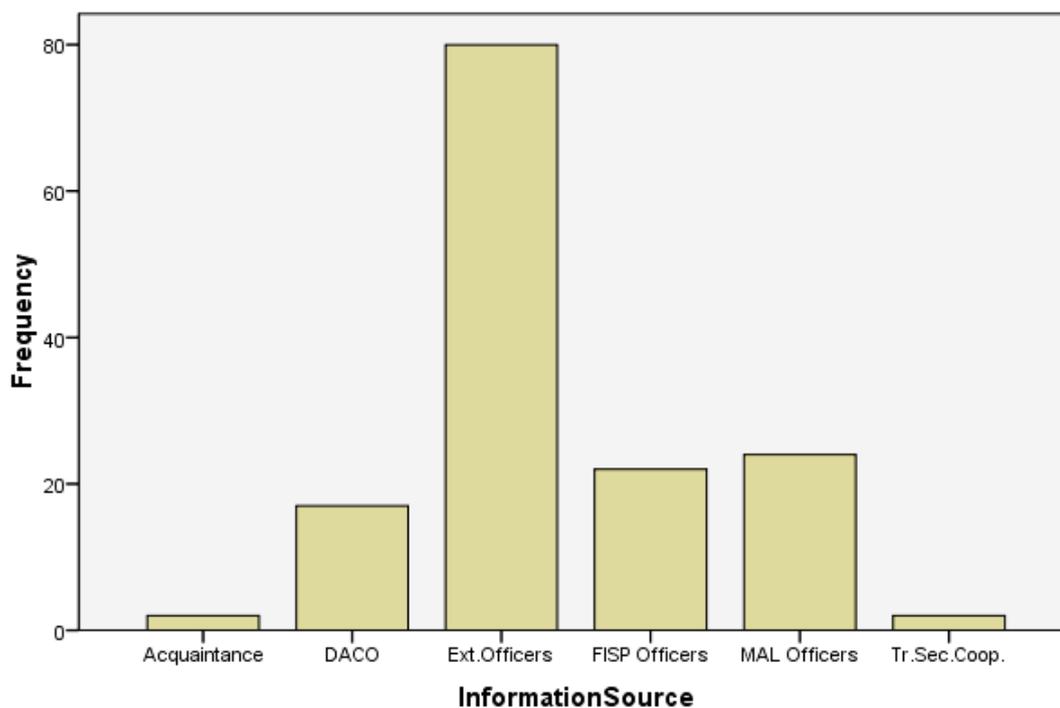


Figure 5.6: Information Source

### 5.2.2.2. Multiple Information Sourcing

Based on the data in Table 5.8, it can be noted that a total of 73 farmers got information from more than one source.

#### (a) Farmers

Table 5.8: Information Sourcing

<b>Farmer</b>	<b>Frequency</b>	<b>Percent</b>	<b>Farmer</b>	<b>Frequency</b>	<b>Percent</b>
CHAI02	2	2.7	KAB18	2	2.7
CHIK01	3	4.1	KAB21	2	2.7
CHIK10	2	2.7	KAB25	2	2.7
CHIP05	3	4.1	MAL01	2	2.7
CHIP06	2	2.7	MAL02	3	4.1
CHIP13	2	2.7	MAL08	2	2.7
CHIP14	3	4.1	MAL13	2	2.7
CHIP15	2	2.7	MUN03	2	2.7
KAB06	2	2.7	MUN07	2	2.7
KAB07	3	4.1	MUN10	3	4.1
KAB09	2	2.7	MUN15	2	2.7
KAB10	2	2.7	MUN17	3	4.1
KAB11	2	2.7	MUN18	4	5.5
KAB12	4	5.5	MUN2	4	5.5
KAB16	4	5.5	<b>Total</b>	<b>73</b>	<b>100.0</b>

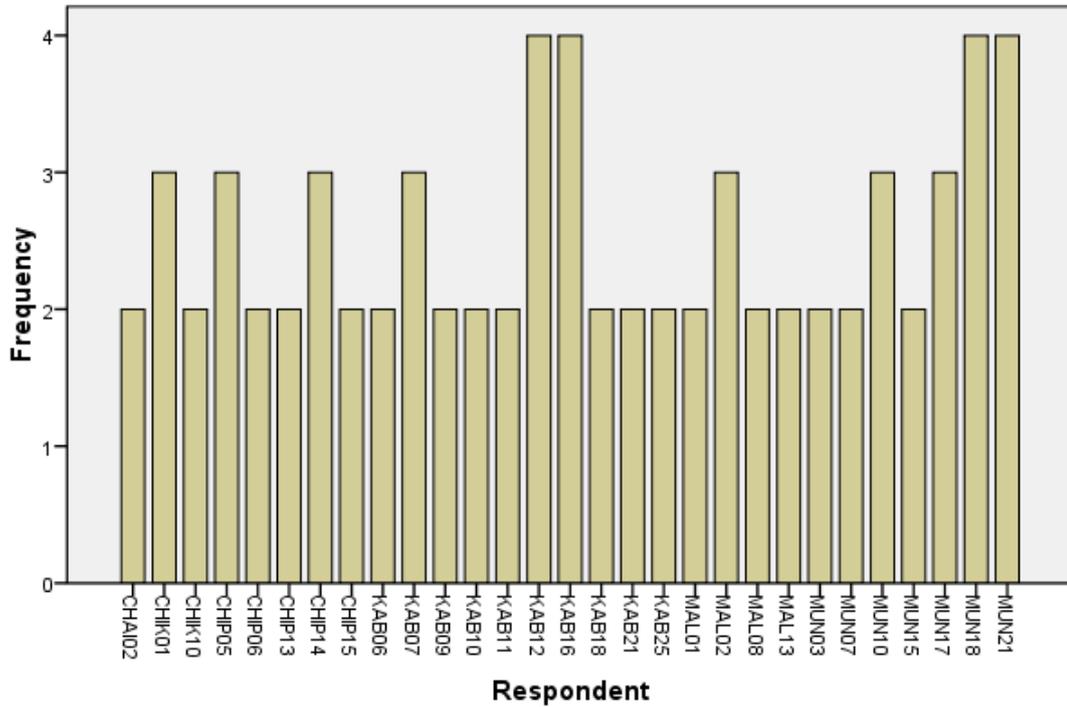


Figure 5.7: Information Sourcing

**(b) Source**

Table 5.9: Multiple Information Sourcing

Source	Frequency	Percent
DACO	12	16.4
Ext. Officers	28	38.4
FISP Officers	19	26.0
MAL Officers	13	17.8
Tr. / Sec. Coop.	1	1.4
<b>Total</b>	<b>73</b>	<b>100.0</b>

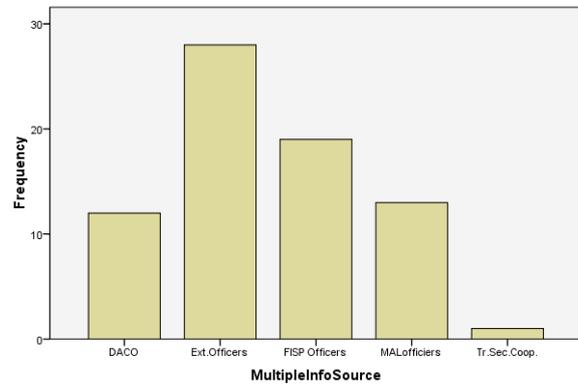


Figure 5.8: Multiple Information Sourcing

Of the 73 farmers that had multiple-sourced information, the majority representing 38.4% sourced for information from extension officers.

### 5.2.3. Agricultural Officers on Communication Strategies

Key Informant Interviews (KII) was conducted with four (4) officers based at the Ministry of Agriculture and Livestock, Kafue District on communication strategies used in FISP. These were the District Agricultural Coordinating Officer (DACO), Senior Agricultural Officer (SAO), Cooperative Inspector and the Senior Technician Officer. The Officers responded to the following questions:

Q1. Do you have communication strategies on FISP put in place?

Q2. Are the communication strategies working?

Q3. What strategies have been put in place in order to improve the provision of subsidized farming inputs?

Table 5.10: Agricultural Officers

	Agric. Officer	Response to Q 1	Response to Q 2	Response to Q 3
1	District Agricultural Coordinator's Office	<ul style="list-style-type: none"> <li>- Official communication is written on headed paper and referenced, memorandums, letters are used.</li> <li>- At the district level, communication between the officers and the farmers takes place through interaction between the District Officers and the farmers.</li> <li>- The agricultural manual is produced at the beginning of the farming season highlighting the changes made and how the programme will be implemented.</li> <li>- Extension Officers are used to pass on information to farmers and has worked very well because they are based in the communities and</li> </ul>	<ul style="list-style-type: none"> <li>- Yes, official documents are treated with respect and are filed for future reference</li> </ul>	<ul style="list-style-type: none"> <li>- Due to climate change the ministry under the Farmer Input Support Programme introduced other crops such as sorghum and rice owing to the agro climate change.</li> <li>- The pack was cut from the initial size that covered a hectare to a sizeable one that covers only 2 lima so that the farmers are not constrained on labour and therefore being able to yield more from their fields.</li> </ul>

		<p>speak the same language.</p>		
2	Senior Agricultural Officer	<ul style="list-style-type: none"> <li>- Community Agricultural Committees are formed in all the 12 camps that are in the District.</li> <li>- Information flow takes place between the district extension officers and farmers through the Agricultural committee.</li> <li>- Extension Officers are used to pass on information to farmers and has worked very well because they are based in the communities and speak the same language.</li> </ul>	<ul style="list-style-type: none"> <li>- This works better because Cooperative leaders in the communities are always in touch with field extension officers and information is passed on.</li> <li>- Farmers are helped as most of them cannot afford to buy inputs from agro-dealers</li> </ul>	<ul style="list-style-type: none"> <li>- Small scale farmers have challenges of managing their fields in terms of weeding and applying fertilizer at the right time.</li> <li>- Farming is labour intensive therefore the farming pack has been designed in such a way that the farmers are given inputs for a sizeable field that they can manage well and in the end yield enough for consumption and selling</li> </ul>
3	Cooperative Inspector	<ul style="list-style-type: none"> <li>- Community Agricultural Committees are formed in all the 12 camps that are in the District.</li> <li>- This is in order to ensure transparency and make sure that farmer's needs are met.</li> <li>- Extension Officers are used to pass on information to farmers and has worked very well because they are based in the communities and speak the same language.</li> </ul>	<ul style="list-style-type: none"> <li>- Farmers get information from the source and are able to seek clarification where they are not clear</li> </ul>	<ul style="list-style-type: none"> <li>- Cooperative Inspectors conduct inspections to ensure that the cooperatives being registered have the capacity to conduct farming business.</li> </ul>
4	Senior Technician Officer	<ul style="list-style-type: none"> <li>- Extension Officers are used to pass on information to farmers and has worked very well because they are based in the communities and speak the same language.</li> <li>- Community Agricultural Committees are formed in all the 12 camps that are in the District.</li> <li>- The general flow of information is done</li> </ul>	<ul style="list-style-type: none"> <li>- Farmers get information from the source and are able to seek clarification where they are not clear</li> </ul>	<ul style="list-style-type: none"> <li>- By ensuring that farmers belong to cooperatives and come up with serious proposals that can help them sustain their lives.</li> </ul>

		through meetings and farm demonstration that are held with farmers		
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### 5.3. FISP COMMUNICATION MESSAGE DESIGN

The study also assessed the messages that farmers were given regarding the Farmer Input Support Programme (FISP).

#### 5.3.1. Messages on FISP Communicated to Farmers

Table 5.11: FISP Messages

Message	Frequency	Percent
FISP Sensitization	52	52.0
Graduate Beneficiary	3	3.0
Input Provision	6	6.0
Input Retention	1	1.0
Join Cooperative	28	28.0
None	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

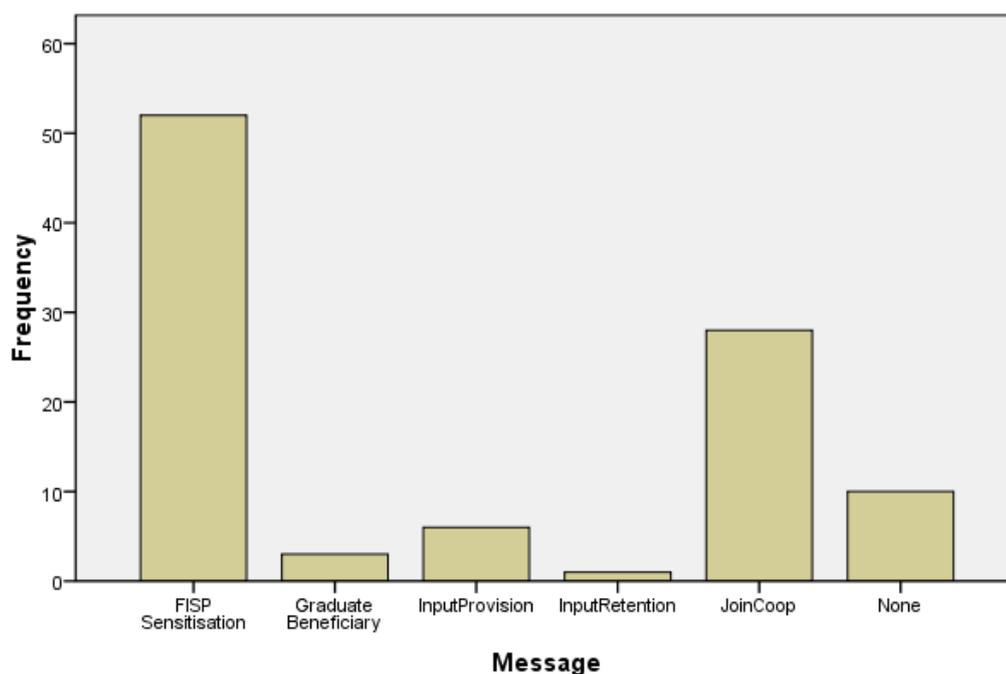


Figure 5.9: FISP Messages

Based on the data in Table 5.11 and figure 5.9, it can be noted that farmers were sensitized on the Farmer Input Support Programme.

### 5.3.2. Agricultural Officers on FISP Messages Communicated to farmers

Table 5.12 shows the responses of the agricultural officers. In the quest to know the kind of information that is given to farmers, the Officers responded to the following questions;

Q1. What kind of Information is given to the potential beneficiaries of FISP?

Q2. What communication messages are available and affordable by these farmers?

Q3. What language is used to communicate this information?

Table 5.12: Agricultural Officers on FISP Messages

		Response to Q 1	Response to Q 2	Response to Q 3
1	District Agricultural Coordinator's Office	- Information about the implementation of the programme, about general farming, marketing of their crops.	- Messages about good farming practices, pesticides, chemicals	- The messages are designed in English and then translated into local languages that are commonly used in the district that is tonga and nyanja
2	Senior Agricultural Officer	- Information about agriculture, farming methods, requirement for farmers to be able to benefit from the programme	- Messages about farm demonstrations, about the farming inputs, good farming practices, chemical and pesticides are designed	- The messages are designed in English and then translated into local languages that are commonly used in the district that is chitonga and chinyanja
3	Cooperative Inspector	- About the criteria for being able to benefit from the programme	- Messages about requirements for farmers to be eligible for farming inputs, joining cooperatives, about registering cooperatives	- The messages are designed in English and then translated into local languages that are commonly used in the district that is chitonga and chinyanja
4	Senior Technician	- Information about	- Messages about	- The messages are

	Officer	conservation farming and general farming	equipment that farmers may need to acquire in order for them to improve on farming, - Information about better farming practices like conservation farming. Messages about demonstration farms and their purpose.	designed in English and then translated into local languages that are commonly used in the district that is chitonga and chinyanja
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### 5.3.3. Focus Group Discussion on FISP Messages Communicate to Farmers

Two focus group discussions were conducted with farmers to determine the kind of information that is given to them. Table 5.13 shows the results on the discussion.

Table 5.13: Focus Group Discussion on FISP Messages

Question	Response
What kind of information is passed on to the beneficiaries?	<ul style="list-style-type: none"> <li>- Information about good farming practices, about the Farmer Input Support Programme, formation of cooperatives, conservation farming, about prices of both inputs and for selling the maize that is harvested</li> <li>- Information about anything that comes up and problems that farmers encounter, for example information about chemicals and how to get rid of army worms and other pests</li> </ul>
How relevant is the information?	<ul style="list-style-type: none"> <li>- Very important as it teaches farmers good farming practices and they become knowledgeable about how to go about farming and how to access inputs from government</li> <li>-</li> </ul>
The last message you heard about FISP, what was the source of it?	<ul style="list-style-type: none"> <li>- The extension officers</li> </ul>

### 5.4. FISP COMMUNICATION CHANNELS

The communication channels under FISP were assessed among the farmers and officers enquiring on how information was disseminated and received. Both print and electronic media as well as interpersonal communication are used to disseminate information on FISP.

#### 5.4.1. Channels used in FISP for Farmers' Communication

The following are the results of the assessment on communication channels used under FISP to pass on information to the farmers.

##### 5.4.1.1. Access to Radio Media

Table 5.14: Own Radio

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Yes	90	90.0
No	10	10.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The findings revealed that out of the 100 farmers that participated in the study, 90% owned a radio.

##### 5.4.1.2. Frequency of Listening to Radio

Table 5.15: Listen to Radio

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Once	2	2.0
Twice	8	8.0
3 Times	16	16.0
4 Times	3	3.0
5 Times	7	7.0
6 Times	1	1.0
7 Times	52	52.0
Do not have a Radio	1	1.0
No response	1	1.0
Not applicable	8	8.0
Nil	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

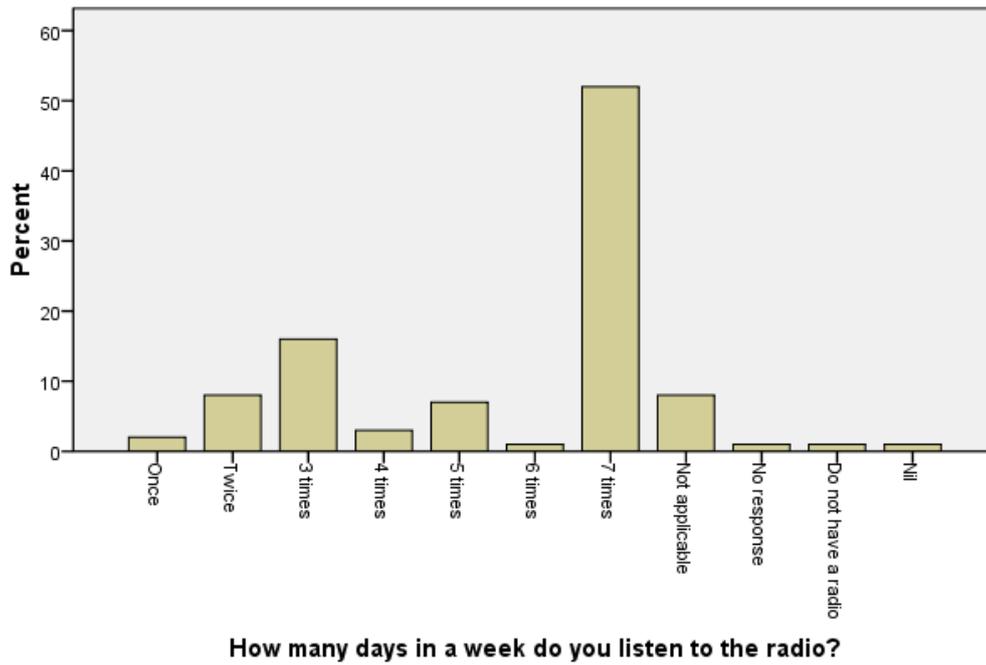


Figure 5.10: Listen to Radio

#### 5.4.1.3. Access to Television Media

Table 5.16: Own Television

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Yes	75	75.0
No	25	25.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The majority of farmers have access to television.

### 5.4.1.4. Frequency of Television Viewing

Table 5.17: Watch Television

	Frequency	Percentage
Once	4	4.0
Twice	5	5.0
3 times	7	7.0
4 times	8	8.0
5 times	2	2.0
6 times	1	1.0
7 times	43	43.0
Nil	6	6.0
Not applicable	20	20.0
No response	3	3.0
Do not have TV	1	1.0
Total	100	100.0

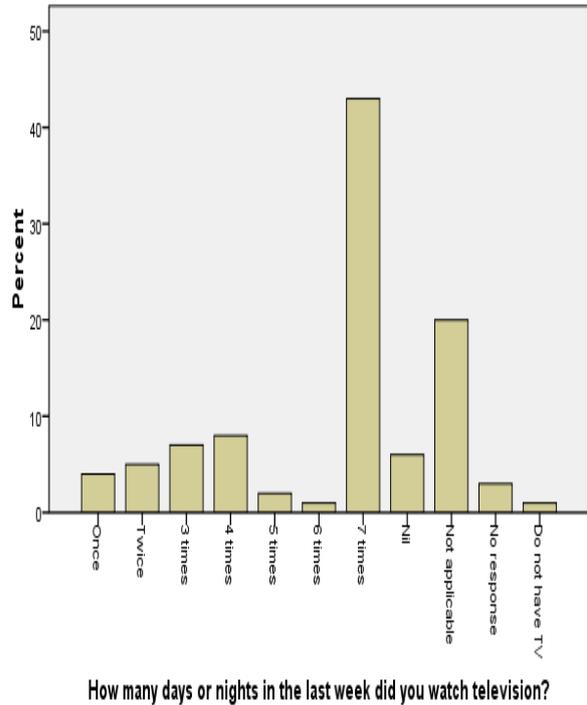


Figure 5.11: Watch Television

The farmers were asked to indicate the number of times they watch television in a week and 43% stated that they watched television every day of the week.

### 5.4.1.5. Frequency of Newspaper Reading

Table 5.18: Read Newspapers

	Frequency	Percent
Once a month	11	11.0
Once a week	13	13.0
Two to three times a week	25	25.0
Everyday	7	7.0
Never read them	14	14.0
Do not have access to newspaper	14	14.0
Do not know how to read	8	8.0
No response	2	2.0
Never read them, do not have access to newspaper	5	5.0
Never read them, do not know how to read	1	1.0
Total	100	100.0

How often do you read newspapers to get information and news?

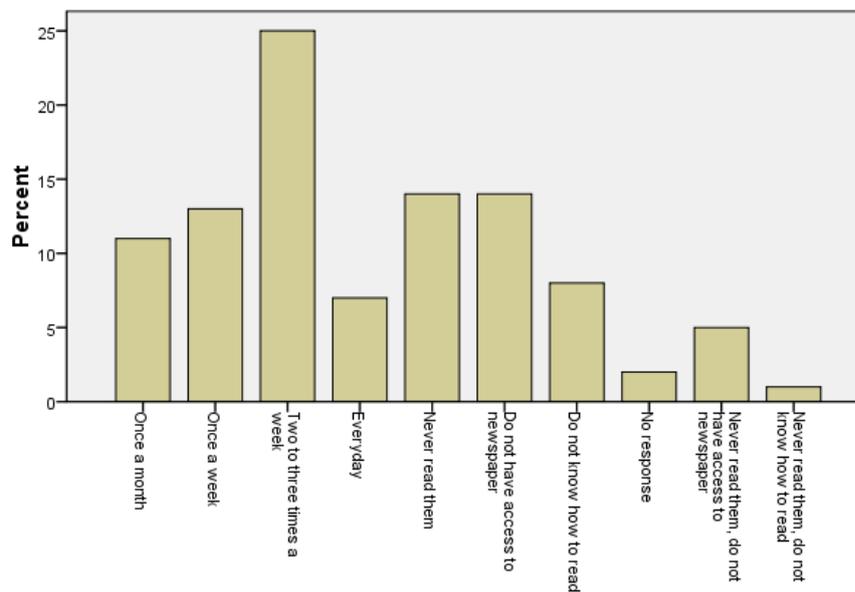


Figure 5.12: Read Newspapers

The findings indicated that majority of the respondents totaling 25% read newspapers two to three times in a week.

### 5.4.1.6. Channels Used To Receive Information before Joining FISP

Table 5.19: Channels used before joining FISP

	Frequency	Percent
Acquaintance	36	10.7
Coop. Meetings	67	19.8
DACO	30	8.9
Daily Mail	12	3.6
Ext. Officers	54	16.0
Farmers Magazines	23	6.8
Muvi TV	5	1.5
Post Newspaper	10	3.0
Posters	4	1.2
Times of Zambia	10	3.0
ZNBC Radio 1	33	9.8
ZNBC Radio 2	26	7.7
ZNBC TV 1	22	6.5
ZNBC TV 2	6	1.8
Total	338	100.0

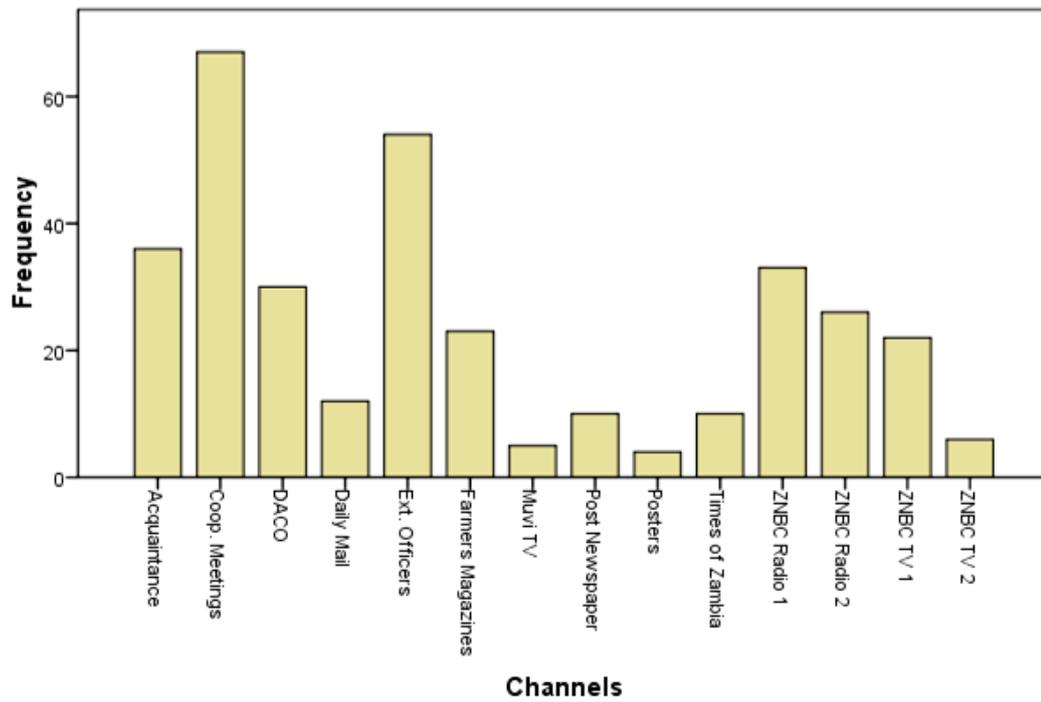


Figure 5.13: Channels used before joining FISP

The study further revealed that most farmers received information before joining FISP when they attended cooperative meetings representing 67, followed by the extension officers totaling 54 while 36 got information from their acquaintances, 30 from the DACO and the rest said they accessed information from both the print and electronic media.

### 5.4.1.7. Current Channels Used To Receive Information on FISP

Table 5.20: Current channels used

Responses	Frequency	Percent
Acquaintance	28	8.5
Coop. Meeting	66	20.1
DACO	31	9.5
Daily Mail	8	2.4
Extension Officer	60	18.3
Farmers Magazines	29	8.8
Muvi TV	5	1.5
Post Newspaper	10	3.0
Posters	2	.6
Times of Zambia	9	2.7
ZNBC Radio 1	36	11.0
ZNBC Radio 2	22	6.7
ZNBC TV 1	16	4.9
ZNBC TV 2	6	1.8
<b>Total</b>	<b>328</b>	<b>100.0</b>

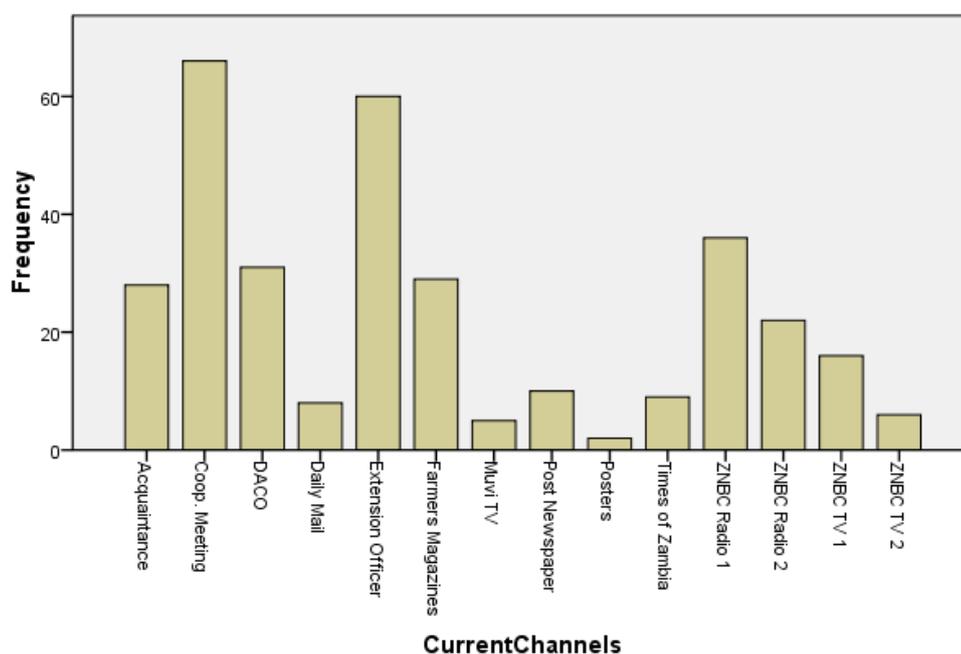


Figure 5.14: Current channels used

#### 5.4.1.8. Frequency of receiving information on FISP

Table 5.21: Receivership of information on FISP

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Daily	6	6.0
Weekly	12	12.0
Monthly	22	22.0
Yearly	20	20.0
Never	2	2.0
Quarterly	10	10.0
As and when there is information	12	12.0
When there is need	1	1.0
When we have cooperative meetings	7	7.0
When I visit friends in the community or when they visit me	2	2.0
When doing community work	1	1.0
No response	1	1.0
When interacting with cooperative members, friends and NGOs working in the area	1	1.0
Monthly, yearly	1	1.0
Once in a while	1	1.0
Weekly, monthly, yearly	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

### How often do you get these information updates?

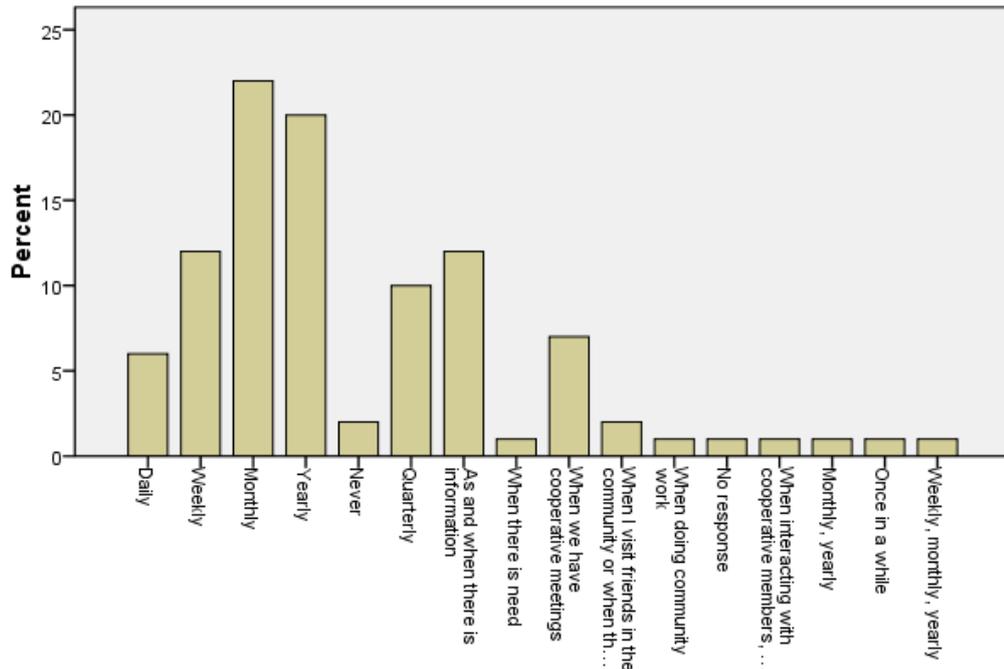


Figure 5.15: Receivership of information on FISP

#### 5.4.2. Channels used by Agricultural Officers in FISP

Key Informant Interviews (KII) was conducted with the District Agricultural Coordinating Officer (DACO), Senior Agricultural Officer (SAO), Cooperative Inspector and the Senior Technician Officer on communication channels used in FISP. They each responded to the following questions:

- Q1. How is information on FISP passed on to the potential beneficiary farmers?
- Q2. What communication channels are used to communicate this information and how often is information communicated to them?

Table 5.22: Communication channels used by Officers

	Officer	Response to Q 1	Response to Q 2
1	District Agricultural Coordinator's Office	<ul style="list-style-type: none"> <li>- Zambia National Agricultural Services and National Agricultural System records and documents agricultural activities and other information that needs to be disseminated to farmers and the documentaries are aired and televised.</li> <li>- Monthly meetings and trainings are conducted</li> </ul>	<ul style="list-style-type: none"> <li>- Extension officers pass on the information and also letters are used. - Radio and television is used as well as verbal communication where telephones are used to pass on information.</li> <li>- Kafue community radio is sometimes used to disseminate information; and also newsletters, farmer magazines, brochures</li> </ul>
2	Senior Agricultural Officer	<p>Farmers are given small radio cassettes and told the time when they can tune in and listen to agricultural programs that are recorded and aired.</p>	<ul style="list-style-type: none"> <li>- Through National Agricultural Information System (NAIS) radio and television is used to disseminate information, Lima time and radio farm fora are aired and televised.</li> <li>- Meetings and extension services are used to pass on information</li> </ul>
3	Cooperative Inspector	<ul style="list-style-type: none"> <li>- Information is given to farmers through meetings, trainings, during farm demonstrations, during celebration of Cooperative International day which is celebrated every year.</li> <li>- The extension officers are mostly used to disseminate information to farmers as they are trusted by the community.</li> </ul>	<ul style="list-style-type: none"> <li>- Radio and television although the signal is usually a challenge, meetings, workshops and trainings, demonstration day, Newsletters and farmer magazines.</li> <li>- Use of the extension officer is mostly preferred because they work hand in hand with the Community Agricultural Committees.</li> </ul>
4	Senior Technician Officer	<p>- General flow of information is done through meetings which are also connected to demonstrations that are conducted together with farmers.</p>	<ul style="list-style-type: none"> <li>- Through meetings, farm demonstrations, sometimes verbal communication is used (use of telephones), brochures are also used and through National Agricultural Information System (NAIS); radio and television is used.</li> <li>- Manuals are also used.</li> </ul>

### 5.4.3. Channels Highlighted in Focus Group Discussions used in FISP

Focus group discussions were conducted with the farmers to determine the communication channels that are used to disseminate information on FISP.

Table 5.23: Communication channels used by farmers

Question	Response
What channels of communication are used to pass on messages to the beneficiaries and potential beneficiaries?	<ul style="list-style-type: none"> <li>- Meetings</li> <li>- Letters</li> <li>- Trainings</li> <li>- Television (ZNBC TV 1&amp;2, Muvi TV)</li> <li>- Radio ( ZNBC radio 1&amp;2, Sky FM, Komboni radio and Mazabuka radio)</li> <li>- Newsletters</li> <li>- Farmer magazines (produced by Zambia National Farmers Union)</li> </ul>
Other ways that farmers would like to receive information	<ul style="list-style-type: none"> <li>- Through calendars that indicates activities to be conducted in each month and throughout the year</li> <li>- Use of text messages (mobile texting)</li> <li>- Magazines</li> <li>- Use of internet that the face book</li> </ul>

## 5.5. KNOWLEDGE LEVEL ON FISP

The knowledge on FISP was assessed among the farmers and officers enquiring into what they knew about FISP and how much information was disseminated and received.

### 5.5.1. Farmers' Knowledge Level on FISP

The study assessed: (a) the awareness level (b) beneficiary of the farming products, (c) years spent on the programme, (d) how often the farming products are accessed, (e) products that are accessed from FISP, (f) paying back and (g) the reasons for not paying back.

### 5.5.1.1. Awareness of FISP

Table 5.24: Awareness

Responses	Frequency	Percent
Acquiring Seed & Fertiliser	47	43.1
Do Not Know	6	5.5
Helping Vulnerable Farmers	56	51.4
<b>Total</b>	<b>109</b>	<b>100.0</b>

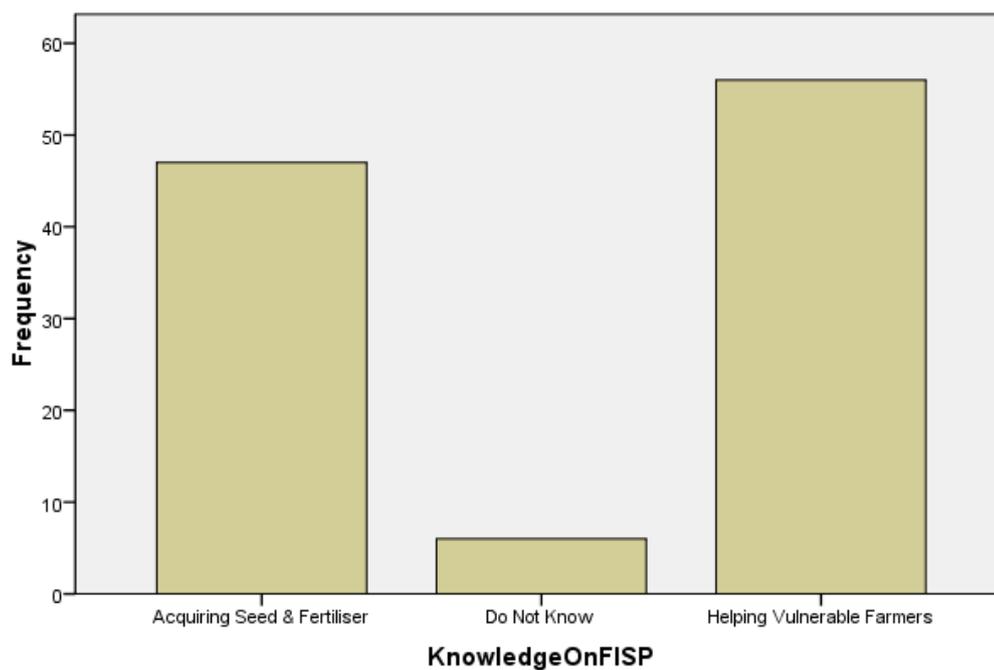


Figure 5.16: Awareness

### 5.5.1.2. Beneficiary of FISP

Table 5.25: Beneficiary of FISP

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	93	93.0
No	7	7.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Of the 100 farmers that took part in the study, the findings revealed that 93 were beneficiaries of FISP.

### 5.5.1.3. Duration on FISP

Table 5.26: Years spent on the programme

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
1 year	6	6.0
2 years	29	29.0
3 years and above	64	64.0
Not applicable	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

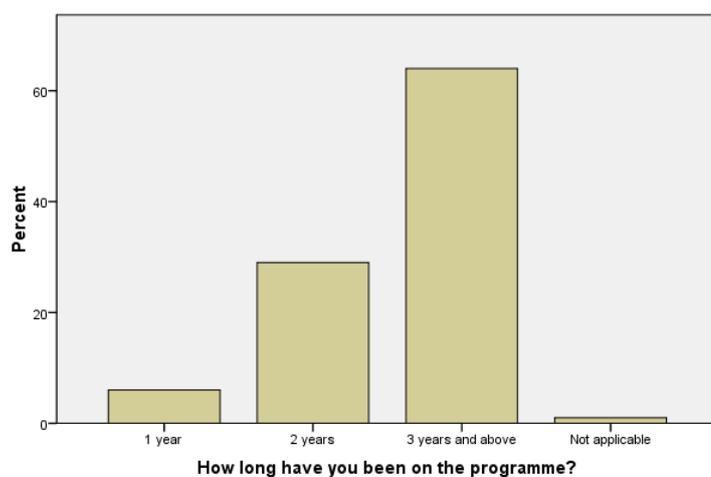


Figure 5.17: Years spent on the programme

Majority of the farmers (64) have been on the programme for more than three years while only six farmers had been on the programme by the time the study was conducted. This is presented in figure 5.17.

#### 5.5.1.4. Access of FISP

Table 5.27: Accessibility of FISP

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Every year	96	96.0
After every two years	1	1.0
When i have money to pay for the pack	1	1.0
Not yet benefitted	1	1.0
Not a member of any cooperative	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

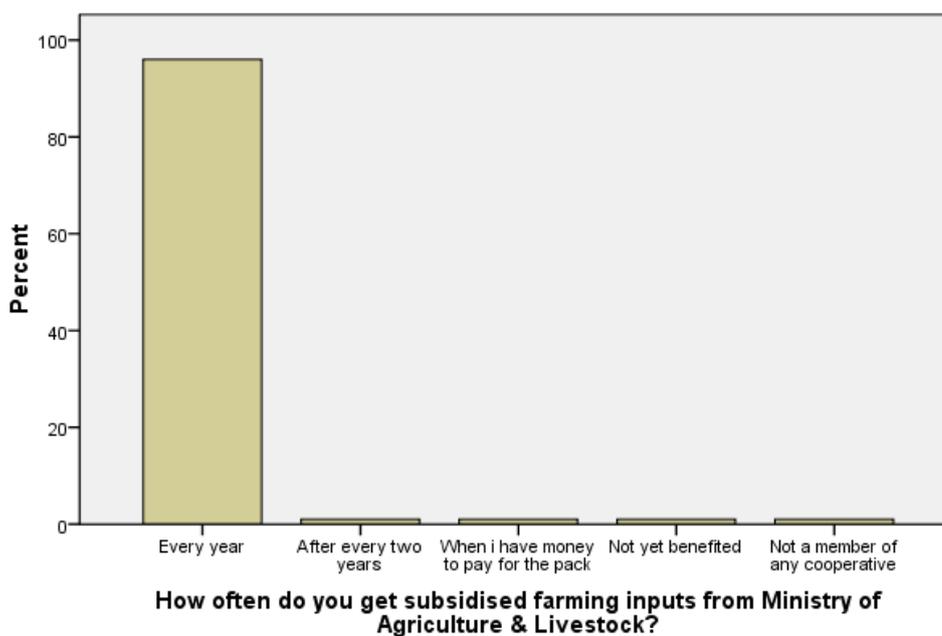


Figure 5.18: Accessibility of FISP

Figure 5.18, shows that majority of farmers have been accessing farming inputs every farming season from the time they joined the programme.

### 5.5.1.5. Kind of help received from FISP

Table 5.28: Products received from FISP

Responses	Frequency	Percent
Fertiliser (Top & Down dressing)	10	10.0
Fertiliser and seed	89	89.0
Information about payments for packs	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

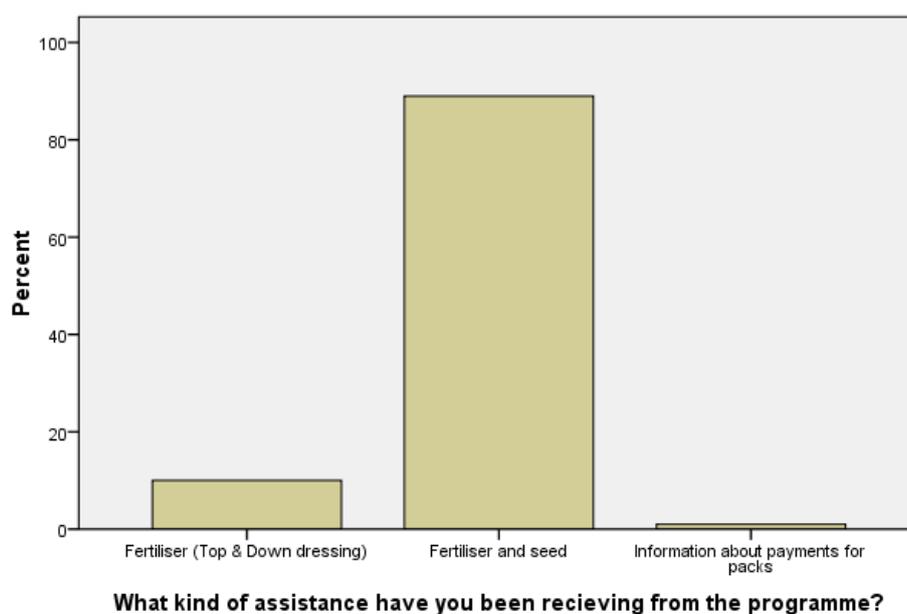


Figure 5.19: Products received from FISP

Farmers were asked to state the kind of products that are received under FISP; 89 said fertilizer and seed, 10 said fertilizer and only 1 said that they received information about payments for the farming packs. This is in figure 5.19.

### 5.5.1.6. Pay back to FISP

Table 5.29: Financing of inputs from FISP

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Yes	57	57.0
No	39	39.0
No response	3	3.0
Not applicable	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

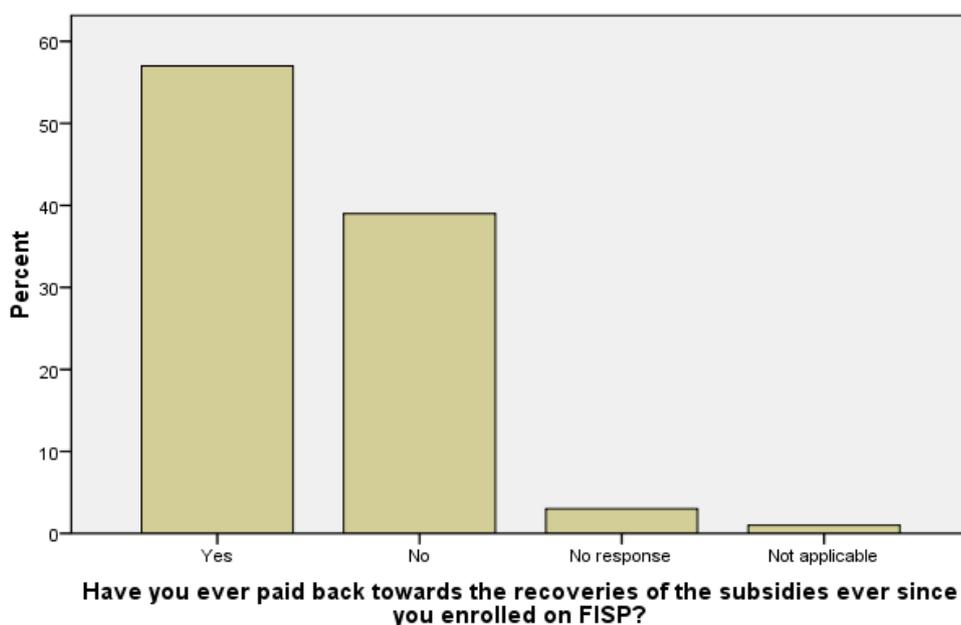


Figure 5.20: Financing of inputs from FISP

Farmers were asked if they pay back to government for the inputs and the study revealed (figure 5.20) that 57 paid back, 39 said they did not, 3 did not respond and 1 said it was not applicable to them.

### 5.5.1.7. Reason for not paying back

Table 5.30: Reasons for not paying back

Responses	Frequency	Percent
Not harvesting enough to pay back	7	7.0
Did not know about paying back	19	19.0
No response	5	5.0
Not applicable	60	60.0
It is support from government	2	2.0
Farmers do not pay back	1	1.0
Not part of the conditions	1	1.0
Inputs are bought by cash	1	1.0
Im new to the system	2	2.0
We make cash payments for FISP inputs	1	1.0
No payment is required	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Why have you not paid towards the recoveries?

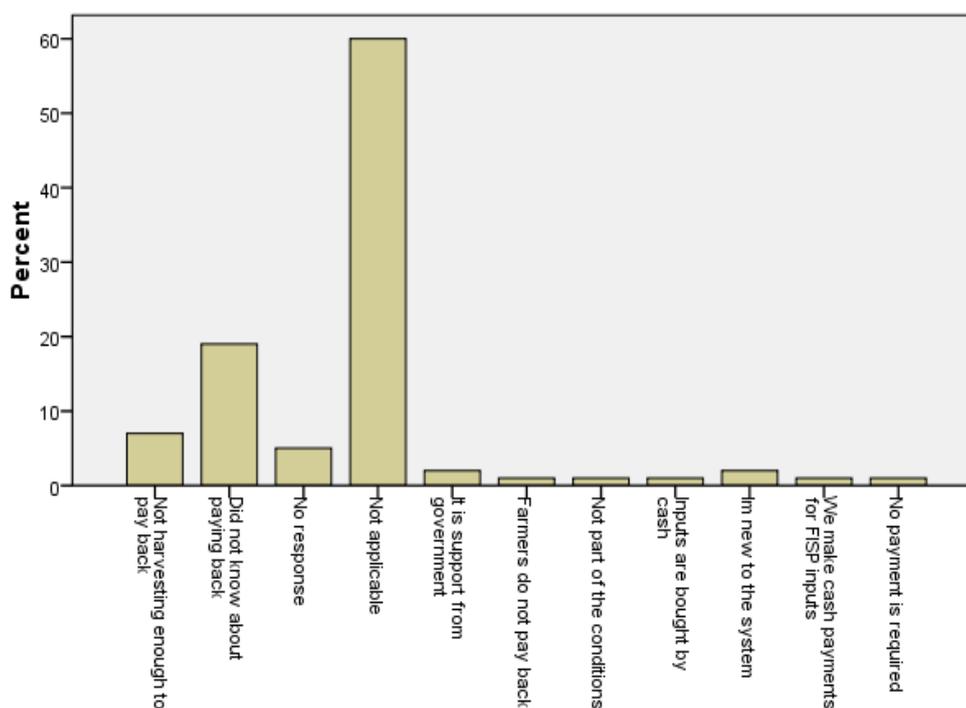


Figure 5.21: Reasons for not paying back

### **5.5.2. Agricultural Officers' Knowledge Level on FISP**

Key Informant Interviews (KII) was conducted with the District Agricultural Coordinating Officer (DACO), Senior Agricultural Officer (SAO), Cooperative Inspector and the Senior Technician Officer on the awareness levels on FISP. Table 5.31 shows the responses. The Officers responded to the following questions;

Q1. What is FISP?

Q2. In what ways have you been involved in the FISP?

Q3. For how long have you been involved in FISP?

Q4. What selection criteria are used in selecting eligible farmers to be placed on the Program?

Table 5.31: Knowledge level

		Response to Q 1	Response to Q 2	Response to Q 3	Response to Q 5
1	District Agricultural Coordinator's Office	Designed to support a farmer to cultivate a hectare of maize but have now reduced to 2 lima.	Heading the District Agricultural Office	Since inception of the programme in 2002	Programme is open to all viable but resource poor individuals regardless of their sex
2	Senior Agricultural Officer (SAO)	Programme formed to promote food security among small scale farmers who are viable but resource poor	Has a direct link between farmers and the agricultural office, department of SAO is the front liner	Been involved in Farmer Input Support Programme for the past 6 years therefore have a better understanding and experience of the programme.	All farmers are encouraged to join cooperatives so that they can benefit from the programme. Women are encouraged to join or form cooperatives so that they can benefit from the programme.
3	Cooperative Inspector	Designed to help farmers produce food for consumption in order to alleviate poverty and if they have excess to sell and use the money for other things.	The cooperative department is in charge of recommending cooperatives to benefit from the programme based on their proposals.	Been involved in the programme for the past 3 years.	All farmers are encouraged to join cooperatives so that they can benefit from the programme.
4	Senior Technician Officer	Designed to help farmers produce food for consumption in order to alleviate poverty	By providing technical services, the equipment that farmers may need to acquire in order for them to improve farming practices.	For over 3 years	All farmers are encouraged to join cooperatives so that they can benefit from the programme.

### 5.5.3. Focus Group Discussion Assessment on FISP

Two focus group discussions were conducted with the farmers to determine the awareness level on FISP.

Table 5.32: Farmer's knowledge level of FISP

Question	Response
How are the Cooperatives formed?	<ul style="list-style-type: none"> <li>- People in the village with the same interest of wanting to better their lives through either doing business or farming come together and form groups, and then are guided by officers from the DACO's office to form cooperative.</li> </ul>
How do the farmers become members?	<ul style="list-style-type: none"> <li>- Farmers who are able to pay for shares are welcome to join cooperatives.</li> <li>- The money realized from selling shares is then used to buy farming inputs for members in that particular cooperative.</li> </ul>
What is the selection criterion?	<ul style="list-style-type: none"> <li>- Everyone and anyone who can afford to pay for shares in the cooperative are welcome.</li> </ul>
Are the women given chance to be members of these cooperatives?	<ul style="list-style-type: none"> <li>- Everyone regardless of their sex is welcome</li> <li>- It is open to women, men and youths</li> <li>- There are some cooperatives that only consists of women (mostly widows) and the activities that are carried out are just the same</li> </ul>
What is the highest level of education attained by beneficiaries?	<ul style="list-style-type: none"> <li>- Education is not necessary, anyone who wants to join is welcomed</li> </ul>
What is your understanding of FISP?	<ul style="list-style-type: none"> <li>- Initiative by government to help small scale farmers to become food secure</li> <li>- Initiative to help cooperatives and clubs operate better</li> </ul>
What are the pressing issues about FISP?	<ul style="list-style-type: none"> <li>- Late delivery of inputs as this affects the yields</li> <li>- Climate change; drought has been experienced in the district that destroyed the crops that were planted early; and sometimes floods wash away crops.</li> <li>- Price of selling maize to the government has been too low for some years forcing farmers to sell their maize to briefcase</li> </ul>

	buyers
How can these issues be solved?	<ul style="list-style-type: none"> <li>- Ensure that inputs are delivered early between August and October</li> <li>- Government to introduce late maturing seeds that farmers can plant</li> <li>- Government to look into the price and raise it so that at least it can compensate the removal of subsidies</li> </ul>
What factors have contributed to the failure by farmers to wean off the FISP after the stipulated time?	<ul style="list-style-type: none"> <li>- Poor harvest because of reduced farming inputs, climate change that is drought and floods</li> </ul>

## 5.6. ASSESSING EFFECTIVENESS OF FISP COMMUNICATION STRATEGIES

Finally, the most important element of any communication strategy was assessed among the farmers and officers enquiring on: (a) how effective and efficient the communication strategy has been, (b) assistance received, (c) the challenges that farmers face as well as challenges faced in the implementation of FISP and (d) future plans.

### 5.6.1. Farmers' Assessment of Efficiency & Effectiveness of FISP Communication Strategies

The study revealed the following results;

#### 5.6.1.1. Rating of assistance from FISP

Table 5.33: Effectiveness of help from FISP

Responses	Frequency	Percent
Excellent	18	18.0
Very good	34	34.0
Good	45	45.0
Poor	2	2.0
No response	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

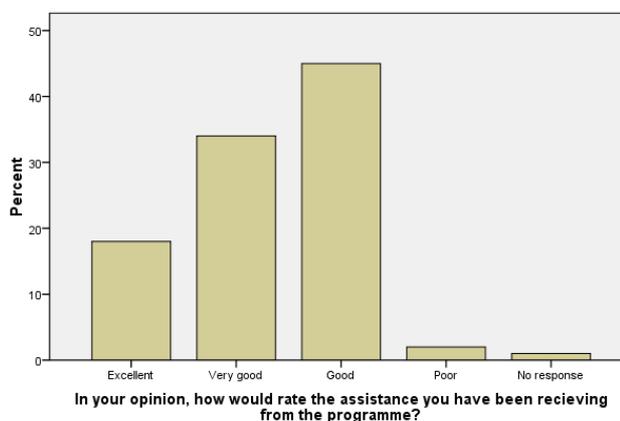


Figure 5.22: Effectiveness of help from FISP

The farmers were asked to rate the assistance received from FISP and 45% said the programme has been good, 34% said very good, 18% said excellent whilst 2% said the programme has been poor and 1% did not respond.

**5.6.1.2. Challenges faced by farmers**

Table 5.34: Challenges

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Drought	51	35.4
Floods	20	13.9
Lack of farming inputs	19	13.2
Late delivery of inputs	15	10.4
Pests	34	23.6
Price of inputs	5	3.5
<b>Total</b>	<b>144</b>	<b>100.0</b>

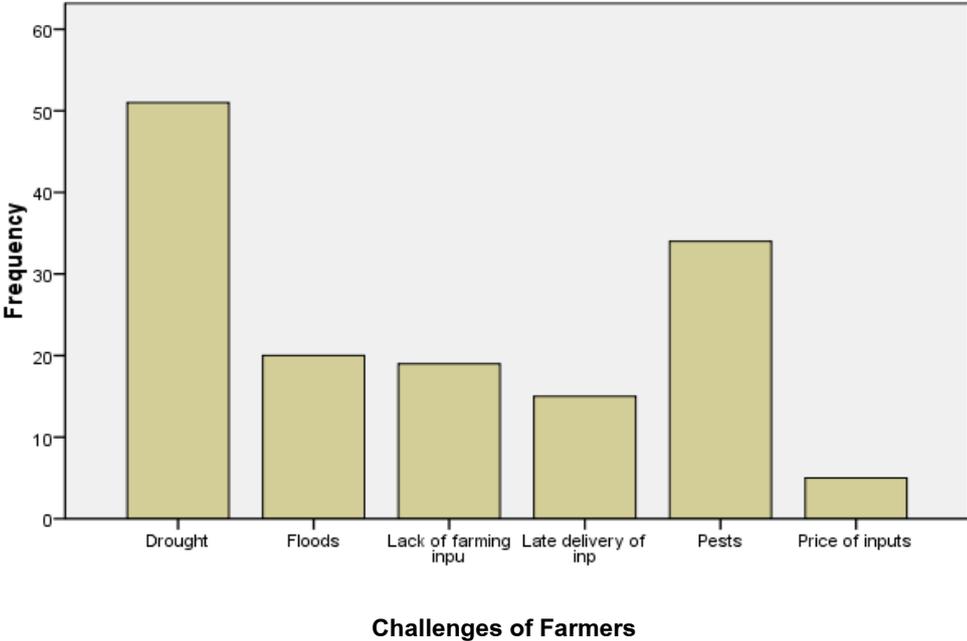


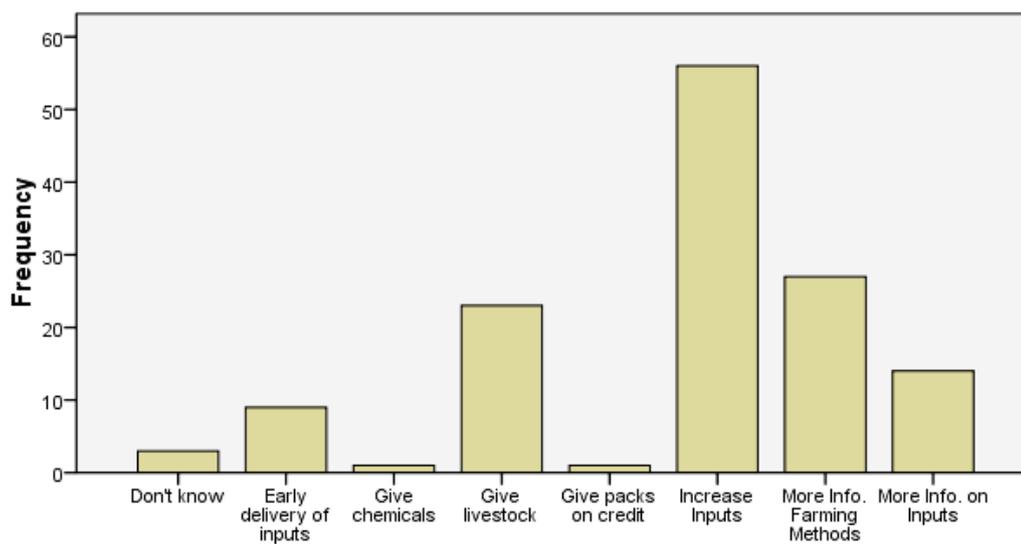
Figure 5.23: Challenges

The study revealed that farmers face a lot of challenges with droughts being the most prominent one followed by pests, floods, lack of inputs, late delivery and price of inputs.

**5.6.1.3. What needs to be done to improve FISP.**

Table 5.35: Future Plans

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Don't know	3	2.2
Early delivery of inputs	9	6.7
Give chemicals	1	.7
Give livestock	23	17.2
Give packs on credit	1	.7
Increase Inputs	56	41.8
More Info. Farming Methods	27	20.1
More Info. on Inputs	14	10.4
<b>Total</b>	<b>134</b>	<b>100.0</b>



**Improvement Required By GRZ**

Figure 5.24: Future Plans

#### 5.6.1.4. Information received about FISP effectiveness

Table 5.36: Received information about FISP

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	83	83.0
No	12	12.0
Do not know	4	4.0
No response	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The farmers were asked whether the information received about FISP was effective or not; 83% agreed that the information was effective, 12% said no, 4% did not know and 1% did not respond.

#### 5.6.2. Agricultural Officers' Assessment of Efficiency & Effectiveness of FISP Communication Strategies

Key Informant Interviews (KII) was conducted with the District Agricultural Coordinating Officer (DACO), Senior Agricultural Officer (SAO), Cooperative Inspector and the Senior Technician Officer on the efficiency and effectiveness of communication strategies used in FISP. The Officers responded to the following questions;

- Q1. What are the merits and demerits of the programme?
- Q2. Why do you think that this type of media is effective?
- Q3. How effective and efficient are the communication channels used by FISP?
- Q4. What do you think are the successes of the programme's communication strategies?
- Q5. How did MAL contribute to these?
- Q6. What are some of the challenges faced in the implementation of FISP?

Table 5.37: Effectiveness of FISP

	Officer	Response to Q 1	Response to Q 2	Response to Q 3	Response to Q 4	Response to Q 5	Response to Q 6
1	District Agricultural Coordinator's Office (DACO)	In the years when we had good rainfall the yields have been very good and beneficial for farmers.	The use of extension officers has been successful because farmers have faith in them.	Very effective because the interaction between farmers and extension officers builds confidence and trust in the programme	The use of extension officers because they are based right in the villages, living amongst the farmers	The Ministry of Agriculture and Livestock being the mother body of Farmer Input Support Programme has ensured that the programme is implemented according to the plan. The ministry has ensured all good practices and any information that needs to be disseminated to farmers is recorded by NAIS and ZANIS and then aired or televised.	Funding, Transport, late delivery of inputs; poor road infrastructure which makes it difficult to transport inputs and to carry out field visits. Presence of some Non-Governmental Organizations in the district that give people gifts so they can attend their meetings and programs.
2	Senior Agricultural Officer (SAO)	Farmers are now managing to buy inputs for their fields and use	The Community agricultural Committee exists in various camps	Very effective because the interaction between farmers	The use of extension officers because they are based right in the	By ensuring that the programme is implemented as planned	Late delivery of inputs; climate change has affected farmers negatively

		<p>them. FISP has helped a lot of farmers because some of them are unable to buy inputs direct from agro dealers. Farmers are food secure.</p>	<p>and they interact with camp extension officers all the time and discuss farming issues. The camp extension officers are used to disseminate information</p>	<p>and extension officers builds confidence and trust in the programme.</p>	<p>villages, living amongst the farmers.</p>		<p>resulting into poor harvest</p>
3	Cooperative Inspector	<p>Farmers are doing better; they are able to secure food, pay for bills and able to make cooperative contributions. On the other hand, it is difficult to determine whether farmers are progressing or not because it is the same farmers that benefit every year since the programme started and they have never graduated</p>	<p>The use of extension officers has been very effective because farmers get information from the source and are able to seek clarification on things they do not understand there and then; information reaches the farmers faster and are able to act on time</p>	<p>Very effective because the interaction between farmers and extension officers builds confidence and trust in the programme. Farmers have improved greatly on how they manage their fields and also knowledge on chemicals and pesticides have improved. Through farmer</p>	<p>Farmers get the information from the source; the manual indicates how the programme will be implemented in that particular farming season</p>	<p>By ensuring that the programme is implemented as planned</p>	<p>Vulnerable farmers do not participate due to lack of finances</p>

		from the programme		magazines and newsletters, farmers have learnt about the different types of seeds available and their benefits			
4	Senior Technician Officer	Farming has been improved and farmers are able to harvest enough; farmers are food secure.	Involvement of the farmers through Community Agricultural Committees and use of extension officers has been very effective because this brings in the spirit of togetherness in promoting the farming activities	Very effective because the interaction between farmers and extension officers builds confidence and trust in the programme	Involvement of farmers at every stage of the programme makes farmers feel as the owners of the programme and this empowers them	By ensuring that the programme is implemented as planned	Funding; lack of transport to use when going in the field.

### 5.6.3. Focus Group Discussions' Assessment of Efficiency & Effectiveness of FISP Communication Strategies

Focus group discussions were conducted with the farmers to determine the efficiency and effectiveness of the communication strategies used on FISP.

Table 5.38: Effectiveness of FISP from farmer's point of view

Question	Response
What are the merits and demerits of the Programme?	<ul style="list-style-type: none"> <li>- The merits are that farmers have become food secure and able to send their children to school.</li> <li>- The demerits are that the same farmers seem to be benefiting from the programme; and also that with reduced input packs, farmers are struggling to pay their membership fees to the cooperatives that they belong to.</li> </ul>
How effective and efficient are these channels?	<ul style="list-style-type: none"> <li>- These channels have been very effective and efficient.</li> <li>- Television has been very effective and efficient because we are able to see what is being talked about and this makes it easier to understand. We are able to watch the programs together with children and entire family.</li> <li>- Radio programmes are conducted in many local languages which makes it easier to understand the information clearly.</li> <li>- Meetings and trainings are conducted by officers from the DACO's office thereby getting information from the source and this gives farmers an opportunity to ask questions were they do not understand.</li> </ul>
What needs to be done to improve on the administering of the subsidized farming inputs?	<ul style="list-style-type: none"> <li>- Increase the farming packs from 4 X 50kg of fertilizer to 8 X 50kg fertilizer and 20kg of seed instead of 10kg bag of seed.</li> <li>- Introduce late maturing seeds that can be used during the drought period.</li> <li>- Add livestock to the pack so that farmers can expand on their activities.</li> <li>- Deliver inputs early.</li> </ul>
What are some of the success stories that can be shared on the positive impact or influence of the programme's communication strategies?	<ul style="list-style-type: none"> <li>- At the beginning of the 2013/2014 farming season we received mixed messages on the price of inputs from pronouncements made on television and during the cooperative international day celebrations by government officials, this lead to confusion among farmers but due to good communication by the DACO's office the issue was resolved.</li> </ul>

	<ul style="list-style-type: none"> <li>- When army worms attacked our fields, extension officers were alerted and they immediately contacted the DACO's office who organized the chemicals to kill worms. Extension officers and other officers from the DACO's office went round educating farmers on how to mix and spray the chemicals.</li> <li>- Before the programme, farmers just used to do things anyhow which did not yield good result but now due to the presence of the agricultural extension officers in the communities, farmers are helped and guided on how to go about farming.</li> <li>- Trainings and field days that are held have helped us a lot because we have learnt a lot and where we are left behind, the extension officers are always there to guide us.</li> </ul>
<p>How were the lessons learnt used to strengthen the programme's information dissemination?</p>	<ul style="list-style-type: none"> <li>- Good communication from the DACO's office helped us to know the price and what channels of communication we should follow.</li> <li>- Extension officers are always there to guide us, for example after the army worms, we have been taught on how to look out for pests that could be harmful to our crops and lives.</li> </ul>
<p>What do you think could have been done differently to ensure programme effectiveness?</p>	<ul style="list-style-type: none"> <li>- Deliver inputs on time.</li> <li>- The Food Reserve Agency (FRA) to pay farmers on time.</li> <li>- Increase the price of selling maize to government.</li> </ul>

## **CHAPTER SIX**

### **DISCUSSION OF FINDINGS**

#### **6.1. Introduction**

The findings of the research which investigated the Ministry of Agriculture and Livestock's (MAL) communication strategies of its Farmer Input Support Program (FISP) in Kafue District to vulnerable farmers are discussed in this chapter. The discussion makes an examination of the findings in relation to the set objectives and questions of the research. The discussion progresses through the five broad areas this research is patterned on namely (a) assessing the communication strategies used by the Ministry under FISP, (b) determining the nature of the message designed for farmers in FISP, (c) assessing the effectiveness of the communication channels being used by the Ministry in disseminating messages on FISP to the farmers, (d) assessing the knowledge level of farmers on FISP, and (e) determine the effectiveness of these communication strategies in the implementation of FISP.

#### **6.2. Discussion of findings on the communication strategies used by the Ministry of Agriculture & Livestock under FISP**

The primary question the research enquired into was on the communication strategies the Ministry of Agriculture and Livestock uses in implementing FISP in Kafue District. This section highlights the sources of information that were present in Kafue District. The knowledge on FISP was acquired when farmers were being enrolled on the programme having heard about FISP from various sources such as acquaintances and government agents. From the findings, the following can be deduced.

##### **6.2.1. Farmers FISP Information Source**

The study revealed that the majority of farmers representing 54% obtained information about Farmer Input Support Programme from Extension Officers. Extension Officers are employed by the Ministry and live in the same communities with the farmers. FISP was formed by the government to try and help the viable but resource poor small scale farmers become food secure. Others obtained information on FISP from the Ministry of Agriculture and Livestock Officers representing 16%;

FISP officers representing 15% (FISP officers are the officers from the Ministry working directly on the Programme and are based at the District); and Treasurer of the Cooperative representing 1%. The study further revealed that 12% heard about FISP from the DACO. This information is presented in table 5.7. The findings are supported by the Agenda setting theory centered on the idea that media outlets tell the public "not what to think, but what to think about." The theory creates public awareness and concern of relevant issues by the news media (McCombs, 1972, p. 84).

The study further enquired if the farmers got information from other sources and it was discovered that out of the 100 farmers that participated in the study, 73% heard about FISP from more than one source. It was noted that Extension Officers had the highest representation of 38% with other sources represented as follows: FISP Officers (26%); MAL Officers (17%); DACO (16%) and the Treasurer of Cooperative (1.4%). This is indicated in table 5.9 and figure 5.8. This is supported by the diffusion of innovation theory which says that an innovation is communicated through certain channels over time among the members of a social system (Rogers, 2003, p. 92). It involves both mass media and interpersonal communication channels. An innovation in this case being Farmer Input Support Programme was communicated among farmers using various channels of communication. It was noted from the study that farmers did not only depend on one media as a source of information but instead multiple information sourcing was heavily practiced.

### **6.2.2. Agricultural Officers on Communication Strategies**

Based on Table 5.10, it can be noted that the ministry has a communication strategy that is used in the dissemination of information to both the officers (internal) and the public (external). In response to the questions, the Officers said official communication is written on headed paper and referenced. Memoranda and letters were used most of the time. The study also revealed that communication between District Officers and farmers was done through interaction with Extension Officers. Extension Officers were used to pass on any information to farmers as and when there was information to be passed on. It was further discovered that Camp Agricultural Committees (CAC) were formed and they included farmers, cooperative leaders and extension officers. This was done in order to enhance interaction between farmers and

officers so that they can share information on FISP and farming in general. The Officers further said that the general flow of information was done through meetings and farm demonstrations that were held by the Ministry together with farmers.

The study further enquired on whether the communication strategies put in place were working. It was noted that with official documents, they were treated with respect, confidentiality and were filed for future reference. The dissemination of information through Extension Officers was said to be the most effective way of passing on information to farmers unlike the media because they got information from the source and were able to seek clarification where they were not clear. The study also brought to light the fact that most pronouncements made on television or radio usually had an adverse impact on farmers who in the past believed in them but only to be disappointed. For example, the price for farming inputs for the 2013/2014 farming season was announced as K130 per 50 kg bag of fertilizer by officials from government and some farmers started contributing that money only to be told by the District Agricultural Officer that the original price was K100 per 50 kg bag of fertilizer and not K130. This resulted into wrangles between cooperative members and their leaders.

On the strategies that have been put in place in order to improve the provision of subsidized farming inputs, the Officers said the Ministry had introduced alternative crops that were drought resistant such as sorghum and rice that farmers could plant. They further indicated that the pack of farming inputs was cut from the initial pack of 8 X 50 kg bags of fertilizer and 20 kg bag of seed that covered a hectare to 4 X 50 kg bags of fertilizer and 10 kg of seed that covers two (2) Limas. This reduction was aimed at enabling farmers manage a small portion of land and yield enough crops. This was necessitated because farmers in the past failed to manage big fields being unable to weed or apply fertilizer in good time. It was further revealed that farmers were encouraged to belong to cooperatives and come up with good proposals that could help them sustain their lives.

### **6.2.3. Variable Consideration**

The variables of interest were Sex and Education (independent). The sex variable was not proportionately distributed among the sampled farmers representing 32% female

and 68% male. This disproportionate distribution could have been occasioned by the fact that women are naturally shy or dependent on the male folk to guide them. The education variable distribution for the sampled farmers was quite even with those that have reached secondary school ranking highest at 43%, college 24%, primary 28%, university 3% and only 2% had never been to school. This is presented in Table 5.4.

### **6.3. Discussion of findings on the nature of messages designed for farmers in FISP**

The research question that was focused on in this area was, what is the nature of messages the Ministry of Agriculture and Livestock under FISP communicate to the farmers?

#### **6.3.1. Messages on FISP Communication to Farmers**

The study showed that 52% of farmers were sensitised on Farmer Input support Programme but did not indicate exactly what message was given while 28% were urged to join cooperatives; 6% were given information about input retention (they were told not to sell the inputs they received under FISP to other farmers but to use it for their own benefit) and 3% said they were given information on weaning off the programme. 10% said they were not given any information. This information is presented in Table 5.11. The study noted that majority (52%) of farmers were aware of FISP requirements by the time they were joining the programme.

#### **6.3.2. Agricultural Officers on FISP Messages Communicated to Farmers**

The Officers were asked about the type of information that was given to farmers who were on the programme and potential beneficiaries. They said that farmers were given information about the implementation of FISP, conservation farming and general farming methods, crop marketing, and information on the criteria of becoming a beneficiary of the programme. The study further revealed that messages extended to information about good farming practices such as conservation farming, farming equipment, farm demonstrations and their purpose, and use of pesticides and chemicals in their fields. The study further investigated the language used in communicating information to farmers. It was discovered that messages were

designed in English and then translated into local languages that are commonly used in Kafue (mostly Tonga and Nyanja).

### **6.3.3. Focus Group Discussion on FISP Message Communication to Farmers**

From the discussion that was conducted with farmers, it was noted that they were given information about Farmer Input Support Programme, forming cooperative, good farming practices and information about prices of buying farming inputs. They further said they were given information about the programme whenever there were any changes or news. One farmer expressively stated that, “When the army worms attacked our fields, the DACO’s office gave us information on how to destroy them. They gave us chemicals and taught us how to measure, mix and apply it.” The study further showed that farmers are always helped when they had any problem; Officers are always available to provide information. Farmers in the focus group discussion were asked if they found the information relevant. Their response was that they found the information very important and educative as it taught them good farming practices.

### **6.3.4. Consideration of Variables**

The two variables taken into consideration were sex and education (independent). The sex variable was not proportionately distributed among the sampled farmers representing 32% female and 68% male. This disproportionate distribution could have been occasioned by the fact that women are naturally shy or dependent on the male folk to guide them. The education variable distribution for the sampled farmers was quite even with those that had reached secondary school ranking highest at 43%, college 24%, primary 28%, university 3% and only 2% had never been to school. This is presented in Table 5.4. This variable could not have an adverse effect on the assessment result because most farmers were able to read and write and, therefore, were able to understand the messages.

## **6.4. Discussion of findings on the effectiveness of communication channels being used by MAL under FISP**

For this category, the research question was, How effective are the communication channels being used by the Ministry of Agriculture and Livestock in the delivery of messages on FISP to the farmers?

### **6.4.1. Channels Used in FISP for Farmers' Communication**

The study investigated on the common and frequent channels that were used by the Ministry of Agriculture and Livestock under FISP to disseminate information. The study revealed that both the electronic and print media were used as well the interpersonal communication to pass on information to farmers. The electronic and print media played a crucial role in disseminating information about agriculture and alleviation of poverty. Farmers' programmes especially on radio and *Lima Time* programme on television were popular with farmers as they imparted information on agriculture methods such as crop and animal husbandry practices and agricultural marketing. This information equipped the farmers with knowledge that was used to produce quality crops for own consumption and also for sale. Radio programs allowed for feedback from the farming communities.

#### ***6.4.1.1. Farmers' Media Access and Usage***

The study revealed that 90% out of the 100 farmers that participated in the study owned radios and 75% owned television sets. Of the 90% that said they owned radios 52% listened to radio 7 times a week; 16% listened to radio 3 times a week; 8% listened to radio 2 times in a week and the rest said they listened to radio once in a week or did not listen to radio at all. The study further showed that 43% watched television 7 times a week; 8% said they watched television 4 times a week; 7% watched 3 times a week while 2% and 1% said they watched television 5 and 6 times respectively. Others (20%) said the question on the frequency of television viewing did not apply to them whilst 3% did not respond. 6% said they did not watch television at all. This information is presented in Table 5.15 and 5.17 respectively.

It was also noted that most farmers (25%) read newspapers 2 to 3 times in a week whilst 13% said they read newspapers once a week, 11% said they read a newspaper

once a month and 7% read newspapers every day. A total of 42% said they do not read newspapers whilst 2% did not respond.

The study also investigated the channels that were used to disseminate information to farmers before joining FISP. It was noted that most people (67%) got information through cooperative meetings, 54% from Extension Officers, 36% got information from acquaintances, 30% from the DACO, 23% said they got information from farmer magazines, 33% heard the information from ZNBC radio one (1) and 26% from ZNBC radio two (2), 22% from ZNBC TV one (1) and 6% from ZNBC TV two (2), 5% from Muvi TV, 10% from Post Newspaper, 4% from posters, 12% from Daily Mail and 10% from Times of Zambia. This is evidenced in Table 5.19 above.

#### 6.4.1.2. Common Channels of Information Recipient

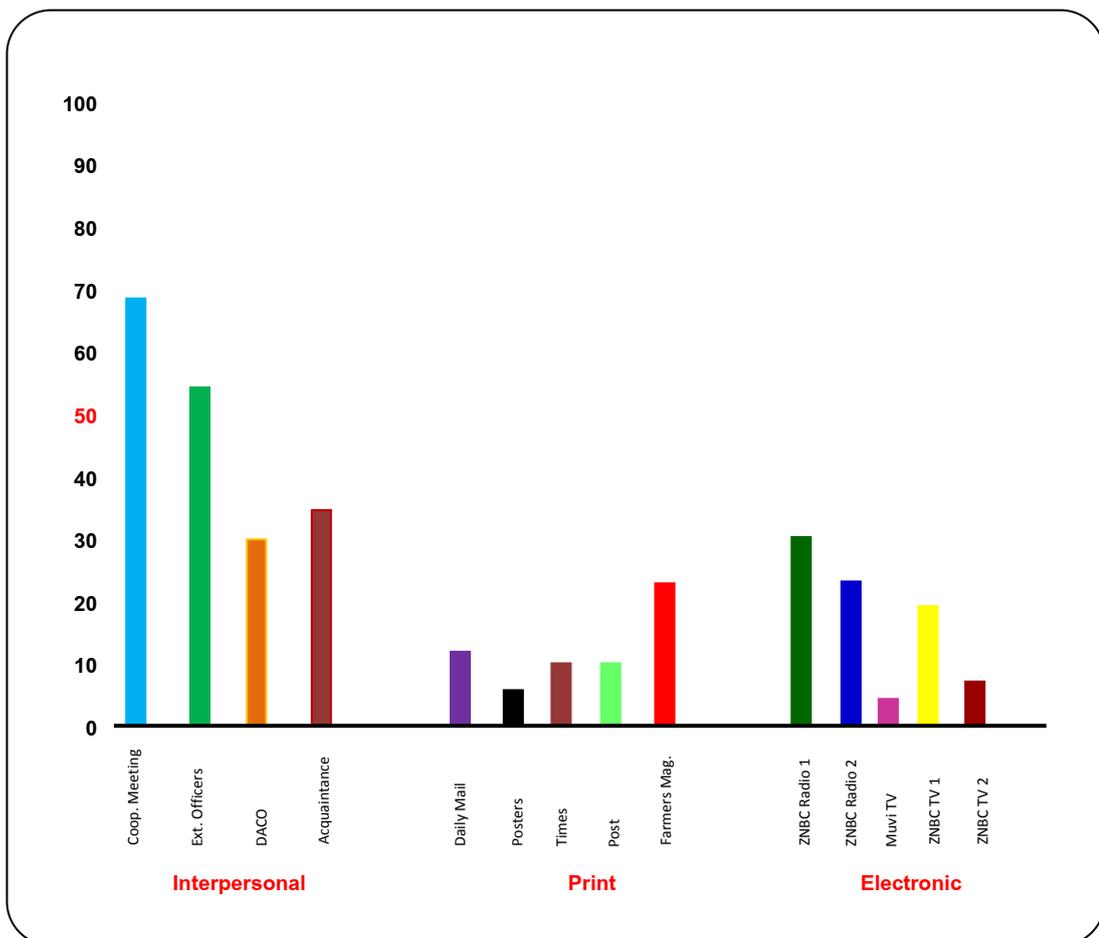


Figure 5.25: Communication Channels

It was generally noted that the interpersonal communication played a big role in disseminating information about FISP and other programmes. As evidenced in figure 5.25, the highest percentage of information seeking was through cooperative meeting representing 67%, Extension Officers representing 54%, DACO 30% and acquaintances 36%. This clearly indicated that person to person communication was more preferred as indicated by the percentages scored. The most common communication channel that was used by the district was the interpersonal averaging 50% of the three channels. The electronic media was the second best communication channel. This was supported by the diffusion of innovation theory.

The study further investigated on how often farmers received the information. The results indicated that 22% received information on a monthly basis, 20% on a yearly basis, 12% on a weekly basis, 12% indicated that as and when there was information, 7% said they received information when they attended cooperative meetings, 10% indicated quarterly and 6% said on a daily basis. The rest of the participants varied between once in a while, when they visiting friends or when doing community work, while 2% said they never received any information.

#### **6.4.2. Channels Used by Agricultural Officers in FISP**

The Officers were asked how information was disseminated to farmers i.e. what channels of communication were used. They said that the general flow of information was done through monthly meetings, farm demonstrations, trainings and also during the celebration of cooperative international day. It was discovered that through the Zambia National Information System (ZANIS) information about good farming practices and agricultural activities in general was packaged and disseminated through radio and television for example *Lima Time* and *Radio Farm Forum*. Selected farmers in the community were given small radios and told the times to tune in and listen to agricultural programs that were recorded and aired on radio. It was also revealed that Extension Officers were mostly used to disseminate information to farmers because they were trusted by the community. The study further showed that brochures, newsletters, letters, farmer magazines, manuals and verbal communication (telephone) were used to disseminate information.

### **6.4.3. Channels Highlighted in Focus Group Discussions Used in FISP**

Data obtained from the focus group discussion indicated that the channel of communication that were used to receive information were the meetings, Letters, Newsletters, farmer magazines, Television (ZNBC TV 1 &2, Muvi TV), and Radio (ZNBC radio 1&2, Sky FM, Mazabuka radio and Komboni radio).

### **6.4.4. Consideration of Variables**

The variables considered were sex, education and income level. An enlightened individual finds it easy to access information regardless of the medium it is presented in. It was noted from the study that the majority of sampled farmers had attained secondary education representing 43%, 28% had reached primary level, 24% were college graduates whilst 3% were university graduates. 2% of the farmers indicated that they had never been to school. Of the 100 farmers that participated in the study, 68% were male and 32% were female. This shows that men found it easy to get information while women found it easy to pass it on. Most farmers were able to read and write which made it easier for them to understand information better and seek clarification where they did not understand. Income was considered to determine if farmers were able to acquire information that was affordable and available to them. The study revealed that 11% of farmers that participated in the study had an average income of K200 in a month, 10% earned K500 per month, 6% indicated between K250 and K300 and the rest varied between K10 and K9, 000 (Table 5.6 and figure 5.5). This showed that farmers were able to buy a copy of their preferred newspaper, or buy a farmer magazine.

## **6.5. Discussion of findings on the knowledge level of farmers on FISP**

For this category, the research question was: what were the awareness levels of farmers on the Farmer Input Support Programme FISP?

### **6.5.1. Farmers' Knowledge Level on FISP**

The study showed that 51% of farmers knew that Farmer Input Support Programme (FISP) was for helping vulnerable but viable small scale farmers while 43% said the

programme was for giving seed and fertiliser but never mentioned the category of people it was meant for, and only 6% said they did not know what FISP was all about.

The study investigated on how many of the 100 farmers that participated in the study were beneficiaries of FISP and how long they had been benefiting from the programme. 93% said they were beneficiaries of the programme and only 7% said they were not beneficiaries. 64% said they had been benefiting from the programme for more than 3 years, 29% said they had been on the programme for 2 years while 6% said they had only spent 1 year on the programme and 1% said they were yet to join.

A total of 96% indicated that they had been accessing inputs from the programme every farming season from the time the programme started while 4% was spread among farmers who said they accessed inputs biannually. Some said they accessed inputs whenever they had money to pay for the inputs while others said they were not members of cooperatives and by the time the study was being conducted had not yet benefited.

The study further investigated the kind of help farmers received from FISP. 89% of participating farmers said they received fertiliser and seed, 10% said they only received fertiliser (top & down dressing) and 1% said they only received information about payment modalities for the farming packs.

Though the knowledge level among farmers benefiting from FISP was considerable, there were some variations in the information they knew about FISP. Some farmers when queried about the requirement for one to be eligible for the programme said one had to be a member of any cooperatives that were formed in the ministry while others said one had to have money to be able to pay for the inputs. According to the officers from the ministry, cooperatives were not formed by the ministry but members of the community and registered with the ministry based on how good their proposals were and whether the requirements are met. Most participating farmers have been beneficiaries of the programme since its inception and were asked if they knew about paying back for the subsidised inputs and if yes why they did not pay back.

Responses varied from not harvesting enough representing 7%, 19% said they did not know about paying, and 60% said it did not apply to them. Others indicated that it was support from government and, therefore, farmers did not pay back. Others said paying back was not part of the conditions while others said they paid cash. Some chose not to respond.

This investigation was important as the researcher wanted to find out why farmers failed to graduate from the programme after benefiting for three years. This showed that farmers did not have full information or were not given clear messages on FISP conditions from the time the programme started. This was because the government only removed the farming subsidy during the 2013/ 2014 farming season which meant that farmers had to pay for inputs in full amount. At the time of the study, farmers were paying K100 per 50kg bag of fertiliser unlike the previous years when they were paying K50 per 50kg bag of fertiliser and the government paid the other half on the farmer's behalf.

#### **6.5.2. Agriculture Officers Knowledge Level on FISP**

The Ministry of Agriculture and Livestock Officers based in Kafue district were asked what they thought FISP was; how long they had been involved in the programme and about what criteria were used to select farmers to be part of the beneficiaries of FISP. The study noted that the District Agricultural Coordinator (DACO) had been involved in the programme since its inception. The other three Officers that took part in the study both indicated that they had been involved on the programme for more than three years. The Officers said FISP was designed to promote food security and alleviate poverty among small scale farmers who were viable but resource poor. The pack was initially designed to enable a farmer cultivate an hectare of maize but now have been reduced to 2 Limas which is half of an hectare. It was noted that Officers who participated in the study held influential offices for example the DACO heads the District Agricultural Office, the Senior Agricultural Officer (SAO) had a direct link with all the farmers, the Cooperative Inspector ensured that cooperatives before being registered had good and viable proposals and met all the requirements while the Senior Technician Officer provided technical services to farmers in order for them to make right and beneficial choices

when buying farming equipment or building. When asked about the eligibility criteria for farmers, the Officers said all farmers were encouraged to join cooperatives so that they could benefit from the programme. Farmers were also encouraged to form cooperatives because they could only benefit from the programme if they belong to a group.

### **6.5.3. Focus Group Discussion Assessment on FISP**

The study enquired from farmers how cooperatives were formed and it was noted that people in the community with the same interest of farming or doing business usually came together and formed groups and then with the help of officers from the DACO's office they were guided on how they could form and register their groups as cooperatives so that they could benefit from FISP. They further said that age, gender or education levels was not regarded when joining cooperatives, it was rather open to every individual who could manage to buy shares or pay the cooperative fee including youths. It was discovered that there were some cooperatives which only consisted of women who were mostly widows. The farmers were asked to state what they knew about FISP and they said that the programme was an initiative by government to help small scale farmers to become food secure. It was also noted that farmers knew the right information but lacked emphasis and clear understanding of the programme requirements.

### **6.5.4. Consideration of Variables**

The variables of interest included education level (independent) and the dependent variables that were considered were Farmer Input Support Programme and communication strategy which includes the message and channel of communication. Messages could not have been passed on at the right time and therefore could have been considered as having a bearing on the study results. Income level was considered because members of cooperatives were required to pay membership fee or buy shares and the money realised by cooperatives was then used to sustain group members by buying fertiliser which was shared in the group.

## **6.6. Discussion of findings on the Effectiveness of Communication Strategies in the FISP implementation**

For this category, the research question was: How effective were the communication strategies that were used in the implementation of FISP especially with the removal of subsidized farming inputs?

### **6.6.1. Farmer's Assessment of the Effectiveness of FISP Communication Strategies**

Generally, farmers indicated that the programme had been good representing 45%, 34% said the programme was very good and 18% said the programme was excellent. 2% said the programme was poor and only 1% did not respond. The study further revealed that out of the one hundred (100) farmers that took part in the study, 83% said the information they were given was very helpful, 12% said the information was not useful while 4% said they did not know if the information they were given helped them or not and 1% did not respond.

### **6.6.2. Agricultural Officers' Assessment of Efficiency & Effectiveness of FISP Communication Strategies**

The officers said that the communication used in the programme has been very effective because the interaction between farmers and extension officers had built confidence in both the programme and farmers.

Extension officers were based in the communities, living amongst the farmer and were also members of the Community Agricultural Committee (CAC). This is one way of involving farmers at every stage of the programme so that they could embrace and accept the programme as their own and CAC also provided an opportunity for farmers to share their views on the programme. Farmers had faith and trust in the extension officers, this made the dissemination of information easier and faster. Farmers got information from the source and were able to seek clarification on the things they did not understand there and then. The officers further noted that farmers were doing better as compared to the previous farming seasons; they were able to secure food, pay for their children's school fees and also pay cooperative contributions. Farmers were able to buy inputs for their field and use them

accordingly, they had improved greatly on how they managed their fields and the knowledge base on chemicals and pesticides for their fields had improved.

It was further noted that the Ministry ensured that the programme was implemented as planned and out lined in the implementation manual.

### **6.6.3. Focus Group Discussions' Assessment of the Effectiveness of FISP Communication Strategies**

In the discussion, farmers said that one of the most effective communication strategies that were used by the Ministry were the use of extension officers who conducted meetings and training workshops for the farmers. The farmers said the trainings were a good source of information because they were not only taught about farming practices but also participated in the demonstrations. They also indicated that the programmes that were aired on radio had helped them improve on their farming because the programmes were presented in local languages and this helped the farmers in understanding issues. They also said television had been very effective and efficient because they were able to see through the demonstration what was being talked about. One participant even said:

I like television because I am able to watch and learn together with my family. We are able to watch the programmes together with the children and the entire family. When they are showing other people's fields we learn a lot because we are able to see how they have been conducting their farming.

Another farmer said they preferred getting information from the DACO's office and the extension officers because of the experience they had with media reports. The participant expressed it as follows:

At the beginning of the 2013/2014 farming seasons, they received mixed messages on the change of price for inputs. After the government removed the farming input subsidy, different pronouncements were made on television by some government officials. This brought confusion among farmers because different prices were announced, but through the DACO's office the correct information was given and farmers managed to resolve the issues.

Another farmer supported this notion by giving the following example:

When the army worms attacked our fields, extension officers were alerted and immediately contacted the DACO's office and chemicals were immediately organised. Extension officers went round educating farmers on how to mix and spray the fields. The extension officers indeed help us a lot.

#### **6.6.4. Consideration of Variables**

Education and income variables were of importance because being enlightened makes it easier to understand messages that are passed on and also if one is financially stable then they are able to pay or buy shares in cooperatives.

#### **6.7. Challenges Faced by Officers and Farmers**

The main challenges faced by Agriculture Officers in the implementation of FISP included;

- Lack of adequate funding
- Lack of transport
- Late delivery of inputs
- Poor road infrastructure which made it difficult to transport inputs and to carry out field visits.
- The change in climate had affected farmers negatively resulting in poor yields.

On the other hand, farmers said the main challenges they had been facing included;

- Late delivery of inputs
- Drought being experienced due to climate change
- Lack of sensitisation on the change in payments for inputs. Very little sensitisation on the removal of subsidy and change in price of farming inputs were carried out by the government. This resulted in some farmers not being able to pay for fertiliser.
- Low prices of selling maize (low selling price of their yields to government)
- Inadequate and unsustainable farming inputs (few packs against many farmers)

## CHAPTER SEVEN

### CONCLUSION AND RECOMMENDATIONS

#### 7.1. Introduction

This last chapter presents the conclusions drawn on the research findings as discussed in the previous chapter. Recommendation are also made on how the Ministry of Agriculture and Livestock (MAL)'s communication strategies under the Farmer Input Support Program (FISP) in Kafue District can be improved and made more efficient and effective. The set objectives of the research were a reference point in the conclusions made in this chapter. The outline follows the five broad categories of the investigation namely (a) assessing the communication strategies used by the Ministry under FISP, (b) determining the nature of the message designed for farmers in FISP, (c) assessing the effectiveness of the communication channels being used by the Ministry in disseminating messages on FISP to the farmers, (d) assessing the knowledge level of farmers on FISP, and (e) determine the effectiveness of these communication strategies in the implementation of FISP.

#### 7.2. Conclusion

- *Communication Strategy and its Effectiveness*

The study aimed at assessing the communication strategies that were used in the implementation of FISP. The key issues regarding the communication strategies used in the implementation of FISP were raised from the focus group discussion and the questionnaire as well as the key interviews. Based on the analysis of the data, it was evident that the communication strategies in the Ministry under FISP do exist although they were not as efficient and effective as they are supposed to be.

Even though evidence indicated that the communication strategies by the Ministry were not clearly defined, messages about FISP were developed and disseminated to farmers and the public at large. This study, therefore, took the position in favour of developing a smart, clear and concise generic communication strategy in order to harness the communication not only on FISP but agriculture in general.

- ***Message Design***

The study further revealed that out of the one hundred (100) farmers that participated in the study 52% said they were sensitised on FISP and 28% said they were given information on either joining or forming cooperatives. Others said they were given information on conservation farming and general farming. This clearly indicates that messages were indeed designed and communicated. The study also revealed that even though farmers were given information on FISP, the messages were not understood in the way they were meant to be understood. One participant indicated that she was given information but did not understand anything because the message was in English.

- ***Knowledge Level***

FISP had registered gains increasing household food security as well alleviating poverty in the farming seasons when the rains had been favourable. It was noted from the study that farmers do know what FISP is all about. This was clearly supported by the highest percentage (51%) of the farmers that said the programme was for helping vulnerable people and 43% said the programme was for giving fertiliser and seed. Further, 89% of farmers said they had been accessing fertiliser and seed from the programme and 96% said they have been accessing farming inputs for more than three years. In conclusion, farmer's knowledge levels were good.

- ***Communication Channels***

The study revealed that the interpersonal communication (person to person communication) was the most common way of disseminating information. These had been very successful and effective in Kafue district as farmers got information from the source and were able to use it there and then. If there was any clarification to be made, farmers were able to seek clarification with ease. This included acquiring information from the cooperative meeting and this accounted for 67%, Extension Officers 54% and District agricultural Coordinator (DACO) 30%. It was noted that Extension Officers would normally pass on information from the district office to the farmers. Other ways included acquaintances who accounted for 36%.

Due to good communication strategies used, farmers were able to yield enough from their field. Both the print and electronic media was used in disseminating information.

The print media included Daily Mail representing 12%, Posters 4%, Times of Zambia 10%, Post Newspaper 10% and Farmer Magazine 23%. The electronic media included ZNBC radio 1 and 2 accounting for 33% and 26% respectively, ZNBC TV 1 and 2 representing 22 % and 6% respectively and Muvi TV 5%. The use of the three channels of communication had been very successful as they complemented each other and farmers were given a chance to have varying information on the Farmer Input Support Programme.

### **7.3. Recommendations**

In view of the study findings on the communication strategies used by the Ministry of Agriculture and Livestock in the implementation of Farmer Input Support Programme, the following recommendations are presented:

- The ministry should formulate a clear and concrete generic communication strategy that every district and department in the Ministry can use it.
- The ministry together with the district office need to design clear and concise messages about Farmer Input Support Programme and farming in general.
- There is need to translate all the manuals used to train farmers and all information disseminated to them into local languages that are used in the district.
- Mechanisms to ensure that inputs are delivered on time are put in place.
- There is need for government to adhere to providing FISP to vulnerable but viable farmers despite the removal of subsidy.
- Develop calendars for farmers highlighting the monthly activities throughout the year and also use magazines, text messages (mobile texting) and internet-face book to disseminate information to farmers.
- Farming is labour intensive therefore there is need for farmers to be given enough information on the requirements of farming and what needs to be done for them to conduct successful farming and also need to be guided on how to manage their fields.
- There is need for the Ministry and the district office to ensure that the Extension Officers are given relevant and educative messages to pass on to

farmers and also ensure logistics are put in place to enable Extension Officers make field visits as planned and effectively so.

#### **7.4. Future Research**

- Conduct a study to determine whether farmers or cooperatives that have been benefiting from FISP since its inception or for more than three years are able to stand alone or survive from FISP. This is because the small scale farmers that have been benefiting from Farmer Input Support Programme have failed to graduate from the programme but instead they have become dependent on the programme.
- Conduct a study on how the Government (Ministry of Agriculture & Livestock) can work together with private organisations that are providing farming inputs to small scale farmers so that both efforts are not duplicated.

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**APPENDICES**

**APPENDIX I: RESEARCH QUESTIONNAIRE FOR KAFUE DISTRICT**

**FISP QUANTITATIVE QUESTIONNAIRE 2013: KAFUE DISTRICT**

Questionnaire Serial No .....

**MASTERS COMMUNICATION FOR DEVELOPMENT RESEARCH**

<b>QID</b>	<b>QUESTION NUMBER</b>	<b>DESCRIPTION</b>	<b>RESPONSE CODES</b>
	Residence		
	a) District		
	b) Province		
	Name of Interviewer		
	Date of interview	...../...../..... DD/MM/YYYY	
	Name of Field Editor		
	Date of editing	...../...../..... DD/MM/YYYY	
	Name of data entry clerk		
	Date of completion	...../...../.....	

## INSTRUCTIONS

1. Please circle the response clearly.
2. Where a written response is required, write clearly and briefly
3. Answer the questions as accurately as possible
4. Please try as much as possible to answer all questions
5. All the information given will be treated with the strictest confidence

<b>SECTION A: BACKGROUND INFORMATION</b>			
<b>NO.</b>	<b>QUESTION</b>	<b>RESPONSES</b>	<b>CODES</b>
<b>1</b>	<b>Sex of respondent.</b>	<b>1 = Male</b> <b>2 = Female</b>	
<b>2</b>	<b>What is your age?</b>	<b>1 = Less than 19years</b> <b>2 = 20-29years</b> <b>3 = 30-39years</b> <b>4 = 40-49years</b> <b>5 = 50-59years</b> <b>6 = 60yrs and above</b>	
<b>3</b>	<b>Marital status of respondent.</b>	<b>1 = Married</b> <b>2 = Single</b> <b>3 = Separated</b> <b>4 = Divorced</b> <b>5 = Widowed</b>	
<b>4</b>	<b>Highest level of education attained.</b>	<b>1 = Primary</b> <b>2 = Secondary</b> <b>3 = College</b> <b>4 = University</b> <b>5 = Never been to school</b> <b>6 = Others (specify)</b> .....	
<b>5</b>	<b>What is your main occupation at the moment?</b>	<b>Please indicate your answer on the dots below</b> ..... ..... .....	

6.	What is your average monthly income?	Indicate your answer on the dots below ..... .....	
<b>SECTION B: FARMER INPUT SUPPORT PROGRAMME (FISP)</b>			
7	What do you know about the Farmer Input Support Programme?	1 = Programme for giving seed and fertilizer 2 = Programme for helping vulnerable People or farmers 3 = Do not know anything 4 = Other, Specify .....	
8	Are you a beneficiary of the farmer input support programme?	1 = Yes 2 = No	
9	How long have you been on the programme?	1 = 1 year 2 = 2 years 3 = 3 years and above	
10	How do you get subsidized farming inputs from Ministry of Agriculture & Livestock?	1 = Every year 2 = After every two years/ after two years 3 = Other, specify ..... .....	
11	What kind of assistance have you been receiving from the programme?	1 = Fertilizer (both top & down dressing) 2 = Seed 3 = Fertilizer and Seed 4 = Agro chemicals 5 = Other,	

		(specify).....	
12	In your opinion, how would you rate the assistance you have been receiving from the programme?	1 = Excellent 2 = Very good 3 = Good 4 = Poor 5 = Very poor 6 = Other, (specify)..... .....	
13	What challenges have you been facing as a farmer? Kindly specify.	1 = Lack of farming inputs 2 = Drought 3 = Floods 4 = Pests 5 = Other, (specify)..... .....	
14	Have you ever paid back towards the recoveries of the subsidies ever since you enrolled on the Farmer Input Support Programme?	1 = Yes 2 = No	
15	If the answer to question 14 is No, why have you not paid towards the recoveries?	1 = Not harvesting enough to pay back 2 = Did not know about paying back 3 = Other, (specify)..... .....	
16	What do you think should be done by the Government to improve the programme?	1 = Increase the subsidy packs 2 = Give more information on subsidized inputs	

		<b>3 = Give more information on farming methods.</b> <b>4 = Give livestock</b> <b>5 = Other, (specify).....</b>	
<b>SECTION C: COMMUNICATION STRATEGY</b>			
<b>17</b>	<b>Is there any radio in your house or in your community or village?</b>  <b>(Probe for more answers e.g. how many people in his/ her village have radios that s/he knows about)</b>	<b>1 = Yes</b> <b>2 = No</b>	
<b>18</b>	<b>How many days in a week do you listen to the radio?</b>	<b>Kindly indicate number on the dots below</b> ..... .....	
<b>19</b>	<b>Is there a television your house or community or village?</b>	<b>1 = Yes</b> <b>2 = No</b>	
<b>20</b>	<b>How many days or nights in the last week did you watch television?</b>	<b>Kindly indicate number on the dots below</b> .....	
<b>21</b>	<b>How often do read newspapers to get information and news?</b>	<b>1 = Once a month</b> <b>2 = Once a week</b> <b>3 = Two to three</b>	

		<p>times a week</p> <p>4 = Everyday</p> <p>5 = Never read them</p> <p>6 = Do not have access to newspapers</p> <p>7 = Do not know how to read</p>	
22	<p>Kindly indicate how you received information, messages or news on Farmer Input Support Programme.</p>	<p>1 = ZNBC Radio 1</p> <p>2 = ZNBC Radio 2</p> <p>3 = ZNBC TV 1</p> <p>4 = ZNBC TV 2</p> <p>5 = Muvi TV</p> <p>6 = <i>Times of Zambia</i></p> <p>7 = <i>Daily Mail</i></p> <p>8 = <i>Post Newspaper</i></p> <p>9 = Posters/ Flyers</p> <p>10 = Farmer Magazines</p> <p>11 = Meetings at Cooperatives</p> <p>12 = Interactions with Extension Officers</p> <p>13 = Relatives and friends</p> <p>14 = DACO</p>	

		<b>15 = Drama &amp; folk songs</b> <b>16 = Other, specify</b> ..... .....	
<b>23</b>	<b>What information did you receive from Farmer Input Support Programme Officers before you were enrolled on the programme?</b>	<b>Indicate answer on the dots below</b> ..... ..... ..... .....	
<b>24</b>	<b>Who gave you the information?</b>	<b>1 = Officers from Ministry of Agriculture &amp; Livestock</b> <b>2 = Officers from FISP department</b> <b>3 = Extension Officers</b> <b>4 = DACO</b> <b>5 = Other, specify</b> .....	
<b>25</b>	<b>Did the information you were given help in understanding fully what Farmer Input Support Programme is all about?</b>	<b>1 = Yes</b> <b>2 = No</b>	

26	<p>If the answer to question 25 is No, in your opinion, what do you think lacked in the information you were given?</p>	<p>Kindly indicate answer on the dots below</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	
27	<p>What is your current source of information on the Farmer Input Support Programme operations?</p>	<p>1 = ZNBC Radio 1</p> <p>2 = ZNBC Radio 2</p> <p>3 = ZNBC TV 1</p> <p>4 = ZNBC TV 2</p> <p>5 = Muvi TV</p> <p>6 = <i>Times of Zambia</i></p> <p>7 = <i>Daily Mail</i></p> <p>8 = <i>Post Newspaper</i></p> <p>9 = Posters/ Flyers</p> <p>10 = Farmer Magazines</p> <p>11 = Meetings at Cooperatives</p> <p>12 = Interactions with Extension Officers</p> <p>13 = Relatives and friends</p> <p>14 = DACO</p>	

		<b>15 = Other, specify</b> .....	
<b>28</b>	<b>How often do you get these information updates?</b>	<b>1 = Daily</b> <b>2 = Weekly</b> <b>3 = Monthly</b> <b>4 = Yearly</b> <b>5 = Never</b> <b>6 = Other, specify</b> .....	
<b>29</b>	<b>In your opinion, would you say the information received about the FISP has been effective?</b>	<b>1 = Yes</b> <b>2 = No</b> <b>3 = Do not know</b>	
<b>30</b>	<b>How can the communication of Farmer Input Support Programme be strengthened or improved?</b>	<b>Kindly indicate the answer on the dots below</b> ..... ..... ..... ..... ..... .....	

## **APPEDIX II: FISP KEY INFORMANT INTERVIEW GUIDE: KAFUE DISTRICT**

### **I. Introduction**

#### **Part 1**

- Thank the participants for coming
- Explain the purpose of the study
- Assure them that the discussion will be kept confidential
- Ask for their consent to participate and explain that their participation is voluntary

#### **Part 2**

- Explain the purpose of the Interview
- Tell them the amount of time the interview is expected to last
- Introduce the moderator (yourself), the note taker and explain what each one will be doing
- Remind the participant that anything which is said in the interview should not be talked about outside.
- Explain that a voice recorder will be used since the note taker cannot write down everything
- Explain that there is no right or wrong answers and that their opinion is important and respected.
- Have participant introduce themselves and share something about themselves (their name, occupation and name of their organization).

#### **Study purpose:**

The researcher is interested in learning how you feel about the communication strategies employed by the Ministry of Agriculture and livestock in the implementation of the Farmer Input Support Programme (FISP).

## II. ATTENDANCE REGISTER

**Moderator:** .....

**Note Taker:** .....

**Venue:** .....

**Start Time:** .....

**End Time:** .....

**Date:** .....

### REGISTER

DATE	NAME	POSITION	ORGANISATION/ COOPERATIVE

### **III. KII Questions for FISP Officers and Stakeholders**

*First I would like to learn about your role in the Implementation of the Farmer Input Support Programme (FISP).*

1. What is FISP?
2. In what ways have you been involved in the FISP?(Probe: whether it's in planning, review, extension services etc.)
3. For how long have you been involved in FISP?
4. What are the merits and demerits of the programme?
5. What selection criteria are used in selecting eligible farmers to be placed on the Program?(Probe: if gender is a priority)
6. Do you have communication strategies on FISP put in place?(Probe: for message, audience, channel, source of the strategy)
7. Are they working?
8. What strategies have been put in place in order to improve the provision of subsidized farming inputs?
9. What kind of Information is given to the potential beneficiaries of FISP? (Probe: source, message, audience, channel)
10. How is information on FISP passed on to the potential beneficiary farmers? (Probe: Newspapers, meetings, radio, television, interpersonal etc.)
11. What communication channels are used to communicate this information and how often is information communicated to them?
12. Why do you think that this type of media is effective?
13. How effective and efficient are the communication channels used by FISP?
14. What communication messages are available and affordable by these farmers?
15. What language is used to communicate this information?
16. What do you think are the success of the programme's communication strategies?
17. How did MAL contribute to these?
18. In your opinion what are some of the challenges faced in the implementation of FISP?
19. What do you think should be the way forward in the way the information needs to be passed on/ disseminated? (Probe: what changes do you anticipate in future?)
20. In conclusion, any additional information deemed relevant but not covered in the questions above.

## **APPENDIX III: FISP FOCUS GROUP DISCUSSION GUIDE: KAFUE DISTRICT**

### **I. Introduction**

#### **Part 1**

- Thank the participants for coming
- Explain the purpose of the study
- Assure them that the discussion will be kept confidential
- Ask for their consent to participate and explain that their participation is voluntary

#### **Part 2**

- Explain the purpose of the focus group discussion
- Tell them the amount of time the discussion is expected to last
- Introduce the moderator, the note taker and the assistant and explain what each one will be doing
- Remind the participants that anything which is said in the discussion should not be talked about outside of the group.
- Explain that a voice recorder will be used since the note taker cannot write down everything
- Explain that there is no right or wrong answers and that it is okay to disagree. It is important to respect others' / each other's opinions.
- Ask everyone to speak one at a time
- Have participants to introduce themselves and share something about themselves (e.g. ask each participant to say their name, occupation, the cooperative they belong to or organization and where they live).

#### **Study purpose:**

The researcher is interested in learning how you feel about the communication strategies employed by the Ministry of Agriculture and livestock in the implementation of the Farmer Input Support Programme (FISP).



### III. FDG Questions for FISP Officers, Cooperative Officers and Farmer Representatives

1. How are the Cooperatives formed?
2. How do the farmers become members?
3. What is the selection criterion?
4. Are the women given chance to be members of these cooperatives? (Probe: if gender is a priority in the selection criteria)
5. What is the highest level of education attained by beneficiaries?
6. What is your understanding of FISP?
7. What are the pressing issues about FISP? (Probe for information on late delivery, inadequate information, affiliation to cooperatives)
8. How can these issues be solved?
9. What are the merits and demerits of the Programme?
10. What channels of communication are used to pass on messages to the beneficiaries and potential beneficiaries?
11. How effective and efficient are these channels? (probe for information on mechanisms put in place to solicit feedback from cooperatives and the beneficiaries)
12. What kind of information is passed on to the beneficiaries?
13. How relevant is the information?
14. The last information/ message you heard about FISP, what was the source of it?
15. What factors have contributed to the failure by farmers to wean off the FISP after the stipulated time?
16. In your opinion, what needs to be done to improve on the administering of the subsidized farming inputs?
17. What are some of the success stories that can be shared on the positive impact or influence of the programme's communication strategies? (Probe any examples, negative impacts, lessons learnt from the programme).
18. How were the lessons learnt used to strengthen the programme's information dissemination?
19. What do you think could have been done differently to ensure programme effectiveness?
20. In conclusion, any additional information deemed relevant but not covered in the questions above.