

**THE EFFECTIVENESS OF COMMUNICATION STRATEGIES
IN THE TOBACCO OUT GROWER SCHEMES: A CASE OF
SMALL SCALE FARMERS IN KALOMO**

By

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**A Report submitted to the University of Zambia in partial fulfillment of the
requirements for the Degree of Master of Communication for Development**

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DECLARATION

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CERTIFICATE OF APPROVAL

This report of **BUBALA MALUNDU** has been approved as fulfilling the partial requirements for the award of the degree of Master of Communication for Development by the University of Zambia.

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ABSTRACT

This study was done in Kalomo District in the Southern Province of the Republic of Zambia to determine why small scale tobacco farmers do not seem to benefit from tobacco out-grower schemes despite it being lucrative. Essentially, it was an effort to find out whether there is effective communication between the principal agents and the farmers in the tobacco out-grower schemes. It is necessary for both the out-grower farmer and the principle agent to communicate efficiently and effectively so as to attain a win-win situation.

However, currently the problems facing the tobacco industry might be an indication of the trade policies which have failed the markets. Therefore, these have resulted in unfair trading in the tobacco industry where the tobacco buyers are the winners and the tobacco growers are losers. Further, failure could result from lack of government being present in the small scale tobacco industry. The implication is that the small scale tobacco farmers have been left at the mercy of the buyer who takes advantage of the situation to craft contracts which the illiterate small scale tobacco farmers do not understand, but agree to because they need the inputs. This ends up in a situation of horse and rider: buyers making huge profits for themselves while the peasant farmers are left with peanuts. Finally, one of the biggest causes of market failure is communication hiccups. Infact, the stated causes of market failure are anchored on communication related issues. It is, therefore, important to examine the communication strategies whether they have anything to do with this tobacco contract farming and the problems experienced by the farmers.

To undertake this study, the researcher used the descriptive research design. Then it employed a convergent parallel mixed method. This implied that the study collected the data through quantitative and qualitative methods which helped in the interpretation of the overall results. In the quantitative method, the researcher used self-administered questionnaires while in the qualitative method the researcher collected the data through observation method, in-depth interviews and focus group discussions.

In this regard, it is important to look at what role the communication strategies played in the tobacco contract farming and the problems experienced by the farmers. In line with this, two theories guided the research. These are the Multi Step and the Knowledge Gap Theories. These

two theories were essential to determine whether there were communication and knowledge gaps in terms of the communication strategies used in the small scale tobacco sector in Kalomo.

The findings of the study were that the media has not made the sufficient strides in helping plugging knowledge gaps on production and marketing skills for these farmers. This has ultimately contributed to the problems of poverty as the farmers are less likely to make informed decisions about what kind of input is likely to earn them a much better life.

The study recommended that there was need for improved telecommunication services and infrastructure in order for peasant farmers to have access to information regarding tobacco growing. Further, there was need for farmers to be educated more on tobacco growing through village learning. This study recommends that there should be a partnership between community journalism and community media to provide necessary integration to promote community identity and development so as to improve human potential.

DEDICATION

To my late father, Mr. Richard Moomba Malundu, my late sister Choolwe Malundu and my late brother, Chipu Malundu. Your words of encouragement in my studies will forever be cherished.

To you my mother Ms. M.R. Malyenkuku, my son, Mazuba Njolomba Malundu, My daughter Margret Mulenga, you are the reason why I aim to succeed in my studies and words of encouragement in my studies will always be appreciated.

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List of Abbreviations

ADP	Extension Services of the Agricultural Development Project,
AMIC	Agricultural Marketing Information Centre
AIDS	Acquired Immune Deficiency Syndrome
ATSA	Africa Tobacco Situation Analysis
CCJDP	Catholic Centre for Justice, Development and Peace
CEC	Cooperative Extension Centres
CSO	Central Statistics Office
ECAM III	Enquete Camarounaise Aupres des Menages
FAO	Food and Agricultural Organization
FFSSA	Forum for Food Security in Southern Africa
FNDP	Fifth National Development Plan
GDP	Gross Domestic Product
GRZ	Government of the Republic of Zambia
GYTS	Global Youth Tobacco Survey
HIV	Human Immune Deficiency Virus
IFAD	International Fund for Agriculture Development
ITA	Institute for Tropical Agriculture
ITGA	International Tobacco Growers Association
LCMS	Living Conditions Monitoring Survey
MACO	Ministry of Agriculture and Cooperatives
MoFNP	Ministry of Finance and National Planning
SDG	Sustainable Development Goal
UNICEF	United Nations Children's Fund
OED	Office of Economic Development

PRSP	Poverty Reduction Strategy Paper
SPSS	Statistical Package for Social Sciences
TV	Television
WTO	World Trade Organization

CHAPTER ONE

1.0 INTRODUCTION AND BACKGROUND INFORMATION

1.1. Introduction

This chapter attempts to analyze the background information concerning the effectiveness of the communication strategies employed in the small scale tobacco sector for tobacco growers in Kalomo district, Zambia. In most sub-Saharan countries, there appears little immediate rural industrialization or other non-farm engines of growth and poverty alleviation. This implies that smallholder agriculture is likely to remain the major source of rural growth and livelihood improvement for a long time to come (World Bank, 1997, p. 371; Platteau, 1996, pp. 22-25). In undertaking this chapter, the researcher looked at the background information, the agricultural potential in Zambia, socio economic indicators, the statement of the problem, the rationale of the study, the research objectives and the research questions.

1.2. Background Information

In 1998, the Office of the Economic Development (OED) argued that well-meaning efforts in Zambia by the government, civil society and donors were not focused on the root causes of rural poverty, but on its symptoms. This issue interacts with agriculture to the extent that in Africa the poor are typically concentrated in rural areas, and within the rural areas relatively better-off persons normally get a higher share of income from non-farm sources (Reardon et al., 1994 p. 611). Thus, problems in achieving poverty alleviation are linked to problems in achieving higher agricultural performance. Also problems in achieving higher agricultural growth are linked with problems of access to markets. According to the Participatory Poverty Assessment carried out in Tanzania by the World Bank (“Voices of the Poor”, 1995, p. 289), one of the factors of importance to the poor was access to markets. Also views from the grassroots expressed at zonal workshops during the preparation of the Poverty Reduction Strategy Paper (PRSP), identified limited access to markets as one of the key causes of income poverty.

Within the context of agricultural performance, export crops have a key role to play.

Export crops are defined as those cash crops, which are often traded on international commodity markets and/or are grown primarily for export markets (Shepherd and Farolfi, 1999, pp. 308-312). Development of smallholder export crop production has the potential to bring direct benefits to a large number of farm households, hence contribute to poverty reduction initiatives. Even households that do not benefit directly may reap indirect benefits through the increased demand for hired labour, often a valuable source of income for the poorest. The 1998 OED report claims that failure to recognise export cropping as the engine for growth has led to overall economic distress and jeopardised the success of Tanzania's hard fought and painful structural adjustment efforts (Shepherd and Farolfi, 1999, pp. 308-312).

Zambia is rapidly becoming one of the world's leading producers of tobacco leaf with tobacco ranking high as an important cash crop for government revenues. Production statistics from the Ministry of Agriculture demonstrate steady increases in the production of Burley and Virginia tobacco from 1989/1990 to 2001/2002, from about 5000 to 13,000 metric tonnes (combined). In 2003/2004, there was a large spike when production exceeded 20,000 tonnes for the first time. This increase is in large part a result of tobacco farmers fleeing the political and economic instability in Zimbabwe and immigrating to Zambia to grow tobacco (among other crops). There has also been a recent shift from cultivating Burley tobacco to Virginia tobacco, which is better suited for Zambian soil conditions. Majority of these tobacco farmers live in the Southern province of Zambia (African Development Bank Group, 2011-2014, pp. 31-42).

Export crops such as tobacco are high value commodities, which are handled through reasonably concentrated marketing systems. Production usually relies on the use of some purchased inputs such as improved seeds, fertilisers and chemicals. They are internationally tradable, such that under ideal conditions, their domestic prices are closely linked to world market prices. Currently, the export crops industry in Zambia, particularly at the farm level, is constrained by several factors, some of which are attributed to market failure resulting from imperfect competition in the marketing system (Rweyemamu and Kimaro, 2006, p. 33).

Cash Crops like cotton and tobacco are mostly grown under out-grower schemes in Zambia. Out-grower schemes are being replaced by coordinated commercial relations

between producers, processors, and traders leading to a vertical integration of the agricultural value chain. Under this umbrella, a variety of arrangements exist which differ in each partner's input and management. Out-grower schemes offer improved control over supply. Thus, large private companies demonstrate an interest in these partnerships if the desired produce is not easily available or quantity standards are insufficient (FAO Report, 2001). This relationship thrives where there are incentives and ways to monitor and enforce agreements. Contract farming arrangements are more significant with high-value crops such as tobacco and animal products.

In most Sub-Saharan countries agricultural activities have remained the main source of livelihood. Most people in rural areas depend on farm products such as maize, tobacco and cotton as their source of income. Tobacco is an export crop grown worldwide in more than 120 countries (ITGA, 2012, pp. 563-568). In Zambia, it is one of the major agricultural export crops, being one of the largest foreign exchange earners apart from cotton and copper (BOT, 2003, p. 256). A few Sub-Saharan African countries, including Zambia, are particularly dependent on tobacco as an export crop and other primary commodities for foreign exchange. Many low income countries rely on revenue from export industries excise taxes since income taxes are difficult to administer in less developed countries (Beghin, Foster and Kherallah, 1996, pp. 355-365; Pena and Norton, 1993, pp. 151-164). Tobacco plays a major role in poverty reduction as it is a source of income for most smallholder farmers. The tobacco industry also provides employment throughout its value chain.

1.3. Profile of Kalomo

This study was conducted in Kalomo District located in the Southern Province of Zambia. The research was conducted in Tara, Kalonda, Siachitema and Chiyobola villages of Kalomo District. As of the 2010 Zambian census, the district had a population of 169,503 people. This region is characterised by moderate rainfall ranging between 650 - 800 mm per year and is erratic in nature and has relatively high temperatures of 22 – 32 degrees centigrade and sometimes subject to seasonal droughts. Crops such as maize, tobacco and cotton are commonly grown. Semi-intensive livestock production systems are also suitable for the region (CSO, 2010, pp. 101-115).

Kalomo has immensely contributed to the gross domestic product and employment creation. It has been noted that tobacco cultivation is critical for Zambia's economy as it has been one of the agricultural activities buoyant during the recent worldwide crisis. Over 23,000 rural families rely on tobacco growing in Choma and Kalomo Districts while 40,000 are employed in tobacco growing. In the 2012-2013 season, Zambia produced more than 40 million kilogrammes of tobacco, with Southern Province contributing hugely. This resulted in an export recovery of more than US\$131 million (African Development Bank Group, 2011-2014, pp. 31-42).

1.4. Agricultural Potential in Zambia

Zambia has a considerable agricultural potential for economic growth and poverty reduction. The country is endowed with a large resource base for agricultural production and land resources remain largely unexploited. Out of a total area of 75 million hectares, about 40 million hectares are suitable for agricultural production of which only 6.3 million (14 percent) is cultivated (FAO 2005, p. 52). The country also has abundant water resources best for irrigation purposes. However, according to FAO 2005, only 100,000 hectares (less than 2 percent) of cultivated land is irrigated. This is about 24 percent of an estimated 420,000 hectares of potential land in Zambia that can be irrigated. FAO further, estimates that the current irrigated land is approximately 156,000 hectares of low land seepage zones and wetlands with water control (MACO, 2004b, p. 59).

Agricultural productivity, especially among female headed households appears to be affected by inadequate access to productive resources such as oxen and mechanised farm implements, limited access to agricultural inputs, high transport costs, lack of mechanisms to mitigate climate risks, credit and low markets and disease and pest attacks on both crops and livestock. This is in addition to the Human Immune Deficiency Virus (HIV) and Acquired Immune Deficiency Syndrome (AIDS) which have had a negative impact on labour supply and generally undermine the capacity of the agricultural households (GRZ, 2000, p. 61-65).

1.5. Socio-economic Indicators

Zambia remains one of the poorest countries in Sub-Saharan Africa. Over the past three decades, incomes in Zambia have fallen steadily. Poverty is wide spread and

less the 64 per cent of the total population lives below the poverty line, rising to 80 per cent in the rural areas, meaning they do not have adequate income to meet their basic food requirements (UNICEF Zambia, 2008, p. 8-9). All provinces showed marked reduction in the poverty levels. The largest reductions were observed on the Copperbelt and Eastern Provinces (CSO, 2004, p. 32). However this decline was far less than the target in the Sustainable Development Goal (SDG) on Poverty and Hunger, which aims at reducing poverty in Zambia, whose income is less than one dollar a day by 50 percent between 1990 and 2015. In 2011 the World Bank reclassified Zambia as a middle income country. It was further stated that the price of copper, which is Zambia's major export was depressed in the 1980s and saw its price rise in the middle of the last decade as China and India's economies grew and the demand for copper soared. The middle income countries now account for most of the world's population living in absolute poverty and they need aid allocation models which will take account of poor people and deprivation beyond income. Therefore, the World Bank sited the ranking to the upward adjustment in Zambia's income growth which resulted from foreign aid-driven interventions and surging prices of copper in the last few decades (World Bank Report 2011, pp. 12-21).

The overall picture in Zambia is that agriculture and agro processing account for more than 40 percent of Zambia's Gross Domestic Product (GDP). The sector provides employment to some 67 percent of the labour force and supplies raw materials to agro related industries, which account for 84 percent of manufacturing value-added in the country (Kiru, 2014, p. 73). An agricultural sector that is doing well translates into significant improvements in the country's GDP, contributes to employment and broadens the country's tax base. To a large extent, therefore, the livelihood of the majority of Zambian people stand to benefit from a vibrant and booming agricultural sector. It is in this regard that Zambia's Fifth National Development Plan (FNDP) positions agriculture as one of the driving engines for economic growth that is required to reduce poverty (MoFNP, 2005, p. 25). Thus, the sector's multiplier effects on the economy are particularly noteworthy and the restoration of its growth should guarantee a significant reduction in poverty levels currently experienced in Zambia.

1.6. Statement of the Problem

Over the years, Zambia has experimented with a wide variety of agricultural marketing policy regimes, from unregulated markets to cooperative-based marketing to centralised crop authorities and back to relatively unregulated markets (Oliver Sasa, 2003, p. 31). Export marketing has experienced similar changes, as well as dramatic shifts in the real exchange rate. Agricultural markets are influenced by government interventions mostly through price and trade policies. The agricultural sector cannot be treated in isolation, as it is substantially influenced by macro-economic factors. Some of the problems facing the sector could be attributed to market failure. Market failure is a situation in which the allocation of goods and services is not efficient. That is, there exists another conceivable outcome where an individual may be made worse-off without making someone else worse-off (Krugman and Well, 2006, p. 12).

One of the crops that has experienced some market failure is tobacco and this is done through the tobacco out-grower schemes. An Out-grower scheme also known as contract farming are broadly defined as binding arrangements through which a firm ensures it's supply of agricultural products by individual or groups of farmers (Desmond and Race, 2000, p. 55).

Well managed contract farming is an effective way to coordinate and promote production in agriculture. Nevertheless, it is essentially an agreement between unequal parties: companies, government bodies or individual entrepreneurs on the one hand and economically weaker farmers on the other. It is, however, an approach that can contribute to both increased income for farmers and higher profitability for sponsors (Shepherd, and Farfolfi, 1999, p. 75). When efficiently organised and managed, contract farming reduces risk of uncertainty for both parties as compared to buying and selling crops on the open market.

Critics of contract farming as in the case of tobacco farming, tend to emphasise the inequality of the relationship and the stronger position of sponsors with respect to that of tobacco growers. Contract farming is viewed as essentially benefiting sponsors by enabling them to obtain cheap labour and to transfer risks to growers (Medema, 2007, pp. 331-335).

More specifically, the distribution of risks depends on such factors as the nature of the markets for both the raw material and the processed product, the availability of alternative earning opportunities for farmers and the extent to which relevant technical information is provided to the contracted farmers (Palacios-Huerta, 2003, p. 115). These factors are likely to change over time as will the distribution of risks.

Currently, problems facing the tobacco industry might be an indication of market failure, or gross inefficiency in the marketing system, which could be a result of a number of reasons (Mankiw, 2009, pp. 10-12). Firstly, market failure could result from an imperfect competition where a small number of buyers are able to influence aggregate demand and therefore, affect market prices. Secondly, failure may result from externalities in which producers are unable to capture the full benefits for the crops they produce. Thirdly, “institutional” market failures can be experienced in a situation where markets do not function efficiently because of inadequate development due to lack of infrastructure and institutions (Gravell; Rees, 2004, pp. 314-346). Finally, the worst cause of market failure is communication hiccups. Infact, all the three causes of market failure are anchored on communication related issues. Market failure alters costs and revenues and prevents the realisation of potential income gains (Weimer and Aiden, 2011, p. 51). Prices that farmers come across are altered and this affects their income and welfare, hence poverty status. Price incentives are captured in commodity, domestic factor and input markets. It is, therefore, important to examine the communication strategies whether they have anything to do with this tobacco contract farming and the problems experienced by the farmers like market failure.

1.7. Rationale of the study

Effective communication is very important. It means all parties being on the same wave length and results in a win-win relationship. This study is an effort to find out whether there is effective communication between the principal agents and the farmers in the tobacco out-grower schemes. It is necessary for both the out-grower farmer and the principal agent to communicate efficiently and effectively so as to attain a win-win situation.

Improved communication will lead to the development of out-grower schemes and how they can lead to the accumulation of income and achieving household food security among the small scale tobacco farmers and thus make headway towards attaining the Sustainable Development Goals on Poverty and Hunger.

1.8. Research Objectives

1.8.1. Main Objective

The aim of this study was to find out the effectiveness of the communication strategies used in the tobacco out-grower schemes.

1.8.2 Specific Objectives

- To determine the role of the media in plugging the knowledge gaps in the production and marketing of tobacco among the small scale farmers
- To evaluate government policy on tobacco out-grower schemes
- To evaluate the communication process of contract farming in tobacco out-grower schemes
- To determine knowledge gaps in production and marketing skills among small scale tobacco farmers

1.9. Research Questions

1.9.1. Main Research Question

How effective are the communication strategies used in the tobacco out-grower schemes?

1.9.2. Specific Research Questions

- What is the role of the media in plugging the knowledge gaps in the production and marketing of tobacco among the small scale farmers?
- How effective are government policies on tobacco out-grower schemes?
- How effective is the communication process of contract farming in tobacco out-grower schemes?

- Are there any knowledge gaps in production and marketing skills among small scale tobacco farmers?

CHAPTER TWO

2.0. LITERATURE REVIEW

2.1. Introduction

This chapter looks at some of the literature that is available and is connected to this study at four levels namely the World, Africa, Southern African Region and Zambia. The literature under review basically shows the communication strategies which have been used in the agricultural sector in dealing with small holder farmers.

2.2. World Level

The importance of agriculture in improving the livelihood of people cannot be over emphasised. It is generally believed that a dynamic agriculture for development agenda can benefit the estimated 900 million rural people in the developing world who live on less than \$1 a day, most of whom are engaged in agriculture (Jalfee, 2009, p. 65). There is need to give agriculture more prominence across the board. At global level, countries need to deliver on vital reforms such as cutting, distorting subsidies and opening markets, while civil society groups, especially farmer organisations, need more in agricultural agenda for instance (World Bank Report, 2007, p. 3). The World Development Report 2007 calls for greater investment in agriculture for developing countries. The Report warns that the sector must be placed at the centre of development agenda if the goals halving extreme poverty and hunger by 2030 have to be realized. According to the report, in the 21st century, agriculture continues to be a fundamental instrument for sustainable development and poverty reduction. The Report examines what agriculture can do for development, how

agriculture for development agenda can best be implemented and the most effective ways to use agriculture for development and poverty reduction.

Irz with others (2001, p. 28) in their paper “Agriculture Productivity, Growth and Poverty Reduction” cite a wide range of empirical studies showing how agricultural growth has promoted poverty reduction. They show a range of negative correlation between agricultural yields and poverty across samples both of the developing countries in general and African countries in particular. Farrington (2004, p.58) in his book “Agricultural Poverty Reduction”, based on the studies done by the International Development Institute of the United Kingdom shows how a range of different types of investments in the 1970s and 1980s had major poverty reduction, impacts as a result of the stimulus they provided for agricultural growth. Gallup with others (1987, p.73) estimates high returns of poverty of poverty reduction from agricultural investment compared to other forms of investment. Worldwide, there have been dramatic increases in agricultural production averaging 2.5 percent from 1965 to 1998 and in Asia, much of this growth has been in smallholder agriculture (Gallup, 1987, pp, 72-73).

Among the crops that are grown by small holder farmers is tobacco. According to Jalfee (2009, p. 78), eleven countries, including Zimbabwe and Malawi, account for almost 80 percent of global production of tobacco. In Malawi, 375, 000 small holder farmers are engaged in tobacco growing while in Zimbabwe 18, 0000 small holder farmers are engaged in tobacco production (Harashina Azuzsa, 2008, p. 1-20). China alone accounts for almost 40 percent, followed by India, Brazil and the United States, which collectively account for a further 25 percent (Harashina Azuzsa, 2008, pp.1-20). Governments intervene to support small holder tobacco small holder tobacco schemes. This is done by India, Turkey and the European Union (FAO, 2003 pp. 32-35). The World Trade Organisation (WTO) is still discussing agricultural subsidies that are given to farmers in the developed world which give them due advantage over farmers from developing countries.

Small holder agriculture in developing countries faces many challenges. While 75 percent of the world population lives in rural areas in developing countries, a mere 4 percent of official development assistance goes to agriculture (Jomo, Frank and

Nasreen, 2010, pp. 3-7). For example, in Sub Saharan Africa, a region heavily reliant on agriculture for its growth, public spending on agriculture is only a mere 4 percent of total government spending and the sector still taxed at relatively high levels. Thus, small holder farmers growing tobacco in developing countries are constrained by a number of factors and require technology and programmes targeted at them for agriculture production to translate into poverty reduction.

2.2.1. Communication Strategies used in Canada's out-grower Schemes

Literature indicates that development communication is one of the tools that are used to enhance the livelihood of small holder farmers worldwide. In his book *Communication for Development*, Servaes (2008, pp. 32-41) documents development communication experiences in Japan, Korea, Nigeria, Poland, China, Brazil, Canada and Germany. Countries like Canada and India had as early as 1940s began employing development communication in the agricultural sector. In Canada, one of the first examples of development communication was Farm Radio Fora. From 1945 to 1955, farmers met in groups each week to listen to radio programmes. There were also printed materials and prepared questions to encourage group discussions.

2.2.2. Communication Strategies used in India's out-grower Schemes

The history of organised development communication in India can be traced to rural radio broadcasts in the 1940s. As logical, the broadcasts used indigenous languages such as Hindi, Marathi, Gujarati and Kannada. While field publicity was given importance through person-to-person communication, due to the low literacy levels in the rural areas, radio also played an important role in reaching out to the masses. In the studies done in India in the early 1990s, on the impact of development communication, the researcher noted that indications were that poverty was reducing. However, over 2 million are still very poor as of 2008 (Servaes, 2008, pp. 32-41). Chin gives an overview of development communication from a broad regional perspective. He highlights some salient aspects of state-of-the-art of development communication with the focus on broadcast media. The need for development communication in India continues since a large population of over 600 million, live in rural areas and depend directly on agriculture.

2.2.3. Communication Strategies used in Latin America's out-grower Schemes

In Latin America development communication traces its history back to the 1940s with the efforts of Columbia Radio and Bolivia's Radio Mineras. These stations were the first to use participatory and educational radio approaches to empowering the marginalized, in effect, they have since served as the earliest participatory broadcasting efforts around the world. The targeting of the poor members of the community makes these two stations learning points as more radio broadcasts in the world especially the developing countries are beginning to target the poor segments of the population. The systematic study and practice of development communication in the Philippines begun in the 1970s with pioneering work of Nora c, Quebral, who in 1972 became the first to come up with the term, "Development Communication," in at least some circles within the field. It is Quebral who is recognised as the "Mother of Development Communication", (Quebral, 1988, p. 56).

Literature also revealed that while radio as a medium of communication has been pioneering development communication in many countries, person-to-person communication has also proved to be a wonder "tool kit" among the rural people of Bangladesh. What is not clear in this radio farm forum is the language that was used. Was it English, the national official language or the local languages?

2.2.4. Summary

Radio communication was mainly used as communications tools in Latin America, Canada and India. Person-to-person tool of communication was also used in India. Both communication tools seemed effective considering that most people in the rural areas are illiterate and require information to be explained in detail rather than having something in writing as this would prove to be a challenge for most of the people in the rural areas considering high illiteracy levels associated with rural areas.

2.3. African Level

Many countries including Zambia have made agriculture the "engine" of development. Unfortunately, while there has been a dramatic increase in agricultural production worldwide in the last 40 to 50 years (Interim Poverty Reduction Strategy Paper, 2002, p.8), Sub Sahara Africa, Zambia inclusive saw an agricultural output grow slower than the overall population growth between 1965 and 2010. If anything, Sub Sahara Africa is still achieving its growth through expansion of cultivated areas

than through yield increase (Interim Poverty Reduction Strategy Paper, 2002, pp. 7-8).

Bagdall (1993, p.134) reviews a number of studies that have been done to assess the performance of the African agricultural sector. He observes that Africa is facing a number of challenges. According to Bagdall, the major problems include cultural, social, economic, legal, educational and in the context of this study, information to improve farming activities. The lack of reliable and comprehensive information is considered one of the major hindrances to agricultural development. Unfortunately, access to information has not received adequate attention in most countries and especially in rural areas where 70-80 percent of the African population lives. Women in rural areas have very little information on agriculture, are poor and cannot read and write. Communication infrastructure in rural areas is not priority in most African countries as can be envisaged in Zambia.

In 2007 International Fund for Agriculture Development (IFAD) conducted a survey to find out how communications are incorporated into its projects in Africa, whether they are planned and budgeted for in a formal manner and if so how they are implemented and to what extent they are brought into the process. The findings show that approximately 22 percent of IFAD's projects have communication activities. It was decided that a more systematic approach to the design and planning of communication for rural development must be adopted. The overall objective is for all new projects to have communications which are planned and resourced at the identification and design, with input from local organisations with communication for rural development experience at local level (IFAD 2007, pp. 11-12). The challenge, however, is to find local organisations that have experience in communication for development is a relatively new field in the development arena and many organisations in Africa are still struggling to get hold of the approach.

The African school of development communication sprang from the continent's post-colonial and communist movements in the late 1960s and 1970s. Development Communication in Anglophone Africa saw the use of the radio for community education, health and rural agricultural education. Meanwhile, radio was being developed as a means of promoting rural education in Francophone Africa with

sponsorship from Bretton Woods School Institutions (Metalopulous and Kankongera, 2004, pp.33-45). In a study to evaluate the contribution of the media to development, Professors More and Gills observe that until very recently, the media in Africa were in the hands of governments who erroneously thought that they (governments) could take control of the media and that they would use their authority to tell the media what was important for the people. This top-down approach dis-enfranchised the people and the media. As a result, growth or change was temporary or non-existent (More and Gills 2007, p. 54).

2.3.1 Communication Strategies used in the Democratic Republic of Congo to sensitize people against HIV

When mass media is democratized, it serves the people and the people use the media to obtain information that they are interested in so that they can improve their daily lives and their community. The use of the media for the benefits of the people could be seen in the Democratic Republic of Congo (DRC) where a social communication campaign was launched in 1988 using mass media to reach 13 million urban DRC residents to promote a condom “PRUDENCE” as a way of reducing the prevalence of HIV and AIDS. Television and radio spots, songs on HIV and AIDS, drama on radio and television, and note books for school going children were used to disseminate a single message about safe sex practices. By the end of 1990, DRC’s 13 million urban residents were receiving 10 minutes every day of televised HIV and AIDS messages in the form of music videos, interview programmes and dramas. Post-tests of specific media interventions showed high listener/viewer rates and excellent recall of key messages. Results from an August 1990 programmes impact study in Kinshasa showed among other things that there was increased awareness regarding asymptomatic carriers. The number of people who agreed with the statement, “you can avoid getting infected with the virus by avoiding sexual contact with people who look sick”, decreased by 14 percent, the condom use was increased by 3.6 to 18.8 percent, (this was a very long time ago and the situation could be different today) (Cabaflero-Verzosa, 2003, pp. 73-85). This is a good example showing how mass media can be used for the benefit of the community.

The need for development communication cannot be over emphasised in Africa. An organisation called *Le Centre Songhai* is a Centre for training, production, processing, research and development in agrobiolgy (<http://ifd.ext.jusseieu.ir/drought.htm>, accessed on 17th August, 2016). The Centre's goal is to enhance the capacity of African producers in crop production, fish farming and livestock production. In 2008, the Centre carried out a study on the performance of African small holder agriculture which was posted on its website. The study revealed that there was serious information gaps in the African agriculture especially among small holder farmers. The Centre recommended that there was an urgent need to integrate new information and communication technologies in the process of developing African agriculture. The Centre observed that despite the vast potential, the unstable living conditions of the majority of Africa's population continues to deteriorate with the spread of unemployment, inequality and poverty. The Centre concluded that new information and communication technologies need to be part of the African agricultural development process if poverty has to be reduced. Small holder farmers lack adequate agricultural development process if poverty has to be reduced. Small holder farmers lack adequate agricultural information to effectively engage in sustainable agriculture. Ashley and Maxwell (2001, p. 35), noted that "poverty is not only wide spread in rural areas, but most poverty is rural.... Yet these rural problems have been neglected." In his book, "*The Cultural Dimension of Communication for Development*" based on literature research and personal experiences gained in communication projects in Africa, (Boeren 1994, p. 154), argues that media has educational potential that could be used to provide information that most rural farmers in Africa need to improve their lives.

2.3.2. Communication Strategies used in Nigeria's Out-grower Schemes

Within the last two decades, there has been a burst of research activities in the area of agriculture in Nigerian Universities and agricultural research centres located around the country (World Bank, 2005, pp. 4-5). Far reaching innovations that are capable of boosting the small scale farmer's agricultural production and Nigeria's economic development have been discovered. Prominent among the agricultural centres are the Institute for Tropical Agriculture (ITA, the National Root Crops Research Institute and the National Veterinary Research Institute (World Bank, 2005, pp. 4-5).

Institutional and government organs have been put in place to ensure that farmers get to know and adopt agricultural innovations relevant to their situations. For example, the ITA, the Agricultural Extension and Research Liaison Services (AERLS), the Extension Services of the Agricultural Development Project (ADPs), Ministries of Agriculture at both state and federal levels, Media Forum for Agriculture, Cooperative Extension Centres (CEC) of Universities and public enlightenment units of the 18 agricultural research centres. These bodies serve as facilitators of agricultural messages by acting as communication departments. They use media such as leaflets, newsletters, posters, exhibits, visual aids and radio programmes in communication. Radio and television programmes are popular although controlled by government with its attendant problems regarding the choice of programmes (World Bank, 2005, pp. 4-5).

Of all the existing channels of agricultural communication, Nigerian farmers rank extension services highest in terms of providing credible information and advice, especially on agricultural technology.

Apart from the use of extension services for diffusion of agricultural innovation, other channels like rural development field staff, contract farmers, private sector agri-business people, staff of the Ministry of Agriculture and the electronic and print media are used (World Bank, 2005, pp. 4-5). However, the targeted audience is not properly reached as the main beneficiaries of information carried by print and broadcasting media are urban elite.

2.3.3. Summary

It has therefore been observed that in the Democratic Republic of Congo, television and radio spots, songs on HIV and AIDS, drama on radio and television, and note books for school going children were used to disseminate a single message about safe sex practices. In Nigeria, they use media such as leaflets, newsletters, posters, exhibits, visual aids and radio programmes in communication. All these forms of communication appear to have been effective in the dissemination of information in the mentioned countries.

2.4. Southern African Sub Region

2.4.1 The Communication Strategies used in the Malawi Tobacco out-grower Schemes

Malawi is the second largest tobacco producer in the region after Zimbabwe (Dickovick, 2008, p.278). Between them, these countries accounted for just fewer than 70 percent of tobacco production in the region between 1995 and 2004 and 75 percent during the 1990s. The rising tobacco production in Malawi and Zimbabwe, since the 1960s has translated into an increasing share of the world leaf exports (by value), rose to 1.8 percent during 1965-1974 to 3 percent during 1975-1984, 4.4 percent during 1985-1994 and 5.1 percent during 1995-2004. With the gradual reduction in support for tobacco production in the US, Malawi has recently overtaken the US as the world leading exporter of Burley Tobacco (Jalfee, 2009, pp. 101-110). FAO notes that Malawi's tobacco export destinations increased from 45 in 1968 to 78 in 1998 (FAO, 2007, p. 45).

Tobacco in Malawi plays a significant role in national economic development, both for rural and city households. The World Bank in 2003 reported that tobacco made up to 60 percent of Malawi's exports, 13 percent of its GDP and 23 percent of the total tax base (Jalfee, 2009, pp. 101-110). Over the time export markets have become more diverse for the crop. A report by the Food and Agricultural Organisation (FAO) notes that Malawi's tobacco export destinations increased from 45 in 1968 to 78 in 1998 (FAO, 2003, pp. 56-62). Among these the top 10 markets for tobacco are Germany (19 percent), the USA (11.4 percent), Zimbabwe (6.5 percent), Russia (5.9 percent), Belgium (5.6 percent), South Africa (5 percent), Egypt (4.6 percent), the Netherlands (4.3 percent), Poland (3.5 percent) and Turkey (3.2 percent), (FAO,2003, pp. 56-62). With a long history of cultivation, the wealth generated by Malawi's tobacco has not only laid the foundation for its cities, but has also been responsible for the few signs of "prosperity" which ones sees rural Malawi from roofs to bicycles and radios (Jalfee, 2009, pp. 101-110).

A number of research studies have been done in Malawi to determine the extent small holder farmers have benefited from growing tobacco. Literature indicates that tobacco growing, unfortunately, has brought misery to small holder farmers in Malawi. Tobacco companies' cartel and collusion over prices at auctions depresses tobacco prices in Malawi (Van Donge, 2002, p. 35). The decrease in prices and increased

tobacco production between the late 1990s and 2006 forced farm workers and their family members to work harder and for lower tobacco prices each season. This situation prompted the Government to widely criticise Limbe Leaf Alliance One for the first time in March 2006 (Chikoko, 2006, p. 12). Then President Mbingu Wamutharika said, “poor small holder farmers in Malawi have remained poor because they are cheated by international cartel that convinces to buy our tobacco at exploitative prices yet they sell the same tobacco at huge prices in their own countries,” (Government of Malawi and World Bank, 2006, pp. 23-30). World Bank agrees that the depression of prices could make it uneconomical to grow tobacco in Malawi and that Malawi’s producer marketing arrangement needs to be revised.

The challenges faced by small holder farmers in Malawi are many. In one case study done by Poulton and others (2007, p. 37) on Malawi tobacco, indicates that small holder farmers growing tobacco are faced with three challenges namely, quality, yields and the cost of transaction which is very high. Consequently, the small holder farmers growing tobacco are not able to benefit from the sales of the crop. It is important to note that according to recommendations of this study, the challenge lies in improving service delivery, “notably extension advice” to small scale farmers (Poulton and et al., 2007, pp. 121-125). Many small holder farmers in Malawi produce the crop with little expertise. Tobacco production and marketing needs special skills. It has been found that while efficient arrangements are in place for minority of small holder producers, the rest of the producers need information on buyers’ quality requirements for example. According to Jalfee (2003, p. 13) there are “strong apriori reasons to expect that those that were receiving very little technical advice or feedback would achieve lower average quality than established farmers.” For example, Senior Managers of Tobacco Estates in Malawi have regular contacts with buyers, meaning they have developed a good understanding of what the buyers want, which privilege small holder farmers do not have. Small holder farmers need information to allow them to participate in the sector profitably.

The research by Poulton and others (2007, p. 102) made an assessment of the information needs of small holder farmers in Malawi. The study showed that small holder farmers in Malawi require all aspects of information ranging from tobacco production, processing, marketing, decision-making process, the resource base and

trade laws such as contract farming. They also need to exchange information on indigenous knowledge and require appropriate information communication technologies, in order to be able to access vital information efficiently and cost effectively. The study recommends that both traditional and modern media should be used to plug the information gaps that the small holder farmers have on tobacco production and marketing.

2.4.2. Summary

It has been noted that small holder farmers in Malawi require all aspects of information ranging from tobacco production, processing, marketing, decision-making process, the resource base and trade laws such as contract farming. They also need to exchange information on indigenous knowledge and require appropriate information communication technologies, in order to be able to access vital information efficiently and cost effectively. It has also been observed in the study that both, traditional and modern media should be used to plug the information gaps that the small holder farmers have on tobacco production and marketing.

2.5. Local level-Zambia

Very few studies have been done to determine the impact of out grower schemes in reducing poverty among small holder farmers and even fewer on the need for implementing development communication in out grower schemes in Zambia. This is partly because the government and its collaborating partners have come to believe that out grower schemes help to alleviate to poverty among rural farmers (FAO, 2003, p. 109). For example, a researcher talked to Mathias Kanyemba who was Chief Field Crop Officer in the Ministry of Agriculture and Cooperatives and was in charge of monitoring the performance of all out grower schemes country wide. Kanyemba said that the studies had been done to determine the impact of out grower schemes on poverty reduction. The findings, according to him were that poverty was greatly reduced through tobacco production among the small holder farmers. He said that during one of his monitoring visits, when he accompanied the Minister of Agriculture and Cooperatives to small holder farmers growing tobacco, he noticed that some had purchased animals, tractors, hammer mills and vehicles among other things. To him, out grower schemes were a success story in Zambia (Kanyemba, 2008, p. 5).

One of the first formidable studies on the impact of out grower schemes on small holder farmers was commissioned in 2005 by the Catholic Centre for Justice, Development and Peace (CCJDP) now CARITAS Zambia. The study, “Growing Poverty: The Impact of Out grower Schemes on Poverty in Zambia “, had four objectives. The first objective was to determine whether cotton and tobacco out grower scheme reduced poverty among the out growers. The second objective was to determine the impact of cotton and tobacco out grower schemes on household food security among out growers. The other objectives were to determine the impact of cotton and tobacco on gender roles and recommend policies and actions by different stakeholders in order to ensure the effectiveness of out grower schemes.

The study was conducted in four different districts namely, Mumbwa, Chipata, Choma and Kaoma. Cotton growers were covered in Mumbwa and Chipata Districts while tobacco growers were covered in Choma and Kaoma Districts. The study employed Participatory Rural Appraisal (PRA) techniques which included semi-structured interviews, personal histories, stratified Focus Groups Discussions, mapping and scoring and personal observations. The report concluded that the study had demonstrated that out grower schemes have variable impacts on rural livelihoods. While a study proportion of the out grower population have experienced significant improvements in livelihoods, the majority have experienced not only no changes, but deterioration in livelihoods due to out-grower schemes (CCJDP, 2005, p. 84).

According to the study, the reasons for the variations in the impacts of out-grower schemes on livelihoods were numerous. However, the study showed that the initial conditions of the farmers are an important factor of success in out grower farming. Farmers who are already ‘better off’ tend to improve their livelihoods while those who are already ‘worse off’ experience even more deterioration due to out-grower schemes (CCJDP, 2005, p. 85). It therefore follows that out grower-agriculture is not an escape route from poverty for the poorest segment of rural population. Rather, out grower schemes assist in consolidating the progress of already well off farmers.

The study identified a number of factors that make small holders fail to benefit from the out grower schemes. However, no particular interest was taken to investigate why ‘better off’ farmers are able to benefit from the out grower schemes while the ‘worse

off' farmers experience either no change or deterioration in their livelihoods from the same out grower schemes. Out growers are regarded as homogenous groups with basically no differences in their knowledge and skills in crop production and marketing. The roles of Change Agents and Gate Keepers in the diffusion of agricultural messages were totally ignored. They consequently sidelined the role information and Communication play in out grower schemes.

Some studies indicate that the number of small holder farmers in the country is decreasing. A study by Milimo (2005) entitled the "The Poor Zambia Speak" revealed that ten (10) years ago small scale farmers accounted for well over 65 percent of the population. Now there is a decrease in their numbers as continually migrate to the cities in search of forms of livelihood considering the decrease in farming profitability. According to this study, small holder farmers now make only 55 percent of the population. This was also part of the findings in the research done by PELUM on 'Small Holder Agriculture-Ignored Gold Mine-a PELUM Zambia Policy Brief' (PELUM, 2007, p. 15). According to PELUM Zambia, the government has neglected small holder farmers by not putting on a policy and improve rural infrastructure to support rural farmers many of whom had been left with no alternative but to abandon farming.

Out growers in Zambia face many challenges. In a study done by CLUSA Zambia on '*Developing Self-Managed Out Gower Schemes in Zambia and Mozambique*', the study found that in doing business with small holder farmers the main issues were firstly, high transaction costs resulting in having to distribute inputs to, collect crops from, and keep records on thousands of scattered individual farmers. Secondly, unacceptable levels risk resulting from side selling, a situation exacerbated by inadequate contact enforcement mechanism and lastly, expensive extension services as companies had to step in to complement or replace a demoralized, inadequately trained or equipped government extension services (Phillips and Serrano, 1999, p. 2).

Extension delivery which was observed as a challenge among small holder tobacco growers in Malawi also applies in Zambia. The small holder farmers need information to effectively and efficiently engage in agricultural development. The farmers need

information not only on production and marketing, but also on trade laws and decision making.

Further, after liberalisation and market reforms of 1991 by the government, the private sector's response has been diverse in contractual arrangements. According to Mwanaumo (1991, pp. 113-116), the private sector has developed more diverse and sophisticated contractual arrangements. In the study, "*Smallholder Farmers' response to liberalisation,*" it was revealed that the small holder farmers need more information to allow them to participate effectively in the agricultural environment. Thus, just like their counterparts in Malawi, the out growers in Zambia need a vibrant extension service to provide them with information. This implies that information packages on the implication of liberalisation should be developed for small holder farmers.

The need to provide information to the small holder farmer has been acknowledged by both the public and private sectors. The government since 1993 through the Agricultural Marketing Information Centre (AMIC) has been providing marketing information to key stakeholders. However, due to changing environment, it became imperative to conduct User Needs Assessment so as to review the current perception about the service MACO has been providing and to know to what extent the stakeholders were being provided with relevant information. The study found that the small scale farmers mentioned that in order to make decisions on the types of commodities to produce, it was necessary to have information on a number of things including, but not limited to the following; the costs of producing various types of crops noted for a particular area, the availability of inputs especially fertilizer and the prices of these inputs, the available markets for the selected commodities and the prices and the market costs that traders incur (MACO, 2008, pp. 20-31).

Most small scale farmers, however, indicated that they had no idea on the existence of AMIC let alone the bulletin produced by AMIC. They indicated that they relied on chatting with friends to get agricultural information (MACO, 2008, p. 19). The study however recognises the role of the radio in information provision. The study notes that the radio "is a very effective way of disseminating information to farmers, (MACO, 2008, p. 24). The study established that the farmers listened to the radio almost on a daily basis.

The initiatives taken by the private sector include the provision of Farmers' Internet Café, SMA Trade/Marketing Information System and Community Radio Stations. In an effort to increase farmers' access to information, the Zambia National Farmers Union (ZNFU) set up two farmers' internet café in Monze and Kabwe (NAIS, 2005, p. 35). ZNFU through its then Deputy Director indicated that the aim was to link the mother body with affiliates at the district level while at the same time, providing information to individual members. In this way, farmers were able to compare tobacco prices in Malawi, Zimbabwe and Zambia through the internet, and through that network, were able to negotiate for better prices (NAIS, 2005, pp. 35-37). This was in line with the National Information and Communication Technology Policy adopted in 2006. One of the objectives of the National Information and Communication Technology Policy on agriculture is "to increase the competitiveness of production, processing and marketing of agricultural products and services through the utilization of Information and Communication Technologies (ICTs), (GRZ, 2006, p. 42). Having said this, there is need for an increase in fibre optic cables accessible in Zambia, an increase in private investment and an increase in computer and internet literacy (Gill, 2006, pp. 103-105).

Further, the Zambia National Farmers Union (ZNFU) with the assistance from Smallholder Enterprise and Marketing Programmes (SHEMP) (Funded by IFAD) has developed a website through which the farmers in any part of the world including Zambia can use to find out about the buyer/seller of agricultural commodities using the mobile phone. This entails that any farmer in Zambia that owns a mobile phone can use this facility to check the prices and potential buyers of an agricultural commodity from any part of the country. No studies have been done to determine the effectiveness of this facility in enhancing the livelihoods of rural people.

2.5.1. Conclusion to the Chapter

Most of the literature reviewed indicates that agriculture in general and out grower schemes in particular have high potential of contributing towards poverty reduction among small holder farmers. However, in Africa the agricultural potential has not translated in the wellbeing of citizens who continue to live in poverty. There are so many factors that could be cited to be responsible for failure by the agricultural sector

to contribute towards poverty reduction. Among these, the literature indicates, is the failure to implement effective development communication in agricultural development projects which has left the small holder farmers with no information to communicate economically in the sector. The literature indicates that the use of media-friendly channels which put small holder farmers at the centre of the communication process can greatly improve the livelihood of the majority of small holder farmers in Africa in general and Zambia in particular.

CHAPTER THREE

3.0. RESEARCH METHODOLOGY

3.1. Introduction

This chapter deals with the description of the methods which were applied in carrying out the research and the data collection process. Specifically, it outlines the key issues pertaining to the research strategy, description of the study, target population, research design and approach, data collection methods and analysis used. To enhance the quality of the output, the study followed the triangulation approach where the quantitative and qualitative approaches were used.

3.2. Research Design

The study used descriptive research design. In this design, the researcher collected information through three ways namely observational method, case study and through a survey. The observational method was done through viewing and recording the participants. Case study was done through in depth interviews and focus group discussions. Then survey was done through brief interviews or discussions with individuals about the research topic at hand.

3.3. Research Methods

The study used mixed research methods. Most particularly, convergent parallel mixed methods were used. Following Creswell's (2014, p.14) description of convergent parallel mixed methods as a method which merges quantitative and qualitative data in order to provide a comprehensive analysis of the research problem, the current study collected quantitative and qualitative data at the same time and integrated into the interpretation of overall results.

The use of mixed methods in this study came with advantages since it was able to counter the weaknesses of quantitative techniques by qualitative techniques, and vice versa. By mixing both qualitative and quantitative research data, the researcher gained in depth and breadth of understanding the corroboration, while offsetting the weaknesses inherent to using each approach by itself. Further, mixed methods provided a good opportunity for the triangulation such as the use of several data sources to examine the phenomenon of communication strategies used by the tobacco small scale farmers in Kalomo District. Triangulation allowed the researcher to identify aspects of a phenomenon more accurately by approaching it from different vantage points using different methods and techniques.

3.4. Study site

This study was conducted in Kalomo District located in the Southern Province of Zambia. The research was conducted in Tara, Kalonda, Siachitema and Chiyobola villages of Kalomo District.

3.5. Study population

As of the 2010 Zambian census, the district had a population of 169,503 people. This formed the sampling population frame for the purpose of the current study.

3.6. Sample size

A sample is a small representative proportion of the population that is selected for observation and analysis (Best and Khan, 2008, p.11). From such a proportion, the researcher studied characteristics of the sample and made inferences about the characteristics of the population from which the sample was drawn. Therefore, the concern when undertaking sampling is the question of how many units of what

particular description and by what method they should be chosen. Therefore, sample is a technique for selection of participant to serve the purpose of the study.

Sidhu (2006, p.22) proposes two types of sampling techniques such as probability and non-probability sampling. Probability sampling encompasses a number of sampling techniques including random sampling, while non-probability sampling encompasses sampling techniques such as purposive and snowball sampling.

In this study, the sample size was 100 participants. The assumption for selecting this sample size was that the sample size would lead to a basic understanding of the phenomenon of investigation as they are residents of Kalomo district. In addition, there was also a sample of 10 participants who happened to be opinion leaders in the community and were included as key informants which brought the total number of participants in the study to 100.

3.7. Sampling technique

In order to select the required sample of 100, the study used both probability and non-probability sampling techniques. The 100 participants were selected using the simple random sampling method. Simple random sampling means that the researcher selects every member of the sample in such a way that all members of the population have the same probability of being selected (Sidhu, 2006, p.22). Based on the available sampling frame, each household in Kalomo District had an equal and non-zero chance of being included in the sample. At each selected household, the researcher purposively sought the participation of one representative, with preference to the head of the household or any reasonable adult in case of the absence of the household head.

Purposive sampling was a technique used to categorically employ or recruit household heads and also key informants into participating in the current study. Literature provides evidence that in purposive sampling the investigator selects a particular group from the entire population to constitute the sample because this group is considered to have characteristics required for specific purposes of the investigation. In this case, selection of key informants by purposive sampling was based on the understanding that the institutions they represented had an interest in the tobacco sector in Kalomo and that the participants had been tobacco growers for quite some time. As a result, such participants had rich knowledge and experience in the

sector, which was vital to the study. The researcher also considered the fact that key informants would be willing to take part in the study without any form of coercion like any other participant selected.

3.8. Data collection

The study collected both primary and secondary data.

3.8.1. Primary data

Primary data refers to the type of data collected for the first time through direct contact with participants. Within the category of primary data was both qualitative and quantitative data. Primary data was collected through informal and formal surveys such as focus group discussions that were carried out to get an in-depth understanding of issues related to tobacco growing. The formal survey involved personal interviews using pre-tested questionnaires. The information collected included socio-economic data, organisation of out-grower schemes available, nature of contracts, farming inputs and practices as well as outputs and productivity.

3.8.1.1. Qualitative data

100 participants were randomly selected to participate in the collection of qualitative data by use of interviews and focus group discussions. These techniques enabled the researcher to explore the experiences of people with communication strategies used by Tobacco Out-grower Schemes in their efforts to improve tobacco growing in Kalomo. 100 participants took part in qualitative data.

i. In-depth Interviews

The debriefing meeting also identified some people and offices from TBZ, TAZ and Tombwe Processing in Lusaka, Choma and Kalomo. The Subject Matter Specialist (SMSs) recommended that in depth be held by people from the respective institutions. The advantages with this method were that firstly, the targets were not pre-determined by the researcher, instead, the debriefing meeting selected the people to be interviewed. The method also provided the possibility of a deeper understanding of the phenomenon by getting more information than expected. Three participants took part in depth interviews. Guidelines for the In-depth Interviews are attached as an annex of this report.

ii. Focus Group Discussions

Focus Group Discussions were complemented with four (4) focus groups of about 5 to 10 people were purposively brought together based on their knowledge about tobacco farming. One group was picked from four villages in Kalomo namely, Tara, Kalonda, Siachitema and Chiyobola villages. Each participant was accorded a chance to air their views based on their experience with the communication strategies used by the tobacco out-grower schemes in Kalomo.

Therefore, the techniques provided a platform where individuals interviewed and those engaged in the focus group discussions shared various aspects and dimensions of the subject in question. The interviews and the focus group discussions were held at the respondent's convenient place and time.

Through the one-to-one interviews, the key respondents in both the in-depth interviews and focus group discussions, the researcher managed to see the perceived behaviour, gestures, reactions, assertions and emotions of the respondents with regards to the subject of focus. Those non-verbal expressions can give more accurate information than would in a questionnaire. Non-verbal cues may also give messages which help in understanding the verbal responses, possibly changing or reversing its meaning (Robson, 2002, p.273).

iii. Personal Interviews with farmers

A personal interview survey, also called face-to-face survey, is a survey method that is utilised when a specific target population is involved. The purpose of conducting a personal interview survey is to explore the responses from people to gather more and deeper information. Personal interviews are used to probe the answers of the respondents and at the same time, to observe the behaviour of the respondents either individually or as a group (Sopriano, A., 2008, p.57). The study had six (6) participants taking part in personal interviews.

3.8.1.2. Quantitative Data

Quantitative data in this study involved numerical figures and was collected by the use of self-administered questionnaires and 100 participants were randomly selected from the population to participate in the quantitative data collection.

i. Self-Administered Questionnaire

Questionnaires were designed to collect the objectives of the study and therefore proved to be vital tools for data collection. Questionnaires allowed the collection of data which could be used to measure attitudes, opinions and beliefs. They also allowed the researcher to use different questioning techniques such as open ended questions in order to allow the respondents to give details. Closed questions which gave the respondent options to pick from were also included in the questionnaire.

3.8.2. Secondary data

Secondary data refers to data that was collected by and published in books, magazines, newspapers or the internet (Schutt, 2006, pp.423-426).

In this study, documents including reports were reviewed in order to anchor the current research in some perspectives and benefit from the already existing literature on the subject.

3.9. Data Analysis

Given that the current study had a mixed orientation, which led to the generation of both qualitative and quantitative data, the study employed both qualitative and quantitative techniques of data analysis out of which findings were arrived at to form the basis of the report.

3.9.1. Questionnaire: Data from 100 questionnaires was scientifically analysed through the use of SPSS. This statistical tool was used to obtain frequencies and percentages in an accurate, precise and faster way to ease interpretation.

3.9.2. Farmers Matrix: Farmers responded according to the questions that were put across to them by the researcher and provided direct information which could be verified by other sources. These responses were on acreage, investment, inputs, harvest, and net payment.

3.9.3. Focus Group Discussions: Four Focus Group Discussions (FGD) were conducted.

These provided information which was largely spontaneous except for a few responses, which might have been biased due to the presence of the researcher. Analysis was sometimes direct and other times deductive.

3.9.4. In-Depth Interviews: In-Depth Interviews were analysed in accordance with the

responses of those identified during the debriefing meeting. The researcher was able to get direct information and where not verbally expressed, indirect inferences could be made. For example, farmers could not say that HIV and AIDS had impacted negatively on the farming activities. This could only be inferred.

3.9.5. Personal Interviews: Six (6) farmers were interviewed to explain why they had

stopped using tobacco out-grower schemes. The researcher was able to get direct information and observe the participants' behaviour. This provided detailed information which was beneficial to the research.

3.10. Ethical considerations

Research is a scientific human endeavour that is organised according to a range of protocols, methods, guidelines and legislation. As such, the current study took effort in adhering to ethical standards and considerations for conducting social research. As stated by Punch (2005, p.7), the current study involved collecting data from people, about people. Particularly, their experiences with communication strategies of out-grower tobacco schemes.

In this vein, the researcher sought professional approval and institutional clearance at levels such as the University where the researcher was a student, local authorities and leaders of affected communities. The objective of undertaking the process of seeking institutional approval and clearance was to maintain professional integrity in the process of carrying out social research.

At the beginning of the study, the researcher informed the participants of the study including the importance of their participation. In the same way, the researcher sought the informed consent without coercion of any sort in order to adhere to research integrity as well as regard for their dignity, as well as norms and charters of

indigenous society (Creswell, 2013, p.9). In the same way, other rights of participants such as privacy and confidentiality were observed.

When collecting data the researcher adhered to the recommendations given by Creswell (2013, p.10) that social researchers are required by ethics to respect the site and avoid disrupting proceedings as well as treating all participants in the same way while at the same time making efforts to avoid deceiving participants.

In the process of data analysis, the researcher avoided siding with participants report findings as they came, rather than concentrating on positive or negative findings. This is significant for the integrity of the study.

The participants' anonymity and confidentiality was also maintained. Their identities and names were not disclosed in the course of the study.

The subjects were at liberty to withdraw from the study at any point. In the event that the subjects sought further clarification regarding the study, they were encouraged to consult with a confidant or independent advocate. Further, each subject was treated equally without judgement or prejudice.

3.11. Study Limitations

3.11.1. Resources

It was also difficult to justify how the sample in the study could be said to represent the whole population of tobacco growers in the country, let alone out-grower schemes. The researcher is however confident that the 100 people that participated in the study gave enough representation for a conclusion to be reached because after all it is the same companies that buy tobacco everywhere in Zambia.

3.11.2. Gender

The effort by the researcher to balance or get close to a balanced source of information was frustrated by two factors. The researcher was female and all the research assistants were male. This meant that every time the research team entered a village, the female folk considered the exercise as "male" and hence took a back role in the exercise. The other factor is that the community where the research team went

was essentially patriarchal society which is male dominated. Therefore, it was assumed by the women folk, that the head of the household was the only one who could participate in the exercise. Due to this factor, more males participated in the study than females.

3.11.3. Season

The research was undertaken during the rainy season. This meant that some people were busy cultivating their fields and it was difficult to request them to cooperate with the research.

CHAPTER FOUR

4.0. CONCEPTUAL AND THEORETICAL FRAMEWORKS

4.1. Introduction

In this chapter, concepts related to this study are defined and explained to provide a basis for presentation. This standpoint first includes a clear understanding of the concepts of the study including, communication, communication strategies, agriculture extension, change agent, out grower scheme, poverty, media and opinion leader. These terms have been selected because they appear in the main theories used in the study.

Secondly, the chapter discusses two theories that the researcher used in the study. These are the Multi Step Theory and the Knowledge Gap Theory. Then the relevance of each of them to the study have been highlighted.

4.2. Conceptual Definitions

4.2.1. Out-grower schemes

Food and Agricultural Organisation (FAO) defines out-grower schemes, also known as contract farming, as binding arrangement through which a firm ensures its supply of agricultural products by individual or groups of farmers. In other words, adhoc trade agreements are being replaced by coordinated commercial relations between producers, processors, and traders leading to a vertical integration of the agricultural value chain. Under this umbrella, a variety of arrangements exist which differ in each partner's input and management. Out-grower schemes offer improved control over supply. Thus, large private companies demonstrate an interest in these partnerships if the desired produce is not easily available or quantity standards insufficient (FAO, 2003, pp.501-509).

In this study an out-grower is a small holder farmer who gets inputs from a company or principal agent to grow tobacco. He or she pays back the debt through the sale of crop during marketing. According to a Ministry of Agriculture and Cooperatives (MACO) document on out-grower schemes, contract farming means the principal agent supplies farmers with necessary farming inputs on credit often to be repaid through income deductions from the process of crop sales (MACO, 2004 a, p.28).

4.2.2. Communication

The theory of communication on which the study was based is drawn from the work of Rogers Everett (1983, p. 45) who suggests that communication is a process in which participants arrive at mutual understanding, and that the effects arise from a joint activity and affects all participants. There is no single approach to communication. Winner and Dorminick (1997, p. 13) defines communication as “a symbolic social process which occurs when one has an idea in response to something seen or heard.”

Rancer and Wormack (1987, p. 22) states that “communication is a transactional and not a linear process.” They say that communication involves people sending each other messages. In turn, they expect to respond to messages from others. McQuail (1994, p. 492) writes “the term Communication has many meanings and definitions, but the central idea is of a process of increased commonality of sharing between participants on the basis of sending and receiving messages.” The importance of communication cannot be underscored. Infant, and others (1997, p, 23) writes that

‘communication is important because it helps us to create cooperation and interaction with one another, acquire information and entertain ourselves.’ They argue that communication is important for development.

In this study communication has been taken to mean creation and sharing of information, ideas and messages to reach mutual understanding with purpose. There must be a purpose for communication and all the parties must benefit from the occurrence of the same.

4.2.3. Communication Strategies

A communication strategy provides a structure for identifying events (e.g., issues, problems and actions) that require outreach, considers potential messages and audiences, and develops vehicles to deliver information. A communication strategy helps an organisation to think and plan community involvement which saves time and money. Communication strategies maximise shared information and minimise misinterpretation. (Grigorescu, A. and Lupu, M-M 2015, pp.479-490)

In the current study, communication strategies were understood as specific activities and mechanisms used in sharing information about small scale tobacco farming in Kalomo District. Of particular concern were the following tools employed in the process of communication: Seminars, T.V., Radio, brochures, newsletters, pamphlets and newspapers.

4.2.4. Poverty

Poverty is defined as a condition where people’s basic needs for food, clothing and shelter are not being met. Poverty is generally of two types. The first one is Absolute poverty is synonymous with destitution and occurs when people cannot obtain adequate resources to support a minimum level of physical health. Absolute poverty means about the same everywhere, and can be eradicated as demonstrated by some countries. The second type of poverty is relative poverty which occurs when people do not enjoy a certain minimum level of living standards as determined by a government and enjoyed by the bulk of the population that vary from country to country, sometimes within the same country (Sabates, R., 2008, pp. 5-6).

In this study the term poverty has been applied in relation to the peasant farmers' lack of access to basic needs.

4.2.5. Agricultural extension

Agricultural extension is the provision of information to farmers on agricultural production, designed to increase production and protect natural resources (Creswell 2013, p.7). The Ministry of Agriculture and Cooperatives had at one time an Extension Branch, which later turned into Field Services. Later, it turned into Agriculture Department. It is still called by the same name at the time of writing this report. Agricultural extension was once known as the application of scientific research and new knowledge to agricultural practices through education (Creswell 2013, p. 8).

In this study, any effort made to provide development information to the farmer is agricultural extension. Further, in this study, instead of only focusing on crop production, agricultural extension also includes providing information on crop marketing.

4.2.6. Opinion Leader

According to Rogers (1983, pp. 37-38) an Opinion Leader is an "individual who is able to influence informally other individuals' attitudes or overt behaviour in a desired way with relative frequency." The role of an Opinion Leader is to help reduce uncertainty about an innovation for his or her followers. In this study opinion leaders are those village residents who influence others to grow tobacco.

4.2.7. Media

4.2.7.1. Traditional media

Traditional channels of communication, according to Moreno Chiovoloni (2008, p.62) who works with FAO Communication Programmes in Mali, are local and traditional communication systems. Traditional media refers to all organised processes of production and exchange of information managed by the rural communities. These include tools like traditional theatre, masks and puppets performances, tales, riddles and songs.

In this study tradition media refer to any media that are used by the local communities that do not embrace modern media such as radio, TV and print media.

4.2.7.2. Modern media communication

What counts as modern media is often debatable, and is dependent on the definitions used. However, there are a few that have been widely accepted such as Internet, Video games, and virtual worlds as they impact marketing and public relations. Others are Multimedia CD-ROMs, Software, Web sites including brochure ware, blogs and wikis, email and attachments, Electronic kiosks, Interactive television, Mobile devices, Podcasting, Hypertext fiction and Graphical User Interfaces. Thus, to define what modern media are would take several pages and would include all the above.

Modern media in this study is referring to newspapers, posters, billboards, brochures (Print), radio, TV and VCD/DVDs which are common to the people of Kalomo. It also includes phones and internet as modern media communication channels.

4.3. Theoretical Framework

This study used two theories namely; Multi Step Theory and Knowledge Gap Theory. These were relevant in studying the case of communication strategies in small scale tobacco farmers.

4.3.1. Multi Step Theory

The Multi Step theory was a critique of the earlier theory- the Two Step Theory. The Two Step Theory was propounded by Lazarsfeld and Katz (1973, p. 78). According to Lazarsfeld and Katz, mass media is channelled to the “masses” through opinion leadership. The people with most access to the media, and having a more literate understanding of media contents, explain and diffuse the contents to others. They argued that the flow of personal influence was activated by certain individuals who were found in every level of society and presumably were like the people they influenced. The relationship between mass media and opinion leaders was determined to be a two-step flow of communication. Thus, the messages flow from mass media to opinion leaders who are more exposed to mass media and from them to the less active members of the audience. They state that opinion leaders receive messages from mass media bodies and resend them to audience members through interpersonal communication (Lazarsfeld and Katz (1973, pp. 103-109).

Therefore, according to the Multi Step Theory, there is a flow of influence from both opinion leaders to less attentive actors, but also between opinion leaders to other leaders.

4.3.1.1. Relevance of the theory to the study

The Multi Step Theory is relevant to the research because it provides the reality of how the life of tobacco out-growers is affected. Growing of tobacco is not only new, but is complex from the time the farmer prepares the nursery up to the time that the farmer sells the crop. He or she needs a lot of innovative and complex skills.

The Opinion leaders because of their mobility and literacy, are able to and share what they read with the rest of the members in the society most of them who are illiterate. It is not uncommon to find a young person who has only reached up to grade three growing tobacco in Kalomo. Where did he get the information from? Opinion leaders provided. Opinion leaders also share the information among themselves. Tobacco is grown by thousands of small scale farmers in the region. It demonstrates the flow of information not only among the opinion leaders themselves but also between opinion leaders and those below them. This study is partly based on the Multi Step Theory described above.

4.3.2. The Knowledge Gap Theory

The Knowledge-gap hypothesis theory suggests that each new medium increases the information rich and information poor, because of differences in access to the medium, and control over its use, among other factors. It was first proposed by Phillip J. Tichenor and his colleagues.

In the article, “Mass media flow and differential growth in knowledge” that Tichenor and his colleagues proposed in 1970, it is clear to describe “knowledge gap hypothesis.” As the infusion of mass media information into a social system increases, segments of the population with higher socio- economic status tend to acquire this information at a faster rate than the lower status segments, so that the gap

in knowledge between these segments tends to increase rather than decrease (Tichenor and others, 1970, p.385).

4.3.2.1. Relevance of the theory to the study.

The knowledge Gap theory is important to the study because tobacco production and marketing requires knowledge which according to this theory is a resource. This knowledge gives certain people the capability to do things and take advantage of certain arrangements. In the out-grower schemes the “better off” farmers through various media acquire more knowledge which they use to benefit from the out-grower schemes. They are able to know which companies are giving a fair deal in the district and are able to negotiate their way through. They know where the better markets are through the information that they receive through the media. But the “worse off” farmers rely on their friends and rumour mongering in the villages. Thus, according to this theory mass media widens the gap of knowledge between the “worse off” farmers on one hand and the “better off” farmers on the other. Once they benefit from these media, the gap of knowledge between the rich and the poor widens.

CHAPTER FIVE

5.0. RESEARCH FINDINGS

5.1. Introduction

The study was destined to find out why small scale tobacco farmers have continued being poor despite tobacco being one of the highest paying cash crops across the world. It is very important for any given project to achieve its intended objectives in order for it to be considered a success. Measuring the extent to which it achieves these objectives involves using different criteria. The first section consists of data obtained from small scale farmers who were selected randomly.

5.1.2. Background Information

The background characteristics of respondents play an important part in any evaluation study as they may, to some extent, influence the behaviour of respondents. This section looks at selected background characteristics of respondents that are likely to influence their perception of the different factors affecting tobacco production, marketing and sale.

Sex

The sex of respondents plays a role in evaluations as it influences the way males and females perceive and react to issues. It also determines power relations and access to resources between men and women. In this study, sex could be a factor that can influence the way males and females perceive the importance of tobacco farming; contract farming and its effect on poverty reduction. Table 1 below shows the distribution of the respondents by sex.

Table1: Gender of the Respondents (Source: Field Data)

Gender	Frequency	Percentage
Male	91	91
Female	9	9
Total	100	100

Table 1 above shows that 91 (91%) of the small scale farmers were male and 9 (9%) were female. The distribution of farmers by sex shows that the majority of tobacco farmers are male representing a minority of female farmers in the production of raw tobacco.

Age

The age of respondents plays a key role in any study as it influences the decisions respondents make, their understanding of issues at hand, and how they respond and deal with issues. In this study, age is seen as one of the factors which can influence the responses from the respondents. It can influence the way the different farmers communicate on issues of tobacco farming. Below is table 2, showing the distribution of the respondents by age range.

Table 2: Age distribution of the 40 respondents (Source: Field Data)

Age	Frequency	Percentage
24 Years & Below	2	2.0
24-29	6	6.0
30-34	18	18.0
35-39	20	20.0
40 Years & Above	54	54.0
Total	100	100.0

Table 2 above shows that 54 (54%) of small scale farmers were aged 40 years and above at last birthday, 20 (20%) of small scale farmers were aged between 35 to 39 years, 18 (18%) of small scale farmers were aged between 30 to 34 years, 6 (6%) of small scale farmers were aged 24 to 29 years while 2 (2%) of small scale farmers were aged 24 years and below. The farming population is made up mainly of the older members of society.

Marital status

The marital status of respondents is important in any study involving workers or human resource as it shows the relationships and commitments they have as they relate to their lives. In this study, marital status can influence the level of effort being put into tobacco farming. Married farmers may tend to work harder than their unmarried counterparts as they have a lot of responsibilities at home which need attention. They have to feed their families, pay school fees or buy uniforms for their children and many more things. Table 3 below, shows the marital status of the respondents.

Table 3: Marital status of the respondents (Source: Field Data)

Marital Status	Frequency	Percentage
Married	70	70.0
Single/Never	5	5.0

Married		
Divorced/Separated	25	25.0
Total	100	100.0

Table 3 above shows that 70 (70%) of the small scale farmers were married representing a majority of the farmers, 25 (25%) were divorced/separated while 5 (5%) of the small scale farmers were single/never married.

Level of education

The educational qualification of respondents is generally important in any study involving people as it shows the level of knowledge one has acquired, not only in his or her field of speciality. As people acquire more knowledge, their understanding of things such as the farming issues also increase. If they acquire more knowledge, they may also be able to make informed decisions regarding a particular issue. Figure 1 below, shows the level of education acquired by the respondents.

Figure 1: Level of education of the respondents (Source: Field Data)

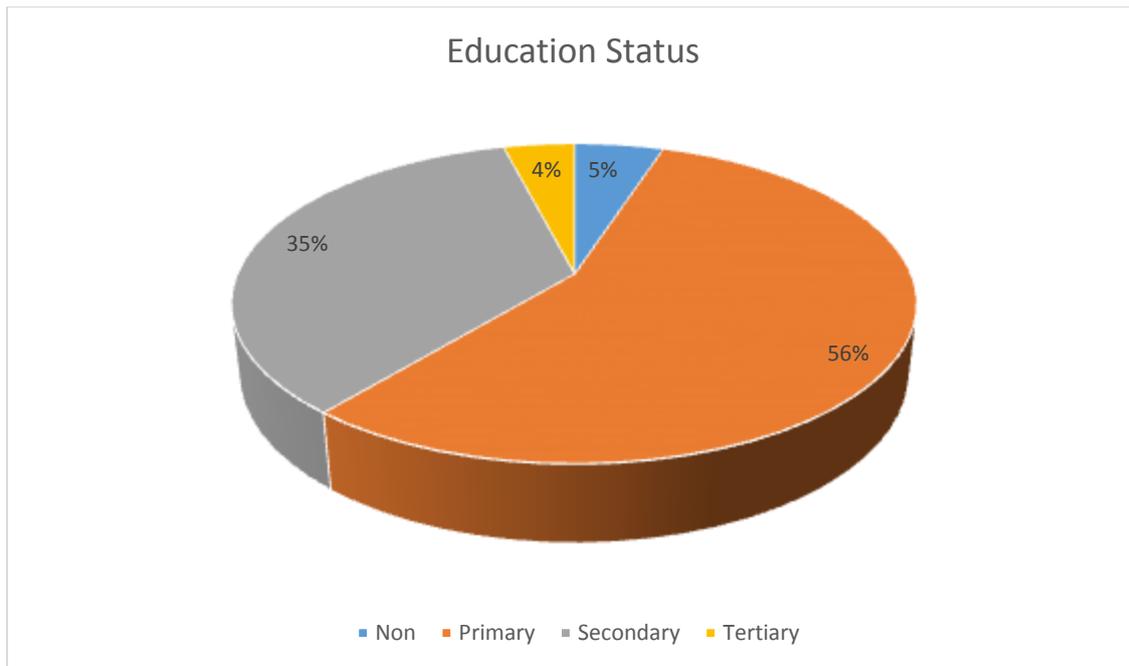


Figure 1 shows that 56 (56%) of small scale farmers had primary level of education, 35 (35%) of small scale farmers had secondary level of education, 5 (5%) of small scale farmers had not acquired any level of education while 4 (4%) of small scale farmers had tertiary level of education. From the above data it can be noted that the majority of the farmers have only acquired the lower levels of education. This can hamper the way they receive and interpret information necessary for tobacco production and marketing of their produce. Literacy is very vital and if farmers are not able to understand the information at their disposal they will not be able to make sound decisions which can be helpful in growing tobacco properly and selling at a higher price to earn more income and alleviate poverty.

Hectares of tobacco fields

The size of the farm land one farmer may own may be very important in determining the level of productivity of these farmers. Given the right weather conditions, one can assume that farmers owning a larger piece of land may produce more crops than the one with a smaller field. Table 5 below shows the different hectares of tobacco fields respondents own.

Figure 2: Hectares of tobacco field of the respondents (Source: Field Data)

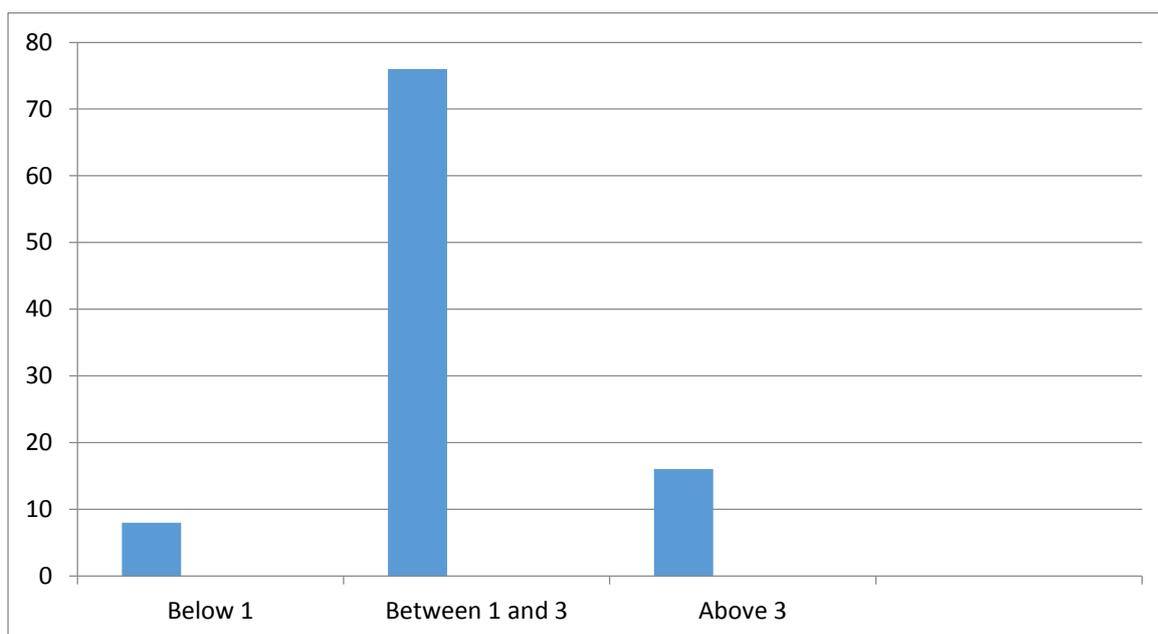


Figure 2 shows that 76 (76%) of the small scale farmers had land between 1 and 3 hectors, 16 (16%) of small scale farmers had land above 3 hectares, while 8 (8%) of small scale farmers had land below 1 hector. The majority of the farmers had land between 1 and 3 hectares representing a higher number of farmers unable to cultivate more tobacco that can translate into improved income. Low productivity is not beneficial to farmers as this does not help the farmers to meet all their expenses and help reinvest their earnings to increase production. This negatively affects farmers and can be seen as one of the reasons why farmers are still under the poverty trap.

5.2. Qualitative Survey

5.2.1. Focus Group Discussion

Focus Group Discussions were complemented with four (4) focus groups of about 5 to 10 people who were purposively brought together based on their knowledge about tobacco farming. A focus group was conducted from each village in Kalomo namely, Tara, Kalonda, Siachitema and Chiyobola villages. The researcher was the principal facilitator and spoke the local dialect. She was assisted by an extension officer from Alliance One.

The following were the findings and analysis of the discussions;

Government policy on out growers: The participants acknowledged that there were a number of developmental projects that were taking place in the area and in fields such as health, education, water and agriculture, though they complained about the poor state of roads in the area. When asked about government policy on out grower schemes, they expressed ignorance on government out grower schemes. They were of the view that that was an initiative of companies like Alliance One for Tobacco. According to the participants, government had left companies to operate in the manner they deemed right much to the detriment of small holder tobacco farmers.

Contract Farming: When asked whether they understood what the term “contract” meant, the participants said that they did not understand what it meant at all. As can be seen in figure 1 of this report, 56% of the people interviewed only went as far as primary school which simply means that 56% were illiterate and could not understand the terms in the contracts that they signed. They were just signing in order to acquire farm inputs and didn’t even know what the contract stated would be the terms at the point of sale.

Language: Considering that most farmers were illiterate and mainly communicated in Tonga, this meant that the majority did not understand the English language that was used in the contract and farmers just signed without bothering to get an interpretation of the language used in the contract. That was a challenge to farmers and they wished that the local language could be used in order to disseminate information to them. The figure and table below represent the language of communication that is understood by the farmers.

Figure 3: Language of Communication



Table 4: Language of Communication

Language of Communication	Frequency	Percentage
English	8	8%
Tonga	92	92%
Nyanja	None	0%
All the above	None	0%

Sensitisation Campaigns on Contract Farming: The Focus Group Discussions revealed that there was a lack of sensitisation campaigns in the district to educate farmers on contract farming. This leads to farmers' failure to understand what contract farming was all about and what it involved. The farmers also did not understand what was expected of them after signing the said contracts. Hence the need for sensitisation as contract farming was a new innovation in the area and a lot of awareness was required before the local farmers could engage into the contract signing.

Opinion Leaders: The Focus Group Discussion revealed that there were a few influential members of the community such as the Headman, some commercial farmers and a few other local farmers who had attained tertiary education and seemed to understand tobacco growing better and helped interpret the meaning of the SMS's and messages in the brochures. The small scale farmers occasionally turned to those people for advice, opinions and views on tobacco growing.

Media: There was lack of media information regarding tobacco growing and despite farmers having brochures given to them by Alliance One, the language used was English and still proved as a challenge to most farmers. The figure and table below are a representation of the need of information relating to tobacco growing by farmers.

Figure 4: Require Information on Tobacco Growing

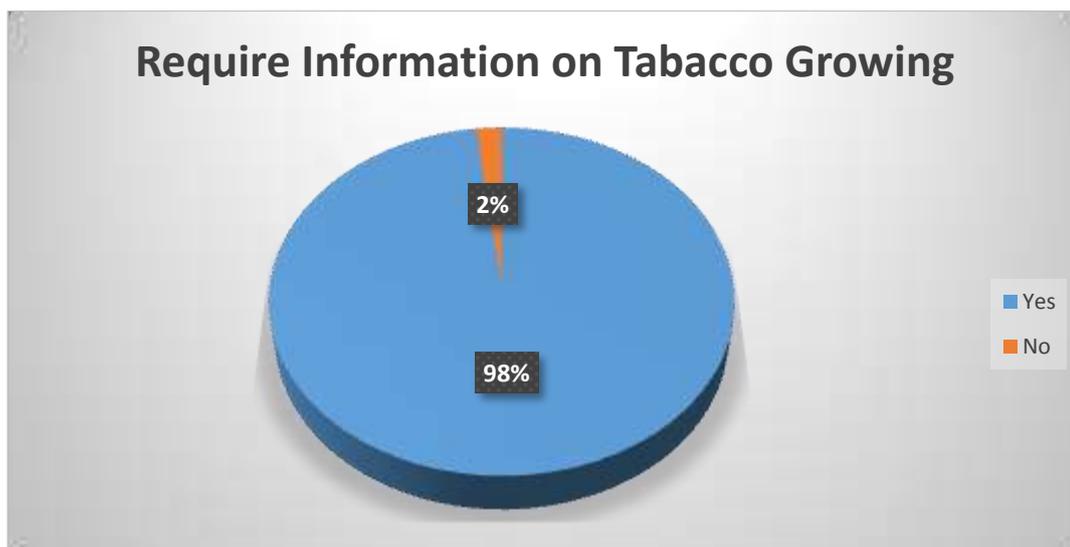


Table 5: Require Information on Tobacco Growing

Require Information	Frequency	Percentage
Yes	98	98.0
No	2	2.0
Total	100	100.0

The participants were asked if they had signed any contracts with tobacco companies and the participants agreed that they signed some papers with Alliance One. The participants were then asked how they collected the inputs from companies, which according to the farmers were like loans. Their response was that the companies told them to form groups and pay registration fees. The companies would deliver the inputs to a central place where farmers would then go to collect the inputs and then begin the process of growing tobacco. When the participants were asked what could be done to improve the contractual agreements, their response was that there was need for the companies to explain to the farmers very clearly regarding what was involved and what was expected of the farmers, especially the selling price of tobacco. The participants when asked about what happened if a farmer failed to honour the contract, they said that it could be very sad because the companies would in some cases take the farmer's maize or livestock leaving the farmer in a desperate situation

leading to suffering. The participants also called for more tobacco companies to come on board to assist the farmers because most of the companies had pulled out and only Alliance One was still operating but had also cut down on the number of farmers that it was sponsoring. The farmers lamented that there was need for more tobacco companies to come on board to sponsor tobacco growing in the area because self-sponsorship was a challenge because tobacco seed and fertilisers such as compound 'S' which was used in the growing of tobacco was very difficult to find unless provided for by sponsoring companies.

Knowledge gaps in tobacco production and marketing: The farmers were asked what "good tobacco production" meant. They explained the cardinal points as; (a) preferably one must use virgin land, (b) inputs must be received on time, (c) there must be enough labour to meet the deadlines and (d) enough water to feed the plants. According to the farmers, the job requirements are so enormous that makes it difficult to grow tobacco alongside other crops because the work is done throughout the year. When asked if they had skills to engage in tobacco production, the farmers said that learning was an ongoing process. Farmers continued to learn from extension officers, family members and friends or by merely looking at what others were doing. The farmers indicated that learning could not be neglected since new methods and techniques of growing tobacco were introduced from time to time so if one neglected learning, then their yield would most likely be a poor one.

When the farmers were asked what good tobacco marketing was, they said that in tobacco growing, production and marketing were one. This is because as early as December, the tobacco farmer picks the first two leaves from each plant or he or she picks two leaves on the same day each week. This process continues till the end of February. Where and how the tobacco leaves are stored have a bearing on the grade and eventually the price of the crop. The most critical part is to put tobacco of the same grade together. For example, if a farmer has 100 leaves of tobacco of grade A and only one leaf is of a grade C, the companies would buy the whole bunch at the price of grade C, leading to the farmer losing out due to the issue of poor grading. The farmers also indicated that if the farmer was found cheating by adding something to the crop to make it more in order to increase the weight, which in tobacco industry is called "nesting", then that farmer would forfeit his or her crop. Participants said that marketing information was cardinal and that farmers constantly needed information to

benefit from their crop sales. Asked what should be done to improve tobacco production and marketing, the farmers said that information was cardinal because farmers needed to know the good production practices and how to benefit from the harvest by selling high quality tobacco.

5.2.2. In Depth Interview

The debriefing meeting with the Tobacco Association of Zambia (TAZ) identified TAZ and Tobacco Board of Zambia (TBZ) as institutions targeted for the in the depth interviews. The Subject Matter Specialist (SMSs) recommended that an in depth interview be held with TAZ since it was the government regulatory body on issues regarding tobacco growing in the country. The advantages of this method were that firstly, the targets were not pre-determined by the researcher, instead, the debriefing meeting selected the people to be interviewed. The method also provided the possibility of a deeper understanding of the phenomenon by getting more information than expected. TAZ and TBZ took part in the in depth interview and both institutions gave the same views.

The interviews revealed information that each tobacco buyer had an agronomist who happened to be an expert on tobacco and visited various farmers where he gave farmers knowledge on costing and chemicals required for tobacco growing and also what the requirements were on tobacco growing at the international level. For example, the use of child labour and de-forestation was highly discouraged. Mr. Owen Simukoko, Director Finance at TAZ said that TAZ had councillors at each catchment area and those councillors represented TAZ and provided information to members of TAZ as well as chemicals to be used and the cost structure and how to grow tobacco. The only challenge which a buyer and TAZ could not do was to predict the price after the harvest and this was because along the way during the process of growing tobacco, there were a lot of factors that would determine the price at which the crop would be sold, such as the demand, the stocks available at the international level and wastage. Those were some of the factors which could determine the price at which the crop could be sold at.

Other than that, TAZ and TBZ had tried to disseminate information through cell phones via SMS. So at the start of every season if there was any information that TAZ felt the farmers needed to have, that information was sent to the farmers via SMS to

all TAZ registered members. Mr. Simukoko also said that there was an arbitrator who was able to assist the farmers at the point of sale, at the TAZ floor. In the event that a buyer gave a low price for the tobacco and classified a farmer's tobacco with a low grade, the arbitrator would come in with his knowledge and expertise to fetch a better price for the farmer as per price matrix which varies from season to season, depending on the factors of demand, stocks available and wastage.

In this interview, it was learnt that the SMS's were sent in English, hence the SMS's were not very helpful to the farmers since the language that was used in the SMS's was English and 60% of the farmers, representing the majority as shown in figure 1, are illiterate and could not understand the language that was used in the SMS's by TAZ.

TAZ further stated that they were a floor operator and they created an environment where buyers or merchants came to buy tobacco from farmers and that TAZ did not determine the price matrix but that the price matrix was determined by the international buyers, and was then availed to the farmers who would then make a choice of where to sell. The challenge that TAZ has had was that farmers were financed by the same merchants and at the time of selling, they had to sell to the same merchant. So until Zambia reached a point where farmers became independent, they would still have no choice of where to sell their crop and would still be tied to the financier and if he gave the farmer a raw deal, the farmer would have no choice but to accept that merchant's offer.

There have also been other reasons why farmers have not been liberalised in terms of financing. This is due to fragmentation in the marketing structures. This is a situation where when money is given out to farmers in form of loans, farmers would engage in what is termed as "side marketing", where at the point of sale, farmers would decide to sell their produce elsewhere and as a result, finance institutions such as ZANACO which have been very instrumental in giving out loans have been forced to come up with conditions that they could only give out loans to farmers if there was a guarantee that the farmer would pay back the loan. In this case, the banks prefer that there should be one floor manager. TAZ has been advocating to be that floor manager and what that means is that the computations would be properly done and no farmer could run away from paying back the loan. So partly, the small scale farmers were to blame

because when they borrowed money, they did not want to pay back. Farmers would even use someone else's account number so as to run away from paying back. In this regard, organisations such as TAZ were reluctant to give out loans because there was no guarantee that the farmers would pay back the loans. For example, TAZ had reached a stage where they were owed more than USD114, 000 in 2012 by small scale farmers and the organisation could not continue lending money anymore because they were operating at a loss and they would end up in a halt. Some international organisations have also been operating at a loss and have therefore been scaling down on how many farmers they were lending.

The other problem is that farmers did not follow the parameters of tobacco growing. For example, the tobacco Act has set certain parameters on how much an acre of tobacco should produce for either a small scale farmer or commercial farmer, but most small scale farmers tend to over shoot or under scale and then there were questions of where the shortfall had gone and if in excess, where that could have come from. This could just entail that the farmer was creating side marketing and sourcing from somewhere else. So unless the parameters were followed, there would still be a challenge in the small scale tobacco industry.

5.2.3. Personal Interviews: Six (6) farmers were interviewed to explain why they had stopped using tobacco out-grower schemes. The researcher was able to get direct information and observe the participants' behaviour. This provided detailed information which was beneficial to the research.

All the six personal interviews centred on the following issues:

Government Policy on out-grower schemes: The government was not very helpful in tobacco growing and that there are no extension officers visiting the farmers in the villages. In the past government extension officers used to visit farmers and provide them with information regarding tobacco growing. Farmers further revealed that there had been no extension officers from TAZ visiting them with any information regarding tobacco growing.

Out grower schemes: Alliance One which happens to be one of the companies involved in out grower schemes is also pulling out of sponsoring tobacco small scale farmers in the country and currently there is only one extension officer for tobacco country wide. Farmers currently have nowhere else to go for advice on tobacco

growing not even TAZ. This was because TAZ had no extension officers in the area and no longer sponsored small scale tobacco growing due to farmers' lack of offsetting debt with TAZ and thus leading to TAZ losing money due to non-recovery of debt.

Out grower schemes were very helpful and assisted the farmers in the provision of inputs and requirements in the growing of tobacco. Farmers were able to acquire property from the tobacco sales. The farmers further said that ever since they started acquiring loans from out grower schemes, they have never failed to repay the loans. The main challenge has been the poor rainfall pattern in the 2014-2015 season.

Media: Farmers also lamented the lack of media information on tobacco farming. There were no radio and television programmes regarding tobacco growing. They further stated that despite the price matrix being availed to them, the price matrix was quoted in foreign currency making it difficult for small scale farmers to assimilate. Even if there were tobacco programmes being aired on the National television ZNBC, it would still be difficult for most farmers to benefit from the programme since ZNBC programmes such as those on agriculture are televised in the English language and most farmers would have difficulties understanding the language due to illiterate levels as shown in figure 1 of this report. Further, the poor television signal in the area is another challenge and those few villagers with television sets would still have challenges accessing ZNBC, thus resulting in little or no media coverage in Kalomo rural.

Language: The language that was used in the SMS's from TAZ and the contracts that they had to sign were in English, and considering that majority of the small scale tobacco farmers were illiterate, it proved as a challenge for the farmers. Figures 1 and 3 will be referred to for data on literacy and language barrier respectively.

Knowledge Gaps in tobacco production and marketing: The farmers also expressed concerns on the variation of prices as presented on the price matrix in comparison to what was prevailing on the floors at the point of sale. The farmers said that the prices that were presented on the price matrix were better than what they found when they got to the floors and they had no one to help negotiate on behalf of the farmers especially that farmers were illiterate and failed to compute or even argue with buyers who seemed to be more knowledgeable than the farmers. Even though TAZ said that

they were there on the floor, these farmers refused and said that information was incorrect.

Those farmers that are self-sponsored have a lot of challenges in terms of acquiring inputs which seem to be difficult to source since they are not readily available in farmer's shops as is the case with inputs for crops such as maize. Farmers lacked knowledge on how they should access loans in order to enhance their tobacco growing thus leading to growth or graduation from small scale tobacco farming to medium scale tobacco farming.

Other challenges: Labour intensive: Farmers also lamented on the issue of tobacco being labour intensive and since children were no longer allowed to work in tobacco fields due to issues of child labour, farmers were experiencing difficulties in tobacco growing due to lack of labour to assist with the tobacco farming and sponsors did not give money to farmers in order to assist the farmers engage extra labour.

Poor rainfall: The rainfall pattern has also proved to be a challenge in tobacco growing since small scale farmers depend on rainfall to water their tobacco crop unlike commercial farmers who can afford to use irrigation.

Loans: Access to loan facilities was a challenge for the small scale farmers since their only asset was land which happened to be traditional land and could not be used as collateral when sourcing money from financial institutions. The farmers also expressed the need for government cooperatives because they could easily access inputs and finances as was the case in the past.

CHAPTER SIX

6.0. DISCUSSION OF THE RESEARCH FINDINGS

6.1. Introduction

This chapter presents a discussion of findings of the study. This discussion highlights the objectives of the study.

6.2. Discussion on the objectives

The general objective of this report was to find out the effectiveness of the communication strategies used in the tobacco out-grower schemes.

The general objective was adequately tackled by the following specific objectives:

- To determine the role of the media in plugging the knowledge gaps in the production and marketing of tobacco among the small scale farmers
- To evaluate government policy on tobacco out-grower schemes
- To evaluate the communication process of contract farming in tobacco out-grower schemes
- To determine knowledge gaps in production and marketing skills among small scale tobacco farmers.

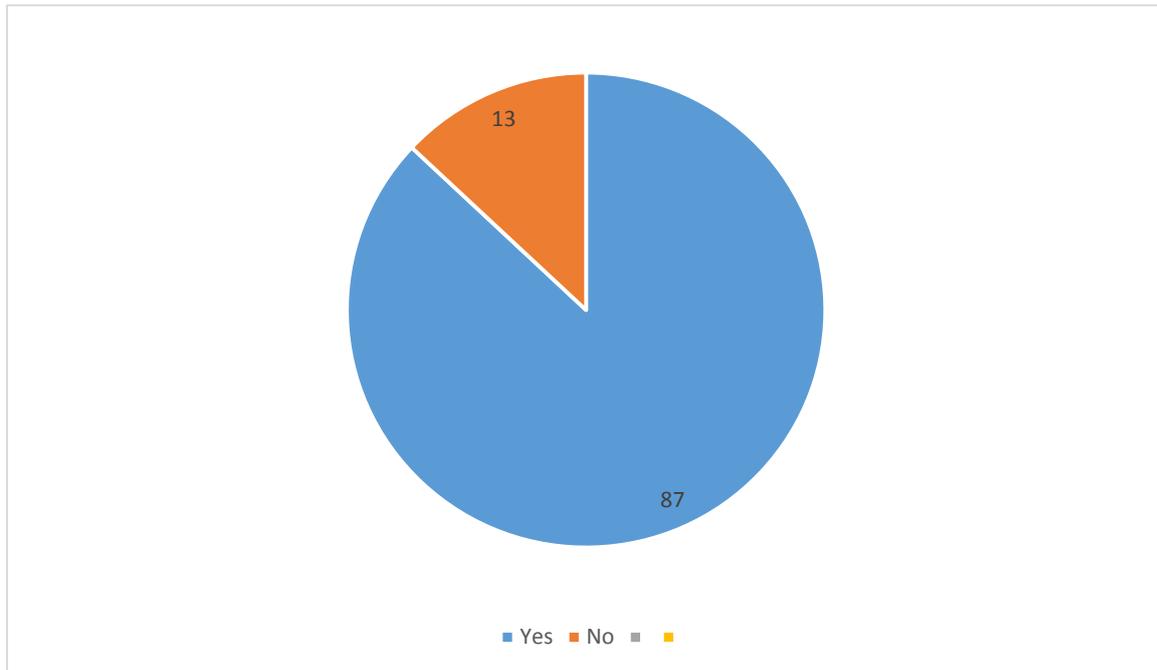
6.2.1. Media: the role of the media in plugging the knowledge gaps in the production and marketing of tobacco among the small scale farmers

Access to information is something of great importance. There are many different media platforms smallholder farmers use to acquire necessary information about production and marketing information. Below are the different tables showing the respondents' access to information through different media platforms.

6.2.1.1. Use of radio by tobacco small scale farmers

Table 6 shows the distribution of respondents on whether they have a radio cassette player or not.

Figure 5: Distribution of Respondents on whether they have a radio or not
(Source: Field Data)



According to figure 5 above, 87 (87%) of small scale farmers stated yes that they a have a radio while, 13 (13%) of small scale farmers stated that they do not have a radio. This means that the majority of the respondents do actually own a radio giving them a platform through which they can acquire information regarding tobacco marketing.

Table 6: Distribution of the Respondents on how often they listen to the radio
(Source: Field Data)

How often do you listen the radio	Frequency	Percentage
Every day	78	78
Twice a week	1	1
rarely	21	21

Total	100	100.0
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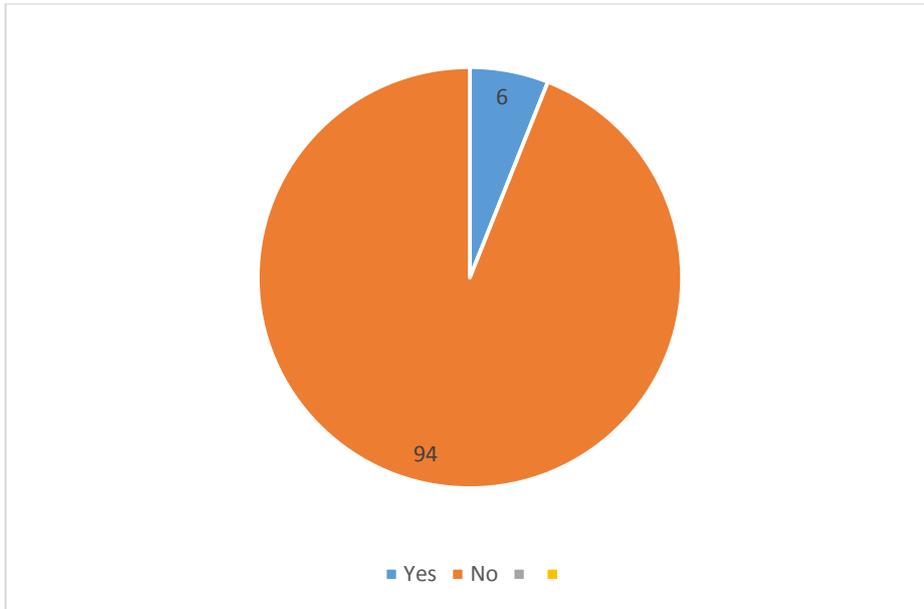
Findings from table 6 shows 78 (78%) of small scale farmers listen to the radio every day, 1 (1%) of the small scale farmers listen to the radio station twice a week while, 21 (21%) of small scale farmers rarely listen to the radio and that reason could be that most of the radio programmes were in the English language and most of the farmers are illiterate and could not understand English.

Table 7: Distribution of the Respondents on whether they have listened to tobacco programmes on radio (Source: Field Data)

Listened to tobacco programmes on radio	Frequency	Percentage
Yes	8	8
No	92	92
Total	100	100.0

Findings from table 7 show 8 (8%) of small scale farmers stated yes that they have listened to tobacco programmes on radio while 92 (92%) of small scale farmers stated no they have not listened to tobacco programmes on radio. The reason why only 8% of the farmers listen to tobacco programmes is due to the language barrier. Programmes on radio are in English and as alluded to earlier, most of the farmers are illiterate and cannot understand English and that means that the tobacco programmes mean nothing to them due the English language.

Figure 6: Distribution of the Respondents on whether they have listened to tobacco marketing on radio (Source: Field Data)



Findings from figure 6 show 6 (6%) of small scale farmers stated yes that they have listened to tobacco marketing on radio while 94 (94%) of small scale farmers stated no; that they have not listened to tobacco marketing on radio. This may be as a result of radio stations not having a lot of programming concerning tobacco marketing or farmers just not being able to capture such programming. The other reason could be that of the English language which cannot be understood by most farmers due to illiteracy.

Noting the data from tables 14 to 17, it can be deduced that while many respondents do have radio and do regularly listen to radio, they have not been able to listen to radio programmes about either tobacco production or marketing. This may lead to farmers not being fully aware of the available options concerning markets for tobacco selling. Radio has an important role to play in communication. Chin (1993, p. 86) notes that the history of organised development communication in India can be traced to rural radio broadcasts in the 1940s. As is logical, the broadcasts used indigenous languages such as Hindi, Marathi, Gujarati and Kannada. Unfortunately, Chin's observation does not apply in the Zambian scenario where English is used to disseminate information to illiterate locals as opposed to the local languages such as Tonga, Bemba, Lozi and Nyanja, only to mention a few.

6.2.1.2. Use of Television by tobacco small scale farmers

Another avenue through which farmers acquire information concerning tobacco production and marketing is television. Table 18 shows the distribution of respondents on whether they have a television set or not.

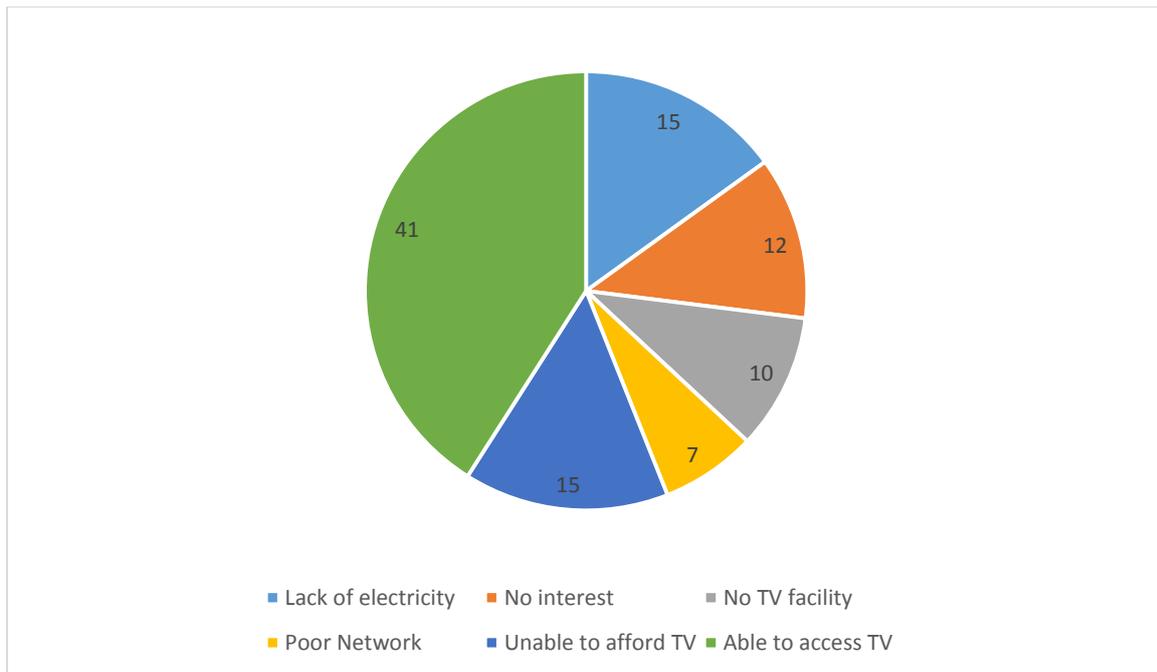
**Table 8: Distribution of the Respondents on whether they have a television set
(Source: Field Data)**

Do you have a television set	Frequency	Percentage
Yes	41	41
No	59	59
Total	100	100

Finding from table 8 show that 41 (41%) of small scale farmers stated yes that they have a television set while, 59 (59%) of small scale farmers stated no; that they do not have a television set. The reasons why most peasant farmers have no Television sets could be because television sets are highly priced and cost over K1000 hence beyond the reach of a peasant farmer's budget. Further, the reception in most cases is so poor that even those that can afford to buy a television set feel that it is not necessary because in the end, it defeats the purpose of owning one. It was also noted that most of the small scale farmers had no electricity and that was used as one other reason for not buying a television set.

Figure 7 below, shows the different reasons advanced by the farmers as to why they do not own a television set.

Figure 7: Distribution of the Respondents on reasons for poor or no access to television (Source: Field Data)



Findings from figure 7 above shows 7 (7%) of small scale farmers stated that they have no access to television set because they have poor network coverage in their area, 15 (15%) of small scale farmers stated lack of electricity, 15 (15%) of small scale farmers stated they are unable to afford a TV set, 12 (12%) of small scale farmers stated they have no interest in owning a TV set and 10 (10%) of small scale farmers stated that there is no TV facility in their area.

Given that the majority of the small scale farmers do not have access to television, they are not able to have access to the information concerning tobacco production and marketing. Television gives a better platform because it has audio and visual advantages. A farmer would be able to learn much better if they actually see what the presenter is talking about. But since not many farmers have access to these important media platforms, information regarding tobacco production and marketing is not effectively reaching them. This puts these farmers at a disadvantage as they may not be able to learn adequately and as a result, reduces productivity and revenues.

6.2.1.3. Use of Newspapers by tobacco small scale farmers

The other platform through which small scale farmers can access information is a newspaper. Below is a table showing how much access farmers have to newspapers.

Table 9 below, shows the distribution of respondents on whether they have access to newspapers or not.

Table 9: Distribution of the Respondents on whether they have access to newspapers or not (Source: Field Data)

Do you have a access newspapers	Frequency	Percentage
yes	13	13
no	87	87
Total	100	100.0

Findings from table 9 show 13 (13%) of small scale farmers stated ‘yes’ that they have access to newspapers while 87 (87%) of small scale farmers stated ‘no’ that they do not have access to newspapers. The majority of the farmers are faced with the challenge of not having access to newspapers. Newspapers have the ability to fully inform the reader about different issues. Not having access to this vital media platform has negative consequences which are not helpful in helping the farmers with regard to tobacco production and marketing. Many reasons exist as to why the farmers do not have access to newspapers and these can be seen in table 10 below.

Table 10: Distribution of the Respondents on reasons for poor or no access to newspapers (Source: Field Data)

Poor or no access to TV	Frequency	Percentage
Illiterate	30	30
Expensive	24	24
No vendors	15	15
Lack of interest	10	10
Distance from town	21	21
Total	100	100

Findings from table 10 show 30 (30%) of small scale farmers stated that they have no access to newspapers because they are illiterate, 24 (24%) of small scale farmers stated that newspapers are expensive and were sold at the price of 6 Kwacha-8 Kwacha, 21 (21%) of small scale farmers stated distance from town as a hindrance

from newspaper access since most distance from the villages to town ranged from 60-100 kilo meters, 15 (15%) of small scale farmers stated that there are no newspaper hawkers and 10 (10%) of small scale farmers stated that they had no interest in reading newspapers. The above data implies that newspapers have to a great extent not been able to inform farmers adequately as many of the small holder farmers do not have access to newspapers. This has left a vacuum in information access creating a knowledge gap that has been challenging to fill.

6.2.1.4. Use of pamphlets and brochures by tobacco small scale farmers

Pamphlets and brochures are some of the other alternative platforms of media through which farmers can access information and acquire knowledge on different issues including tobacco production and marketing. Below in table 11 is the distribution of respondents on whether they have access to pamphlets/brochures or not.

Table 11: Distribution of the Respondents on whether they have access to pamphlets/brochures or not (Source: Field Data)

Do you have a pamphlets/brochures	Frequency	Percentage
yes	53	53
no	47	47
Total	100	100.0

Findings from table 11 show that 53 (53%) of small scale farmers stated ‘yes’ that they had access to pamphlets/brochures while, 47 (47%) of small scale farmers stated ‘no’ that they had no access to pamphlets/brochures. Apparently, the majority of the farmers do have access to pamphlets or brochures. This is because the pamphlets or brochures are just distributed by the tobacco buyers. However, receiving the pamphlets or brochures is different from reading them because of illiteracy. So these

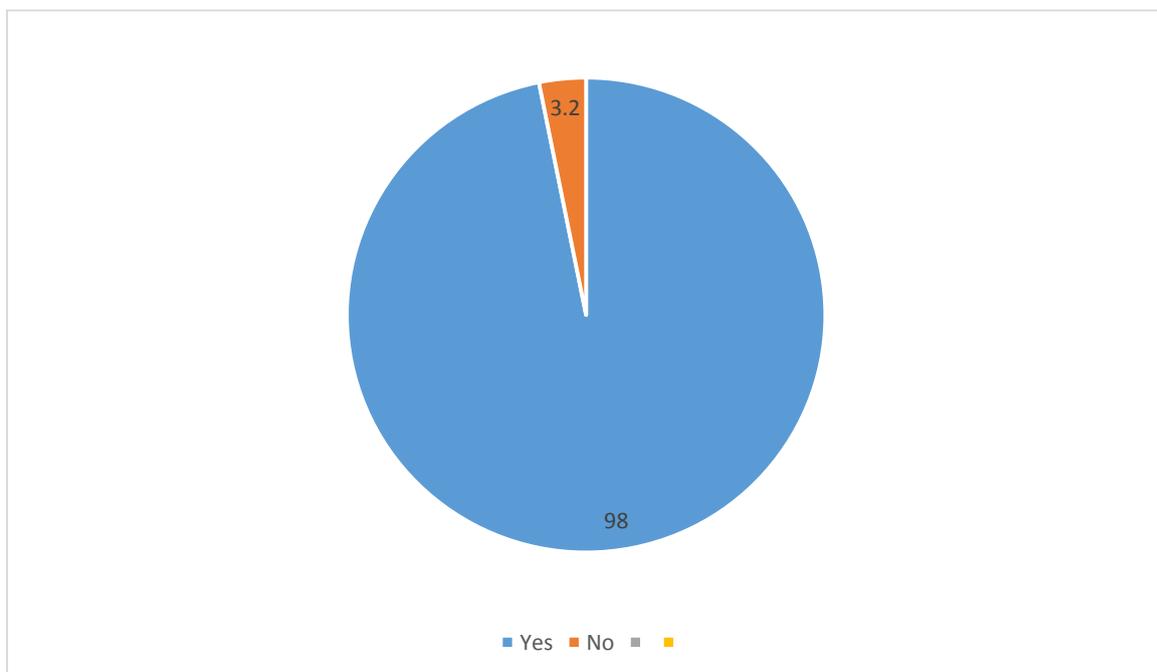
pamphlets or brochures may actually be used for something else such as smoking tobacco or decorations in houses or even as toilet paper.

6.2.1.5. Use of cell phones by small scale tobacco farmers

The other source of information can be cell phones. For the past ten years, considerable gains have been made following the rapid spread of mobile connectivity although there is uneven distribution of geography, gender and income in terms of access. A lot of things have been done in order to reduce the barriers to mobile phone connectivity, but in general the causes can be attributed to the following: the recent globalisation of the economy, the availability and sharing of low cost handsets, business models that lower the cost of access in terms of pre-paid scheme and not post-paid, and lack of legislation to regulate the age at which one is allowed to own a mobile phone (Castells et al., 2007). Phone service has the power to inform different people at very good speed. Having access to a phone may put someone in a much better position to receive information on different issues.

Below is figure 8 which shows the distribution of respondents on whether they have access to phone services or not.

Figure 8: Distribution of the Respondents on whether they have access to phone services (Source: Field Data)



Findings from figure 8 show 98 (98%) of small scale farmers stated ‘yes’; that they have access to phone services while 2 (2%) of small scale farmers stated ‘no’; that they have no access to phone services.

However, having a phone is one thing and using and having enough air time is another. Air time is necessary in order to enable the owner to make calls to the tobacco buyers and discuss issues pertaining to tobacco growing and marketing and other areas of concern. Worse still, the language of communication is English. This aggravates the problem in a sense that illiteracy comes in and creates a communication barrier. Therefore, even the phone turns out to be less useful.

6.2.1.6. Use of the internet by tobacco small scale farmers

Internet is another platform through which smallholder farmers may be able to learn about the different things to do with tobacco production and marketing. Different articles concerning tobacco production and marketing can be found on the internet.

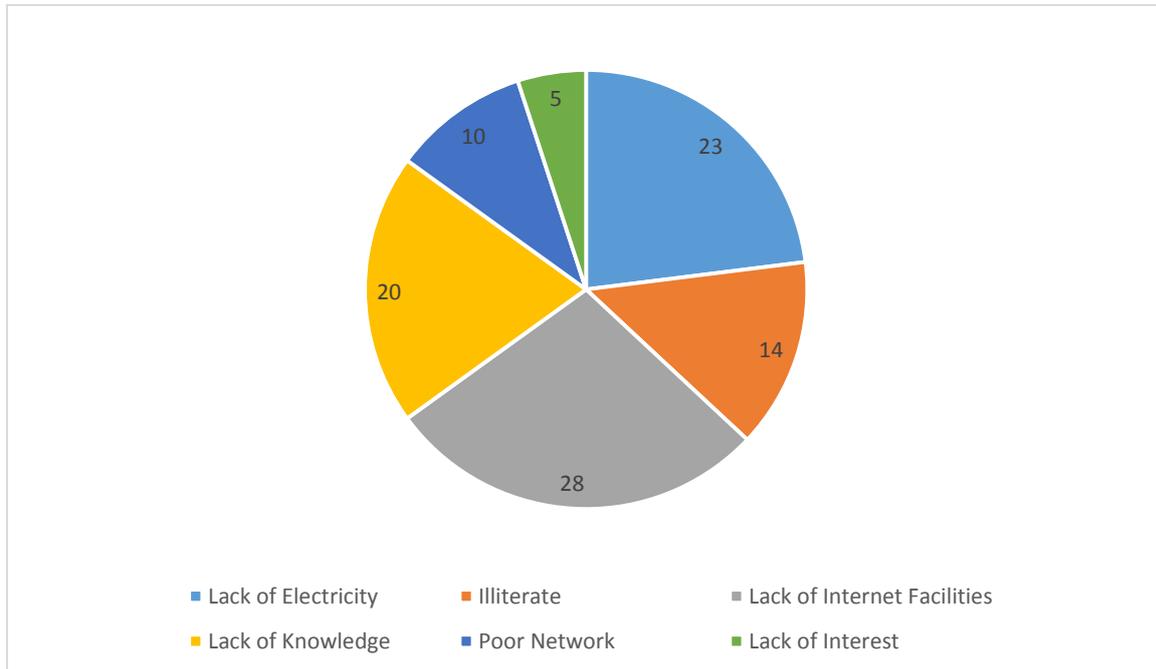
Below is table 12, showing the distribution of respondents on whether they have access to internet services.

Table 12: Distribution of the Respondents on whether they have access to internet services (Source: Field Data)

Do you have internet services	Frequency	Percentage
yes	3	3
no	97	97
Total	100	100.0

Findings from table 12 show 3 (3%) of small scale farmers stated ‘yes’ that they have access to internet services while, 97 (97%) of small scale farmers stated ‘no’ that they had no access to internet services. The reason why there could have been poor internet access could again be attributed to the illiteracy levels where English is the language used on the internet and peasant farmers cannot read or understand what is shown on the internet.

Figure 9: Distribution of the Respondents on reasons for poor or no access to internet services or not (Source: Field Data)



Findings from figure 9 show 28 (28%) of small scale farmers stated that they had no access to internet because they lacked internet facilities, 23 (23%) of small scale farmers stated lack of electricity, 5 (5%) of small scale farmers stated lack of interest, 14(14%) of small scale farmers stated that they were illiterate, 10 (10%) of small scale farmers stated poor network and 20 (20%) of small scale farmers stated lack of knowledge. National Information and Communication Technology Policy (2006) notes that access to networked systems such as the internet and mobile phone is limited due to lack of adequate telecommunication infrastructure and higher access costs for consumers. In major urban centres people have access to cafes that offer access to phone, email/internet services. However, a large percentage is along the line of rail. This is mainly due to the relatively good telecommunication infrastructure, low capital and operation costs coupled with the high number of potential customers.

The same cannot be said for rural areas because these lack the necessary infrastructure for the provision of internet services. The farmers there lack the opportunity of learning from the internet as a form of media platform.

6.2.2. Government policy on tobacco out-grower schemes

In most Sub-Saharan countries agricultural activities have remained the main source of livelihood. Most people in rural areas depend on farm products such as maize, tobacco and cotton as their source of income. Agricultural markets are influenced by government interventions mostly through price and trade policies. The agricultural sector cannot be treated in isolation, as it is substantially influenced by macro-economic factors. There is need for the government to come up with good policies targeting tobacco production. Policies need to target out-grower schemes in order to have a positive effect on tobacco production by farmers and help enable them improve their livelihood. Steven G. Medema (2007) notes that out-grower schemes or contract farming is viewed as essentially benefiting sponsors by enabling them to obtain cheap labour and to transfer risks to growers. So there is need for government intervention through policies to enable farmer protection from the unequal agreement.

Governments intervene to support tobacco production in a good number of tobacco producing countries. Firstly, governments in these tobacco growing countries give price incentives to support small holder tobacco schemes. This is done in India, Turkey and the European Union (FAO, 2003). The World Trade Organisation (WTO) is still discussing agricultural subsidies that are given to the farmers in the developed world which give them due advantage over farmers from developing countries. These policies are very helpful in helping alleviate poverty.

Different farmers vary on the level of knowledge on the existence and impact of government interventions in tobacco farming schemes. Below is table 13, showing the distribution of respondents on their awareness of government policy on the out-grower schemes.

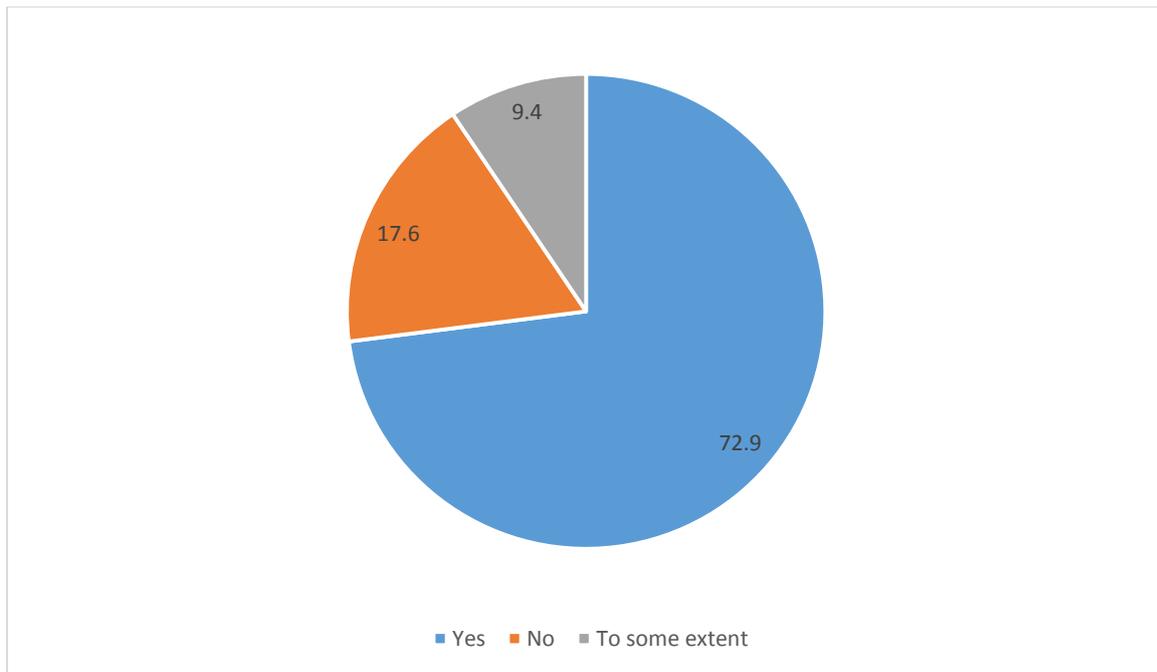
Table 13: Distribution of respondents by awareness of Government policy on out-grower schemes (Source: Field Data)

Government policy	Frequency	Percentage
yes	85	85.0
no	15	15.0
Total	100	100.0

Table 13 shows that 85 (85%) of small scale farmers stated that they are aware of government policy on out-grower schemes, while 15 (15%) of small scale farmers are not aware of government policy on out-grower schemes. Awareness is very important; if the farmers know what kind of policies are being advanced, they would know what to do to improve production of tobacco, they are able to make informed decisions about the out grower schemes available to them. If a farmer is informed about the policies, they are also able to know whether or not the schemes are favourable or not towards them. This helps in preventing the out-grower companies from exploiting the farmers to some extent as the farmers know what the agreements are all about.

However, while the tobacco small scale farmers may understand these government policies, they may not understand the full detailed meaning because these policies are written in English which most of them do not understand. Below is figure 10, showing different responses from the respondents on whether government policy on out-grower schemes is a favourable policy.

Figure 10: Distribution of respondents on whether the government policy on out-grower schemes is the policy favourable or not (Source: Field Data)



According to figure 10 above 62 (72.9%) of small scale farmers stated yes; that the government policy on out-grower scheme is favourable, 8 (9.4%) of small scale farmers stated to some extent the government policy on out-grower scheme is favourable, while 15 (17.6%) of small scale farmers stated that government policy on out-grower scheme is not favourable. According to the above data it can be noted that the government policy on out grower scheme is favourable as firsthand experience from the farmers benefitting from this policy shows. Farmers are able to know whether the policy is favourable or not because of having awareness programmes about existing government policy on out-grower schemes. Ultimately this helps the farmers to judge on how favourable the out-grower agreements are.

From the above discussions on government policy on out-grower schemes, it can be noted that the government has policies targeting out-grower schemes. Such a conclusion can be made because farmers are aware of the existing policies and that the farmers have felt the benefits. Contract farming is an approach that can contribute to both increased income for farmers and higher profitability for sponsors (Shepherd, A.W. and Farfolfi, S., 1999, p.75). Therefore, these government policies if well implemented, have the power to improve the farmer's wellbeing and help them escape poverty.

6.2.3. Contract farming: Evaluation of the process of contract farming in tobacco out-grower schemes

Contract farming has been an important alternative for many tobacco farmers to access farming inputs in Zambia. The majority smallholder producers experience difficulties in obtaining credit for production inputs. With the collapse or restructuring of many agricultural development banks, such as the Lima Bank, and the closure of many export crop marketing boards, such as the agriculture cooperatives in Zambia, which in the past supplied farmers with inputs on credit, difficulties have increased rather than decreased. Contract farming usually allows farmers access some form of credit to finance production inputs (Field, E and Pande R, 2008, pp.203-205).

Below is table 14, showing where small scale tobacco farmers get their farming inputs.

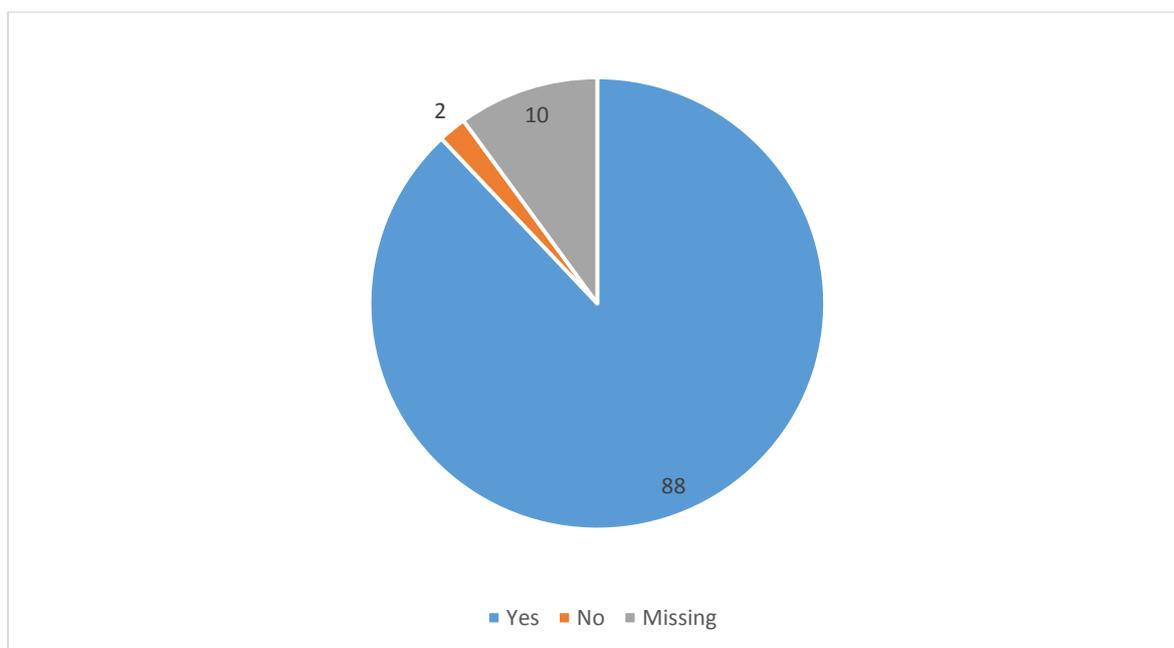
Table 14: Distribution of respondents on the source of farming inputs (Source: Field Data)

Source Of Inputs	Frequency	Percentage
Out-Grower Companies	67	67.0
Buy	32	32.0
Barter System	1	1.0
Total	100	100.0

According to table 14 above, 67 (67%) of small scale farmers stated that they get their farming inputs from out-grower companies, 32 (32%) of small scale farmers stated that they get their farming inputs by buying from the local market, while 1 (1%) of the small scale farmers stated that they get their farming inputs using barter system. As can be seen from the above data, out-grower schemes have been playing an important role in tobacco production for these small scale farmers. The majority rely on these out-grower companies for inputs giving farmers a reliable partner in the production of tobacco. Most of the small scale farmers usually do not have the funds to purchase farming inputs at retail prices as they are almost unaffordable to them. The out-grower companies give the farmers access to have these vital inputs at a much affordable rate.

Below is table 21 showing whether the respondents are able to pay back in full the form of loan they acquire for tobacco production.

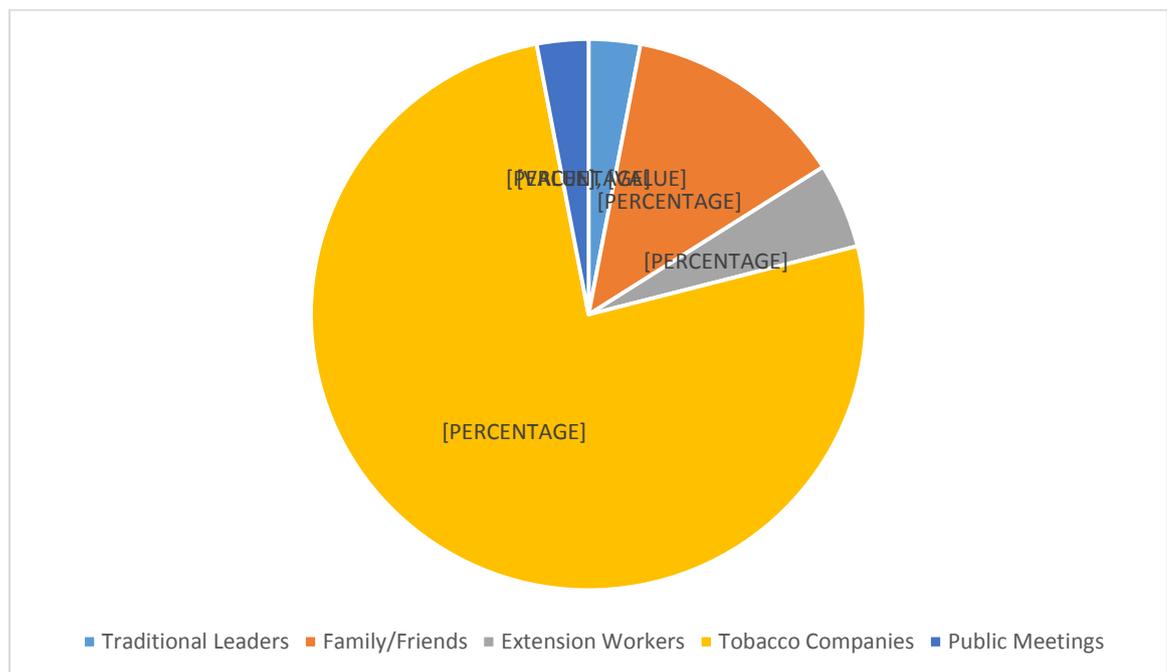
Figure 11: Distribution of respondents on whether they are able to pay back in full (Source: Field Data)



According to figure 11 above, 88 (88%) of small scale farmers stated ‘yes’ that they are able to pay back in full for the farming inputs they buy, 2 (2%) of the small scale farmers stated ‘no’; that they are not able to pay back in full, while 10 (10%) of small scale farmers did not state whether they are able to pay in full or not. Given the above data, it is worth noting that most farmers have the ability to pay back in full the value of all the farming inputs they acquired from out grower schemes. Assuming this is after being able to produce enough tobacco without any production problems. When probed further how much profit they remain with after paying back to the out grower scheme, they said that they remain with very little which does not take them far enough. So they have to do some other forms of business for sustenance. Farmers can face considerable indebtedness if they are faced with production problems, if the company provides poor technical advice, if there are significant changes in the market conditions, or if the company fails to honour the contract. If the advances are not controlled, the indebtedness of the farmers can increase to poor economic levels (Kumari, 2005, pp. 302-308).

Information concerning contract farming is one of the vital components in ensuring the farming contracts are successful in their intended goals. Information can be acquired through different platforms. Below in figure 12 shows responses as to what their sources of information are, regarding contract farming.

Figure 12: Distribution of respondents on the source of information about contract farming (Source: Field Data)



The findings from figure 12 above show that 76 (76%) of small scale farmers get their information about contract farming from tobacco companies, 13 (13%) of small scale farmers get their information from extension workers, 5 (5%) of small scale farmers get their information from families or friends, while 3 (3%) of small scale farmers get their information from public meetings and traditional leaders. The tobacco companies are basically the major sources of information. Farmers should be able to get detailed information about contract farming giving them the opportunity to make very sound decisions on whether to enter into such agreements with the buyers of their produce. Information is vital to help both parties come to an agreement that is beneficial to both.

Contract farming has been the major driver of small scale tobacco production. Out-grower companies should be reliable partners for the small scale farmers who have a

readily available source of their farming input and also a market to which their products are sold. This could help farmers have, given the weather patterns, a steady source of much needed income. Agriculture in rural areas is the major source of well-being for the locals. Just like the World Bank (1997, p.96) and Platteau (1996, p.208) have noted, in most sub-Saharan countries, there appears little immediate rural industrialisation or other non-farm engines of growth and poverty alleviation. This implies that smallholder agriculture is likely to remain the major source of rural growth and livelihood improvement for a long time to come.

However, as earlier alluded to in chapter 5 of this report, there are certain hidden clauses usually written in small font size at the bottom of the page, which most farmers may not take time to look at and would tend to ignore, hence missing out on some important information in the contract before deciding to sign. Due to the high illiteracy levels noted in most of the peasant farmers, they do not understand the contract but have no alternative other than signing, for the sake of acquiring the required inputs. The details and implications of the contract are understood by the buyers and not the small scale farmers.

Much of this business benefits the buyers and not the small scale farmers. Whether there are risks such as poor rainfall pattern or the plummeting international tobacco market prices, the buyer does not entertain such explanations and all he would be expecting are the profits expected as signed for in the contract which most peasant farmers may not have understood from the onset. In the end, the peasant farmer loses out. This is exactly in line with what Steve Madema says about out grower schemes or contract farming: “Out grower schemes or contract farming are essentially benefitting sponsors by enabling them to obtain cheap labour and to transfer risks to the grower .” Further, small scale farmers are not allowed to sell their crop elsewhere but to the sponsor, Medema (2007, p. 118).

It can be concluded from the above data that contract farming has not benefitted the farmers to a large extent. This is so because most of farmers in rural areas do not have the financial muscle to purchase tobacco farming inputs at retail price and so the out-grower companies provide readily available inputs while capitalising on the peasant farmers’ cheap labour and illiteracy levels. The peasant farmers then produce raw tobacco which is sold to the buyers at a price determined by themselves (the buyers).

This has resulted in unfair negotiations leaving small scale farmers vulnerable to exploitation from the out-grower companies.

6.2.4 To determine knowledge gaps in production and marketing skills among small scale tobacco farmers

Information is one of the most vital inputs of a lot of things. An informed person is able to know what they are dealing with as well as make sound decisions about something. Information on tobacco farming has the potential to improve productivity and income generation.

Below is table 15, showing whether the farmers required information in order to produce tobacco or not.

Table 15: Distribution of Respondents on whether they require information on how to produce tobacco or not (Source: Field Data)

Require Information	Frequency	Percentage
Yes	98	98.0
No	2	2.0
Total	100	100.0

Findings from table 15 above show 98 (98%) of small scale farmers stated yes that they require information on how to produce tobacco, while 2 (2%) of small scale farmers stated that they do not require information on how to produce tobacco. The above result show that farmers require information on tobacco production to help them sustain the levels of production as well as improve yields.

Many programmes targeting the dissemination of information to small scale farmers have yielded some positive results in improving productivity. Literature indicates that development communication is one of the tools used to enhance the livelihood of small holder farmers worldwide. While field publicity was given importance through person-to-person communication- also because the level of literacy was very low in rural areas- radio played an important role in reaching the messages to the masses. Chin (1993, p.301) notes that in the studies done in India in early 1990s on the impact of development communication, indications were that poverty was reducing in

relation to population. Unfortunately most small scale farmers have continued to be poor because of high illiteracy leading to lack of understanding of the contracts that they sign, diversion of resources meant for tobacco growing to other areas such as maize growing and school fees for children, as well as lack of negotiation skills and language barrier at the point of sale at the floors, hence small scale farmers being exploited and selling their produce at low prices. Farmers also have no choice as to where they should sell their produce apart from their sponsors who could be buying at a much lower price than other buyers.

So it can be seen that if farmers have the necessary information on tobacco production, they are likely to be more productive and higher productivity may translate into increased income and improvement of their well-being.

Given the fact that majority of the farmers get their information on production and marketing from out-grower companies, there can be a bias as to what kind of information they give farmers leaving the farmers only with a narrow base of information about production and available markets. Thus this may influence where they choose to sell their products. Table 16 shows whether farmers have a choice on where to sell their tobacco.

Table 16: Distribution of the Respondents on whether they have a choice where to sell their tobacco or not (Source: Field Data)

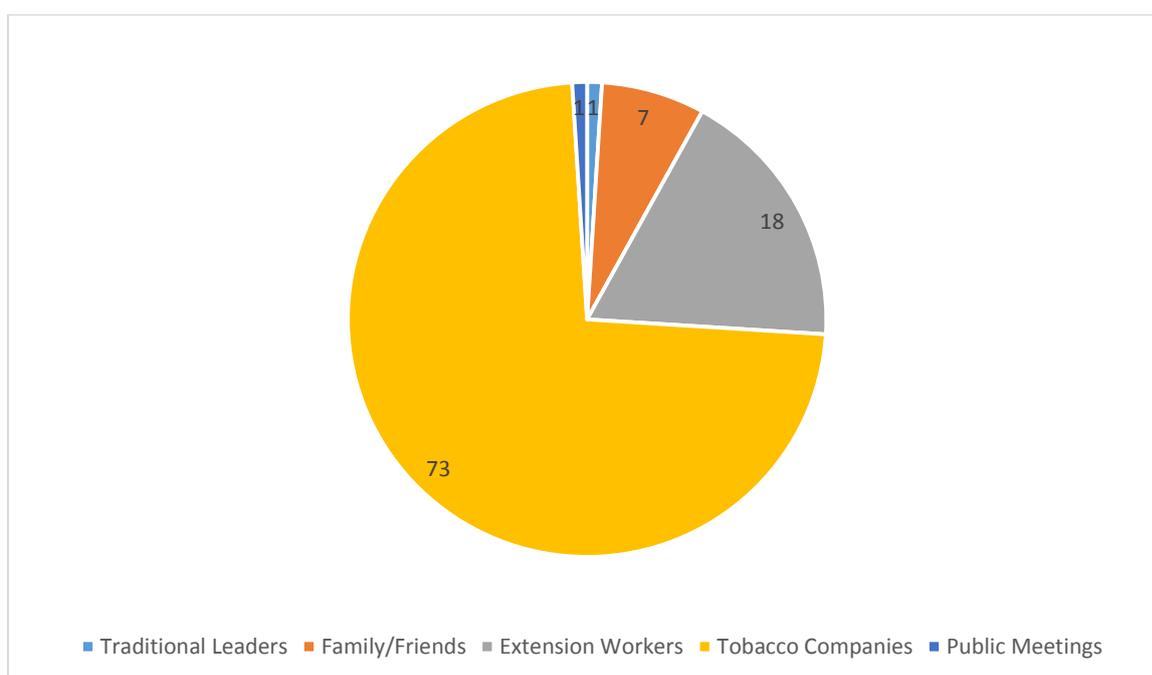
Choice	Frequency	Percentage
Yes	29	29
No	71	71
Total	100	100.0

Findings from table 16 above show 29 (29%) of small scale farmers stated yes that they do have a choice where to sell their tobacco, while 71 (71%) of small scale farmers stated that they do not have a choice where to sell their tobacco. The farmers once they enter into an agreement with out-grower companies, are required to sell their tobacco produce to these same companies at a pre-arranged price. FAO (2008, p. 56) defines out-grower schemes, also known as contract farming, as binding arrangements through which a firm ensures its supply of agricultural products by

individual or groups of farmers. In this context, the arrangement is binding and if the farmers do not abide by the rules of the agreement, they can be held accountable or even face legal action. Not having enough information on production or marketing has left most of the farmers with no choice on where they can sell their produce. Not having a choice of where to sell their produce or being able to bargain for a price at which selling the produce can be more profitable puts the farmers at a disadvantage and it does not help much in their efforts to get out of poverty.

There are many sources of information on production and marketing of tobacco. Below is figure 13 which is showing the sources of information on the production and marketing of tobacco

Figure 13: Distribution of Respondents on the source of information on production and marketing of tobacco (Source: Field Data)



The findings from figure 13 above show that 73 (73%) of small scale farmers stated that they get their information on production and marketing tobacco from tobacco companies, 18 (18%) of small scale farmers stated that they get information from extension workers, 7 (7%) of small scale farmers stated that they get their information from family/friends while, 1 (1%) of small scale farmers stated that they get their information from traditional leaders and from public meetings. Tobacco is an export

crop grown worldwide in more than 120 countries (ITGA, 1998, pp. 216-218). In Tanzania, it is one of the major agricultural export crops, being the third largest foreign exchange earner after coffee and cashew nuts (BOT, 2003, p. 73). It is the main source of income to many smallholder farmers who are striving to get out of or stay out of poverty. Tobacco has been one of the major export crops, has the capacity to improve the farmers lives. Having the best information about how to produce it and knowing which markets they can sell their produce is vital in improving productivity and helping improve their well-being. Most farmers say that they get the information from the out-grower companies which can be detailed and very helpful to the farmers. However, for those however who have entered agreements with out-grower companies, the idea of having a free market to which they can choose to sell their produce and a price negotiable is not a possibility. They however benefit from production information. Out-grower companies will probably be biased towards giving the farmer information which benefits them as the buyer of the tobacco.

6.3. Conclusion to the Chapter

From the above discussion an understanding can be reached with regards to the role the media has been playing in plugging the knowledge gaps in the production and marketing of tobacco among the small scale farmers. Many of the farmers have no access to information due to lack of access to media platforms, illiteracy and many other factors. Lack of information for the farmers has resulted in their knowledge base on production and marketing of tobacco to be narrow giving them a disadvantage when making decisions concerning production and marketing of tobacco. This can ultimately contribute to the problems of poverty as the farmers are less likely to make informed decisions about what kind of input is likely to earn them a much better life. It can, therefore, be concluded that the media has not made the sufficient strides in helping plugging knowledge gaps on production and marketing skills for these farmers.

In conclusion, it can be noted from the above data, that information is really vital in tobacco production and marketing. Farmers rely on this information to produce quality tobacco. Production usually relies on the use of some purchased inputs such as improved seeds, fertilisers and chemicals. These inputs are always improving and there is need to have updated information concerning the different inputs. The sources

of information are however narrow as most people are mostly informed about tobacco production by out-grower companies. These companies have a bias towards their own interests and hence may not provide competitive information concerning markets. This has resulted in the creation of information gaps as farmers do not have all the necessary information needed to help make decisions about production and marketing. It might therefore, be concluded that, there are some considerable gaps in production and marketing skills among small holder tobacco farmers. This is as a result of lack of adequate information due to poor access to the information base.

CHAPTER SEVEN

7.0. CONCLUSION AND RECOMMENDATIONS

7.1. Introduction

This chapter presents the conclusion and recommendations based on the study and discussions aimed at improving the livelihood of the small holder tobacco farmers. It is divided in two parts. The first part deals with the conclusion, while the second part deals with the recommendations.

7.2. Conclusion

The majority small holder farmers grow tobacco without expertise and knowledge on production and marketing of the crop. They enter into sophisticated contractual agreements which they are not even able to comprehend. The study revealed that most of the small holder farmers were not able to read and write. The low literacy levels hindered their chances of benefiting from many sources of information like the internet and print media. The study revealed that small holder farmers had no access to the internet and many of them had not even heard about technology before.

The study also showed that while television broadcast had the potential to be used as a channel of communication to small holder farmers, technical and cultural factors render it ineffective. Firstly, the television broadcast is highly centralised and lacks focus on issues pertaining to small holder tobacco farmers in rural areas. Secondly, television sets are rare in rural areas and the signal most of the time is very poor. Lastly, the culture of staying watching television in the houses is asocial to village residents who are required by tradition to be outside during day time attending to household chores and welcoming visitors.

Sources of information for the majority of small holder farmers, according to the study, are limited. The study observed that Change Agents and radio have the greatest potential to provide information to small holder farmers. But even with Change Agents, the study revealed that Change Agents from the Ministry of Agriculture are side-lined by tobacco companies who go directly to farmers. Non-Governmental Organisations are also not willing to support tobacco growing because growing

tobacco contradicts their policies of health and environmental protection. This scenario seriously compromises the sources of information on tobacco production and marketing for small holder farmers even further. The radio remains the potential source of information for the small holder farmers. However, the study revealed that while most of the small holder farmers owned radio sets and listened to the radio every day, their retention of agricultural messages on radio was low and it was further revealed that there were no programmes relating to tobacco growing on the radio.

Ultimately it can be concluded that smallholder tobacco farmers face a lot of challenges in their efforts to produce and sale their products. While the existence of government policies targeting contract farming is a fact, there has not been enough effort being made to ensure that farmers enjoy the full benefits of their labour. Farmers enter into these agreements not on an equal platform as the out-grower companies have a higher bargaining power and as a result may advance their own interests at the expense of the farmers. Secondly, farmers do not have access to adequate information concerning production and marketing of tobacco thus their efforts to improve their productivity are hampered by the fact that their skills are not competitive as a result of having poor access to this vital information. The media on the other hand has not been able to plug in the gaps of knowledge in production and marketing skills. This has led to the farmers not having the required tools to help them improve their productivity, revenues and ultimately improve their well-being. The above reasons can be advanced to explain why the small scale tobacco farmers have continued being poor despite tobacco being one of the highest paying cash crops across the world.

7.3. Recommendations

The study established that tobacco industry is complex because there are many stakeholders involved and as such, no single cosmetic recommendation can improve the livelihood of the majority of small holder farmers within a short space of time. Therefore, the study makes the following recommendations:

- **Improve telecommunication services infrastructure**

The study observed that there is need to improve on the telecommunications infrastructure so as to enable farmers have access to the internet services in order to enable the farmers access to latest information regarding marketing and production as

could be trending on the global market. Further, improved telecommunication services would help farmers gain access to other farmers across the country in order to get more information on the new methods of tobacco growing as well to ease their forms of communication with other farmers and research officers regarding seminars, latest techniques in tobacco growing and any other information that could improve their crop.

- **Education**

There is an urgent need to for change of attitude among the small holder farmers who continue to believe that development will be brought by an outsider. The study, therefore, recommends that rural farmers should come up with the concept of Village Learning Groups (VLG) as distinct from cooperatives that are formed when farmers want to access agricultural inputs. The primary objective of VLG would be to provide education on how to share innovations. For example, these innovations could be how to use a mobile phone to check for prices of farm products. In this case, the VLG could engage an outsider as a resource person and together the members would learn how to use a mobile phone to check for prices and potential buyers of their produce. These VLGs could also act as entry point for anyone with an innovation that the villagers would like to learn about. The VLG members could also take time to listen to radio programmes and together digest the radio message contents thus educating each other on the radio message content.

In the long run, VLGs could make it mandatory for all their children to be going to school and be educated for a brighter future in tobacco farming.

- **Sensitization of population on the different types of media**

This study recommends that there should be a partnership between community journalism and community media to provide necessary integration to promote community identity and development so as to improve human potential. From social interaction and citizen empowerment, people should find the necessary resources to take control of their livelihoods, give shape to the future and transform their communities. Journalists from private, commercial and public media should go in the communities and bring up developmental issues and communicate them to their

audiences including policy makers. The study recommends that journalists must employ investigative journalism on the impact of out grower schemes in the country in reducing poverty among rural farmers. The study is recommending interactive media where people are put at the centre of the communication process unlike now where people are just at the receiving end of communication messages. This would enable people to fully participate in the media communication process and acquire information that they need to improve their livelihoods.

7.4. Further Research

Although tobacco production is one of the main export earners, little studies have been done on the competitiveness of the pricing system of the commodity as regards the small scale farmers. Therefore, further studies need to identify patterns of pricing, distortions in the markets, efficiency of resources and its competitiveness in the production of tobacco, for the smallholder tobacco growing as a way to alleviate poverty among small scale farmers.

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APPENDIX 1: QUESTIONNAIRE

**The University of Zambia School of Humanities and Social Sciences Department of
Mass Communication**

**Investigating the Effectiveness of Communication Strategies in the Tobacco Out-
Grower Schemes: A Case of Small Scale Farmers in Kalomo, Zambia**

Confidential

Dear Respondent;

You have been selected to participate in the information collection exercise for the research on improving investigating the effectiveness of communication strategies in the tobacco out grower schemes. The rationale of the survey is contribute to the development of out-grower schemes and how they can lead to the accumulation of income and achieving household food security among the small scale tobacco farmers with respect to the Kalomo.

We value your input and wish to assure you that the information you are going to provide shall only be used to ascertain the relevant product market and furthermore would like to reassure you that the responses you will provide will be treated with the highest confidentiality. In our quest to exercise flexibility and reliability *you may otherwise mark as*

"confidential" any other information that you would not desire to be contained in our final report. Thank you for your time and contribution.

QUESTIONNAIRE

(Please tick or write as appropriate)

General Information

1. For how long have you dealt with the tobacco industry and what is your designation?

Sex

1 Male

2 Female

2. Age of respondent

3. Marital Status

1 married

2 single/never married

3 divorced/separated

4. Educational status

1 none

2 primary

3 secondary

4 tertiary

5. Hectares of tobacco field

1 below 1

2 between 1 and 3

3 above 3

Policy on Out grower Scheme

6. Are you aware of Government policy on out-grower schemes
- 1 YES
 - 2 No
7. If your answer to 6 is yes, is the policy favourable?
- 1 YES
 - 2 NO
 - 3 To some extent
 - 4 Not at all
 - 5 Not applicable

Contract Farming

8. Where do you get most of your inputs?
- 1 Out-grower companies
 - 2 buy
 - 3 Barter system
9. Are you able to pay back in full?
- 1 YES
 - 2 NO
10. Who provides you with information about contract farming
- 1 traditional leaders
 - 2 extension workers

- 3 family/friends
- 4 tobacco companies
- 5 public meetings
- 6 Others specify.....
.....

Production and Marketing Information

11. Do you require information on how to produce tobacco

- 1 Yes
- 2 No

12. Do you have a choice about where to sell your tobacco?

- 1 Yes
- 2 No

13. Where you get information on production and marketing of tobacco?

- 1 traditional leaders
- 2 family/friends
- 3 extension workers
- 4 tobacco companies
- 5 Religious leaders
- 6 Radio
- 7 Public meetings
- 8 Others specify
.....

Media

14. Do you have a radio?

1 Yes

2 No

3 Share

15. How often do you listen to your radio?

1 Everyday

2 twice a week

3 once a month

4 rarely

5 never

16. Have you ever listened to any tobacco programmes on radio?

1 Yes

2 No

17. If your answer to 19 is yes, which ones?

1

2

3

18. Have you ever listened to tobacco marketing on radio?

1 Yes

2 No

19. If your answer to question 21 is yes, which ones?

1

2

3

20. Do you have a television set?

1 Yes

2 No

21. What are the reasons for poor or no access to television?

1

2

3

22. Do you have access to newspapers?

1 Yes

2 No

23. What are the reasons for poor or no access to newspapers?

1

2

3

24. Do you have access to pamphlets/newsletters or brochures?

1 Yes

2 No

25. What are the reasons for poor or no to pamphlets/newsletters or brochures?

1

2

3

26. Do you have access to telephone services?

1 Yes

2 No

27. What are the reasons for poor or no to telephone services?

1

2

3

28. Do you have access to internet services?

1 Yes

2 No

29. What are the reasons for poor or no access internet services?

1

2

3

APPENDIX 2: IN DEPTH INTERVIEW GUIDE

NAME.....

ORGANISATION.....

SERIAL NUMBER..... DATE...../...../.....

1. Are you aware of the out grower schemes in Zambia?
2. If yes, what role does your organisation play in the regulation of the out grower schemes?
3. How does your organisation assist small scale farmers in terms of tobacco marketing and production?
4. How is information regarding production and marketing of tobacco disseminated to the small scale farmers?
5. What medium is used in message dissemination?
6. What language is used to disseminate the said information?
7. Is the dissemination of information effective?
8. If so, what are some of the things you can point out as success in terms of the livelihood of the small scale tobacco farmers?
9. Is there any price matrix showing availed to the small scale famers at the point of sale?
10. Do the small scale farmers understand the price matrix?
11. Is there an arbitrator at the floors during the sale of tobacco?
12. What would you deem as weaknesses or strengths in the communication strategies used by your organisation?

APPENDIX 3: STRUCTURED INTERVIEW GUIDE FOR RESPONDENTS

NAME:

VILLAGE:.....

SERIAL NUMBER:DATE.../.../...

1. What do you do for a living?
2. What is the composition of your family?
3. What is your level of education?
4. How did you learn about tobacco growing?
5. Are you aware of any tobacco out grower schemes in your area?
6. If yes, are you a member of any?
7. In your view, are the out grower schemes helpful in the production of tobacco?
8. If yes, how helpful have they been?
9. Can you point at anything positive that has come out of you being member of the out grower schemes?
10. How do you receive information regarding tobacco growing?
11. How is the information disseminated to you and in what language?
12. What medium is the source of tobacco growing messages for you?
13. Do you own a Tele vision set, radio or a mobile phone?
14. If yes, have you ever listened to any tobacco programmes?
15. Are the tobacco inputs readily available in stores for example?
16. What difficulties do you have in the production and marketing of tobacco?
17. What would you recommend be done in terms of dissemination of information regarding tobacco growing?