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RESEARCH ARTICLE

EFFECT OF SOURCE OF INFORMATION ON ACCEPTABILITY OF IMPROVED CASSAVA VARIETIES BY CASSAVA PROCESSOR IN AKINYELE LOCAL GOVERNMENT AREA OYO STATE

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ABSTRACT

Information and communication has become an increasingly powerful tool for improving the delivery of basic services and enhancing social development opportunities on improved cassava varieties available for cassava processors. This study revealed the Effect of source of Information on Acceptability of improved Cassava Varieties by Cassava Processor in Akinyele Local Government Area Oyo State. Multi stage sampling techniques was used, 50% of the ward in the local government was purposively selected. List of registered cassava processor in selected wards was obtained from department of Agriculture and health in Moniya, purposively 50% of cassava processor was selected to give 110 as sample size for the study. The Socio-economic characteristics of the respondents were examined, the respondents source of information on improved cassava varieties, acceptability and level of acceptability of improved cassava varieties. Frequency and percentage distribution were used to describe the data from Socio-economic characteristics and chi – square and Pearson product moment Correlation (PPMC) were also used to analyze the data. The result revealed that 78.2% of the respondents had the information source (High) from relative and friends, radio and seminars /workshop. While level of acceptability is low with 61.0%. PPMC analysis shows that there is significant relationship between source of information and acceptability (r= 0.245, p=0.0.10). Based on the empirical findings of the study, it could be deduced that respondents' Source of information is high. This may likely to several source of information available in the study area. It is therefore recommended that government and NGO in charge of improved cassava varieties should sees information sources as very important in creating awareness of agricultural Production in general and improved cassava varieties in particular and such information especially if transmitted in local languages would definitely encourage full acceptability improved cassava varieties in the study area as to improved their productivity.

Key words: Information Source, Cassava processors, Acceptability, Improved cassava Varieties.

INTRODUCTION

The world is globalizing and knowledge, information and communication have become significant factors for production and services and as a result acquire more importance [Ani, 2007]. The type of sources of information in use depends on the locality and the focus group. [Fadiji, 2000] Reported that radio as a channel of information was recognized as the most accessible and potentially useful means of stimulating farmers to become more actively involved. Even farmers in rural areas who do not have access to computer and television and are not literate to read printed media can have access to information through the radio. Cassava is an important regional food source for about 200 million people (nearly one-third of the population) of sub- Saharan Africa [Abdoulaye, 2014]. In Nigeria for instance, cassava root and leaves do not only serve as an essential source of calories but as a major source of income for rural households. Cassava provides food and income to over 30 million farmers and large numbers of processors and traders in Nigeria [Abdoulaye, 2014]. Technological improvement (such as improved cassava varieties) is the most important factor in increasing agricultural productivity and reduction of poverty in the long-term [Food and Agricultural Organization, 2005]. Cassava is also a major cash crop. A large proportion of cassava, probably larger than other staples is sold and as a result considerable income is also generated from cassava processing.

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As women are largely responsible for growing and processing cassava, it provides them with an income- earning opportunity, enabling them to purchase commodities which can contribute to household food security [FAO, 2005; Adekoya, 2005]. Defined adoption or acceptance as a mental process which an individual passes through in deciding to use an innovation or a new practice. Adoption does not take place drastically, it goes through a process. For example, the farmer first of all hear about the technology, learns about it, tries it, then take time to think whether to adopt it or not. Adoption level of a technology refers to the number of people using the technologies as a percentage of the total number of respondents studied. It is against this backdrop that this research investigated the extent Effect of Source of Information on Acceptability of improved Cassava varieties by Cassava processor in Akinyele Local Government Area Oyo State.

Specific objectives

The specific objectives of this study include to:

- Identify socio-economic characteristics of the cassava processors using improved cassava varieties in the study area.
- Determine the extent of Source of Information on Acceptability of improved Cassava varieties by Cassava processor in by cassava processors in the study area.
- Describe the respondents' level of acceptability of improved cassava varieties among cassava processor in the study area.

Hypothesis of the study

The hypothesis stated in the null form is tested:

H_{01} There is no significant relationship between respondents' source of information and acceptability of cassava varieties among cassava processor in the study area.

MATERIALS AND METHODS

The study was carried out in Akinyele Local Government with the Administrative Headquarters located at Moniya. The Local Government shares boundaries with Afijio Local Government to the north, Lagelu Local Government Area to the east, Ido Local Government Area to the west and Ibadan North Local Government Area to the south. It occupies a land area of 464.892 square kilometers with a population density of 516 persons per square kilometer. The economy of the L.G.A. is endowed with fertile agricultural land suitable for the cultivation of crops like orange, mango, banana, pineapple, cassava, yam etc. which is based on the agriculture and the major occupation of the rural people is farming.

Sampling Procedure and Sample size: A Multi-stage sampling procedure was used to select respondents for the study. Akinyele local government area is purposely selected. Purposive sampling technique was used to select 50% wards that were predominantly noted for cassava production from 12 wards in Akinyele local government area Oyo state. List of registered cassava processors in selected communities was collected from the Department of Agric. and Health at the Local Government Headquarters in Arowomole and Eruwa respectively. 50% of registered Cassava Processors in selected wards was randomly selected and gives a total of one hundred and ten (110) respondents that was used for the study.

Analysis of data: Data collected were subjected to descriptive and inferential statistical analysis using statistical package for the social science (SPSS). Descriptive statistical tools used included frequency counts, mean and percentage while inferential statistical used is PPMC.

RESULTS AND DISCUSSION

Socio-economic characteristics of respondents: The mean age of all the respondents was 46.8. This implies that most of the respondents are in their active ages and this agrees with the finding of [Odebode, 2008] who reported that perception and acceptability of innovation is mainly associated with youthful and active age of the farmers. It is also in line with [Suleman, 2012] who reported that (92%) of the cassava processors interviewed were between 21and 60 years old. Results of analysis on respondents' sex in Table 1 revealed that 14.5% are males while 85.5% were females in the study area. This implies that females are more predominant in cassava processing than males in the study area. It also in line with [Food and Agricultural Organization, 2005] that says women contribute about 58% of the total agricultural labour in the Southwest, 67% in the Southeast and 58% in the central zones of Nigeria. Result further revealed that (27.3%) of the respondents had no formal education, (59.1%) had primary education certificate, (11.8%) had secondary and (1.8%) had tertiary education. This implies that they need more enlightenment from extension agents on the importance of the improved cassava varieties.

Table 1. Socio-economic characteristic of the respondents

Variables	Frequency	Percentage
Age		
21-30	7	6.4
31-40	56	50.9
41-50	47	42.7
Sex		
Male	16	14.5
Female	94	85.5
Education status		
No formal education	30	27.3
Primary education	65	59.1
Secondary education	13	11.8
Tertiary education	2	1.8
Household size		
1-4	44	40.0
5-8	66	60.0
9 and above	0	0.0
Processing experience (year)		
1-10	90	81.8
11-20	12	7.3
Total	**110**	**100.0**

Source field survey, 2018

Table 2a. Respondents' Level of acceptability on improved cassava varieties

Improve cassava varieties	Acceptable	Not acceptable
Yellow cassava (vitamin A)	89(80.9)	21(19.1)
NR 03/0211(improved local)	98(89.1)	12(10.9)
TMS 30555 improved	12(10.9)	98 (89.1)
Molekanga (local)	110(100.0)	0(0.0)
TMS01412(improved local)	110(100.0)	0(0.0)
Black cassava (*Ege Dudu)*	98(89.1)	12(10.9)
TME 419 Improved variety	55(50.0)	55(50.0)
TMS 3000 (improved)	20(18.2)	90(81.6)
TMS30110 (improved)	32(29.1)	78(70.9)
TMS 30572 (improved)	0(0.0)	110 (100.0)
UMUCASS 42	12(10.9)	98 (89.1)
UMUCASS 43	10(9.1)	100(90.9)
IITA-TMS-L982132	98(89.1)	12(10.9)
IITA-TMS-L011206	88(80.0)	22(20.0)
CRI-Lamesese	12(10.9)	98 (89.1)
CRI-Abrabopa	0(0.0)	110 (100.0)
AGRA-Bankye	0(0.0)	110 (100.0)
CRI-Amansan Bankye	20(18.2)	90(81.8)

Source field survey, 2018

Tables 2b. Categorization of respondents based on level of acceptability of improved cassava varieties

Variable	Frequency	Percentage	Mean
High	43	39.0	
			28.2
Low	67	61.0	
Total	**110**	**100.0**	

Source field survey, 2018

Table 3a. Sources of information on improved cassava varieties

Sources of information	Yes	No
Relatives and friends	110 (100.0)	0(0.0)
Cassava processor association	12(10.9)	98(89.1)
Radio	98(89.1)	12(10.9)
Television	36(32.7)	74(67.3)
Extension agent	0(0.0)	110(100.0)
Seminar /workshop	84(76.4)	26(23.6)
Internet	10(9.1)	100 (90.9)

Source field survey, 2018

Tables 3b. Categorization of respondents based on source of information on improved cassava varieties

Variable	Frequency	Percentage	Mean
High	86	78.2	
			10.909
Low	24	21.8	
Total	**110**	**100.0**	

Source field survey, 2018

Table 4. PPMC analysis showing relationship between source of information and acceptability of improved cassava varieties of the respondents

Variable	r-value	P-value	Decision
Source of information			
And	0.245	0.010	S
Acceptability			

Source field survey, 2018

[Sofoluwe, 2011] Confirmed that education influences people's perception and acceptability of innovations. Furthermore the result also showed that household size of the respondents 1-4 were (40%) while 5-8 were (60%). This is similar to [Adebayo, 2003] who reported an average household size of 7 persons. This implies that the larger the household size the more labour availability and the more income requirement to meet household needs. The result further above shows that (81.8%)of the respondents had processing experience of between 1-10 years, 13.6 %had processing experience of between 11-20 years , while (4.6%) and (0%) had processing experience of between 20-30 and between 31-40 years, respectively. This is in agrees with the findings of [Bakut,, 2013] who asserted that farmers with long years of farming experience would be conversant with the constraints and this would increase their level of acceptance of new ideas as means of overcoming their production constraints.

Respondents' Level of acceptability on improved cassava varieties: By categorization of level of acceptability in table 2b showed that the level of acceptability of improved cassava varieties is low 61.0% in the study area. Majority only accepted Molekanga and TMS01412 (100.0%), (89.1%) accepted Yellow cassava, NR03/0211, black cassava and IITA-TMS-L982132, (80.0%) accepted IITA-TMS-L011206. The result on table 3a reveals that majority (100.0 %) of the respondents got their information through the relatives and friends followed by(89%) information on radio, information on Seminar /workshop(76.4%), information on television (32.7%). But some respondents had no information from extension agents (100.0 %), Internet (90.9%), and cassava processor association (89.1%).

The result of analysis in table 3b above shows that 78.2% of the respondents had high response based on information on improved cassava varieties while 21.8% of the respondents had low respondents in the study area. Result of analysis in table 4 reveals that there is significant relationship between source of information and acceptability of improved cassava varieties in the study area. This implies that respondents received information on improved cassava varieties which gives them opportunity to choose the varieties that enhance their Productivity in the study area.

Conclusion and Recommendation

The findings also revealed low extension contact. None of the respondents received information from the extension agents. All of the respondents received information through other sources like radio, fellow processors, friends and relatives, workshop, with little from Television, Association and Internet. There is also low level of acceptability of improved cassava varieties in the study area. Moreover, information sources are very important in creating awareness of agricultural Production in general and improved cassava varieties in particular. Such information especially if transmitted in local languages would definitely encourage full acceptability improved cassava varieties in the study area.

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