

***THE ROLE OF RADIO PROGRAMS IN AGRICULTURAL  
DEVELOPMENT SCHEMES IN OSUN STATE, NIGERIA  
A Study Of Osun State Broiler Outgrower Production Scheme  
(OBOPS) and Rural Enterprise - Agricultural Programme (O-  
REAP)***

**PERAN PROGRAM RADIO PADA SKEMA PEMBANGUNAN  
PERTANIAN DI NEGARA BAGIAN OSUN, NIGERIA  
Studi Skema Produksi Broiler Outgrower Negara Bagian  
(OBOPS) dan Program Pedesaan - Pertanian (O-REAP)**

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**ABSTRACT**

*This research attempts to study the role of radio programming on agricultural development schemes in Osun State, Nigeria, with Osun State Broiler Outgrower Production Scheme (OBOPS) And Rural Enterprise and Agricultural Programme (O-REAP) as case study as well as radio's involvement in agriculture, with a review of an indigenous agricultural programme, Aroko Bodunde, broadcast on the Osun State Broadcasting Corporation, Orisun FM, 89.5, Ile-Ife, a community radio station. Powerful-Effect Model and Agenda Setting Theory served as the framework for this study, while adopting the descriptive survey of research. Finding revealed that radio programming role in the development of agriculture cannot be overemphasized, as the messages conveyed via the radio wave has helped to increase awareness, inform, enlighten, educate as well as encourage and mobilize listeners to embrace agriculture. Furthermore, findings showed that Orisun FM, 89.5 had a positive influence on listeners which enhanced the development of OBOPS and O-REAP agricultural schemes. It was therefore recommended that governments at all levels in Nigeria should employ community radios in quickening the pace of agricultural development and schemes as radio has proven to be adequately appropriate in giving impetus for development of all kinds at any level.*

**Keywords:** *Radio Programming, Agricultural development schemes, Osun-Nigeria, Community radio, OBOPS, OREAP*

**ABSTRAK**

Penelitian ini mencoba untuk mempelajari peran pemrograman radio pada skema pembangunan pertanian di Negara Bagian Osun, Nigeria, dengan Skema Produksi Brog Outgrower Broiler Negara Bagian (OBOPS) dan Program Pedesaan dan Pertanian (O-REAP) sebagai studi kasus serta keterlibatan radio dalam pertanian,

dengan ulasan program pertanian asli, Aroko Bodunde, disiarkan di Perusahaan Penyiaran Negara Osun, Orisun FM, 89,5, Ile-Ife, sebuah stasiun radio komunitas. Teori *Powerful-Effect Model* dan *Agenda Setting* berfungsi sebagai kerangka kerja untuk penelitian ini, sementara mengadopsi survei deskriptif penelitian. Untuk mengungkapkan bahwa peran pemrograman radio dalam pengembangan pertanian tidak dapat terlalu ditekankan, karena pesan yang disampaikan melalui gelombang radio telah membantu meningkatkan kesadaran, menginformasikan, mencerahkan, mendidik serta mendorong dan memobilisasi pendengar untuk merangkul pertanian. Selain itu, temuan menunjukkan bahwa Orisun FM, 89,5 memiliki pengaruh positif pada pendengar yang meningkatkan pengembangan skema pertanian OBOPS dan O-REAP. Oleh karena itu direkomendasikan bahwa pemerintah di semua tingkatan di Nigeria harus menggunakan radio komunitas dalam mempercepat laju pembangunan pertanian dan skema karena radio telah terbukti cukup sesuai dalam memberikan dorongan untuk pengembangan semua jenis di setiap tingkatan.

**Kata-kata Kunci:** Pemrograman Radio, Skema pembangunan pertanian, Osun-Nigeria, Radio komunitas, OBOPS, OREAP

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## INTRODUCTION

Agriculture in Nigeria is a major economic sector of the nation. Even though Africa's most populous nation is mostly dependent on its oil, the base of the Nigerian economy remains agriculture which is the main source of livelihood for most Nigerians. The agricultural sector is a very wide industry covering forestry, hunting, fishing, crop cultivation and livestock rearing. As the most important industry in the world yet it barely features in the minds of the average citizen. Nigeria is extremely conducive for agriculture with a combination of 88% arable land and adequate water supply by rain, rivers and other bodies of water. Although agriculture still features as Nigeria's largest sector, employing two-thirds of the entire labour force, the performance of this sector has been significantly stifled as a result of production and processing limitations (Oruruo, 2010; FAO, 2019). According to the FAO (2019) some of the factors inhibiting agricultural production include overreliance on rain-fed agriculture, smallholder land holding, and low productivity as a result of poor

planting materials, low fertilizer application, a weak agricultural extension system amongst others.

In the years following Nigeria's independence, the 1960s, agriculture was the mainstay of the economy and the foreign exchange earner for Nigeria, thanks to the cash crops such as palm oil. But this declined with the takeover of crude oil as Nigeria's export product and foreign exchange earner (Farmcrowdy, 2019). Oruruo (2010) posits that Nigeria went from a net exporter to a net importer of agricultural produce under the misguided feet of military dictators from 1966 till 1999 who controlled the affairs with little training on national governance, poor guidance on economic stimulation and general government structures that was inimical to capitalist strides which held industries at ransom.

Nonetheless, since her return to democratic rule, Nigeria has been desperate to facilitate development of agricultural sector. Agriculture under democratic rule has seen some revival. For instance, In the second quarter (Q2) of 2018, the total value of exported agricultural produce was put

at 85.9 billion naira, while in the first quarter of 2018, agriculture contributed about 74 billion naira resulting in a quarter growth of 17.3 per cent (Nairametrics, 2018; Farmcrowdy, 2018).

Corroborating FAO's point that smallholder land holding constitute one of the limitations to the agricultural sector's potentiality, IFAD (2019) reports only 46 per cent of Nigeria's arable land cultivated, and farmers having no title to 95 per cent of agricultural land, they are disenfranchised from obtaining finance or investing in improvements. The ITA (2019) notes that dominating the country's agricultural sector are smallholder farmers who work an average of 4-5 acres each, relying on rain-fed agricultural conditions. The ITA further points that because most of these farmers lack knowledge of modern practices, don not have sufficient capital, and owning little or no personal machine or equipment, most of the farm inputs (machinery, seeds and chemicals) required are provided and distributed by government under various subsidy schemes.

Some of the different agricultural schemes have been set up by both federal and state governments. Federal government schemes include: Commercial Agriculture Credit Schemes (CACs) being spearheaded by the Central Bank of Nigeria, Nagropreneurs, Agricultural Credit Guarantee Scheme Fund (ACGSF), and Agricultural Credit Support Scheme (ACSS) among others.

At the state of level, Osun state has made concerted effort to ensure agriculture becomes the mainstay of her economy. The state is located in southwestern Nigeria. It has a population of about 3.5 million people and covers an area of approximately

8602 square kilometers, comprising of 30 local government areas (BECANS 2007). In a bid to achieve food sufficiency, the Aregbesola-led administration between 2010 and 2018 in Osun state came up with a number of agricultural schemes. They include: Projects@Livestock which comprises of Broilers/Cockerels raising unit, Osun Broiler Out-grower Production Scheme (OBOPS), Beef Project and Fisheries Project, O-REAP (Official Website of the State Osun, 2019).

Osun Broilers Production Scheme (OBOPS) is targeted at improving poultry production through raising of 1.2m day -old chicken per annum. The scheme is based on the outgrower model. It focused on empowering livestock farmers within the state by giving them agricultural loans. The scheme was inaugurated to promote broiler production in the state and to empower the out growers. The programme was officially launched on the 1st of December 2011, was an off-shoot of a four-year collaborative initiative of the government of Osun State and Tuns Farms Limited aimed at empowering broiler farmers in the state as well as grow the economy of the state based on Memorandum of Understanding (MOU) that designated to TUNS International Holdings Limited as the major stakeholders in the government agricultural scheme. The target was to produce 1, 200,000 day old chicks (DOC) per annum i.e. 100, 000 DOC per month. The scheme provided the broiler farmers with inputs such as day old chicks (DOC), feeds, drugs and technical advice, in addition, the scheme provided buy back guarantee for the farmers. The scheme was private-sector driven in that the partnership was a tripartite arrangement involving the Tuns Farm

Nigeria Limited (Scheme Manager), the Poultry Association of Nigeria (PAN) Osun State Chapter (Out Growers), and the Ministry of Agriculture and Food Security being the facilitator. The scheme was designed to achieve the following objectives:

- Create employment for minimum of 5,000 people of Osun state.
- Make Osun State a major stakeholder in poultry production.
- Help in achieving the aim of Osun State in becoming the food basket of the south-west.
- Targeting food security.
- Increasing the revenue for the state.
- Having multiplying effects on all sundries associated with poultry production (Tuns Farms, 2016; Official Website of Osun State, 2019).

O-REAP on the other hand was designed to achieve the state's agricultural development objectives to transform its economy using agriculture as a driver. O-REAP is the state's programme to achieve agricultural reformation and economic growth. Its vision is to make the state the food basket of the south-west, armed with the mission of serving 10 per cent of Lagos food market. Its strategic objectives include: food security, job creation and youth empowerment, economic transformation using agriculture as a key driver and wealth creation (Official Website of Osun State, 2019).

This study has been embarked upon in order to ascertain the role radio programming, especially on community radio, plays on development of agricultural schemes in Osun State using the indigenous radio programme- Aroko Bodunde- to ascertain its impact on OBOPS and O-

REAP schemes. In order to find a solution to the problem raised, this research intends to proffer answers to question such as:

1. To what extent has radio programming satisfied the role of information dissemination to the people of Osun State?
2. Does radio programming mobilize listeners to embrace agriculture to bring about economic transformation and increased revenue for the state?
3. Does radio programming enlighten and help in wealth creation for individuals engaged in the agriculture sector and other agro-allied industries in the state?
4. Does radio programming educate listeners about these schemes in job creation and youth empowerment in the state?
5. What roles do radio programming play along with these schemes to help in achieving the aim of the state in becoming the food basket of the South-West?

### **Scope and limitation of the study**

This project covers radio programming and what roles it plays on the development of various agricultural schemes with OBOPS and OREAP in perspective. Radio audience cut across every age and sex, and class of society. Members of the Osun State Farmers Association, members of the Poultry Association of Nigeria (PAN), Osun Chapter, and others in the agro-allied industries were considered while administering the questionnaire. The study is limited to OBOPS and OREAP schemes between 2011 and 2014, as well as agricultural programme of Osun State Broadcasting Station (Orisun FM 89.5. Ile-Ife), but other states may find it useful.

## **Literature Review**

### **Radio Involvement in Agriculture**

The Radio is a powerful communication tool. It has proved to be the most effective medium in promoting agriculture and development in rural areas, particularly as a tool for the delivery of quick information. As Hutchings and Mathews (2008) opine, we live in a world saturated with mass media, making our environment brim with information. Recent decades have seen widespread use of the mass media resulting in heightened level of public understanding of different fields (Buren 2003) such as agriculture. Among the diverse mass media, radio and television, due to their wide range of listeners and viewers, have taken a vantage position.

In Nigeria, the studies conducted by Arokoyo (2003) showed that although radio, video and television are the major sources of information for the farmers in the country, it is also possible to use other developed equipment. Canada as an advanced country, considers radio as a noticeable medium in parallel with its technological improvements in the field of agriculture.

The production of radio programmes on agriculture has been the prime concern of the Canadian Radio and Television Organization (CBS) for about half a century (Khatoonabadi, 1995). Radio, asserted by Chapman et al. (2003) is a powerful communication tool that has also proved to be the most effective media in promoting agriculture and development in the rural areas (Nakabugu, 2001).

Radio and Television are the most effective tools in communication for the support of development (Hussain, 1997). The FAO (2001) acknowledged radio as the most

important medium for communicating with the rural populations of developing countries.

The purpose of the current study is to determine the role of radio programming in the enhancement of agricultural development schemes in Osun State.

### **Role of Radio in Agriculture in Nigeria**

Mohammad Reza & Hassan (2010) assert that radio serves as one of the best medium of mass communication for the fact that it cuts across literacy and through the public air waves to reach a large heterogeneous audience. As a powerful communication tool, the radio has proven to be the best media in promoting agriculture and development in rural areas, particularly as a tool for the delivery of quick information. Experience with rural radio has shown the potential for agricultural extension to benefit from both the reach and relevance that local broadcasting can achieve by using participatory communication approaches (Chapman et al., 2003).

When it comes to promoting agriculture and rural development, radio serves as a complimentary component, having proven to be the most effective media in promoting agriculture and development in rural areas and if properly blended with other modes of agriculture and development, it would be a higher level. In Africa, most Agricultural communities live in rural areas. In these rural areas, one finds that there is a direct relationship between agriculture and rural developments. This comes about by the fact that most people in the rural areas depend on agriculture for their livelihood. Hence, rural/community radio is mostly

employed as a tool for information dissemination. (FAO, 2001).

Rural Community radio signifies a two-way process, which entails the exchange of views from various sources and the adaptation of media for use by the communities. It allows members of a community to gain access to information, education and entertainment and offers and opportunity for the community to participate actively in the media as planners, producers and performers. It is the means of expression of the community rather than for the community. It is different from the urban radio in that it is directed specifically to rural people and to their information needs.

Community radio can take on one of two forms:

- It can be a radio station targeting a particular community operating in that community and managed in that community.
- It can be a radio station specifically made for particular group of people, owned and controlled by them.

Chapman et al. (2003) explains that community radios can be used to disseminate agricultural research in creative ways to different audiences at once. Research findings can be distributed through radio to: Non-Governmental Organizations (NGOs) dealing in agriculture; extension workers; farmers themselves; and academic institutions. Rural radio can also make the link between researchers and extension workers by offering information on things such as where research can be obtained and used and how to pass it on to other users. In the same vein, it functions as community feedback regarding research, as community radio can be used to collect feedback from the

communities. Via the instrumentality of radio programmes, farmers can give their responses to research, share experiences on use of research and a platform for farmers to air out their views/recommendations on how to improve the research. And importantly, the community provide alternatives depending on their experiences (Chapman et al., 2003).

Radio can also be used to announce the processes of research and work extension in the following ways: give venues for meetings with extension workers; advise on where to get input and services; advise on where to get technical supports; rural radio can be used to improve the sharing of agricultural information by remote rural farming communities.

Furthermore, Chapman et al., (2003) asserts that participatory communication techniques can support agricultural extension efforts especially using local languages and rural radio to communicate directly with farmers and listeners' groups. Use of a combination of formats such as drama performed by local actors with corresponding thematic discussion is popular amongst farmers listening to agricultural extension radio programmes.

Also, targeted audience research can help to determine programme content, broadcast schedules and the preferences of the listeners regarding the mix of information and education in the format. (Chapman et al., 2003).

Aroko Bodunde Programme on OSBC, Orisun 89.5 FM, Ile-Ife, Osun State. Radio Osun (now called Osun State Broadcasting Corporation, OSBC) commenced transmission at Ile-Ife on the 25th of November, 1991 following the directive of the then Military Administrator of Osun State, Col. Leo Segun Ajiborisha while Administrative

Headquarters was at Osogbo, the state capital. The station's signal on 89.5 Megahertz covered Osun and neighboring States.

In 2003, the station at Ile-Ife was re-christened Orisun 89.5FM but did not come on air until 2005. Orisun FM is so named because of its location, Ile-Ife, which is believed to be the cradle (the source) of the Yoruba race. It is a specialized, one hundred percent Yoruba transmitting station. The entire programme line-up is set out to promote the isms, norms and cultural antecedents of the Yoruba people (OSBC, 2019).

Some of the programmes being broadcast by Orisun 89.5 FM include the followings:

**Oro Po** – the Press Review between 8a.m and 9a.m on a daily basis;

**Iroyin Lerefe** i.e. news in brief between 3p.m and 3:10pm every day;

**Ere-Idaraya** popularly known as Lana i.e. Yesterday (Sports Update) airing from 10a.m – 10: 30p.m every Monday through Friday;

**Ere-Idaraya Arin Ose** i.e. Sports Update Weekly comes up on Wednesdays by 4p.m;

**Ikan Osere** (Artistes Platform) is another programme that is broadcast on a weekly basis on Tuesdays between 2p.m and 3p.m where artistes, actors and entertainers are interviewed and listeners have an opportunity to phone-in during the course of the programme.

**Lagbo Awon Odo** (Youths Platform) broadcasts between 5p.m and 5: 30p.m every Sunday. This programme is designed for youths to discuss issues that concerns them.

**Aye Re-** an indigenous Alternative Dispute Resolution programme is broadcast fortnightly on Wednesdays between 3pm-4pm.

**Aroko Bodunde** is a weekly programme designed for farmers in

the state. It is aired every Wednesday between 7pm-7:45pm. It communicates changes in agricultural practices of farmers i.e. the way they plant and produce as well as how they rear livestock in the state. The programme which started airing in 2009 was airing for only fifteen minutes before the Aregbesola-led administration took over in 2010. The Aregbesola-led administration in Osun State requested that its duration be increased to forty-five minutes to further enhance and achieve the agricultural objectives of the government.

The programme features interviews with owners and managers of big farms in the state, either crop farm or poultry farms. Interviews are also conducted with officials of the Osun State Ministry of Agriculture and Food Security in order to elicit information relevant to Aroko Bodunde programme. Since the existence of this programme, farmers have been more enlightened and educated and in turn made use of what they been taught on their farms. Through this programme, the government of the State has been able to connect with farmers, providing them with much needed facilities and loans to ease the way they do their business, with hopes that this gesture will in turn enhance agricultural practices in the state.

### **Theoretical Framework**

**Powerful-Effect Model:** The Powerful-Effect Model developed by Elizabeth Noelle-Neumann in 1973 is the model guiding this study and it is hinged on the perception that the mass media has a significant effect on a large number of people. This model can therefore be used to spur people in the state to embrace the various agricultural schemes being

implemented by the state government in order to achieve its aim of making agriculture a mainstay of the economy.

Elizabeth Noelle-Neumann (1973) was the first to present this model (Anaeto, Onabajo and Osifeso, 2008). The basic tenets of the Powerful-Effect Model according to Mendelsohn 1973 cited by Anaeto et al (2008), include the following:

- The media spell out clearly the objectives of the campaign
- The Media pinpoint the target audience
- The media work to overcome indifference of the audience towards a particular issue
- The media find relevant schemes to stress its messages

The Powerful-Effect Model is given utmost priority in this study because it clearly elucidates how radio as a mass media medium via specially designed programme can enhance the development of agricultural schemes being studied i.e. OBOPS and OREAP by spelling out clearly the objectives of these schemes which include: job creation, food security, youth empowerment, economic transformation among others; pinpointing the target audience who are basically farmers and youth, as well as others associated with agro-allied industries in the state.

The radio programming works to overcome indifference of the targeted audience towards agriculture which is the particular issue it is addressing. It also projects relevant themes to stress its message of embracing agriculture. These themes include; wealth creation, economic transformation, youth empowerment etc.

### **Agenda Setting Theory**

Agenda Setting Theory of the press as posited by Maxwell McCombs and Donald L. Shaw between 1972/1973 also serves as a framework for this study. The proponents of this theory are of the opinion that the press ascribed to any given issue tend to be proportionate to any amount given to the same issue in the media. It is assumed that the media set their agenda for general discussion. The media may not always determine what we think, but what we think about. Although, the general public has a right to think what they want to think, but surprisingly they tend to think most of those things the media highlight as important. The following are responsible for agenda setting:

- The number of times an issue is reported or brought up;
- Using headline and picture display strategy to play up the issue brought up or issue being addressed;
- Reports that gives room for “points and counter-points”.

Agenda setting theory comes from a specific perspective because it predicts that if people are exposed to the same media, they will place importance on the same issues. According to Chaff and Berger’s (1997) criteria cited by Anaeto et al (2008) for scientific theories, agenda setting theory is a good theory for the following reasons: It has explanatory power, it explains why most people prioritize the same issue as important. It has predictive power, it predicts that if people are exposed to the same media, they will feel the same issue are important. It is parsimonious because it is not complex, and easy to understand, serving as springboard for further research.



This theory is relevant to this study because of its explanatory and predictive powers. It explains agricultural schemes being studied to the audience and it predicts that as long as the audience is exposed to the same issues using the same medium they will feel those issues are important and help them prioritize same.

### RESEARCH METHODOLOGY

The data for this study were drawn from primary (questionnaire and structured interview) and secondary sources (articles, textbooks, journals and projects in similar approach to this). The criteria for inclusion in this study includes: ownership/management of farm (poultry or crop); registered member of the Poultry Association of Nigeria (PAN), Osun State Chapter; engagement in the agricultural sector and agro-allied industry in the state, and; listeners of Aroko Bodunde on OSBC, Orisun FM, 89.5, Ile-Ife. The study sample comprised 100 respondents. Data was collected using questionnaires and structured interview. The questionnaire was used to collect data from listeners of Aroko Bodunde, members of PAN and other farmers. The structured interview schedule was to obtain data from the programme presenter of OSBC, Orisun 89.5 F.M, Ile-Ife.

Data was analyzed based on the number of questionnaire properly filled, 70 in all. These obtained data were subjected to quantitative and qualitative analysis. The frequency distribution tables and simple percentage methods were used to further analyze the obtained data in a bid to finding out the role radio programming play in developing agricultural schemes in Osun State.

### RESULTS

The population of the study comprised 100 respondents who answered the questionnaire, but only 70 were duly filled and retrieved. The sample constituted 55.7% men and 44.3% women. 52.9% of the farmers in this study were single, with 42.9% married; 54.3 % were bachelor degree holders' and most were between 20–25 years old (41.4%) and 51 years and above (17.1%). Based on the connection to agricultural sector, 20 which represent 28.6% of the respondents are owners of farms (whether poultry or farm or crop). 13 which represent 18.6% each of the respondents are registered members of Poultry Association of Nigeria (PAN), Osun State Chapter as well as those engaged in the agricultural sector (most of them working in the Ministry of Agriculture). 24 which represent 34.2 % of the respondent are listeners of Aroko Bodunde on Orisun F.M, 89.5, Ile-Ife. They are more than other respondents in this category thereby giving relevant information to those involved in the agricultural sector in the state (i.e. extension service through radio).

Research Question 1: To what extent has radio programming satisfied the role of information dissemination to the people of Osun State?

**Table 1. Aroko Bodunde informs and enlightens listeners about agricultural schemes in Osun State, OBOPS and O-REAP in particular.**

Responses	Frequency	Percentage (%)
Strongly Agree	15	21.4%
Agree	53	75.7%
Undecided	1	1.4%
Disagree	1	1.4%
Strongly Disagree	-	-
Total	70	100%

Research Question 2: Does radio programming mobilize listeners to embrace agriculture to bring about economic transformation and increased revenue for the state?

**Table 2. Aroko Bodunde has been instrumental in encouraging its listeners to embrace OBOPS and O-REAP?**

Responses	Frequency	Percentage (%)
Strongly Agree	32	45.7%
Agree	26	37.1%
Undecided	9	12.9%
Disagree	3	4.3%
Strongly Disagree	-	-
Total	70	100%

Research Question 3: Does radio programming enlighten and help in wealth creation for individuals engaged in the agriculture sector and other agro-allied industries in the state?

**Table 3. Weekly broadcast of Aroko Bodunde is instrumental in marketing and advertising of agricultural produce, thereby enhancing sales and increased revenue for the state and better standard of living for engaged individuals.**

Responses	Frequency	Percentage (%)
Strongly Agree	22	31.4%
Agree	43	61.4%
Undecided	3	4.3%
Disagree	-	-
Strongly Disagree	2	2.9%
Total	70	100%

Research Question 4: Does radio programming educate listeners about this schemes in job creation and youth empowerment in the state?

**Table 4. Through the propagation of OBOPS and O-REAP on radio, youths in Osun State are being empowered and gainfully employed**

Responses	Frequency	Percentage (%)
Strongly Agree	9	12.9%
Agree	45	64.3%
Undecided	14	20%
Disagree	1	1.4%
Strongly Disagree	1	1.4%
Total	70	100%

Research Question 5: What roles do radio programmes play along with these schemes to help in achieving the aim of the state in becoming the food basket of the south-west?

**Table 5. Proper publicity of farmers and enhanced sales will prevent spoilage and wastage of produce thereby helping Osun State achieve its aim of becoming the food basket in the South-West.**

Responses	Frequency	Percentage (%)
Strongly Agree	29	41.4%
Agree	37	52.9%
Undecided	3	4.3%
Disagree	1	1.4%
Strongly Disagree	-	-
Total	70	100%

### Discussion

Analysis of questionnaire and interview shows that the radio programme- Aroko Bodunde- has satisfied the role of information dissemination to the people of Ile-Ife, Osun State. It also shows that listeners were mobilized to embrace agriculture which in turn would bring about economic transformation and increased revenue for the state. This aligns with the assertions of Chapman et al. (2003) and Nakabugu (2001) that radio is a powerful communication

tool which has proven to be the most effective form of media in promoting agriculture and development in rural communities.

It is also evident from the analysis that radio programming enlightens and helps in wealth creation for individuals engaged in the agriculture sector and other agro-allied industries in the state which will have a direct effect on sustainability and availability of food in the state. Akinfenwa (2018) corroborates this point in his report that the first phase of the OBOPS scheme between 2011 and 2016 was a success, which engaged about 768 farmers, with an estimated 785-million-naira cash profit paid to farmers. This, cash profit, according to Akinfenwa (2018) resulted in over 120 broiler farmers who participated in this phase becoming millionaires.

It can also be deduced from the above analysis that through the propagation of OBOPS and OREAP on radio, listeners are educated about various agricultural schemes and the roles they play in job creation and youth employment in the state. As a result, some of the youths have become self-employed. An evidence of this can be seen in Akinfenwa's (2017) report, that the OBOPS programme had an overarching impact on the state government's elementary school feeding programme, tagged O'Meals, which led to the gainful employment of about 1,000 farmers and over 3,000 food vendors (Akinfenwa, 2017).

Equally important is the fact that radio programme play a major role with OBOPS and OREAP schemes in helping Osun State become the food basket of the south west by informing, enlightening, educating, as well as encouraging and mobilizing listeners to embrace these schemes. PAN, Osun State chapter described the state as

“the only specialized broiler producing state in Nigeria” while over 5 million broilers were produced within 2014 and 2017 “making Osun state the first point of call for fast food and other major broiler meat consumers throughout Nigeria” (Official Website of Osun State, 2019; Akinfenwa, 2018). Another role worthy of note that agricultural radio programmes play with these schemes is marketing and advertising as well as publicity of farmers and their produce, this will reduce wastage and spoilage and enhance sales. This role consequently brings about increased revenue for the state and better standard of living for individuals engaged in agriculture and agro-allied industries in the state.

## CONCLUSION

Based on the research carried out in this study, radio programming has proven to be a veritable tool in the development of agricultural schemes in Osun State.

It was discovered that Orisun F.M. 89.5, Ile-Ife, Osun State was useful in disseminating relevant information to those involved in the agriculture sector in the state (i.e. proving extension service through radio). In the same vein, the request for extension timing for Aroko Bodunde programme by the Aregbesola-led government of Osun State in 2011 is a form of feedback to Orisun F.M., indicating the importance of the programme to the farmers.

Also, the outcome of the research shows that agriculture is a solid empowerment skill and the schemes (OBOPS and O-REAP) together with Aroko Bodunde programme have enhanced the agro-allied industries in the state.

It can be concluded that radio programmes play a major role with OBOPS and O-REAP schemes in

helping Osun become the food basket of the southwest by informing, enlightening, educating as well as encouraging and mobilizing listeners to embrace these schemes.

### **Recommendations**

Since radio programming plays an important role in the successful development of agricultural schemes, and in the light of the findings of this study, the followings are hereby recommended:

1. The findings show that Aroko Bodunde the only agricultural centered programme on Orisun F.M. Ile-Ife, Osun State has proven to be effective; therefore, efforts should be made to air it more than just once in a week or introduce other of such programmes.
2. Since agriculture remains a solid empowerment scheme, government should place a higher premium on it. By putting incentives in place such as: farm settlements with electricity, pipe borne water, good road linkages, for easy access to the market, storage facilities for farm produce like barns, silos, refrigerators or cold rooms for poultry or meat farmers among others that will attract the youths to embrace agriculture so as to reduce the rate of unemployment in the name of looking for white collar jobs while making food more available and at a cheaper rate, while excesses can be exported and generate income for the state.
3. More attention should be paid to other agriculture-centered programmes on radio, and encourage the establishment of other channels, in order to get feedback from the people so as to aid and sustain efforts of the state

in becoming the food basket of the south west.

4. More agricultural programmes should be broadcast on various radio stations in Osun state so as to increase awareness, inform, enlighten, and educate, as well as encourage and mobilize more listeners to embrace agriculture. This will impact on the diversification agenda of the federal government of Nigeria so as to reduce overdependence on oil with agriculture as one of the mainstay of the state's economy and the country at large.

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