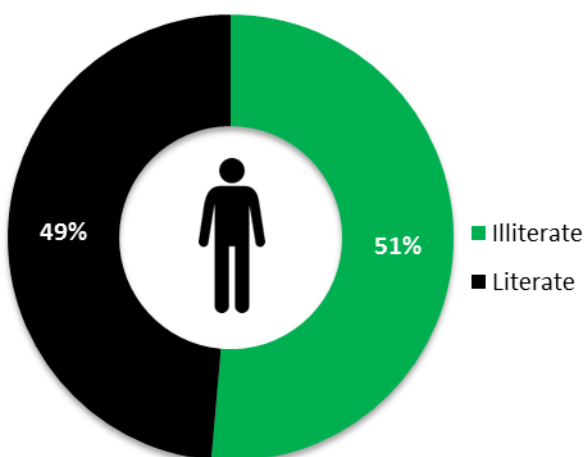
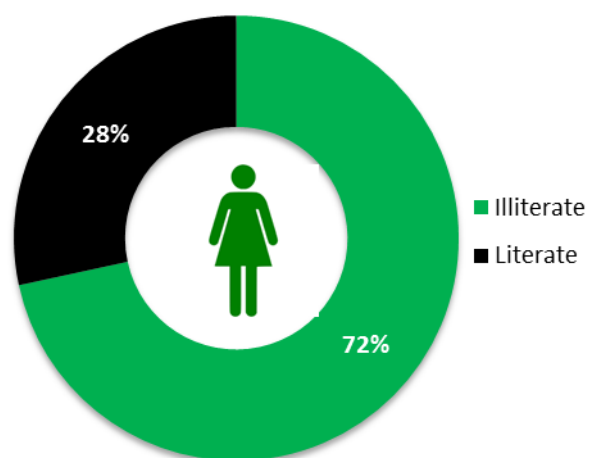
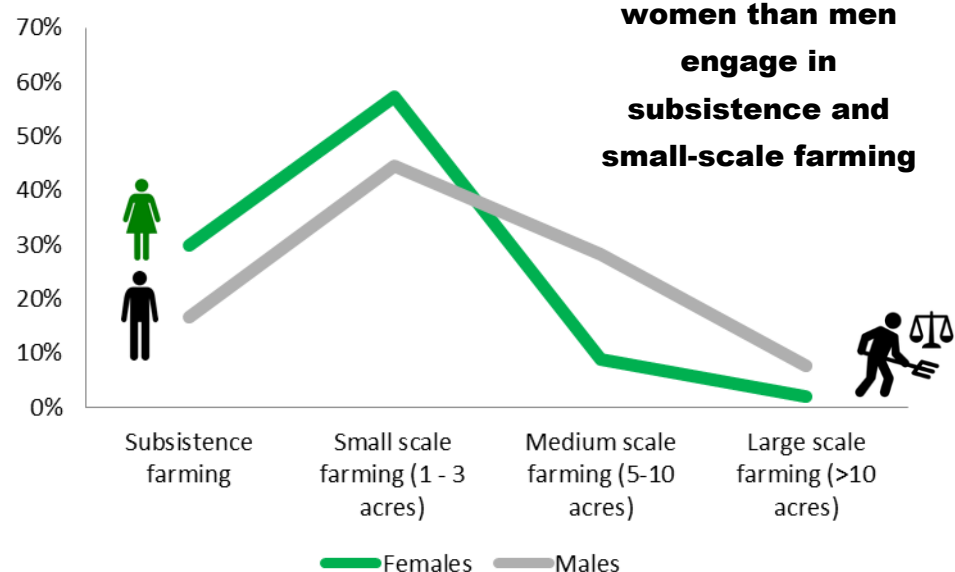


Reaching out to farmers in Northern Ghana

Ghana MADE operates in the Northern, Upper East and Upper West Regions. Our partners from the University of Development Studies conducted a survey on radio programmes aired in the 2014/2015 cropping season to ensure we reached out effectively to smallholder farmers – these are the main findings for effective outreach:



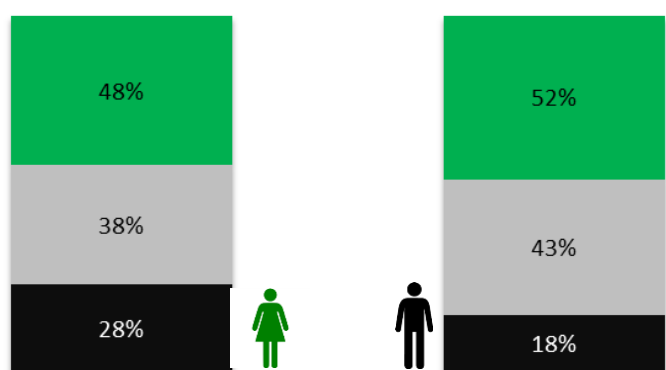
Women's limited access to education is reflected in illiteracy rates of up to 72% amongst our sampled population



Proportionately, more women than men engage in subsistence and small-scale farming

Sources of agricultural information

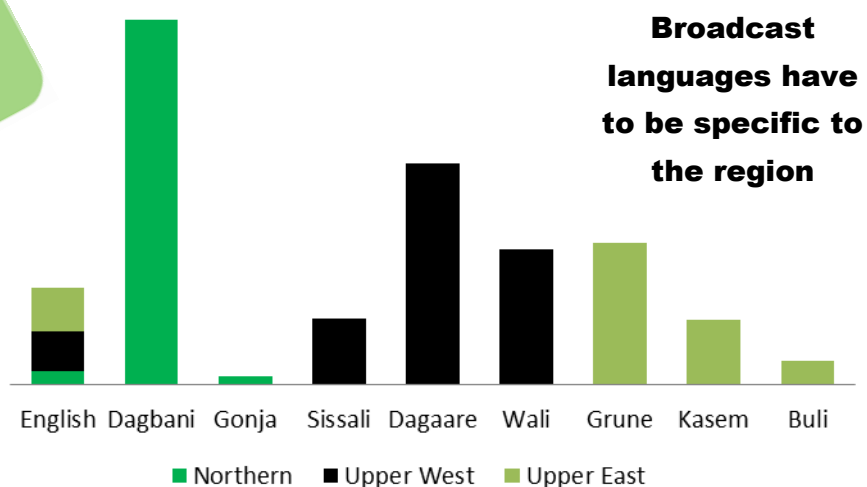
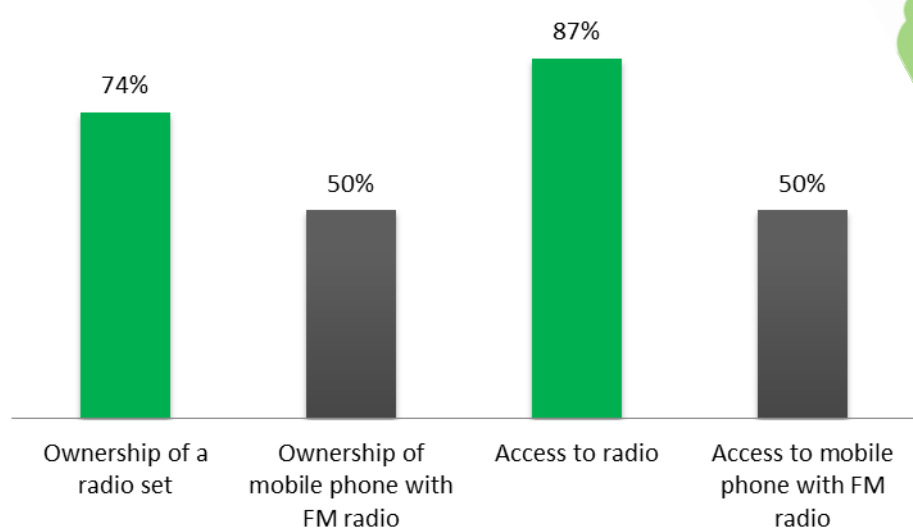
■ Friends/family/peers ■ Agricultural Extension Officers ■ Radio



For both women and men, radio is the main source of information on agricultural practices...

Radio broadcasts are the most effective way of reaching female and male smallholders in Northern Ghana on agricultural matters

... and most smallholders both have access and listen to agricultural programmes



Broadcast languages have to be specific to the region