ADOPTION LEVELS AND INFORMATION SOURCES OF “BROOD AND SELL” POULTRY OPERATORS

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ABSTRACT
The socio-economic characteristics, adoption levels and information sources of operators in Brood and Sell” poultry enterprise in Nsukka Agricultural Zone of Enugu State were examined. Results of the study portrayed the operators as being highly innovative, exposed to a wide range of interpersonal information sources on poultry management and, hence, capable of communicating/disseminating such information to neighbouring rural poultry farmers. The study further revealed a gap in information delivery via mass media (radio/television), which calls for increased extension efforts. It was recommended that the Agricultural Development Programme (ADP) should integrate the operators into its “contact farmers” extension strategy for multiplier effects, while governments should subsidize agricultural extension air time charges.

Key words: Poultry Management, adoption, information Extension.