# Agricultural information needs and sources of the rural farmers in Tanzania: A case of Iringa rural district


## Abstract

This study aims to determine information needs and sources of the rural farmers in Tanzania specifically from Iringa rural district

Design/methodology/approach Survey technique was used as the principal data collection technique where 120 rural farmers were interviewed. In-depth interviews of ten key informants from two villages of Ifunda and Kalenga complemented the survey.

Findings

70 per cent of farmers' information needs is about crop and livestock husbandry, marketing, funding options and value addition. However, there is a significant difference between the two wards in information needs for “information on crop and livestock husbandry” as well as information on “value addition”. To a great extent, farmers use the old means of communication, the traditional and interpersonal by default due to relevancy in the context and content. The modern means of communication are used to access non-agricultural (other) information.



**keyword**

Developing countries, Information needs, Information sources, Rural farmers, Tanzania