

## **BIBLIOGRAPHY**

LOMIWES, JONALYN T. APRIL 2007. Information Sources on Organic Farming of Farmers in Loo, Buguias, Benguet. Benguet State University, La Trinidad, Benguet.

Adviser: Anna Liza B. Wakat, BSc

## **ABSTRACT**

This study was conducted in Barangay Loo, Buguias, Benguet to characterize the socio-demographic profile of the respondents, classify the farmers' sources of information with regard to organic farming, determine the farmers' most preferred information source on organic farming, determine the organic farming practices the farmers adopted in their farms or gardens, and identify the problems encountered by the farmers with regards to the use of information sources.

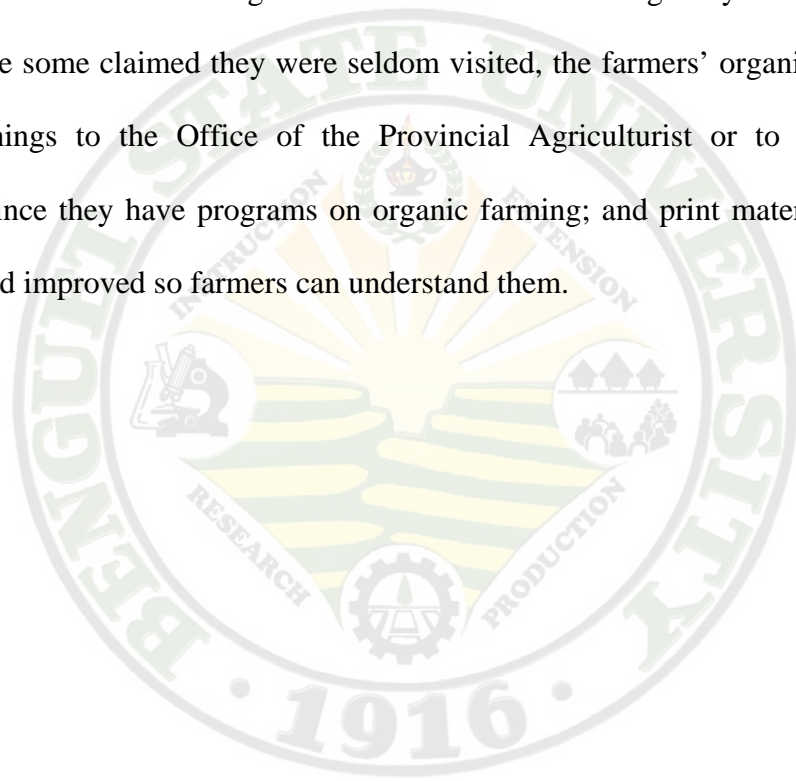
The 30 respondents were chosen using purposive sampling method; respondents had at least 2 years of farming experience and resided in the barangay Loo for at least 2 years.

Descriptive statistics such as frequency, percentage and ranking was used in the findings.

Based on the results, it can be concluded that majority of the respondents were young, male, married, literate, resident of the barangay for 17 to 31 years, had farming experience of 2 to 9 years, and land owners, the farmers had varied sources of

information on organic farming, the farmers' most preferred information source on organic farming was agricultural technician, majority of the respondents adopted organic farming practices; and with regards to the problems encountered in the information sources, respondents claimed that the information in the print material was complicated, agricultural technician seldom visits the area, and training/ seminars were seldom conducted in the area.

It is recommended that agricultural technician should regularly visit the farmers in the area since some claimed they were seldom visited, the farmers' organizations should request trainings to the Office of the Provincial Agriculturist or to Benguet State University since they have programs on organic farming; and print materials should be pre-tested and improved so farmers can understand them.



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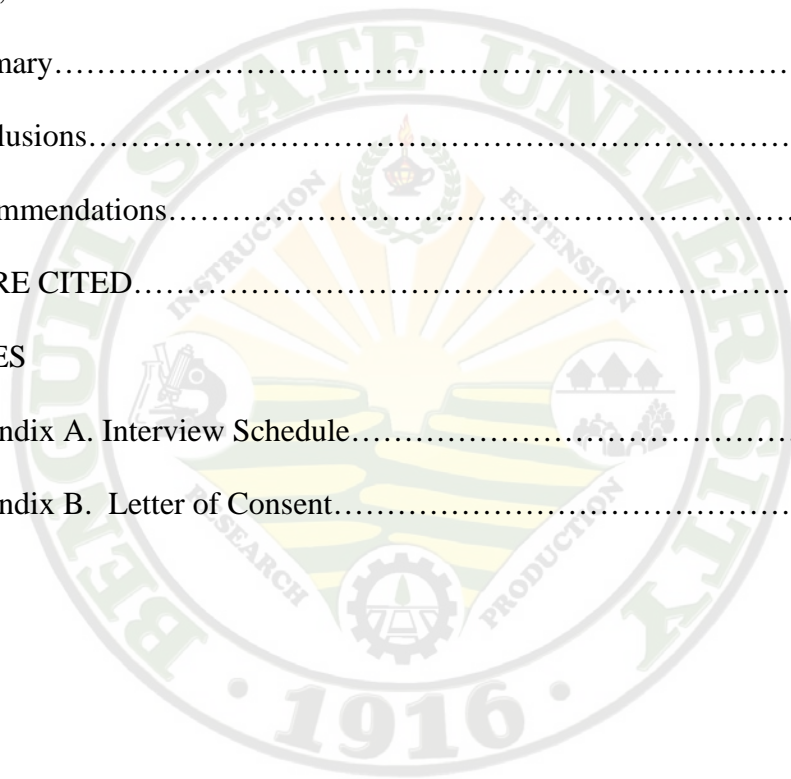
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## INTRODUCTION

### Rationale

Farmers have become more aware of the harmful effects brought about by the use of chemicals in their farms especially to their health. As a consequence, according to Colting (2006) as cited by Palangchao (2006) many farmers in La Trinidad and the rest of Benguet Province are receptive to the idea of shifting from conventional to organic farming.

Organic farming is a modern, sustainable farming system which maintains the long-term fertility of the soil and uses less of the Earth's finite resources to produce high quality, nutritious food (Organic Farmers and Growers Ltd., 2006). In this practice, farmers are encouraged to turn back to the old farming method where they utilize the application of composted animal manures, well-timed cultivation, mechanical tillage, crop rotations and other management methods instead of using pesticides, artificial fertilizers and other chemicals.

Though, some people view organic farming as backward, this actually goes hand-in-hand with preserving our environment and sustaining our land (Abalos, 2004 as cited by Malanes, 2004). Thus, people should be more aware in maintaining the long-term fertility of the soil not only for their own benefits but also, for the benefits of the future generation.

Loo, Buguias, Benguet is a farming community where most people rely on farming as the main source of livelihood. In September 1999, the potato leafminer started to devastate crop in this area where there is heavy use of insecticides and where susceptible varieties were planted. (Colting, n.d). The leafminer outbreak became an eye-

opener for many researchers and farmers.

Because of these, a lot of researches on organic farming has been featured in different forms of media while seminars on composting, how to make organic fertilizers, certification of organic farm, and principles of organic farm were conducted in different farming areas to convince farmers to adopt organic farming to produce high quality products that are globally competitive and foster human and environmental health.

In this case, there is a need to study the information sources on organic farming of farmers in Loo, Buguias, Benguet.

#### Statement of the Problem

This study aimed to determine the information sources on organic farming of farmers in Loo, Buguias. Specifically the study answered the following questions:

1. What are the socio-demographic profile of the respondents?
2. What are the farmers' sources of information with regard to organic farming?
3. What type of information source is most preferred by the farmers when it comes to organic farming?
4. What organic farming practices did the farmers adopt in their farms or gardens?
5. What are the problems encountered by the farmers with regards to the use of information sources?

### Objectives of the Study

This study on the information sources on organic farming of farmers in Loo, Buguias, Benguet aimed to:

1. Characterize the socio-demographic profile of the respondents;
2. Classify the farmers' sources of information with regard to organic farming;
3. Determine what the farmers' most preferred information source on organic farming;
4. Determine what organic farming practices the farmers adopted in their farms or gardens; and
5. Identify the problems encountered by the farmers with regards to the use of information sources.

### Importance of the Study

The result of the study will serve as a guide or reference to students and researchers who will need to know more on the influence of agricultural technology information sources on organic farming. Furthermore, the study can be used by media practitioners and extensionists in designing the message on organic farming for farmers which may lead to the improvement and development of agricultural technology information sources that would suit the need of the farmers.

### Scope and Limitations of the Study

The study was conducted in Loo, Buguias, Benguet with 30 respondents chosen using purposive sampling. The respondents' awareness on organic farming was not



included in the study.

Data gathering for the study was conducted from November 2006-December 2006.





## REVIEW OF LITERATURE

### Information Sources

There are a number of sequential steps in the process by which a person adopts innovation such as new farming method. First, awareness of the innovation must occur, and next, interest must be developed and information obtained. Third, this information must be evaluated for its usefulness, and fourth, the person may try out the innovation in his own situation. If this proves successful, full scale and continuing adoption may follow (Rogers, 1962 as cited by Oskamp, 1997).

The media are unmistakably a part of everyday life in our culture. It has an extensive presence in our society (Anderson, 1988 as cited by Abag, 2005). In addition, the mass media are the most effective means of disseminating information in a short period of time (Grolier Encyclopedia of Knowledge, 2003).

According to Oskamp 1977, *print* media (books, magazines, and newspapers) allow readers to determine the time and pace of their exposure and also permit easy reexposure if desired. Research suggests that print media produce better comprehension and retention of *complex* material than other media, but this advantage does not hold for simple material. The *broadcast* media (radio and television) now reach nearly everyone in the industrialized nations, including groups such as the aged, young children, and people with low education, who are not easily reached by other media and who maybe more persuasible. The *visual* media (television and films) are considered to be uniquely effective because of the “you are there” immediacy conferred by their visual nature. As a result, they typically receive more complete attention than other media, particularly from

children.

De Leon (2001) stated that in another level, the media keep the country updated with the latest and appropriate communication structures and communication technology prevalent in a globalize world system as useful instrument in developing our economy, society, culture, and politics, among others.

According to government agencies, technologies are very much involved in the effective implementation in the agricultural and rural development programs. They are considered as channel to disseminate useful technologies to the community particularly to the farmers and initiate changes for development (Pawil, 2001).

In some barangays of La Trinidad, Benguet, farmers get information on pesticides from fellow farmers and family members who were also farmers since they were able to exchange ideas. Radio, agricultural technician, training/seminars, television and news are other sources of information of farmers (Basquial, 1999).

Moreover, extension workers and other knowledgeable persons are the chief sources of information on livelihood, health, family planning and other developmental topics in the villages (Abag, 2005).

#### Problems Encountered by Farmers in the Information Sources

Based on the analysis of Ramirez (1983) as cited by Dacawe (2003) the press in a developing society like the Philippines serves a multiplicity of purposes. It is a medium of news, source of information about world, national and local events, and as a means of establishing mutual understanding. It is an instrument of education, contributing to the development of human resources that are as important as natural resources and capital

promoting economic growth.

However, one of the main problems in implementing of agricultural programs is the non-participation of farmers due to widespread ignorance, social isolation and general unwillingness of the people to adopt and accept risks. Therefore, introducing programs is different because adoption of a given innovation is a totally different thing from telling it (Chulacupata,1980).

Another is that, cultural and community differences affect the rural families in the acceptance of new innovation. Cultures and localities differ in the freedom allowed the innovator and condition contributing to the acceptance of the innovation (Medina, 1986).

According to Chuadhary (1990) age, educational level of farming experience was seen to be affecting the adoption of technologies. Other factors like lack of commitment to field workers. Lack of clarity and simplicity of the messages transmitted to the clientele, and training were found to under diffusion technology.

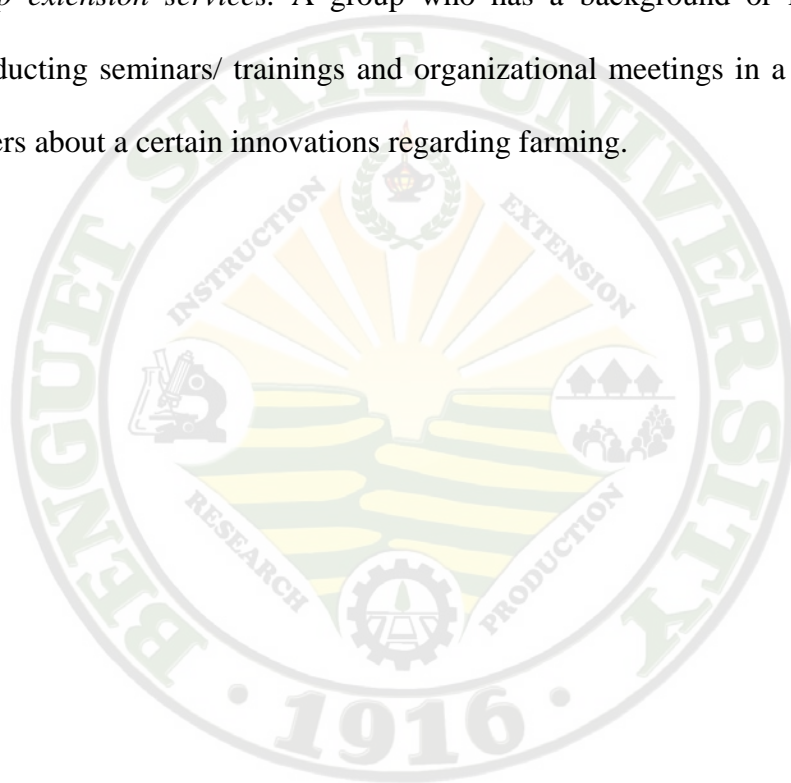
Furthermore, the socio-economic status of the family affects the individuals' attitudes and interest even in the choice of media and other television programs. Individuals with high economic status have wider range of choices and those belong to low economic status have limited choices (David, 1980).

### Definition of Terms

*Mass media.* This includes print materials, broadcast media and visual media used in disseminating information such as organic farming.

*Individuals.* This refers to a person who is expert in farming where farmers' acquire information such as agricultural technician, family member, fellow farmer, and head of organization.

*Group extension services.* A group who has a background or knowledge in farming conducting seminars/ trainings and organizational meetings in a certain area to inform farmers about a certain innovations regarding farming.



## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted in the municipality of Buguias, Benguet (Figure 1) particularly in Barangay Loo (Figure 2).

Loo, Buguias is a farming community where most people rely on farming as the main source of livelihood. Loo has the basic amenities center of education, center of information and technology, district host and a branch of Benguet State University BSU-Buguias campus (formerly known as Buguias, Loo Polytechnic College).

The locality was chosen since Loo, Buguias was known to be the place where the first potato leafminer outbreak in the Philippines occurred in September, 1999. The potato leafminer became a serious pest in this area where there is heavy use of insecticides and where susceptible varieties were planted.

The study was conducted on November 2006-December 2006.

### Respondents of the Study

Thirty respondents were purposively chosen. Criteria for choosing them were the following: (1) at least 2 years of farming experience and; (2) a resident of the barangay for at least 2 years.

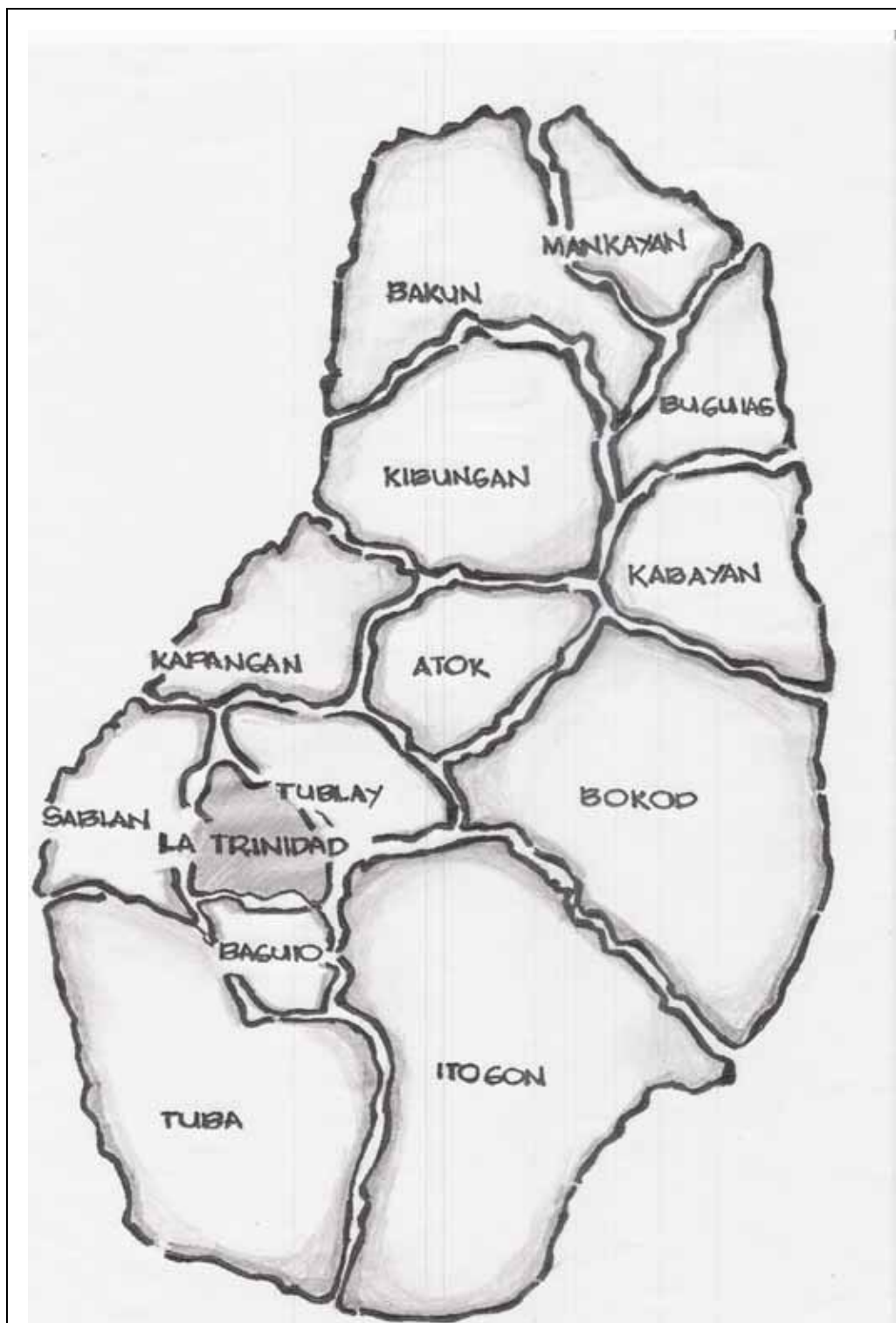


Figure 2. Map of Buguias showing the location of the study



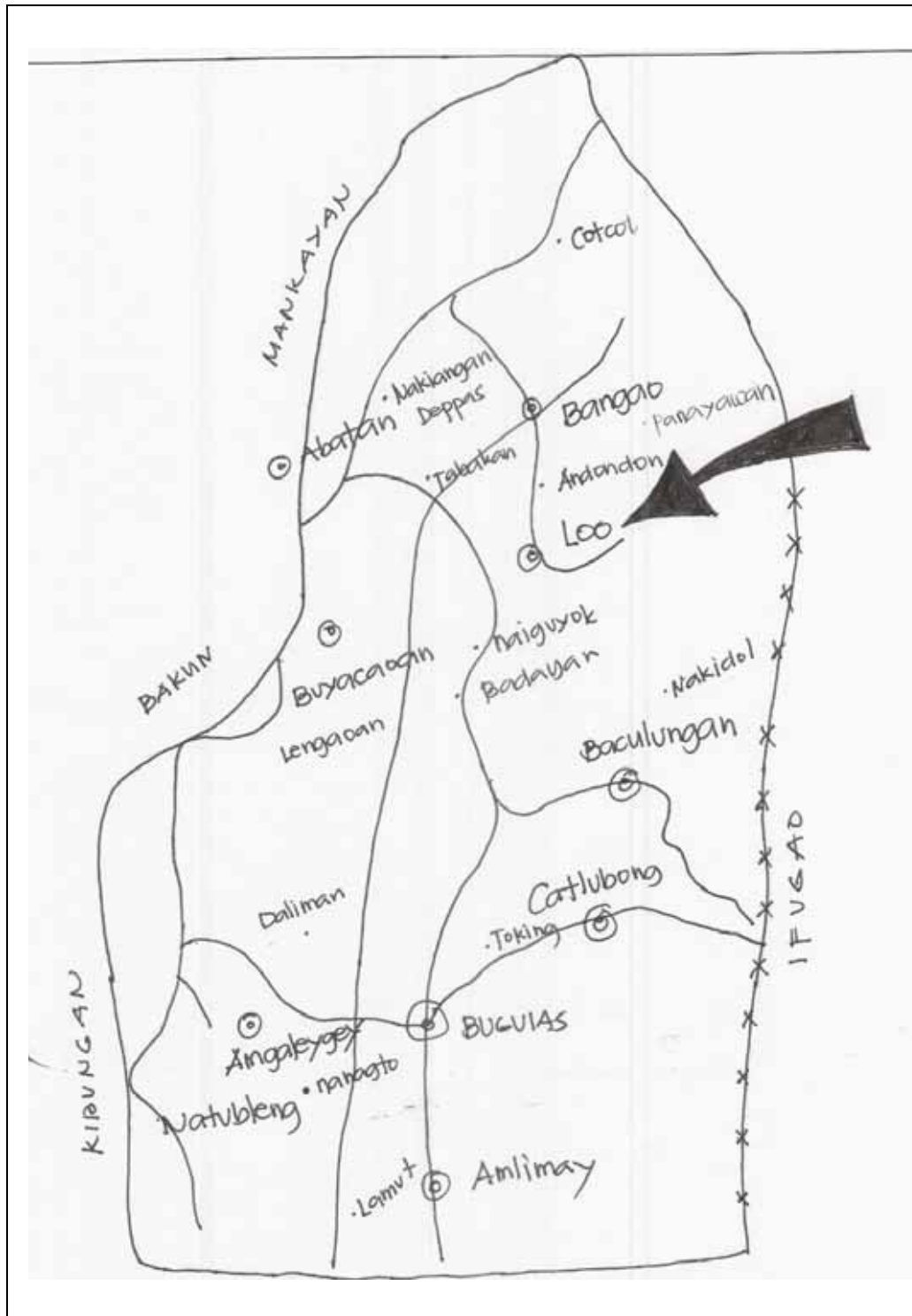


Figure 2. Map of Buguias showing the location of the study



### Data Collection

An interview schedule was used in collecting the needed information or gathered data. The questions were translated to the local dialect (Kankana-ey) to facilitate understanding between researcher and respondents.

### Data Gathered

The data gathered includes the socio-demographic profile of the respondents, the farmers' sources of information with regard to organic farming, the farmers' most preferred information source on organic farming, the organic farming practices the farmers adopted, and the problems that are encountered by the farmers with the use of information sources.

### Data Analysis

The data gathered were analyzed and interpreted using descriptive statistics such as frequency counts, percentage, and ranking.

## RESULTS AND DISCUSSION

### Respondents Socio-Demographic Profile

Table 1 shows the distribution of respondents according to age, sex, civil status, educational attainment, years of residency, years of farming experience and land ownership.

*Age.* As shown in Table 1, 43% of the respondents belonged to age range of 20-30 years old followed by 31-40 (37%). On the other hand, 7% of the respondents belonged to the age range of 50 and above. This shows that most of the respondents were relatively young while few were above the age of 51.

*Sex.* Seventy percent of the respondents were males and only 30 % were females. It was observed that males were actively engaged in farming because married women were left in the house to take care of the children. It was also apparent that women were managing their small *sari-sari* stores.

*Civil status.* Among the 30 respondents, 67% were married and only 10 or 33% were single. This finding shows that majority of the respondents were married and were probably heads of their families.

*Educational attainment.* Forty-three percent of the respondents were able to reach college level while 27% reached high school level. Findings indicate that all of the respondents had formal education and were literate.

*Years of residency.* Majority (43%) of the respondents were residents of the barangay for 17 to 31 years followed by 27% who were residents for 2 to 16 years; and 10% of the respondents resided in the barangay for 46 years and above.

Table 1. Socio-demographic profile of the respondents

PARTICULARS	FREQUENCY n=30	PERCENTAGE (%)	RANK
<b>Age</b>			
20-30	13	43	1
31-40	11	37	2
41-50	4	13	3
51 and above	2	7	4
Total	30	100	
<b>Sex</b>			
Male	21	70	1
Female	9	30	2
Total	30	100	
<b>Civil Status</b>			
Single	10	33	2
Married	20	67	1
Total	30	100	
<b>Educational Attainment</b>			
Elementary level	9	30	2
High school level	8	27	3
College level	13	43	1
Total	30	100	
<b>Years of Residency</b>			
2-16	8	27	2
17-31	13	43	1
32-46	6	20	3
46 and above	3	10	4
Total	30	100	
<b>Farming Experience</b>			
2-9	15	50	1
10-17	8	27	2
18-25	4	13	3
26-33	3	10	4
Total	30	100	
<b>Land ownership</b>			
Owner	22	73	1
Co-owner	5	17	2
Tenant	3	10	3
Total	30	100	

*Farming experience.* With regards to their experience in farming, 50% of the respondents had farming experience of 2 to 9 years while 10% only had 26 to 33 years experience in farming. However, most of the respondents claimed that they were exposed to farming as early as the age of eight when they accompanied their parents in the garden.

*Land ownership.* The table shows that 73% of the respondents owned the land they were cultivating, while only 10% claimed that they were tenants. This implies that majority of the respondents cultivated their own land.

#### Information Sources of Farmers

Table 2 summarizes the information sources of farmers on organic farming. It shows that agricultural technician (93.33%) was the top source of information followed by fellow farmers (90%). Eighty-seven percent of the respondents claimed that they listened to radio (DZWT) during morning and afternoon. Family members (83.33%) and training/seminars (83.33%) were other sources of information that were mostly mentioned by farmers.

This supports the findings of Abag (2005) which says that extension workers and other knowledgeable persons are the chief sources of information on livelihood, health, family planning, and other developmental topics.

Table 2. Information sources of farmers

PARTICULARS	FREQUENCY n=30	PERCENTAGE (%)	RANK
<b>Mass Media</b>			
Radio	26	86.67	1
Brochure/Flyers	4	13.33	2
Leaflet	1	3.33	3.3
Magazines	1	3.33	3.3
Journals	1	3.33	3.3
<b>Individuals</b>			
Agricultural Technician	28	93.33	1
Family Members	25	83.33	3
Fellow Farmers	27	90	2
Head of Organization	1	3.33	4
<b>Group Extension Services</b>			
Training/Seminars	25	83.33	1
Organizational Meetings	10	33.33	2

\*Multiple response

#### Most Preferred Information Source

Shown in Table 3 is the respondents' most preferred information source on organic farming. Among the 30 respondents, 26.67% claimed that they preferred agricultural technician. According to the respondents, agricultural technician demonstrated when they were asked and answered their questions immediately. On the other hand, 23.33% preferred their own experience while 20% preferred radio (DZWT) hosted by Mr. Dominador Dongla. The respondents reasoned out that the information were up to date and their radio can be brought to their garden.

It was noticed that nobody mentioned print materials. According to the respondents, they did not have time to read and the materials were expensive.

Table 3. Most preferred information source

PARTICULARS	FREQUENCY	PERCENTAGE	RANK
	n=30	(%)	
Agricultural Technician	8	26.67	1
Experience	7	23.33	2
Radio	6	20	3
Family Members	4	13.33	4
Organizational Meetings	3	10	5
Fellow Farmers	1	3.33	6.5
Training/Seminars	1	3.33	6.5
Total	30	100	

#### Organic Farming Practices Adopted

Farmers adopted selected farming practices but they were not organic farmers. As shown in Table 4, 93.33% of the respondents adopted crop rotation followed by tillage (90%). Meanwhile, 76.67% adopted composting. According to the respondents, these practices were suitable and applicable in their garden. There were some respondents who claimed that the application of chicken dung is an organic practice, however, Kudan (2007) stated that chicken dung was not approved in the organic standard since antibiotics, medicines, growth hormones and other chemicals were fed to the chicken.

Table 4. Organic farming practices adopted

PARTICULARS	FREQUENCY	PERCENTAGE	RANK
	n=30	(%)	
Crop rotation	28	93.33	1
Composting	23	76.67	4
Tillage	27	90	2
Green manuring	24	80	3

\*Multiple response



### Problems Encountered in the Use of Information Sources

*Mass media.* None of the farmers claimed to have encountered problems on radio; however, 20% of the respondents mentioned that the information in the print material was complicated. According to the respondents, some words were unfamiliar and difficult to understand. Only 6.67% claimed that the material was not accessible.

*Individuals.* As shown in Table 5, 23.33% of the respondents claimed that agricultural technician seldom visited them. Agricultural technician was the top source (shown in Table 2) and most preferred information source (shown in Table 3) by the respondents when it comes to organic farming. On the other hand, 1 or 3.33% mentioned agricultural technician lacked demonstration. According to one respondent, their fellow farmers do not want to share the acquired information. This is maybe due to close competition among the farmers in selling their products in the market.

*Group extension services.* The table shows that 33.33% of the respondents mentioned that training/seminars were seldom conducted in the area while only 3.33% claimed they lacked demonstration. Meanwhile, those who acquired information from organizational meetings did not mention any problems encountered.



Table 5. Problems encountered in the use of information sources

PARTICULARS	FREQUENCY n=30	PERCENTAGE (%)	RANK
Print Media			
complicated	6	20	1
expensive	4	13.33	2
not accessible	2	6.67	3
Agricultural Technician			
seldom visit the area	7	23.33	1
lacks demonstration	1	3.33	2
Training/seminars			
seldom conducted in the area	10	33.33	1
lacks clarity and simplicity in explaining the information	4	13.33	2
lacks demonstration	1	3.33	3

\*Multiple response

## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

Majority of the respondents belonged to age range of 20 to 30 years old, were able to reach college level, residents of the barangay for 17 to 31 years, had farming experience from 2 to 9 years and owned the land they cultivated.

Based on the results, agricultural technician was the top source of information and the most preferred information source on organic farming of the respondents.

With regards to the organic farming practices adopted, crop rotation (93.33%), tillage (90%), green manuring (80%), and composting were being practiced.

About the problems encountered in the information sources, 20% of the respondents mentioned that the information in the print material were complicated, 21.33% claimed that agricultural technicians seldom visit the area, though, majority of the respondents said that agricultural technicians regularly visit them while 33.33% of the respondents said training/ seminars were seldom conducted in the area.

### Conclusions

Based on the findings of the study, the following conclusions were derived:

1. Majority of the respondents were young, male, married, literate, resident of the barangay for 17 to 31 years, had farming experience of 2 to 9 years, and land owner;
2. The farmers had varied sources of information on organic farming;
3. The farmers' most preferred information source on organic farming was agricultural technician;

4. Majority of the respondents adopted organic farming practices; and
5. With regards to the problems encountered in the information sources, respondents claimed that the information in the print material was complicated, agricultural technician seldom visits the area, and training/ seminars were seldom conducted in the area.

### Recommendations

Based on the findings and conclusions, the following recommendations were drawn:

1. Agricultural technician should regularly visit the farmers in the area since some claimed they were seldom visited;
2. The farmers' organizations should request trainings to the Office of the Provincial Agriculturist or to Benguet State University since they have programs on organic farming; and
3. Print materials should be pre-tested and improved so farmers can understand them.

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## APPENDICES

### Appendix A. Interview Schedule

#### I. PROFILE

##### SOCIO-DEMOGRAPHIC PROFILE

1. Name (optional) \_\_\_\_\_
2. Age: \_\_\_\_\_
3. Sex:  Male  
 Female
4. Civil Status:  
 Single  
 Married  
 Widow/Widower
5. Educational Attainment:  
 Elementary level  
 High school level  
 College level  
 Others, specify \_\_\_\_\_
6. Years of Residency: \_\_\_\_\_
7. Years of Farming Experience: \_\_\_\_\_
8. Land Ownership:  
 Owner  
 Co-owner  
 Tenant  
 Others, specify \_\_\_\_\_

#### II. SOURCES OF INFORMATION

##### 1. What are your sources of information on organic farming?

###### A. MASS MEDIA

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> TV         |
| <input type="checkbox"/> Books     | <input type="checkbox"/> Radio      |
| <input type="checkbox"/> Journals  | <input type="checkbox"/> Newspapers |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Leaflet    |

###### B. INDIVIDUALS

- |  |   |
|--|---|
| <input type="checkbox"/> Agricultural Technician | <input type="checkbox"/> Fellow Farmers       |
| <input type="checkbox"/> Family Members          | <input type="checkbox"/> Head of Organization |

###### C. GROUP EXTENSION SERVICES

- |  |  |
|--|--|
| <input type="checkbox"/> Training/seminars | <input type="checkbox"/> Organizational Meetings |
|--|--|

###### D. OTHER SOURCES OF INFORMATION:

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### III. INFORMATION SOURCE PREFERENCES

1. What sources of information on organic farming do you prefer?

Why?

2. Which among your sources of information do you rely most?

Why?

### IV. ORGANIC FARMING PRACTICES ADOPTED

1. Do you practice organic farming concepts?

Yes

No

Why?

2. What organic farming practices do you practice in your farm?

crop rotation

composting

tillage

green manuring

others, specify \_\_\_\_\_

Why?

applicable

to safeguard health

to preserve soil fertility/ environment

others, specify \_\_\_\_\_

3. Where did you learn the organic farming practices adopted?

### V. PROBLEMS ENCOUNTERED

What are the problems that you have encountered in the use of information sources?

A. MASS MEDIA

material is expensive

not accessible

complicated

others, specify \_\_\_\_\_



**B. INDIVIDUALS**

\_\_\_ seldom visit the area

\_\_\_ lacks clarity and simplicity in explaining the information/s

\_\_\_ lacks demonstration

others, specify \_\_\_\_\_

**C. GROUP EXTENSION SERVICES**

\_\_\_ seldom conducted in the area

\_\_\_ lacks clarity and simplicity in explaining the information/s

\_\_\_ lacks demonstration

others, specify \_\_\_\_\_



## Appendix B. Letter of Consent

Benguet State University  
COLLEGE OF AGRICULTURE  
Department of Extension Education  
La Trinidad, Benguet

December 20, 2006

DELINO D. DAMPILAG  
Barangay Captain  
Loo, Buguias, Benguet

Sir:

Greetings!

I am Jonalyn T. Lomiwes, a 4<sup>th</sup> year BS Development Communication student majoring in Educational Communication. I am presently conducting my thesis entitled “Information Sources on Organic farming of farmers in Loo, Buguias, Benguet”.

In this connection, I would like to ask permission from your good office to allow me to gather data in you area for my research. Also, please allow me to interview farmers in your barangay. Rest assured that these would all be for academic purposes only.

Thank you very much for your support. God bless and more power.

Truly yours,  
Jonalyn T. Lomiwes  
Researcher

NOTED BY:

Anna Liza B. Wakat  
Adviser

APPROVED

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Delino D. Dampilag