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Influences and Perceived Changes Caused by the Agricultural Radio Program to the Farmer Listeners in Benguet, Philippines

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Abstract

The study has examined the perceived effects of an agricultural radio program on farmer-listeners in Benguet, focusing on the characteristics of the listenership, the program's influence on their farming activities, and the perceived effects on their agricultural production. This qualitative research was informed by the Uses and Gratification Theory. It involved conducting in-depth interviews with key informants and farmers as methods for collecting data. The findings indicated that the agricultural radio program had a cognitive and pragmatic impact on farmers, as demonstrated by improved decision-making skills and heightened production results. The study concludes that the agricultural program could have a favorable effect on farmers' practices. The sustainability of agricultural radio programs within community radio stations could help address communication barriers in vegetable cultivation and post-harvest procedures. Ultimately, this could assist farmers in promoting their products and reducing the risks of vegetable waste.

Introduction

Despite the prevalence and accessibility of modern media, radio, as a traditional communication channel, continues to hold significant relevance for agricultural development. Its unmatched strengths include the ability to reach isolated regions, cost-effectiveness, and potential for interactive dialogue, making it a valuable resource, particularly in developing nations like the Philippines. There are currently 375 functioning AM radio stations in the Philippines.

As noted by Darji & Yadav (2024), mass media serves as a crucial instrument for transforming agriculture by delivering vital information, promoting innovation, and advocating for policy reform. Radio specifically plays a key role in pushing for changes in agricultural policy. It not only supplies essential information and fosters innovation but also provides farmers with opportunities to improve their farming practices. With agricultural-focused radio programs offering real-time updates on market trends, weather forecasts, and innovative farming techniques, radio empowers farmers to achieve better yields and enhance their operations. The influence of mass media on agriculture is diverse, enhancing communication, education, and community involvement. As technological advancements

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continue, the role of mass media in agriculture is expected to grow, potentially benefiting farmers in the future.

In regions with limited access to basic amenities such as electricity, radio continues to be relevant. This medium's user-friendliness makes it more suitable for rural populations compared to new media, as it acts as a companion tool and often uses the local vernacular in its programs. In these remote areas, radio stands as the main source of information like weather updates and agricultural news due to its accessibility, portability, and its ability to connect farmers with extension officers. The COVID-19 pandemic for instance, underscored its utility by facilitating communication when in-person interactions were not possible.

Regarding agricultural extension services, Khanal (2011) observes that radio programs related to agriculture provide crucial information on innovative farming techniques. As farmers absorb valuable insights from the radio, they gradually adapt their practices by incorporating new methods. The significance of radio becomes increasingly vital during disasters as it broadcasts the latest weather updates. According to Food and Agriculture Organization (FAO, 2001), the transformative potential of radio extends to agriculture, health, and education. For instance, a soap opera was utilized in Britain to promote agricultural innovation among its farmers.

Several studies recognize the impact of agricultural radio programs on the productivity of farmers. Additionally, Khan et al. (2020) highlight in their research that radio, as a multi-faceted resource, can deliver vital information to remote areas in developing nations, showing that broadcasting programs have positively influenced various communities, including farmers. Moreover, Ani and Baba (2009) and Zhang et al. (2016), as referenced by Khan et al. (2020), assert that this broadcast network facilitates the exchange of crucial information among rural growers, aiding in the enhancement of agricultural skills and knowledge.

Likewise, findings from Global Forum For Rural Advisory Services (GFRAS, 2025) indicated that radio usage increased farmers' interest in and adoption of the triple bagging technique for cowpeas in Nigeria. Radio programs also played a significant role in improving the awareness and implementation of specific agricultural practices related to teff cultivation. Prior studies have demonstrated that using indigenous languages is particularly effective in sharing information. United Nations Educational, Scietific, and Cultural Organization (UNESCO (2022) emphasized the advancement of agricultural practices through radio programs conducted in indigenous languages, as evidenced by resulting behavioral changes.

In the Philippines, radio continues to serve as a dependable means of delivering agricultural information to farmers. It is a practical resource that does not depend on electricity and can even reach the most isolated communities (Consolacion, 1978). The School-on-the-Air (SoA) is a type of non-formal education delivered via radio that focuses on new farming methods and technologies (Egargo, 2008).

In the Cordillera Administrative Region, the Department of Agriculture (DA) broadcasts the Agri-Pinoy Cordillera program, a five-minute radio segment. This program aims to keep farmers in the region updated on the latest news regarding the Department of Agriculture's initiatives, vegetable price updates at La Trinidad Vegetable Trading Post, the most recent weather forecasts, and current information on the Benguet Agri-Pinoy Trading Center (BAPTC). Previous listenership studies indicated that farmers rely on radio broadcasts to stay informed about commodity prices, especially for vegetables.

There are gaps in the existing literature concerning agricultural radio programs. The most noticeable is the lack of research examining the effects of radio programs on farmers' lives and on sustainable production overall. Thus, evaluating the different aspects of listenership in relation to farmers' engagement with these programs is necessary (Palayen, 2007). Studies on listenership can guide how much funding the government may allocate for initiatives involving radio programs. It is important to highlight that most previous research in this area was conducted years ago, with few studies in the CAR region. Consequently, this research seeks to shed light on the listenership of the Agri-Pinoy Cordillera Program in Benguet, which is known for producing highland vegetables.

This research aligns with Sustainable Development Goal 2 (Zero Hunger). It aims to enhance government agricultural radio programs that furnish farmers with essential knowledge and

information to improve their agricultural practices and productivity. Specifically, the findings can aid in understanding the dissemination of knowledge, assessing changes in behavior, highlighting strengths and weaknesses, refining program design and outreach, and guiding policy decisions related to resource allocation for agricultural extension services and communication strategies.

Thus, the study's objectives include discussing the Agri-Pinoy Cordillera Radio Program as an agricultural radio initiative, exploring factors related to farmers' listenership, describing the characteristics of the informants' listenership, explaining the influences of the APC program, and assessing the perceived effects of the APC on the socio-economic issues and decisions of the farmer-informants.

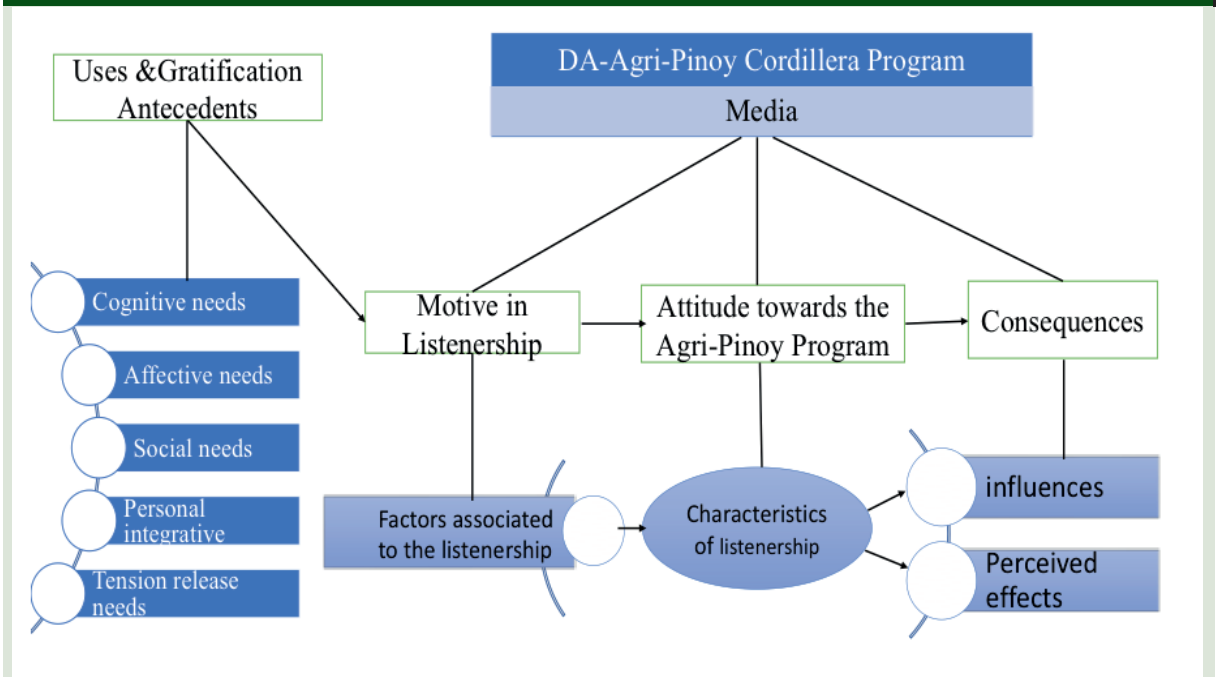
Theoretical Framework

The research was guided by the Uses and Gratification Theory of Communication. This theory investigates how mass media influences individuals. It clarifies how individuals utilize media to satisfy their needs and achieve gratification when those needs are met.

The conceptual framework (Figure 1) delves into the reasons for media usage, attitudes towards the media, and the effects associated with media consumption. Three components of the theory are highlighted, including their preceding factors, attitudes toward the Agri-Pinoy program, and resulting consequences. Informativeness, entertainment, and education, as outlined by the functions of broadcast media, were the elements under the Antecedents of Uses and Gratification. The attitude towards the APC took into account aspects of listenership, including the frequency of listening each week, type of radio ownership, sources of information regarding the APC, duration of listenership, and the most significant segments. Additionally, the consequences refer to the impacts and perceived effects of the APC on the farmer-informants. Examining how information from radio usage, particularly agricultural radio programs like the APC, affects satisfaction—whether social or psychological—derived from media consumption is essential.

Figure 1

Theoretical Framework of the Study



Methodology

Table 1 outlines the profiles of 40 farmer-informants from the Benguet Farmers Marketing Cooperative (BFMC). They were selected intentionally based on specific criteria: the farmer must originate from Benguet and have been a listener of the Agri-Pinoy Cordillera program for at least six months.

The majority of the farmer-informants are adults, with younger farmers actively involved in agriculture. Additionally, most of the farmers supplying crops to La Trinidad Vegetable Trading Post are males. This outcome can be linked to the tendency for males to typically take charge of decisions regarding farming practices.

Every farmer-informant is capable of speaking and understanding Iloko, the language used in the radio program. Some multilingual individuals, such as those from the Kankanaey, Ibaloi, and Kalanguya groups, can communicate in various local languages. The table also indicates that the listeners come from a wide range of educational backgrounds. Most farmer- informants cultivate less than a hectare of land and are mainly from Atok, Buguias, Mankayan, and Tublay, who acquired their land through inheritance. Some from Madaymen and Buguias rent the area they cultivate from their cousins and neighbors. Only a few cultivate more than half a hectare to at least five hectares, and the said land area is from Mankayan, Tublay and Madaymen, and have been farming for almost 30 years.

In terms of ownership, most farmer-informants acquired their land through inheritance. Few rent and borrow the land they farm. Also, many of them have been farming for about 2 decades.

This study was conducted at La Trinidad Vegetable Trading Post (LTVP), Benguet. LTVP is the central trading post of the province. La Trinidad is the capital town of Benguet province. It is known as the "Salad Bowl of the Philippines" because it exports highland vegetables to other areas.

Data Collection

Guide question with a translation in *Iloko* were prepared. The questions focused on the

Table 1

Aspect of Listenership of the Farmer-Informants to the Agri-Pinoy Cordillera Program

Particulars	Frequency	Percentage (%)
Age		
18-20	2	5
21-30	14	35
31-40	12	30
41-50	8	20
51-60	4	10
Sex		
Male	34	85
Female	6	15
Civil Status		
Married	24	60
Single	16	40
Language Spoken		
Iloko		100
Kankanaey	40	87.5
Ibaloi	35	27.5
Kalanguya	11	12.5
Kankana-ey/Ibaloi/ Iloko	5	10
Kalanguya/Kankana-ey/Ibaloi/Iloko	5	12.5
*Multiple Responses	2	5
Educational Attainment		
College		
High School	16	40
Elementary	13	32.5
*No formal education	9	22.4
	2	5
Land Area		
.5-1ha	36	90
2-3ha	2	5
4-5 ha	2	5
Location of Land		
Buguias	19	47.5
Kibungan	9	22.5
Atok	5	12.5
Mankayan	4	10
Tublay	2	5
Tuba	1	2.5

Table 1 *Continuation...*

Particulars	Frequency	Percentage (%)
Type of Tenure		
Owned	25	62.5
Rent	7	17.5
Share tenant	7	17.5
Borrowed	1	2.5
Length of farming experience		
1-5		
6-10	7	17.5
11-20	12	30
21-30	15	37.5
31-40	4	10
41-50	2	5

radio program's profile, aspect of listenership, the program's influence on farming activities, and the informants' perceived impact. The data collection was conducted at LTVP.

The assistance of the President of the Benguet Farmers Marketing Cooperative (BFMC), was sought in recruiting participants for this study. The individual interviews were conducted either at LTVP and at the BFMC office and lasted for 30-35 minutes on average. per participant. Recorded interviews were transcribed.

Data Treatment/Analysis

Results were summarized, described, and analyzed using thematic analysis (Lindlof & Taylor, 2011). The inductive process in coding was employed.

Results and Discussion

Agri-Pinoy Cordillera Program (APC) as an Agricultural Radio Program

The Department of Agriculture, which is the primary agency responsible for fostering growth and development in agriculture and fisheries, utilizes various extension methods to support rural farmers with their agricultural needs. One of these methods includes the use of different media. Their activities related to agricultural extension and training encompass technology demonstrations, training services, information dissemination through various media, and advisory services offered by the DA Bureaus and affiliated agencies involved in extension and training.

As stated by the Information Officer of the DA-Regional Agriculture and Fisheries Information Section, the agency employs several extension approaches to share information with farmers in the region. These methods include Information, Education, and Communication (IEC) materials such as leaflets, brochures, newsletters, and radio broadcasts. For their radio broadcasts, Bombo Radyo was chosen as the platform to share information. According to a 2015 Nielsen survey, it ranks as the top AM radio station in Baguio. The station primarily serves the province of Benguet, where agriculture is the main source of livelihood for its residents. He mentioned that producing their newsletter is more costly compared to the radio broadcasts, which is why they opted to air the Agri-Pinoy Cordillera program on Bombo Radyo-Baguio.

A 5-minute radio segment is scheduled every weekday from 5:30 to 5:35am. Its purpose is to update farmers in Benguet, who can receive the Bombo Radyo signal, about the latest developments regarding DA programs and projects, current vegetable price monitoring at the La Trinidad Vegetable Trading Post, the most recent weather forecasts for dairy farming, and updates from the Benguet Agri-Pinoy Trading Center (BAPTC). The Information Officer discussed the reasons for using radio for information dissemination in their programs. He noted that radio aligns with their objectives, requirements, and available resources. Although there are numerous radio stations in the area, they specifically chose to broadcast in Bombo Radyo. He stated that one justification for this choice is the station's established reputation in the country, which has earned their trust as partners and is regarded as superior to other local AM stations, according to the survey's evaluation.

According to his remarks, the objective was not merely to broadcast the radio program for the farmers' awareness. Rather, they took into account the medium's effectiveness and competitiveness based on recent survey results.

A research study by San Luis (2014) analyzed the radio program but focused specifically on the content aspects of the Agri-Pinoy Cordillera program. The analysis was constrained to the program's profile, the production processes, the program's characteristics, the evaluation and monitoring system deployed by the DA, and the difficulties faced in planning, designing, and executing the information disseminated. She noted that the study did not address the audience's preferences or perceptions regarding the program and Bombo Radyo as a platform for broadcasting. As stipulated in the Memorandum of Agreement (MOA) between the DA and Bombo Radyo, Agri-Pinoy Cordillera airs for 21 days monthly, from January through December. Saturdays are reserved for any missed broadcasts as necessary.

Additionally, the program allocates its segments on Mondays and Tuesdays to promote the programs and projects of DA-CAR, including Good Agricultural Practices (GAP), El Niño, the Livestock program, and the latest advancements in agricultural technology. Conversely, the segments on Wednesdays and Thursdays are reserved for highlighting the Agri-Pinoy Trading Center, providing news and updates about its operations.

Moreover, the MOA specifies that Bombo Radyo Philippines incorporates into its five-minute program the latest information regarding the programs and projects of the DA, a daily report on market prices from BAPTC and LVTP, as well as segments for DA radio promotions, along with the most recent agricultural news, technological advancements, and weather forecasts for farmers.

The DA-Regional Field Office, through its RAFID, supplies the broadcast scripts and guidelines for the five-minute segment. These scripts are derived from the Projects and Programs of Agriculture Coordinators, farmer sectors, various agricultural advocates, and experts affiliated with the DA-FRO-CAR.

It was also mentioned that the DA-RAFID is responsible for the regular oversight and supervision of the radio program to ensure its ongoing operation. Furthermore, Bombo Radyo is obligated to provide monthly Certificates of Performance and Taped-on-Air (ToA) or the audio material aired as verification of payment.

History

As noted by San Luis (2014), the Agri-Pinoy Cordillera's history indicates that prior to the existence of the radio program, School-on-Air (SoA) radio shows and magazine-style broadcasts were available across the region, primarily centered on agricultural advancements and technology. The DA-RAFID organized additional topics in collaboration with the banner programs. Eventually, the SoA broadcasts were transferred to the Agricultural Training Institute (ATI) as mandated by a memorandum from the DA Office of the Secretary to align with the newly established structure within the DA. Moreover, it was noted that the DA Regional Field Unit-CAR (DA-RFU-CAR) opted to launch a radio program titled 'Agri-Pinoy Cordillera' in partnership with Bombo Radyo. From 2013 to 2016, Bombo June Villanueva served as the host for the Reports 1 program. This year, the program maintained its content, including greetings and weather updates. Each day’s topics were recorded in an episode, alongside the Price Monitoring segment and the Agri-Pinoy Closing ID. Between 2016 and 2018, Bombo Jordan Tablac took over the hosting duties. Agri-Pinoy Cordillera was developed similarly to other agricultural radio programs, involving five steps before and after each topic aired: topic selection, information gathering, script writing, translation, script recording, and program broadcasting. The program opens with a program identification, then progresses to the anchorman's greetings and weather report, which alerts farmers about their agricultural activities. Following this is the Topic of the Day, recorded by previous newscasters. This segment covers diverse topics, programs, projects, and activities of the DA. Lastly, a field reporter named Jennifer Balaswit provides updates on vegetable price monitoring at the La Trinidad Vegetable Trading Post, concluding with the program's content, which mainly focuses on the six banner programs: rice, high-value crop development, livestock, corn, and agricultural infrastructure initiatives from the DA's Regional Engineering Division and Marketing Assistance Division.

Program/Topics

Table 2 features the rundown sheet created by the researcher for the program, based on actual production broadcast materials that aired on June 30, 2016. This sheet outlines the program's content and duration.

The program covered the weather forecast, monitoring of vegetable prices, and various programs and projects from the Department of Agriculture (DA). There was no specific time allocation for each segment since it was dependent on the information provided by the DA, particularly for the Topic of the Day segment. The host presented the weather forecast, while a reporter provided updates on vegetable prices, and a news writer or newscaster presented information regarding the DA programs.

In the weather forecast segment, the host usually gathers information from DOST-PAGASA to provide the latest weather updates. For vegetable price monitoring, the information is typically collected from different stalls at LTVP. The agency usually sends an English write-up related to the DA programs and updates, which is then translated and simplified by the assigned newswriter or newscaster.

According to the rundown sheet provided, the weather forecast from the host follows the DA Update after the program ID. The content for the DA update is sourced directly from the DA itself, which typically sends information in English. The news writer then translates this material into Iloco for the voice-over. Table 3 demonstrates an example of the content broadcasted from April 21 to 25, 2014, focusing on Good Agricultural Practices, particularly regarding the disposal of leftover fertilizers, utilized nutrient solutions, and containers, along with the importance of record-keeping.

Table 2

Rundown Sheet of the 'Agri-Pinoy Cordillera'

AGRI-PINOY CORDILLERA
June 30, 2016; 5:30-5:35

Length of Time	Content	Running Time
00:30	Program ID	05:30:30
00:50	Greetings and weather updates	05:31:10
02:00	Topic of the Day: DA Updates	05:33:10
01:00	Price Monitoring	05:34:10
00:20	Trivia Question	05:34:40
00:20	Agri-pinoy Closing ID	05:35:00
Total		**5:00 MINS.**

Table 3

Sample of the Final Script for the Recorded Episode

Agri-Pinoy Cordillera Program
Topic: Good Agricultural Practice
Title: Scope of GAP for fruits and vegetable farming
Date: April 21-25,2014
DAY 1

Umno a panangisaad kadagiti tedda nga abono ken dagiti nagkargaan a plastic

Dagiti tedda nga abono ken saan a naaramat nga aniaman a solution ket nasken a naidisposed a nalaing. (The leftover fertilizer and other solutions that were not consumed should be properly disposed)

Dagiti plastic ti aniaman nga inorganic nga abono ket nasken a maidulin a kas maitunos iti nakasurat iti balayna. (Plastic bottles of any inorganic fertilizer should be kept according to the instructions label)

Ania ti makunkuna a Record Keeping?

Dagiti listaan ti abono ken aniaman a mailallaok iti daga ket nasken a maidulin a nasuratan iti sumaganad: nagtaudan ti nasao a produkto, naganna, petsa ken bilang ti nagatang a produkto. (The list of fertilizers and other solutions for the soil should be kept and labelled with the following; the source, name, date and number of items.)

Ti panagiyaplikar iti abono ken aniaman a mailallaok iti daga ket nasken a mairekord a nasuratan iti sumaganad: petsa, nagan ti produkto wenno material a naaramat, treatment location, application rate, application method ken ti nagan ti operator. (The application of fertilizer and other soil solutions should be recorded and with label such as the date, name of the product or material used, treatment location, application rate, application method and the name of operator.)

Table 3 *Continuation...*

Nasken a ti listaan ti procurement, inventory ken panakausar ti inorganic nga abono ket mamintinir ken kanayun a maupdate. Pakairamanan daytoy ti nagtaudanna, naganna, petsa ken bilang, expiration date (para iti liquid fertilizer) ken ti nutrisyon a linaon ti nasao a solusyon. (The list of procurement, inventory and the purpose of the inorganic fertilizer should be maintained and updated. It includes the source, name, date and number of items and the expiration date.)

Also, Table 4 shows a sample of broadcast material aired on March 29, 2016. Based on the sample script, the prices of primary commodities such as Cabbage, potatoes, carrots, and wombok are low. This low price is a common observation during the summer, when typhoons do not threaten crops; hence, good production increases the supply, which in turn affects the price.

The program profile, particularly the timeslot and segments, has not experienced any notable changes since its initial airing until 2018. The only alterations involve the host and the reporters responsible for the vegetable price monitoring segment, who have changed due to retirement or resignation. The content is designed to be informative and educational, aimed at both the general public and farmers. According to comments from farmer informants, the program content is valuable, featuring an appropriate timeslot, adequate duration, and enough airings per week, while using straightforward language and clear delivery of information by the announcers. Nonetheless, there are still suggestions for enhancing the ACP. These suggestions include adding topics such as plant pest and disease management, extending the program length to 10 to 30 minutes, and broadcasting the program daily.

Community Engagement

To engage the community within the program, the station has established a portal where listeners can share their thoughts or reactions, creating a sense of involvement among the audience. Similarly, APC employs a comparable system, allowing listeners to express their feedback to the station.

Table 4

Sample of Vegetable Price Monitoring Update

Agri-Pinoy Cordillera Program Topic: Vegetable Price Monitoring Update Date: March 29, 2016
Adtoy man ti presyo dagiti nateng a naala iti oras ti alas kwatro trenta idi malem Kalman sadiay La Trinidad Trading Post idi malem Kalman. (Here are the prices of vegetables gathered at 4:00PM yesterday from La Trinidad Trading Post;) Sayote=5-7 Cabbage Rb=15-20 Scorpio=20-25 Sukin =5-7 Onion String=15-20 Celery=15-18 Pipino=15-18 Sili Ilocos=45 Sultan=40-45 Patatas Super XL= 28-30 XL=20-26 Extra=15-20 Carrot Big=15-20 Medium=12-15 Lumpia=6-10 Whombok=10-15 Baguio Beans=15-18 Sweetpeas=60-70 Cauliflower=11-15 Brocolli=15-18 Camatis American=35-45 Marimar=5-10 Apolo=5-10 Radish=10-17 Lettuce=15-25 *Dagita man ti presyo dagiti nateng a naala idi malem Kalman iti La Trinidad Trading Post, para iti Agri-Pinoy Cordillera,_*(NAME OF REPORTER). (Those are are prices of vegetables yesterday from the La Trinidad Trading Post, for Agri-Pinoy Cordillera,_____.)

Villanueva (2025) noted that the majority of the feedback received has been positive, attributing this to the information supplied by the program, which encompasses current vegetable prices, weather forecasts, and agricultural lessons. Additionally, he mentioned

that the trivia segment encourages listener engagement as there are prizes for winners, such as chickens.

However, he acknowledged that there are instances where listeners have remarked on discrepancies in the vegetable prices being reported. To address this, the designated reporter and anchorman make certain that the prices announced are collected at 5:00 PM, since there is no data available in the early morning. The prices fluctuate constantly, as highlighted by the President of the BFMC.

Mr. Jordan Tablac, the new anchorman of the program, echoed similar sentiments, indicating that the program garners an average of 150 messages through the portal each day. This volume of messages is considered robust feedback from the audience.

Moreover, additional feedback was gathered directly from farmers, which was relayed to the responsible reporter. They indicated that they occasionally rely on the prices announced, but sometimes those figures do not align with what they encounter at the trading posts.

Factors Associated to the Listenership of the Farmer-Informants

Several factors were associated with the listenership of farmer-informants to the program. These were the need to be informed and updated for socio-economic reasons, to be motivated, and a preferred timeslot compared to other stations with vegetable price monitoring.

To be Informed and Updated

The farmer informants indicated that they tune into the program to remain informed about vegetable price fluctuations, weather predictions, and details regarding DA initiatives and BPTC. They expressed that the announcements of vegetable prices and weather predictions serve as the foundation for their farming practices. They stated that this information aids in organizing specific activities on the farm, while the discussions on DA programs enhance their agricultural knowledge.

Some informants noted that they listen to the program due to receiving unfavorable feedback from fellow farmers when they inquire about current vegetable prices at the LTVP. This situation led them to independently track market information through Bombo Radyo's APC program. Other farmers suggested an additional reason.

All of the interviewed farmers mentioned that they listen to the program to ascertain the current vegetable pricing, as it informs their harvest timing. They claimed that a higher price announcement in the program encourages them to harvest promptly in order to capitalize on pricing and maximize their profits. They also mentioned that the weather forecast segment of the APC assists them in preparing for impending low-pressure systems or typhoons that could impact their crops. Additionally, some noted that they listen to the APC for updates on the Department of Agriculture's programs and BAPTC initiatives.

The findings align with Paulino's (2003) research, which revealed that many of his informants listen to the radio for up-to-date vegetable prices. This is crucial for them as a majority are vegetable cultivators. Furthermore, this is consistent with Aboen's (2007) findings in her study, which indicated that the majority of farmers in Bakun and Kibungan required information on weather conditions, vegetable prices, and agricultural matters.

To be Motivated

Self-motivation is one of the reasons for tuning into the program. The participants reported that the information is motivating, uplifting, and aids them in their agricultural activities. They indicated that they feel encouraged to put in more effort when they hear about high vegetable prices announced on the LTVP, provided there are no typhoons in the area that might impact their harvests, and when they come across new, beneficial information.

As one participant described, the program's information either drives her to work more efficiently and diligently or leaves her feeling despondent. She stated, *"Inspirasyon para kanyak ta ngamin umiparagsak no kasdiay a nangina diay naiannounce a presyo isu ti rason pay a gumaget ken partakan nga agtrabaho. Ngem no met kunada a nababa ti presyo idiay programa ket umipalupaypay nga agliday ti tao ta saan manen mabayadan diay banbannog."* (It serves as an inspiration for me

because I feel happy whenever they announce a high vegetable price. This makes me work harder and faster. However, if they announce a low price on the program, it weakens my spirit and makes me feel lonely as my efforts won't be compensated)."

An example of the high prices of vegetables that inspired them is when the cost of cabbage reaches P50.00-P60.00 ($.90-1.08)per kilo, cabbage scorpio is at P65.00-P67.00 ($1.18-1.20) per kilo, Chinese cabbage is at P60.00-P65.00 ($1.08-1.17) per kilo, broccoli is at P40.00-P45.00 ($ 0.72-0.81) potato super xl is at P45.00-P50.00 ($0.81-.90), and carrots are at P44.00-P50.00 ($0.79-0.90).

This indicates that announcements of high vegetable prices are generally perceived as positive news for farmers, fostering motivation even in instances they may not have heard the news. This suggests that the participants find the APC motivational, in addition to its primary informative and educational role. These observations are in line with the assertion by Conroy and Wilby (1994), that there is nothing quite like having the companionship of a radio, which delivers both information and entertainment to its listeners. Thomas (2011) also noted that radio serves as a lifestyle support system, helping individuals feel better as they navigate their daily routines.

Additionally, it suggests that the informants perceive the program as both informative and educational. It supplies them with essential information for their daily farming practices. The content provided by the APC encouraged the farmers to engage with the program due to its significance for their livelihoods. These findings are consistent with Manait's (2014) research, which shows that farmers tune in to early morning news to remain informed about weather patterns and the market prices of vegetables. She noted that weather conditions can influence crop selection, planting varieties, and the timing of planting.

Conversely, market prices can determine when farmers decide to harvest. This finding also aligns with Paulino's (2003) research, where most of his informants listen to the radio for the latest vegetable price updates. This information is crucial for them since the majority are vegetable producers. Furthermore, this relates to Aboen's (2007) study, which highlights that farmers in Bakun and Kibungan required information pertaining to weather patterns, vegetable prices, and agricultural practices.

Preferred Timeslot

The schedule of the program, which runs from 5:30 am to 5:35 am every weekday, is advantageous for farmers. They believe that earlier announcements of the radio station's price monitoring and weather forecasts are essential and provide a solid reference for their daily activities. Farmers explained that receiving this information early can guide their decisions throughout the day. A specific instance mentioned was during harvest time, when they keep track of vegetable prices in the LTVP to decide the optimal time to gather their crops.

One listener of Agri-Pinoy Cordillera confirmed this, noting that they provide vegetable price updates early in the morning, serving as a guide for his daily tasks, such as harvesting. He compared this to other radio stations that report price monitoring around 8:00-9:00 am.

The findings reveal that informants perceive the program as informative and educational. It supplies them with crucial information essential for their daily farming tasks. This aligns with Manait's (2014) research, which found that farmers listen to early morning news to remain informed about weather conditions and vegetable market prices. She pointed out that weather impacts crops, the choice of crop varieties, and planting schedules, while pricing influences when farmers decide to harvest.

Additionally, the results indicate that our choice of radio station can affect our inclination to tune into specific programs. Farmers may prefer a particular station due to its educational and entertaining content, along with its strong signal. This suggests that farmers are motivated to listen to the program because of their information needs and through the encouragement of fellow farmers. It illustrates that they prefer accessing information directly from reliable sources to stay updated on their own and their peers' needs.

The three-hour time difference is significant

for farmers, as it influences their farming decisions. This is also influenced by the fact that farmers usually wake up around 5 am. Hence, Bombo Radyo seems to have the earliest agricultural radio show among competing stations, fitting perfectly into the farmers' daily routines. This finding is also supported by Manait (2014), who noted that farmers seek early morning news to maintain awareness of weather patterns and vegetable market prices, emphasizing the impact of these factors on crop variety selection, planting timing, costs, and ultimately, harvest schedules.

Aspect of Listenership of the Farmer-Informants to the Agri-Pinoy Cordillera Program

The characteristics of the listenership among the farmer-informants to the Agri-Pinoy Cordillera programs were assessed in terms of frequency, type of radio owned, length of listenership, source of information about the Agri-Pinoy Cordillera program, and the most critical segment of the program.

Frequency of Listenership

The listenership frequency of Agri-Pinoy Cordillera among the farmer informants indicates that some tune in once a week, twice a week, or three times a week, while others listen daily. The results indicate that informants have different listening frequencies for various reasons. Factors leading to inconsistent listening include the timeslot, which may not align with their availability at home, their activities on the farm, and the lack of a portable radio. Although most participants owned battery-operated radios, many relied on radios that required electricity. Conversely, regular listeners consistently tune in to keep track of vegetable prices announced on LTVTP.

These findings suggest that the frequency of listenership, or media consumption specifically related to the program, does not directly impact the level of satisfaction experienced by the informants, nor does it affect the information received from the program regarding the farmers. Regardless of whether they were irregular or regular listeners, they found the information influenced their decision-making at any stage they were at.

Type of Radio Owned

Every informant mentioned that they have a radio at home, whether it runs on batteries or is electricity-powered. Some individuals utilize both kinds of radios, those that operate on batteries and those that work with electricity. The type of battery influences how often the informants listen and how frequently they use their radios. Informants with battery-operated radios tune in to programs every day, either indoors or while working on the farm, as they can easily carry them along.

This suggests that farmer informants still rely on the radio as a source of agricultural information. The radio is viewed as a crucial communication tool for them, offering easily accessible and trustworthy information no matter where they are located. This finding highlights the beneficial nature of radio for their needs.

Length of Listenership

The farmer informants had been listeners of the Agri-Pinoy Cordillera program for periods ranging from 6 months to 4 years. They were long-time followers of the program. Their continued listenership stemmed from various reasons, including where they got their information and when they first discovered the program. Those who learned about the program earlier tended to stick with it longer, as none of them claimed to have stopped listening after initially discovering the APC. This finding suggests that it is essential for farmer informants to access information from the APC, as it significantly aids their farming efforts. This reflects their satisfaction with the media and the gratification they derive from it.

One of the informants shared, "*I have been a listener of Bombo for quite a long time. I first encountered Agri-Pinoy when I tuned in one morning in 2013 to catch the latest news.*" Other informants noted that they became regular listeners of the program for updates on prices and relevant news, which are crucial for planning their farming schedules.

The informants became aware of the program through Bombo Radyo at various times. Some have known about the program since 2013, while others came to know it in 2014, 2015, and 2016. After learning about it, they continued to listen to the program.

The findings indicate that those who listened to the program tended to have longer tenures as listeners. This is related to their motivations for tuning in, the sources through which they heard about the program, and when they first learned of its existence. The more time that passed before they discovered the program, the less likely they were to stop listening, as none reported discontinuing after becoming aware of the APC. This finding underscores the importance of the APC for farmer informants, as the information it provides is valuable for their agricultural practices.

Schramm (1949), as referenced by Wakat (2012), stated that all forms of mass media effectively aid in the acquisition of knowledge, attitudes, and opinions. However, their effectiveness in a specific situation largely depends on the characteristics of the audience and the content being presented.

How they Learned about Agri-Pinoy Cordillera Program

There were two main sources identified by the informants that led them to learn about the Agri-Pinoy Cordillera program. These sources included broadcast media and direct communication with others. The farmer informants recounted various ways they discovered the APC program, mentioning broadcast media specifically, as well as interactions with fellow farmers, family members, and friends.

The informants who found about the program via a radio station explained that they had intentionally tuned in for news updates when they unexpectedly stumbled upon the program. Since that moment, they have continued to follow it regularly. One informant remarked, *"Talaga a listenerak ti Bombo Radyo gamin isunga dengdenggek ken idi pay nagrugi jay Agri-Pinoy Cordillera gaputa pagbasaran iti trabaho kasla jay presyo ti nateng, mayat ti reporting ken dagijay metlang drama ti kanayun ko padaanan."* (I have been a listener of Bombo Radyo programs, including the Agri-Pinoy Cordillera, since its inception. The information serves as a foundation for my farming decisions, such as monitoring prices. Additionally, I enjoy listening to the station because of their quality reporting and engaging dramas).

It is emphasized that Bombo Radyo serves as one of the sources for information about the Agri-Pinoy Cordillera program for the informants, along with fellow farmers, family, and friends. They cited the strong signal compared to other local radio stations, appealing program content, and entertaining dramas as reasons for their choice to listen. These attributes of the station attract listeners, enabling them to discover new programs at any time, often by chance. This indicates that the informants are regular listeners of the radio station. Moreover, they regard it as a trusted and dependable source of agricultural information based on their prior experiences of listening and implementing what they learned.

Conversely, informants who learned about the program through personal interactions reported gaining knowledge from fellow farmers, family, BFMC members, and BAPTC personnel. One informant mentioned that he learned about the APC program from someone at the Benguet Agri-Pinoy Trading Center (BAPTC). He stated, *"Idi naibagada nga adda ti APC nga agipakpakaammo presyo ti nateng, idiay metten nga inabangak sunga nangngegko ket agingga tadta padpadaanak latta tapno pagbasaran jay presyo."* (when they told me about the program, I began to track its airing regularly because the price announcements inform my activities).

Certain farmers became aware of the APC through their peers. They explained that they heard about the program from other farmers when they inquired about the latest vegetable prices at the LTVP, which they were previously unaware of. Consequently, they were encouraged to monitor the APC in Bombo Radyo.

Another informant noted that he found out about the program from his parents. He stated that he often observes his parents listening to and reacting to the radio program each morning at five, which piqued his curiosity and motivated him to tune in. As reported by these informants, their farming friends and other individuals in similar occupations sometimes provide them with information on agricultural matters. This illustrates their reliance on fellow farmers for the information they seek concerning crop production, highlighting their daily informational requirements and interests. The findings suggest that information is generally more readily available to the informants through broadcast media rather than through direct communication. They can rely on the radio for fresh programs and updates in remote locations, in addition to other sources.

The farmer informants' sources of information regarding the program do not directly influence their media usage or the satisfaction they gain from it. Nonetheless, their engagement with the medium and the information it offers results in media gratification, as they view it as a trustworthy and dependable source of agricultural information.

Most Important Segment from APC

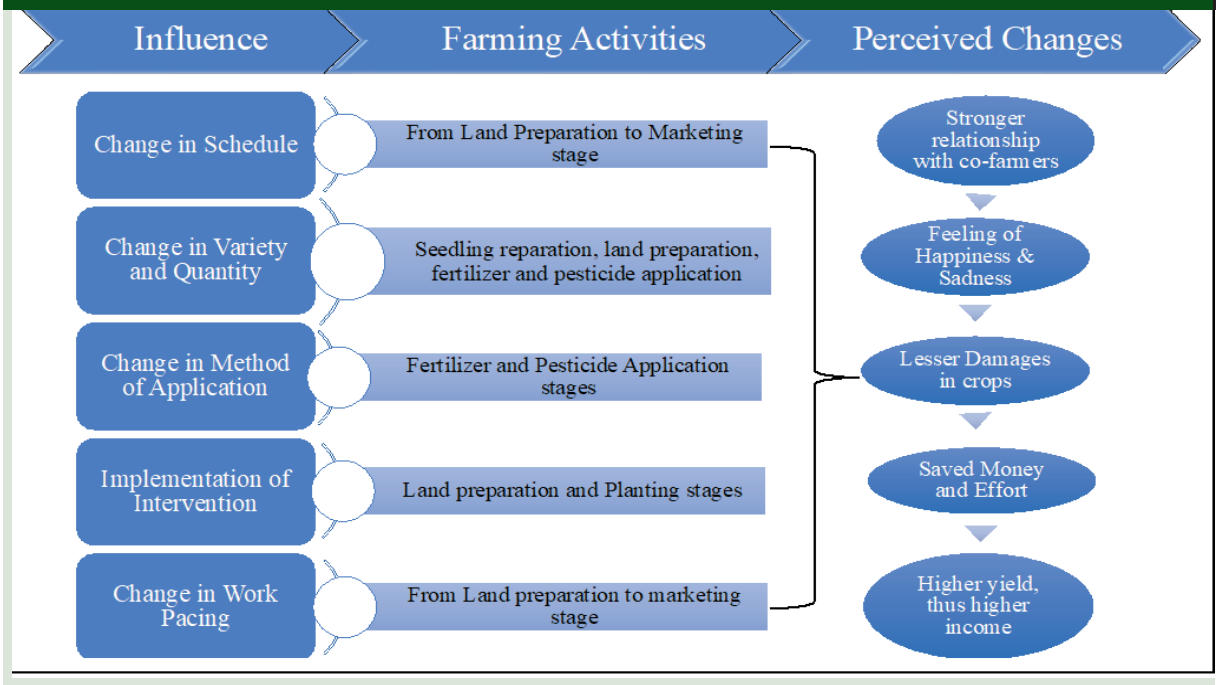
The Agri-Pinoy Cordillera program was divided into three parts: weather forecasting, vegetable price tracking, and various programs and projects from the Department of Agriculture (DA). The segments focused on price tracking and weather predictions were deemed most significant by the informants. They reported that this information was crucial for their crop production, as these segments are relevant to their everyday farming practices. This suggests that the informants prioritize information that they can quickly apply or utilize for immediate benefits.

Influences and Perceived Changes

Figure 1 below demonstrates how the Agri-Pinoy Cordillera program has influenced the farming practices of the farmer-informants across different agricultural phases, from production through to harvesting and marketing, along with the perceived changes that have occurred. The figure indicates that the information from APC led to several adjustments among the farmer-informants, such as altering the timing of farming activities—either delaying or starting them slightly earlier—based on updates regarding weather forecasts and vegetable price monitoring from APC; adjustments in the types and quantities of seedlings during preparation, especially when forecasts indicated incoming typhoons during the cropping season; reductions in the amount of fertilizer and pesticide from their usual amounts in response to anticipated rainfall, as they monitored updates; modifications in the application methods of fertilizers, switching from foliar spray to broadcasting or vice versa based on weather updates, and similar changes in pesticide application techniques, like either applying pesticides directly on the plants or around them; the implementation of interventions during land preparation, such as creating canals, constructing tunnels during planting, and adopting intercropping when expecting a typhoon during the crop period; and variations in work pace across different stages, from land preparation

Figure 2

Influence of the APC to the Farming Activities of the Farmer-Informants



through marketing, when they received typhoon alerts.

These influences throughout the various stages of the farmers-informants' agricultural activities resulted in several perceived effects. These effects were seen to be interconnected and included stronger relationships with fellow farmers who provided updates from the APC. Other aspects included feelings of joy, and at times sadness, after receiving information from the APC; reduced crop damage due to informed decision-making; savings in both time and resources; and increased yields leading to higher income for that season.

Change in Schedule

Modifications to the regular schedule occur when the farmer-informants tune in to the program, particularly during the weather forecast updates and vegetable price monitoring segments. When the weather forecast indicates a potential typhoon in the area, there have been two occasions where the informants altered their standard farming activity schedule. This entails either advancing the farming tasks to before the onset of the typhoon or delaying them to a later time, right after the storm passes. Adjustments in decision-making schedules take place, such as hastening or postponing ongoing tasks in land preparation, which includes weeding, cultivating, planting, applying fertilizers and pesticides, and even harvesting. The marketing schedule is also impacted when a typhoon or adverse weather is forecasted. In terms of vegetable price updates, when the price is reported to be high, they quickly adjust their regular harvesting schedule to an earlier timeframe. Conversely, if the price is reported to be very low, the schedule is pushed back further than originally intended.

The farmer-informants expressed that this information can induce feelings of worry, motivation, or inspiration regarding their farming tasks. Upon receiving news of favorable weather conditions for the upcoming month without any typhoon predictions and learning about the high prices for vegetables, they felt energized and inspired to work more diligently. In contrast, they acknowledged feeling anxious and downhearted when they were informed about the impending typhoon and low vegetable prices.

During the management phase, the timing of fertilizer application and pesticide spraying is likewise influenced. Some chose to apply fertilizer right away after hearing about the anticipated typhoon, while others opted to postpone it. Those who applied fertilizer immediately aimed to nourish their crops before the rain, ensuring that the plants' health would not be compromised. In terms of pesticide application, informants typically delay their spraying if they are aware of an approaching typhoon. They prefer to reschedule it for after the typhoon to prevent wasting pesticides. Nevertheless, some informants decided to rush the pesticide application before the rainfall to safeguard their crops from pests and blight, especially potatoes. As one said, *"bahala na"* or "come what may" in English which means they accepted the risk that rain might wash away the applied pesticide but insisted on not postponing the application.

However, their reactions to the information they receive can sometimes vary depending on the type of crops they are managing. One informant explained, *"No bulong mula a nateng ket uray palabasen pay jay bagyo ngem no papatas ket han la ketdi sobra a napigsa diay epekto ti bagyo ket ituloy latta tapno saan a mablight"* (I usually delay planting if my seedlings are leafy vegetables and there's a typhoon; however, with potatoes, I still apply pesticide as long as the rain isn't too intense to prevent blight).

During the harvesting period, the informants mentioned that they felt inspired and motivated upon learning about the high prices of vegetables, but felt disheartened when prices dropped significantly. They provided examples of favorable prices such as cabbage reaching P20.00 ($0.36), which exceeds their production cost of P10.00 ($0.18) per kilo, potatoes priced at P30.00 ($0.54), carrots at P35.00 ($0.63), and sayote at P10.00 ($0.18). However, they tend to delay or reschedule their harvests if a low price is announced, indicating that such prices fall well below their production costs. Thus, while they may harvest promptly, they will postpone if water levels are insufficient.

One informant mentioned, *"Adda epektona a ta no nangina ket kasta met ti ragsak sunga no adda maapit ket kaapit nga dagus ngem no met nangngeg a nababa ijay announcement ket problemaen manen isu jay itantan pay man bassit ken panpanunuten manen ti ipurchase*

iti kasapulan" (The APC has an impact, especially when they reveal a high price for vegetables. It makes me feel joyful, and I quickly gather my crops. However, if they disclose a low price, I often delay and consider what to buy for our necessities). Another informant shared, *"No nababa kunada ket abonuak pay han la ket di a maover ta isu pay ay idakdakena"* (When the price is low, I tend to use more fertilizer to increase weight, as long as it doesn't over-mature). One participant added, *"Jay presyo ket pagbasbasaran mi sunga no nai-announce presyo ket nangina kaspagarigan kunada a 35 per kilo iti patatas ket expectarekun nga 30 ijay trading post ti maabutak sunga apitek tan angina payla diyay"*. (The price announcement acts as our guideline; so if they declare a high price, for example, saying potatoes are P35.00 per kilo, I anticipate that I can sell for at least P30.00 per kilo at the market." He continued, *"No nababa ket patatas jay mulak, itantanko pay bassit ta mabalin maistock ngem no repolyo tapos maapiten ket kasapulan latta no nakaskedyul ket nababa"*. (If the price drops and I have potatoes, I typically defer harvesting for a bit since potatoes can be stored, unlike cabbage, which must be picked on time." Another example is related to updates from the weather report. They mentioned that they usually harvest their crops quickly when they hear about an approaching typhoon or a low-pressure area, as this could impact the province, even if vegetable prices are low. The informants explained that harvesting before a typhoon helps protect them from crop damage and a decrease in income.

The informants' harvest schedules are often subject to change; they may harvest their crops before they are fully matured in order to take advantage of high prices or to avoid damage from typhoons. However, this can lead to a lower weight of their harvest. For example, both Cabbage and Chinese Cabbage will weigh less than the ideal weight if picked too early. This scenario can affect the marketing aspect of their products, and there is no assurance that they will achieve the desired price, which fluctuates constantly. Moreover, it suggests that the informants' farming practices are flexible, depending on real-time updates about prices and weather forecasts provided by the program. This shows that the information given by the program is relevant at every stage of farm production. Some farmers act immediately on the information regarding when to harvest, while others prefer to observe price trends before deciding to proceed with their harvest. Furthermore, the insights from the two segments not only provide guidance and direction to farmers for organizing their work but also impact their emotional well-being. Thus, the program addresses both the cognitive and emotional needs of the informants.

Participants indicated that they tend to alter their harvest schedules in response to announcements of increased vegetable prices. John remarked, *"no naiwaragawag ay nangato din presyo di nateng yan dagus kami ay man-apit. Et no kaman-nadi ay matsambaan mi et tumama kami."* (We typically rush to harvest our crops if the announcer reports high vegetable prices at the Trading Post, trying to get ahead. If we can meet that deadline, we consider ourselves lucky because we can sell at a better price.) John also shared that he has had to quickly adjust his harvest schedule to take advantage of the higher prices at the trading post. However, he noted that the distance from their farm to the trading post plays a critical role in meeting this goal; greater distances often lead to delays in reaching the market and not taking advantage of the announced high prices.

Moreover, the farmer-informants expressed that hearing announcements of high vegetable prices on the radio motivates them to put in more effort, as long as there are no impending typhoons expected to impact their crops, or when they receive helpful new information.

The findings indicate that the program significantly influences the farming practices of the farmer participants throughout different phases of the agricultural process, particularly in their task scheduling decisions. They believed that modifying their standard timetable mitigated the risk of severe crop damage, such as that caused by typhoons. Consequently, they saved both financial resources and effort. Over time, the marketing stage has the potential to boost their income. This also contributed to their overall satisfaction since it involved factors like taking advantage of a higher market price, avoiding a destructive typhoon, and minimizing the loss of fertilizers and pesticides due to rainfall.

Hence, the program is seen as fulfilling their cognitive, emotional, and social needs. This aligns with the uses and gratification principles

mentioned in the study's framework. One of the notable benefits of the program mentioned by the farmer participants was the increased yield, which led to higher income. They attribute this to changes in their decision-making processes, including adjusting their activity schedules, selecting different crop varieties, modifying the type of crops, changing the number of seedlings, altering the application methods for fertilizer and pesticides, implementing the introduced interventions, and adjusting their work pace throughout various stages of agricultural production. This benefit is realized when the harvesting phase transitions to the marketing phase.

Change in Variety and Quantity

The impact of weather forecasts and vegetable pricing on farmers leads to adjustments in their choice of seedling varieties, as well as the amounts of fertilizers and pesticides they utilize. When a typhoon is predicted, farmers adapt their seedling varieties and the quantities of fertilizers and pesticides they apply. In the event of rising prices, they increase fertilizer application to enhance the weight and size of their crops. These adaptations take place during the stages of seedling preparation, fertilizer application, and pesticide use.

The program also affects farmers' decisions on what types of crops to cultivate, particularly when a typhoon warning is issued. They tend to select crops that can withstand typhoons and decrease the number of seedlings planted. For instance, they might swap out less resilient leafy vegetables like lettuce for hardier options such as potatoes, or choose to plant cabbage to minimize potential crop loss.

Farmers also restrict the number of seedlings they plant to mitigate costs and reduce the risk of loss throughout the growing season. They often sell a portion, typically 5-15%, of their seedlings to other farmers. This practice leads to decreased expenses, allowing them to conserve fertilizers and pesticides, and ultimately brings satisfaction as they save both money and effort. The program's influence meets the informational needs of informants who are seeking guidance for their activities.

Change the Kind, Method of Application and Quantity

Farmers who provide information make choices regarding the use of fertilizers and pesticides based on weather predictions. They frequently apply fertilizers by digging into the soil to prevent rain from washing it away, which saves them both money and effort. Additionally, they modify the amount of fertilizer they use, increasing it when adverse weather impacts their crops.

The weather profoundly influences farmers' agricultural practices during fertilizer application, as rain can reduce the effectiveness of the fertilizers applied. In terms of pesticide application, farmers adjust the amount of chemicals used, as demonstrated by one farmer who increased the fungicide dosage when a typhoon was forecasted. This approach minimizes costs and enables them to adapt their typical practices.

Weather conditions directly influence farmers' crops and activities during this time. The weather can impact the efficacy of the pesticides and fertilizers utilized, so farmers need to keep an eye on weather conditions. This allows them to make adjustments to avoid waste, ultimately saving resources and effort.

This information satisfies both the cognitive and emotional needs of the farmer-informants, as it aids them in recognizing the necessity to adapt their usual practices while fulfilling their emotional need for relief and relaxation. In summary, the weather segment is vital for farmers' decision-making and crop management.

Implementation of Intervention

The program's dissemination of information has led to various support initiatives for farmers during both land preparation and planting phases. Farmers are alerted about forecasted typhoons, prompting them to take precautions such as digging canals, building tunnels, and implementing intercropping practices. These activities are informed by the weather projections, which help them ready their farms for severe weather events.

During the planting phase, farmers utilize insights from the DA segment, incorporating intercropping and low-pressure techniques. They also build canals and tunnels to mitigate the risks of flooding and crop damage. This information acts as a risk management strategy in agriculture, enabling farmers to equip their gardens and crops to withstand potential typhoons.

Additionally, the information from the program impacts marketing, particularly concerning aspects like packaging, transportation, storage, and processing. Farmers bring their harvested crops to the trading post in La Trinidad, where they receive updates on price monitoring announcements. However, not all farmers benefit from their decisions during the harvesting season; for instance, only those located close to La Trinidad can sell their produce at the indicated high prices due to the rapid fluctuations in vegetable prices and lengthy queues.

Furthermore, farmers frequently face long waiting times during deliveries, which can diminish both the quality and quantity of their crops, ultimately hurting their earnings. Some produce is categorized as class B, yielding lower returns at delivery. Moreover, an increase in supply can rapidly influence vegetable prices, resulting in reduced sales and income for farmers from more distant regions.

According to the law of supply and demand, the price of a product is determined by its availability and the level of demand. Conversely, when there is an abundance of supply and reduced demand, prices tend to drop. Having market information is crucial to enable producers to make informed choices about what items to grow, when to plant them, and in what quantities. This approach resembles the Market Information Dissemination Services (MIDS) established by the Agribusiness Sub-component of the Cordillera Highland Agricultural Resource Management Project, which seeks to enhance farmers' abilities to make informed market decisions by offering relevant price and market data to targeted farmer beneficiaries.

Change in Work Pacing

Additionally, the information from the program impacts marketing, particularly concerning aspects like packaging, transportation, storage, and processing. Farmers bring their harvested crops to the trading post in La Trinidad, where they receive updates on price monitoring announcements. However, not all farmers benefit from their decisions during the harvesting season; for instance, only those located close to La Trinidad can sell their produce at the indicated high prices due to the rapid fluctuations in vegetable prices and lengthy queues.

Knowledge Sharing

The details provided by the program greatly affect farmer-informants, who pass this information on to their fellow farmers regarding updates on vegetable prices and weather predictions. This exchange of knowledge enhances their connections with co-farmers, particularly in the absence of alternative information sources like radio. Farmers are encouraged to tune into the program because of feedback from peers and to keep abreast of market data.

The informants actively engage with the program and place high value on the information from various segments within the APC as trustworthy and credible. They utilize the insights they gain in their agricultural practices to modify their schedules or formulate strategies aimed at avoiding financial difficulties or low profitability. The program's impact on the informants aligns with the Uses and Gratification theory, addressing both cognitive and emotional social needs.

The influence of the program on the informants reinforces media dependency theory, which emphasizes the essential relationship between media, its audience, and the broader social structure. The effects of communication can be immediate, such as an enhancement in crop yield. Via media interaction, farmer-respondents make informed choices regarding seed varieties, seed availability, environmental conditions, soil health, crop rotation, and pest control.

Having access to weather information assists them in determining suitable vegetables to grow, while traditional media encourages some farmers to utilize greenhouses to shield their crops from adverse weather. In summary, the program significantly impacts farmers both in the short term and long term, highlighting the value of information sharing and the role of media in

influencing agricultural practices and marketing strategies.

Conclusions

Radio encounters obstacles because of digital innovations, yet it still retains certain advantages that digital formats cannot replicate. Farmers in Benguet listen to agricultural radio programs that provide information on market trends, especially the current vegetable prices. This knowledge plays a crucial role in their decision-making throughout their farming practices and activities. Moreover, this data helps inform their immediate responses to disaster preparedness, aiding them in avoiding financial losses related to their crops. An intriguing finding was that sharing knowledge fostered friendships among farmers, which facilitated the spread of updates. Additionally, merely hearing about vegetable prices, even if they did not have crops ready for harvest, drew their interest.

Recommendations

Given its proven effectiveness, the full potential of radio in agricultural extension should be harnessed. It is crucial for both government and non-government organizations to maintain support for agricultural radio programs through various initiatives. Consistent radio broadcasts across different stations could help bridge communication gaps in vegetable production and post-harvest processes. Ultimately, this could support farmers in marketing their products and decreasing vegetable waste.

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