Farm Radio International’s 2019 WFP-Funded Weights and Measures Radio Series in Ghana

RESULTS OF FOLLOW-UP SURVEY

March 2020
In Ghana, agriculture is a critical sector in the country’s economic and social development, accounting for 35% of the country’s Gross Domestic Product and providing employment to about 56% of the workforce — primarily small-scale farmers, both men and women. In spite of Ghana’s potential to produce a variety of crops in various climatic zones, the country falls within the World Food Program’s classification of a “food-deficit country.”

Owing to the issue of food insecurity, support programs such as Enhanced Nutrition Value Chain (ENVAC) and the food safety quality control, standard weights and measures (WAM) projects are essential to both transform the sector and significantly contribute to its impact on farmers, aggregators, processors and all other actors within the maize value chain. The design and implementation of the WAM project emphasized the use standard weights and measures for agricultural marketing and adherence to food safety and quality control in target municipalities and districts in the Ashanti and three Brong-Ahafo Regions of Ghana.

WFP engaged Farm Radio International to research, design and work with 5 radio stations to broadcast a series of 16 hours of live and repeat radio programs that provided farmers with information about food safety, quality control, standard weights and measures and the use of weigh scales. It was broadcast during the one-hour Green Leaf Magazine programs aired by 5 radio stations in the Ashanti and Brong-Ahafo Regions of Ghana. The stations include Todays Radio in the Ejura-Sekeyedumasi municipality of Ashanti, and, in the Brong-Ahafo Region; Akyeaa FM in Nkoranza, Asta FM in Techiman, Royals FM in Wenchi and Adars FM in Kintampo II.

Farm Radio International commissioned GeoPoll to evaluate the effects of the project on farmers’ awareness of weights and measures law, use of weighing scales, intention to use scales in future, and methods of testing maize moisture levels.

Results indicate: a) the popularity of Green Leaf Radio Programs (GLRP) as a source of information about weather and market prices; and b) a strong effect of the radio series on farmers’ awareness and use of weighing scales now and in the future. GLRP regular listeners were more than twice as likely to have used weighing scales for their last maize transaction than non-listeners. All but one survey respondent who listened weekly to the GLRP intend to use weigh scales in future, compared to only 44% of those who had no access to GLRP programs.
SURVEY METHOD

We commissioned GeoPoll to conduct an SMS survey of 200 respondents in Ashanti and Brong-Ahafo Regions. One hundred of these respondents had access to a radio station broadcasting the Green Leaf Radio Magazine program. The other 100 respondents did not listen to these stations but did listen to other radio stations that offered agriculture-related radio programs.

Drawing from GeoPoll's large respondent database, exactly half of those surveyed were women. The survey was administered on November 13-14, 2019. The results were recorded in an excel spreadsheet and analyzed using pivot tables.

FINDINGS

1. **GREEN LEAF RADIO PROGRAMS THAT CARRIED CONTENT ABOUT WEIGHTS AND MEASURES WERE POPULAR**

Of the 100 respondents who had access to and had heard of Green Leaf Radio Programs (GLRM), nearly half (47%) listened every week, while 46% listened “sometimes”. Only 7% rarely or never listened.

**Figure 1:** Reported frequency of GLRP listening by respondents with access to them

As shown in **Figure 2** below, GLRPs were widely listened to by women, men and respondents of different ages. Generally, men were more likely to listen weekly, but fully 90% of female respondents with access to a GLRP tuned in: 40% listened every week, and another 50% listened sometimes. Respondents under the age of 35 were also drawn to GLR programs, with 48% listening weekly, and another 45% sometimes listening.
As illustrated in Figure 3 below, more than 4 out of five respondents who listened to GLR programs indicated that they were better than the other agricultural radio programs they listen to. Only 1% suggested that GLR programs were worse than the other programs available to them.

Figure 2: Frequency of GLRP Listening by Gender & Age

Figure 3: How respondents rated Green Leaf Radio Programs compared to other agricultural radio programs
2. **GREEN LEAF RADIO PROGRAMS WERE A VERY GOOD SOURCE OF MARKET AND WEATHER INFORMATION**

The GLRP format includes a segment called “Your Weather Your Markets” designed to provide listeners with reliable information and advice related to weather and markets and prices for their products – particularly maize and rice.

Survey respondents that listened to GLRP every week agreed overwhelmingly (nearly 90%) that the program provided a good source of market and weather information. By comparison, under 40% of survey respondents who listened to non-GLR programs on other radio stations agreed that these programs provided both market and weather information.
3. **GREEN LEAF RADIO PROGRAMS WERE A GOOD SOURCE OF INFORMATION ABOUT WEIGHTS AND MEASURES**

As **Figure 5** below indicates, GLRP listeners were much more likely to indicate they had received information about using weights and measures to sell maize than respondents who did not have access to these programs. Nearly 90% of weekly and 70% of occasional GLRP listeners reported receiving this information. Only 35% of those who did not have access to GLRP reported receiving information about these topics. Thus, exposure to GLRP at least doubles the number of people who get information about using weights and measures.

**Figure 5:** Respondents who reported receiving information about using weights and measures to buy/sell maize

- **Listened Weekly to GLRP**
- **Listened Sometimes to GLRP**
- **No access to GLRP**

![Chart showing percentage of respondents receiving information about using weights and measures](chart.png)

- **Yes, received information**
- **No, did not receive information**
- **Don't remember**

0% 20% 40% 60% 80% 100%
4. **Green Leaf Radio Listeners Were More Likely to Know About the Existence of Ghana’s Weigh Scale Law**

Over half of weekly GRLP listeners knew about the existence of Ghana’s Standard Weight and Measure Law. By comparison, only 17% of respondents that did not listen were aware of the law.

**Figure 6:** Respondents’ awareness of the existence of Ghana’s Weighing Scale Law
5. **Green Leaf Radio Listeners Were More Likely to Buy/Sell Maize Using Weigh Scales**

Fully 77% of weekly GLRP listeners bought and/or sold maize using weighing scales. That is more than double the 33% of respondents with no exposure to GLRP who used weighing scales.

**Figure 7:** Respondents bought/sold maize using weigh scales

- **Listened Weekly to GLRP**
- **Listened Sometimes to GLRP**
- **No access to GLRP**

[Bar chart showing the percentage of respondents who used weigh scales based on GLRP exposure.

- Yes, used weigh scale
- No, did not use a weigh scale]
One of the objectives of the GLRPs was to help farmers learn improved practices for testing moisture content in maize grains. The ideal method is to use moisture meters, followed by the traditional method of cracking grain with your teeth. As Figure 8 indicates, nearly half of the weekly GLRP listeners started using a moisture meter. By comparison, less than 10% of respondents who did not have access to GLRP were using a moisture meter. This indicates the power of the GLRP to support listeners in adopting improved maize-production practices.

**Figure 8:** How respondents test the moisture level in maize
CONCLUSIONS

The post-program survey conducted by GeoPoll, an independent research firm, provides compelling evidence that quality radio programs about maize production and marketing were widely heard by women, men and youth. Through the program, listeners increased their knowledge of Ghana’s standard weight and measure laws and the use of weighing scales in buying and selling maize, and it encouraged them to take up new practices including the use of weighing scales and moisture meters. The GLRP provides a cost-effective platform for scaling up knowledge and improved practices in maize production and marketing.