

## **Information Flow among Cassava Processors and Goat Keepers in an Integrated Farming System in Ogun State, Southwest Nigeria**

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**ABSTRACT** This study explored the flow of information in the integrated cassava processing-goat keeping farming systems in Ogun State, Nigeria. A multi-sampling technique was used to select a sample of 160 cassava processors and 80 goat-keepers. Data were collected using an interview guide and analyzed using descriptive and inferential statistics. The results showed that respondents sourced agricultural information from multiple sources. Friends and fellow farmers are prominent information sources of the cassava processors (79.2%). Goat keepers obtain information from radio, OGADEP (68%) and extension agents (66%). The pattern of information flow among farmers is multidimensional, an indication that information flows in many directions: top-down as well as horizontally. The main constraint to information flow was poor interaction between village extension agents and farmers. It is recommended that extension managers should design effective communication strategies on dissemination of information in ways that promote multi-dimensional interactions amongst stakeholders in the target value chain.