

# **Audience Adoption of Agricultural Technologies**

***S.O. Apantaku***

University of Agriculture Abeokuta Researchers: Case for a new Linkage Mechanism, 57-69.

## ***Abstract***

Despite the existence of a specialized and research oriented University of Agriculture in Abeokuta area of Ogun State Nigeria for the past ten years, the cost of livestock feeds and human food, especially animal protein sources, is still exorbitant. The University's animal scientists have been able to develop remarkable technologies and feed compounding innovations to reduce the cost of feeds. The aim of the study, therefore, was to evaluate awareness and adoption of the technologies developed by these academics by intended users, extension workers and subject matter specialists in the area and determine the strength of the linkage mechanism between the University's researchers, extension agents, and intended users of their technologies. Results indicated poor awareness and adoption by users, and poor awareness by extension agents and SMSs. The linkage between the researchers, extension agents and users was found to be weak and ineffective. Since an effective linkage system is that where technologies developed are mainly responsive to users problems only, the study recommended and presented a new Agricultural Technology Research-Extension-Users linkage model.

**Keywords:**