



## **INFORMATION ACCESSIBILITY, INNOVATION AND DAIRY FARMING PRODUCTIVITY: A CASE OF UGANDA NATIONAL DAIRY FARMERS ASSOCIATION IN KIRUHURA DISTRICT**

### **ABSTRACT**

The purpose of the study was to establish the relationship between information accessibility, innovation and Dairy farming productivity amongst Uganda national dairy farmers association in Kiruhura district. The study adopted a cross sectional survey design which was quantitative in nature. It involved descriptive and analytical research designs. The study sample comprised of 76 Uganda National dairy farmers association members in Kiruhura district, who were selected through simple random sampling. The data was tested for reliability, analyzed using SPSS and results presented based on the study objectives.

Results revealed a significant positive relationship between information accessibility and innovation and this meant that a unit of change in information accessibility is associated with positive changes in innovation. The results also revealed a positive significant relationship between Information accessibility and productivity and this means that a unit of change in information accessibility is associated with positive changes in productivity. The results also indicated that there was a significant positive relationship between productivity and innovation and this meant that a unit of change in productivity is associated with positive changes in innovation.

The study concluded that innovation was a better predictor followed by Information accessibility. Therefore the researcher recommended that dairy farming associations should be more innovative in order to increase productivity and lastly information accessibility should also be paramount.