ABSTRACT
This research is based on the fact that Murang’a County seems to be lagging behind in terms of farming despite educational programs running on radio aired in their own vernacular language. A number of visits were done in different parts of this county. Several were people interviewed including farmers and leaders from different institutions. The research found out that there is lack of paradigm shift by the farmers. Murang’a County residents were producing the most coffee in Kenya a few decades ago, an indication that they are active people who can do serious farming and produce bumper harvests. This is not so, today long after flop of their major cash crop they do not seem to have picked an alternative method of farming that would earn them an income. Mugambo wa Murimi seem to know this very well, in its daily program a farmer who stands out in their area is featured in the interview, the farmer encourages the listeners to be more focused in farming and practice agribusiness instead of doing it as a hobby. This program has been running for the last ten years. Although they confessed to be listeners of this radio station and more so followers of the informative farming program, farmers have not yet embarrassed key methods of farming. With the new government dispensation, agriculture is devolved. The farmers are receiving a closer attention and follow up and optimistic results expected. The findings of the study will be useful to the producers of the program to zero in more into Murang’a residents to address their specific challenges other than generalizing the topics they are featuring. Moreover adoption of the recommendations by the county leaders will bring a turnaround in agricultural sector which in turn will bring positive impact in the economy.