Bridging Farmer Education Needs and Satisfaction in Climate-Smart Agricultural Extension Events in Bungoma County, Kenya

Jonathan Mutonyi[1*] and Paul Ong'anyi Obino[2]

[1] Department of Agriculture & Veterinary Sciences, Faculty of Science, Kibabii University P.O. Box 1699-50200, Bungoma, Kenya

[2] Department of Geography, Faculty of Arts & Social Sciences, Kibabii University P.O. Box 1699-50200, Bungoma, Kenya

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ABSTRACT

Agricultural expos emerge as dynamic platforms for farmer education, bridging gaps in traditional extension services and fostering participatory learning. This paper explores feedback from a collaborative event between the Eastern Africa Grain Council and Kibabii University designed to promote Climate Smart Agriculture (CSA) practices among farmers through field demonstrations, and showcased innovative agricultural technologies. The objectives were; to examine how the agribusiness expo contributed to farmer education, assess the extent to which the expo influenced farmer perception of modern technologies and practices, and identify challenges and opportunities for enhancing the effectiveness of future expos. The feedback questionnaire captured both quantitative and qualitative data from a total of 134 participants across multiple sub-counties within Bungoma County in November 2025. The analysis revealed that women comprised 57.4% of participants, highlighting their central role in Bungoma County's farming landscape. Overall, 75.8% of the participant farmers practiced mixed farming, which should inform future program design to address both crop and livestock dimensions. The farmers were primarily interested in practical, accessible innovations - particularly improved seeds, organic inputs, and conservation agriculture. High input cost was flagged as the key challenge in the production process; they desired targeted content for livestock farmers and youth participants, to strengthen the impact of future expos. A reliability test conducted to measure the internal consistency of the survey items returned a Cronbach's alpha coefficient of $0.639 \geq 0.60$, suggesting that the instruments collectively measured a related dimension of expo satisfaction with 90.3% of respondents expressing willingness to attend future expos on Climate Smart Agriculture. This initiative between the two institutions supports the thrust of UN Sustainable Development Goals 2,13 & 17, and highlights the potential of collaborative frameworks to enhance rural livelihoods, address environmental concerns, and promote circular economy practices.

Keywords: Agribusiness Expos, Climate Smart Agriculture (CSA), Farmer Education, Conservation Agriculture, Sustainable Development Goals (SDGs)

INTRODUCTION

Agriculture is the backbone of Bungoma County, employing nearly 70% of the rural population and contributing significantly to gross domestic product (GDP) (1). Despite its importance, farmers face persistent challenges including limited access to modern technologies, inadequate extension services, and climate variability. Agricultural expos, such as the Agricultural Society of Kenya (ASK) shows and county-level farm fairs such as Feed the Future USAID Kenya Agricultural Value Chain Enterprises, have emerged as innovative platforms for farmer education (2). Unlike traditional extension services, expos provide interactive, hands-on

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demonstrations of new technologies, improved seed varieties, mechanization, and climate-smart practices. They also facilitate networking between farmers, agribusinesses, researchers, and policymakers. While agricultural expos are increasingly recognized as vital learning hubs, their role in farmer education has not been systematically studied (3). Questions remain about their effectiveness in knowledge transfer, accessibility to smallholder farmers, and long-term impact on productivity and sustainability. This survey sought to examine how the Kibabii agribusiness expo had contributed to farmer perceptions and education in Bungoma County.

LITERATURE REVIEW

Globally, agricultural expos are catalysts for knowledge-driven agricultural transformation through improved uptake of climate-smart agricultural practices and value addition (4). Research conducted in Bangladesh (5) suggests that institutional support via agricultural extension services (AES) is highly valued by farmers for climate adaptation. Findings of the study indicated that approximately 76.8% of surveyed farmers perceived these extension services as moderately to highly effective in supporting their transition to climate-smart approaches, particularly when those services emphasized practical demonstrations over theoretical training. Another study (6) focusing on Kenya found that traditional extension methods alone are often insufficient to drive high adoption rates of CSA. The research demonstrates that integrating experiential learning-where farmers actively participate in testing, observing, and adapting climate-smart techniques-significantly increases the likelihood of long-term adoption compared to purely didactic or information-only approaches. A 2026 study (7) examining hybrid agricultural extension models emphasizes that the quality of information provided by agents, combined with the level of trust farmers have in those agents, is a critical determinant of learning outcomes. When extension services facilitate hands-on learning environments, farmers are more likely to trust the recommended climate-smart practices and successfully integrate them into their operations.

Recent empirical research highlights a strong connection between agricultural extension, experiential learning, and the successful adoption of climate-smart agriculture (CSA) practices. Field evidence indicates that standard farmer field school (FFS) models successfully accelerate field-based experiential learning of CSA (8,9). When paired as Farmer Field Business Schools (FFBS)**,** they integrate critical agribusiness components like financial literacy, processing, packaging, and value addition (10). Agricultural expos and structural field days close the "incomplete diffusion" gap (lack of awareness) by providing direct business-to-business networking and technological demonstrations (11). Evidence from FFS approaches in southern Malawi indicates that the adoption and integration of climate smart and nutrition sensitive agricultural practices is positively influenced by expos (12). Farmer education in Kenya has traditionally relied on extension services, but these face competency gaps and limited reach. Farmer Field Schools (FFS) emphasize discovery-based learning and have proven effective in empowering marginalized groups. Field days and expos provide demonstrations of innovations such as improved seeds and mechanization, significantly increasing adoption rates (13). Broader studies indicate that the most effective interventions combine formalized extension services with awareness campaigns and practical, farmer-led educational initiatives. This multi-pronged approach helps bridge knowledge gaps by addressing not only the "how-to" of CSA technologies but also the localized decision-making processes farmers must navigate to implement them effectively (14). These studies collectively suggest that shifting from top-down extension models toward participatory, experiential, and trust-based approaches is crucial for scaling up climate-smart agricultural practices globally. The EAGC Expo in Bungoma was designed to promote Climate Smart Agriculture (CSA) practices among farmers through demonstrations, sessions, and showcases of innovative agricultural technologies and methods.

METHODOLOGY

Feedback questionnaires designed to capture both quantitative (Likert-scale and categorical) and qualitative (open-ended) data were randomly administered to participants drawn from multiple sub-counties within Bungoma County. Data collection covered demographic profiles, session attendance based on showcased technologies, challenges faced, satisfaction ratings, and future engagement intentions. The survey followed best-practice statistical methods including descriptive statistics, cross-tabulations, chi-square tests, Pearson correlations, and reliability testing.

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RESULTS AND DISCUSSION

Participant Characteristics

Geographic Distribution

A total of 134 questionnaires out of 150 administered were returned. The returned questionnaires showed that participants were drawn from three of the nine sub-counties in Bungoma County: Bumula, Kanduyi, and Kimilili. Bumula Sub-County contributed the largest proportion of participants (79 respondents, 60.7%), followed by Kanduyi (32 respondents, 24.6%) and Kimilili (23 respondents, 14.7%). Kibabii was the main data collection location, contributing 52 respondents, while additional participants were drawn from Bumula (13), Bungoma Township (7), South Bukusu (7), Napara (7), East Bukusu (5), and other locations (43).

The geographic distribution indicates that the expo attracted farmers from more than one sub-county, although participation was concentrated in Bumula. This concentration is important when interpreting the findings because the results may reflect the experiences and information needs of participants who had greater access to the expo location. The findings should therefore not automatically be generalized to all farmers in Bungoma County.

The geographic reach nevertheless demonstrates the potential of agricultural expos to bring farmers from different locations into contact with agricultural researchers, extension personnel, agribusinesses, and technology providers. This supports the argument by (2) and (3) that agricultural exhibitions can complement conventional extension approaches by creating spaces for interaction and direct exposure to innovations.

Gender Distribution

Of the 134 respondents only 124 provided gender information, 77 (57.4%) were female, 47 (35.1 %) were male, and 10 (7.5%) preferred not to disclose their gender and their responses were excluded from subsequent data analysis. Women, therefore, constituted the largest proportion of participants ((Figure 1).

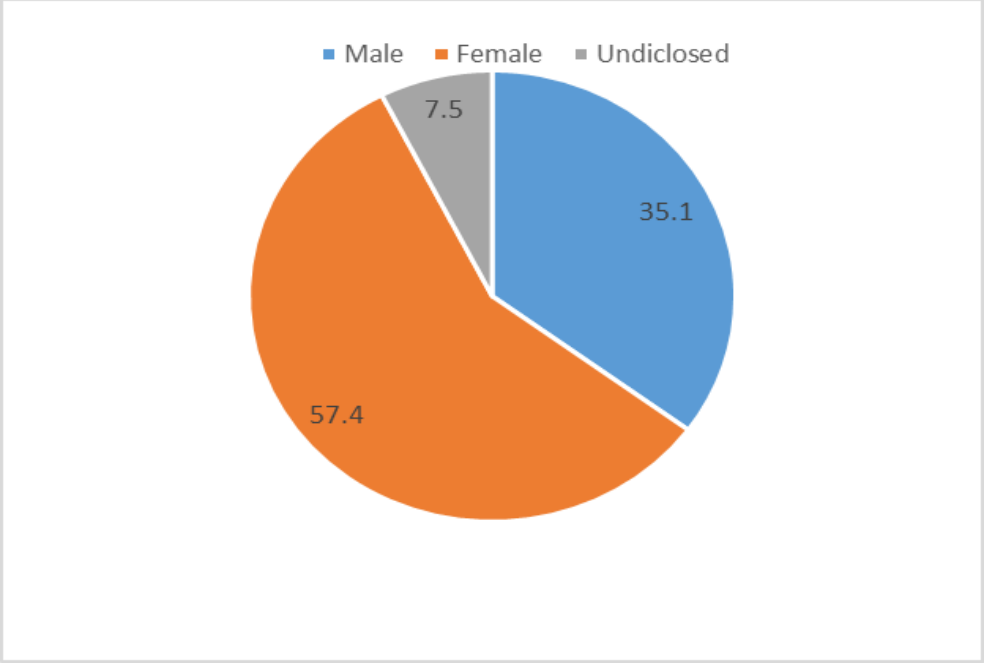


Figure 1: Gender Distribution of Respondents (n = 124)

The relatively high participation of women is relevant to the objective of examining the contribution of the expo to farmer education. Agricultural education initiatives that reach women can potentially address knowledge and technology gaps among an important group of agricultural actors. The finding also supports

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the need for expo programming that is accessible and relevant to both women and men rather than assuming a male-dominated farming audience.

However, the present study does not establish whether gender influenced satisfaction, technology adoption, or willingness to attend future expos. The gender distribution should therefore be interpreted as a characteristic of the participating sample rather than evidence of differences in adoption behaviour.

Age Distribution

Respondents aged 31–45 years constituted the largest age group (43.5%), followed by those aged 46–60 years (30.6%). Participants aged 60 years and above represented 16.1%, while those aged 18–30 years constituted only 9.7% (Figure 2). Ten respondents did not disclose their age.

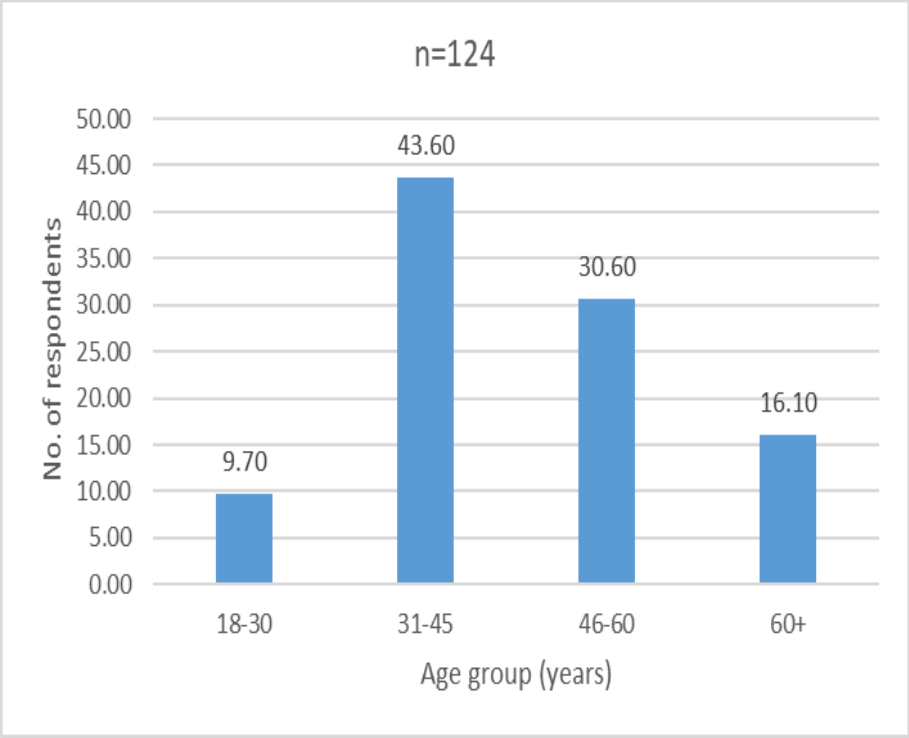


Figure 2: Age Group Distribution of Respondents

The age distribution indicates that participation was concentrated among farmers in the 31-60 years age range. This has implications for the design of future agricultural education activities. While the expo appears to have reached established farming populations, the relatively low participation of younger farmers suggests an opportunity to strengthen youth-oriented components of climate-smart agriculture education.

Youth-focused sessions could include digital agriculture, precision farming, agricultural entrepreneurship, mechanization, value addition, market information, and opportunities for agribusiness investment. Such approaches would broaden the educational reach of future expos and potentially make agriculture more attractive to younger participants.

Contribution of the Expo to Farmer Education

The first objective was to examine how the agribusiness expo contributed to farmer education. The results demonstrate that participants were exposed to a range of climate-smart agriculture themes, including Climate Adapted Crops, Value Addition and Post-Harvest Handling, Soil Health and Conservation, Soil Analysis, Livestock Climate Adaptation, and Early Warning Systems.

Climate Adapted Crops was the most attended session, with 46 participants (35.1%), followed by Value Addition and Post-Harvest Handling with 41 participants (31.5%) and Soil Health and Conservation with 36

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participants (27.5%). Soil Analysis attracted 26 participants (20.0%), while Livestock Climate Adaptation and Early Warning Systems attracted 18 (13.7%) and 13 (9.9%), respectively (Table 1)

Table 1: Participation in Showcased Technologies

Session Topic	Number Attended (n)	Percentage (%)
Climate Adapted Crops	46	35.1
Value Addition and Post-Harvest Handling	41	31.5
Soil Health and Conservation	36	27.5
Soil Analysis	26	20.0
Livestock Climate Adaptation	18	13.7
Early Warning Systems	13	9.9

NB. Multiple sessions attended by participant farmers

The attendance pattern demonstrates that the expo provided exposure farmers with to several dimensions of climate-smart agriculture rather than concentrating exclusively on crop production. The relatively high attendance at Climate Adapted Crops is particularly relevant given the climate-related challenges affecting smallholder agriculture. It suggests that participants were interested in technologies and practices that could help them manage production under changing environmental conditions.

The finding is consistent with the literature reviewed in this study, which identifies agricultural expos and field-based learning platforms as opportunities for experiential learning and technology demonstration (12). Unlike information delivered exclusively through conventional channels, demonstrations allow farmers to see technologies and practices in practical settings and to interact directly with individuals providing technical information.

The attendance at Value Addition and Post-Harvest Handling is also significant. It indicates that farmer education needs extend beyond production to include activities that can improve the handling, processing, and potential economic value of agricultural products. This is consistent with the Farmer Field Business School approach described by (8), which integrates agricultural production with business, processing, packaging, financial literacy, and value addition.

However, the lower attendance at Early Warning Systems and Livestock Climate Adaptation suggests that participation was not uniform across all thematic areas. This does not necessarily indicate low importance of these topics. Rather, the difference may reflect variations in perceived relevance, session scheduling, accessibility, or the composition of participants. Future expos should, therefore, assess farmer information needs before finalizing the programme.

Influence of the Expo on Farmer Perceptions of Modern Technologies and Practices

The second objective was to assess the extent to which the expo influenced farmer perceptions of modern agricultural technologies and practices. The technologies and practices most frequently identified as valuable were Improved Seed Varieties (56.5%), Organic Inputs (40.5%), Food Safety and Security (38.9%), and Conservation Agriculture (30.5%).

The high valuation of improved seed varieties is particularly important because seed technologies are directly connected to crop productivity, adaptation, and farmers' production decisions. The result also corresponds with the high attendance at the Climate Adapted Crops session, suggesting that participants were interested in practical technologies associated with crop adaptation.

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The strong interest in Organic Inputs may reflect the relevance of soil fertility management to the predominantly mixed-farming population. Mixed farming accounted for 72.7% of respondents, creating opportunities for integrated crop-livestock practices in which livestock resources such as manure can contribute to crop production.

The interest in Conservation Agriculture (30.5%) further demonstrates awareness of approaches that address soil and environmental management. These results are consistent with the study's literature review, which presents climate-smart agriculture as involving not only improved technologies but also management practices designed to increase resilience, improve productivity, and address environmental concerns.

Interest in Drone Technology (24.4%) and Precision Farming Tools (20.6%) was comparatively lower. This difference may reflect practical considerations such as cost, technical capacity, availability of services, and perceived suitability to smallholder farms. The results, therefore, suggest that technology promotion should not focus solely on demonstrating technological sophistication. Demonstrations should also explain affordability, operational requirements, maintenance, farm-size suitability, and potential economic benefits (Figure 3).

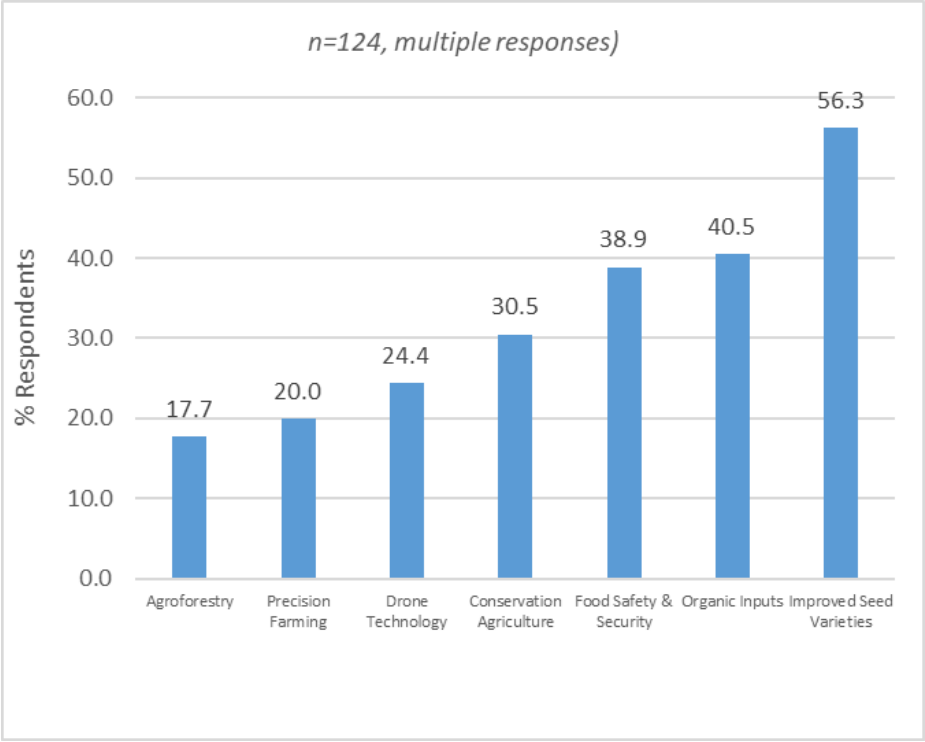


Figure 3: Technologies and Practices Most Valued (multiple responses)

The findings are particularly relevant to the study's argument that expos can bridge gaps in conventional extension systems. By bringing technologies, researchers, agribusinesses, and farmers together, the expo provides a platform through which farmers can obtain information and directly interact with technology providers.

Nevertheless, the results measure participants' perceptions and reported value rather than actual long-term adoption. The study, therefore, demonstrates exposure and perceived usefulness but does not establish whether participants subsequently adopted the technologies.

Agricultural Challenges and the Accessibility of Technologies

The third objective was to identify challenges and opportunities for improving future agricultural expos. The results identified high input costs as the most frequently reported agricultural challenge, with 75 respondents (57.7%) identifying this constraint. Lack of training was reported by 45 respondents (34.4%), lack of access

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to technology by 35 (26.7%), limited land by 31 (23.7%), limited water access by 21 (16.2%), and limited access to extension services by 10 (7.6%) (Figure 4).

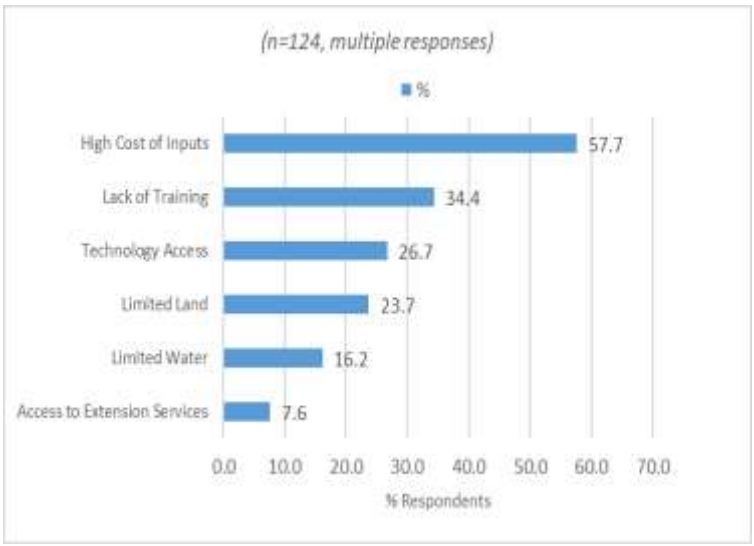


Figure 4: Agricultural challenges faced by farmers

These findings provide an important qualification to the positive perceptions of modern agricultural technologies. Farmers may value a technology but still be unable to adopt it because of financial, technical, or resource constraints. Consequently, farmer education should not stop at demonstrating what a technology does. It should also provide practical information on where farmers can obtain it, how much it costs, how it can be financed, and whether it is appropriate for their farming conditions (10)

The prominence of lack of training further supports the role of agricultural expos as educational platforms. The expo can provide an opportunity for farmers to obtain practical knowledge directly from researchers, extension officers, technology developers, and agribusiness representatives. This finding is consistent with the literature reviewed by (12), which emphasizes experiential learning and demonstration as important elements of farmer education. It also supports the argument that agricultural exhibitions can complement conventional extension services rather than necessarily replacing them.

Cross tabulation Analysis

The analysis examined how participant demographics and farming type influenced their perception and rating of the expo's organization, usefulness, and their willingness to attend future expos.

Gender x Expo Organization

Both gender rated the expo’s organization as 'Good-Very Good’. Male participants though fewer reported a slightly higher 'Fair' proportion (23.4%) compared to female (15.6%). Female participants were more likely to rate the expo as 'Very Good' (33.7% vs. 25.5%) (Table 2).

Table 2: Overall expo organization rating

Gender	Very Good	Good	Fair	Poor
Male (n=47)	12 (25.5%)	24 (51.1%)	11 (23.4%)	0 (0.0%)
Female (n=77)	26 (33.7%)	37 (48.1%)	12 (15.6%)	2 (2.6%)
Total (n=124)	38 (30.6%)49	61 (49.2%)	23 (18.6%)	2 (1.6%)

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Figure 5: Gender × Overall Organization Rating (Cross-Tabulation)

Age Group × Willingness to Attend Future Expo

This cross-tabulation explored whether age influenced participants' intent to attend future expos. Younger participants (18-30 years) showed the highest 'Yes' rate (100.0%), while older participants (60+ years) expressed more uncertainty (20.0% 'Maybe'). Nonetheless, the intent to return was high across all age groups, with an overall 'Yes' rate of 90.3% (Table 3 and Figure 6).

Table 3: Willingness to attend future expo

Age Group	Yes	Maybe	No
18–30 years (n=12)	12 (100.0%)	0 (0.0%)	0 (0.0%)
31–45 years (n=54)	49 (87.0%)	3 (5.6%)	2 (3.7%)
46–60 years (n=38)	35 (89.5%)	3 (7.9%)	0 (0.0%)
60+ years (n=20)	16 (75.0%)	4 (20.0%)	0 (0.0%)
(n= 124)	112 (90.3%)	10 (8.1%)	2 (1.6%)

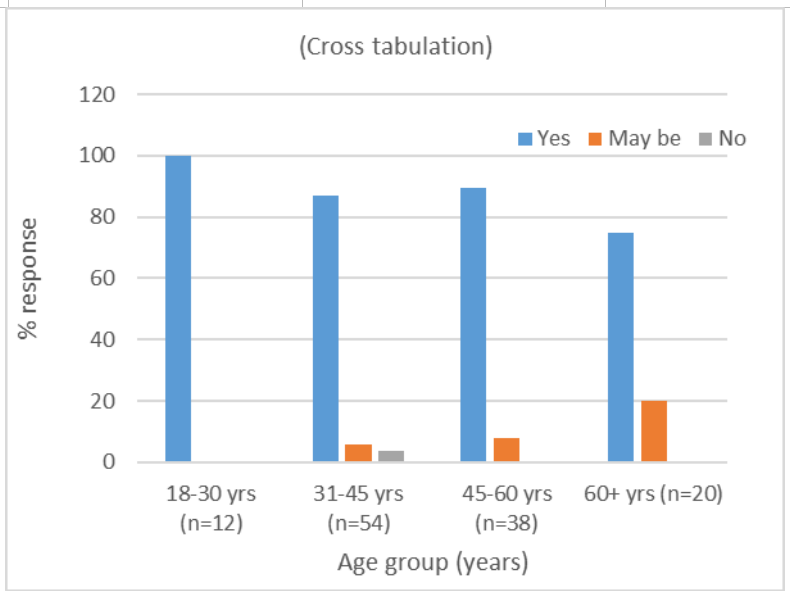


Figure 6: Age Group × Willingness to Attend Future Expo

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Farming System x Perceived Usefulness of Expo

Cross-tabulation examined how the respondents faming practice influenced perceptions of expo usefulness. Mixed farming was the dominant practice, accounting for 94 of respondents who rated the expo positively, with 95.7% reporting that they found it either "Very Useful" or "Useful."

Table 4: Farming Type × Demonstration Usefulness

Farming Type	Very Useful	Useful	Somewhat Useful	Not Useful
Mixed (n=94)	35 (37.2%)	55 (58.5%)	4 (4.3%)	0 (0.0%)
Crop (n=20)	8 (40.0%)	10 (50.0%)	1 (5.0%)	1 (5.0%)
Livestock (n =10)	2 (20.0%)	4 (40.0%)	3 (30.0%)	1 (10.0%)
(n= 124)	45 (36.3%)	69 (55.6%)	8 (6.5%)	2 (1.6%)

The strong response among participants who practiced mixed farming indicates that integrated demonstrations may be particularly relevant to the participant population. Technologies that combine crop production, livestock management, soil fertility, climate adaptation, and resource recycling can address several components of mixed farming simultaneously. Livestock farmers, however, recorded higher proportions of "Somewhat Useful" and "Not Useful" responses, together accounting for 40%. This suggested that some of the showcased content may have been less closely aligned with the needs of livestock-focused farmers.

The finding provides a useful direction for future expo programming. Rather than relying exclusively on general CSA sessions, organizers could provide dedicated livestock modules covering climate-resilient livestock breeds, fodder production, animal nutrition, disease prevention, water management, manure utilization, and livestock value addition.

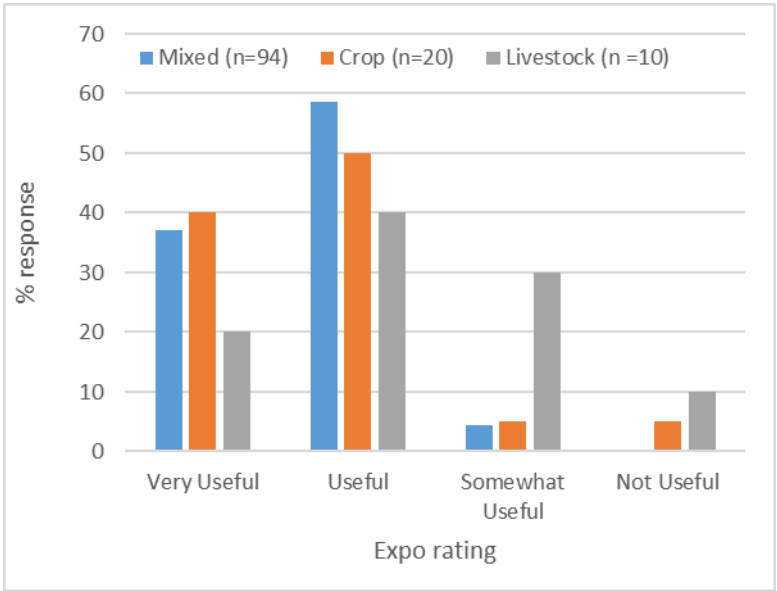


Figure 7: Farming Type × Demonstration Usefulness (Cross-Tabulation)

Gender × Expo Expectations

A chi-square test was conducted to examine the association between gender and participants' expectations of the expo (Table 5)

Table 5: **Gender × Expo Expectations**

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Gender	Yes	Partially	No
Male (n=47)	37 (78.7%)	10 (21.3%)	0 (0.0%)
Female (n=77)	57 (74.0%)	17 (22.1%)	3 (3.9%)
Total (n=124)	94	27	3

Table 6: **Gender × Expo Expectations**

Test Statistic	Value
Chi-Square (χ^2)	3.203
Degrees of Freedom (df)	3
Significance (p-value, approx.)	$p \approx 0.202 > 0.05$
Conclusion	No statistically significant association

The chi-square value of 3.203 with 2 degrees of freedom yielded an approximate p-value of 0.202, which was greater than the conventional threshold of $\alpha = 0.05$. Therefore, there is no statistically significant association between gender and whether the expo met participants' expectations. Both male and female participants were similarly satisfied with the expo.

Pearson Correlation Analysis

Pearson correlation coefficients were calculated to assess the linear relationships between key rating variables. Note: For these ordinal scales, lower values represent more positive ratings (1 = Very Good/Excellent, higher values = worse), so positive correlations indicate that poorer ratings on one variable tend to co-occur with poorer ratings on another.

Table 7: Overall Expo Organization vs. Facilitator Rating

Variable 1	Variable 2	Pearson r	n	Interpretation
Organization Rating (ORG_RATI)	Facilitator Rating (FACILITA)	r = 0.475	124	Moderate positive correlation

A moderate positive correlation (r = 0.475) was found between overall expo organization and facilitator rating. This indicates that participants who rated the overall organization positively also tended to rate facilitators positively and vice versa. This suggests that facilitator quality significantly contributes to overall expo satisfaction.

Tale 8: Overall Expo Organization vs. Expo Usefulness

Variable 1	Variable 2	Pearson r	n	Interpretation
Organization Rating (ORG_RATI)	Demo Usefulness (DEMO_USE)	r = 0.240	124	Weak positive correlation

A weaker positive correlation (r = 0.240) was found between overall organization rating and perceived demonstration usefulness. This suggests that while organizational quality somewhat influences how participants value the demos, demonstration usefulness is also driven by other factors such as relevance to farming type and presentation quality.

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Correlation	r Value	Strength
Org. Rating vs. Facilitator Rating	0.475	Moderate
Org. Rating vs. Demo Usefulness	0.240	Weak

Summary: Central Tendency and Standard Deviation

The table below summarises the descriptive statistics for all Likert-scale variables. Scales are coded as: 1 = Most Positive, higher values = less positive.

Table 9: Summary statistics

Variable	Mean	Median	Mode	SD	Interpretation
Organization Rating	1.90	2.0	2 (Good)	0.70	Predominantly 'Good'
Demo Usefulness	1.71	2.0	2 (Useful)	0.69	Predominantly 'Useful'
Facilitator Rating	1.78	2.0	2 (Good)	0.73	Predominantly 'Good'
Demo Easy to Understand	1.27	1.0	1 (Yes)	0.48	Predominantly 'Yes'
CSA Understanding Increased	1.31	1.0	1 (Very Much)	0.48	Predominantly 'Very Much'
Will Attend Future Expo	1.10	1.0	1 (Yes)	0.38	Overwhelmingly 'Yes'

Reliability Analysis of the Survey Instrument (Cronbach's Alpha)

A reliability test was conducted on the four core Likert-scale rating items (Organization Rating, Demo Usefulness, Facilitator Rating, and Understanding of CSA) to assess the internal consistency of these items as a composite satisfaction scale.

Table 10: Reliability Analysis

Parameter	Value
Number of Items (k)	4
Number of Valid Cases (n)	124
Cronbach's Alpha (α)	0.639
Interpretation	Acceptable internal consistency

Key

≥ 0.90 to 0.95: Excellent; 0.80 to 0.89: Good; 0.70 to 0.79: Acceptable (standard minimum for social science research); 0.60 to 0.69: Questionable; 0.50 to 0.59: Poor;< 0.50: Unacceptable

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Interpretation: A Cronbach's Alpha of 0.639 falls within the acceptable range ($\alpha \geq 0.60$ is typically considered acceptable for exploratory research). This indicates that the four rating items share a moderate degree of internal consistency, suggesting they collectively measure a related dimension of expo satisfaction. The alpha could be improved by refining item wording or adding more items to the scale in future questionnaire iterations.

Future Engagement Intent

The result provides support for interpreting the satisfaction-related responses collectively, although the coefficient is moderate rather than high. Future studies could improve measurement reliability by reviewing individual items, increasing the number of well-targeted items within each construct, and conducting additional validity testing.

Key Findings

The expo attracted predominantly female participants who comprised 57.4% of participants, highlighting their central role in Bungoma County's agricultural landscape. Participants expressed high overall satisfaction: 79.8% rated the expo organization as 'Very Good' or 'Good'. Farmer education expectations were largely met: 96.1% of respondents confirmed the expo fully met their expectations, with only 3.9% reporting unmet expectations. A majority of the participants (95.7%) practiced mixed farming, which should inform future program design to address both crop and livestock dimensions. An estimated 56.3% participants identified improved seed varieties as the most valued showcase-a key area for follow-up support. Input costs was perceived as a primary challenge: 57.7% of farmers cited high input costs as their foremost challenge, underscoring the need for subsidy and input-access programmes. Facilitator quality drives farmer satisfaction: the moderate Pearson correlation ($r = 0.475$) between facilitator rating and overall satisfaction confirmed that presenter quality is a critical success factor. There was a strong intent to return: 90.3% of respondents expressed willingness to attend future expos, demonstrating strong community buy-in for continued CSA engagement. The findings, therefore, support the central argument of this study: agricultural expos can help bridge farmer education gaps when they provide practical demonstrations, facilitate direct interaction with technology providers, and respond to farmers' actual production constraints. The results also support the importance of institutional collaboration. The partnership between the Eastern Africa Grain Council and Kibabii University brought together expertise in agricultural research, farmer education, and agribusiness. Such collaboration can create opportunities for linking farmers with researchers, input providers, extension personnel, and other agricultural actors.

RECOMMENDATIONS

Future farmer education expos should focus on the expanding improved seed varieties. The expos should include dedicated seed variety demonstration plots, partnerships with seed companies, and farmer access programmes. To address input cost barriers, the design of future expo sessions or follow-up programmes should link farmers to subsidized input suppliers, agro-finance institutions, and cooperative purchasing schemes through business-to-business (B2B) sessions. Future expos should also include dedicated livestock climate adaptation demonstrations, and invest in facilitator quality through training: Future events should target youth engagement through targeted outreach to young farmers through digital channels, schools, and youth agricultural groups. Future research should include pre- and post-event knowledge assessments and follow-up surveys to examine whether expo participation leads to sustained behavioural or productivity changes.

CONCLUSION

The Farmers Agribusiness Expo held in Bungoma County in November 2025 was a highly successful event by most measurable indicators. A majority of the respondents expressed satisfaction with the organization,

facilitators, and demonstration content. The expo demonstrably increased understanding of Climate Smart Agriculture, and there was strong community appetite for future engagement. The survey revealed that farmers were primarily interested in practical, accessible innovations-particularly improved seeds, organic inputs, and conservation agriculture. Addressing the key challenge of high input costs, alongside targeted content for livestock farmers and younger participants, will strengthen the impact of future expos.

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