



Adoption and Sustainability of Agro-Meteorological Advisories in Eastern Kenya: A Study Over Two Years

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Abstract

Agro-meteorological advisories play a critical role in enhancing rainfed agriculture productivity in Eastern Kenya. A mixed-methods approach combining qualitative interviews, quantitative surveys, and participatory workshops was employed to gather data from a representative sample of farmers. The advisory system showed substantial initial uptake (85% adoption rate) but encountered challenges with long-term engagement due to inconsistent service delivery and perceived lack of relevance by some farmers. Despite the early success, there is room for improvement in service quality and farmer education strategies to ensure sustainable use of advisories. Enhanced collaboration between meteorological services and agricultural extension agents is recommended to improve advisory accuracy and relevance. Farmer training programmes should be tailored to address their specific needs and concerns.

Keywords: *African Agriculture, Adoption Theory, Climate Change Adaptation, Participatory Approach, Sustainability Models, Quantitative Methods, Qualitative Research*

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