

Abstract

This article explores the role and effects of mobile phone technologies in ensuring farmers' access to agricultural information and extension services in a tea outgrowing scheme in Tanzania. Semi-structured interviews, Focus Group Discussions, and Key Informant Interviews were employed to collect the information. The study revealed that the rapid infiltration of mobile phone technologies into Tanzania's rural areas since the late 2000s has simplified the provision of agricultural extension services. Both farmers and extension service workers perceive mobile phone technologies as an essential supplementary mechanism to ensure easy and timely access to agricultural information. In the context of a tea outgrowing scheme, farmers use mobile phone technologies to access information on input distribution, tea collection time, farmers' meetings, and how to address some agricultural-related challenges independently. Extension service officers also rely on mobile phone technologies for sensitization. The study highlights the importance of complementing traditional and modern extension service mechanisms to ensure farmers' efficient and timely access to agricultural extension services and information. Mobile phone affordability and its use cost are also a concern when considering improving agricultural extension service mechanisms.