

## Effects of Farmers' Alcohol Consumption on Rural Agriculture in South-West Nigeria: A Gender Perspective

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**Abstract:** The rise in alcohol consumption is a common phenomenon in Nigeria and there is growing concern that it could constitute an impediment to rural agricultural development. The focus of this paper is assessment of gender perception of alcohol consumption effects on rural agriculture. It specifically investigated the types of alcohol consumed by male and female rural farmers, their awareness of the risks associated with alcohol consumption, perceived effects of alcohol consumption, reasons for consumption and its perceived effects on agriculture. A multi-stage sampling procedure was used to select 360 respondents and 32 key informants from two of the six South-west states. Data were collected using pretested structured interview schedule and key informant guide. Descriptive and inferential statistics were used to analyse the data. Results show 17 alcohol drinks available in the study area. The main reasons for consumption by the male include addiction, peer group influence, presence of breweries/small and cheap alcohol packages while the female listed parental upbringing, level of exposure and presence of breweries/small and cheap alcohol packages. Both male and female were aware of the risks associated with alcohol consumption with variations in ranking order. Also, both male and female had lower positive (3.38 and 2.96) than negative (4.09 and 4.14) grand mean perception scores for alcohol consumption. Consumption of alcohol by male and female remained popular despite high awareness level of associated risks and the negative effects on health and agriculture. Results of Analysis of Variance showed significant difference ( $F = 18.243$ ;  $p = 0.035$ ) between male and female perception on alcohol consumption and effects on agriculture. It is recommended that rural farmers should be provided with adequate re-orientation programmes with due consideration of the peculiarities of male and female and the introduction of appropriate regulatory policy focusing on the type, quantity, quality, packaging and advertisement of alcoholic drinks (particularly on the mass media) in order to reduce the consequences on agriculture.

**Key words:** Alcohol Consumption • Agriculture • Gender • Rural Communities • Perceived Effects

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### INTRODUCTION

Agriculture remains the major occupation of a greater proportion of rural dwellers and the bedrock upon which the livelihood of most people depends. Rural agriculture plays crucial role in national food production, supply and it is directly involved in the production of 80% of all agricultural foods consumed by the urban populations [1]. A major challenge to rural agriculture in recent times is the rising outmigration of rural youth in search of white collar jobs and its consequences in widening the labour gap and aging farm population [2]. Besides, many of the remaining rural farmers are further constrained by the stressful nature of the daily routine of farm work, hence seek

alternative ways for energy enhancement and relaxation after work. One of such alternative is consumption of alcohol. Alcohol is any of the class of organic compound or beverages containing ethanol that is safe for consumption [3, 4]. It was perceived to provide energy and enhance quick recovery from stress but they are not often regulated in Nigeria.

The consumption of alcoholic beverages is an ancient custom across cultures with limited legal restriction and its preparation was one of the early technologies that was developed over the years [5, 6]. It is a socially acceptable global habit and the revenue earned by some countries from the trade in alcohol constitute a large proportion of the national income [4, 7].

In addition, the ratio of male and female engaging in the consumption of alcohol in recent years across cultures continue to converge [4, 8- 10]. The reasons for the potential convergence in drinking styles includes wider changes in the social and economic position of women over the last 30 years, changes in family formation, greater educational opportunities and career mobility [11, 12]. Other reasons include hospitality with opportunities for free drinks and population mobility.

However, in Nigeria like most countries in sub-Saharan Africa, the consumption of alcohol in traditional societies was well regulated with social and religious sanctions. Its consumption was restricted to the elders of the community and drinking was for social rather than an individual activity with almost a total exclusion of women. Over the past three decades, a new pattern of alcohol consumption has emerged. Unlike in the past, alcohol consumption has shifted to a significant proportion of middle age, young adults, adolescents and women. Undoubtedly, these are categories that represent the workforce in all economies. Increasing consumption of alcohol and proliferation of modern breweries is an emerging issue in Africa, evidenced by the relaxed religious sanctions and lack of regulatory policy on consumption and increased supply from modern industries, local distilleries and breweries [13].

Thus, alcohol consumption has produced both negative and positive effects on health, livelihoods and social lives of rural families. The supposed benefits of alcohol consumption by male and female notwithstanding, anxiety, depression and other problems persist with chronic stress as major contributor. In the agriculture industry, stress has been found to be connected with work-related injuries, unsafe work behavior, impaired work performance and loss in productivity [14]. Excessive consumption has been implicated in severe damaging of various tissues, general physical deterioration, numerous physiological changes, impairment and interference with biochemical and hormonal regulations of a number of metabolic functions and in extreme cases, chronic medical challenges and death [15, 16]. In addition, excessive alcohol consumption does not only affect health but also interpersonal relations, task performance, emotional display when intoxicated, difficulty attending and performing at work, accidents and physical abuse of family members or friends [17, 18].

Despite the negative effects of alcohol consumption, some studies [19, 20] have reported that moderate level of alcohol consumption enhances the heart and activities of the circulatory system, reduces cellular damage by aging dementia and cognitive function. Also, many people

perceived its consumption as socially useful and necessary especially as defense mechanism to cope with rising pressures and stress. The rural farmers who depend solely on family labour may be susceptible to stress and pressure due to the critical labour gap created by the outmigration of their children, hence the consumption of alcohol as a substance of stress reduction.

Alcohol consumption and gender is inseparable and gender perception about drinking is related to culture and gender differentiated roles. The differences demarcate how much and how they drink and the type and extent of resulting health and social consequences [21-23]. Also, women are more likely than men to suffer not only from their own drinking behaviour but also from the consequences of their spouses and other males which includes domestic violence, injuries from accident and economic burdens [24].

Although several research efforts have focused on gender, drinking patterns and the consequences of alcohol consumption on health, gender perception of alcohol consumption effects on agriculture has not been well documented. Therefore, this study specifically identified the types of alcohol consumed in rural communities, rural farmers' awareness of the risks associated with its consumption, perception of alcohol consumption in the communities, reasons for consumption of alcohol drinks and perceived effects of alcohol consumption on agriculture.

## MATERIALS AND METHODS

**Location of the Study and Study Population:** The study was conducted in two of the six states (Ondo and Osun states) in the South-west of Nigeria. The two states were purposively selected based on the degree of rurality. For each of the two states, two Local Government Areas were randomly selected. Simple random sampling technique was also used to select 180 respondents and 16 key informants from each state using snowball technique. Data were collected using pretested structured interview schedule and key informant guide.

**Measurement of Variables:** The dependent variable of the study is the perceived effects of alcohol consumption on agriculture. This was measured on a five-point Likert scale of Strongly Agree (5), Agree (4), Undecided (3), Disagree (2) and Strongly Disagree (1) for the positive statements and reversed for the negative statements. Nineteen perception statements on the effects of alcohol on agriculture were listed (9 positive and 10 negative). To obtain the mean score for each perception statement,

respondents agreement to the perception statements on a five-point scale were divided by the total population while the grand mean score was obtained by dividing the total mean score for all perception (positive or negative) statements by the number of statements. For the levels of awareness of the risks associated with alcohol consumption, a total of 12 variables were listed and also weighed on a 5-point Likert scale. The maximum obtainable score was 60 points while the minimum was 12 points. Using equal intervals, farmers' levels of awareness of the risks associated with alcohol consumption was categorised as low, moderate and high. Values below 16 points was adjudged low, between 16 and 32 points was moderate while above 32 points was adjudged high.

**Statistical Analysis:** Data were subjected to descriptive (percentages, frequency, mean and standard deviation) and inferential (Analysis of Variance) statistics using the Software Package for Social Sciences (SPSS® version 20).

## RESULTS AND DISCUSSION

**Personal and Socio-Economic Characteristics of Male and Female Farmers:** Results in Table 1 show some personal and socio-economic characteristics of respondents. More male (58.89%) than the female (41.11%) respondents were sampled in the study area. The mean ages of male and female were 43.55±8.92 and 48.02±6.53 years respectively. This implies that the respondents were in their active ages capable of contributing to the agricultural workforce. Also, more male (74.06%) than female (35.81%) practiced farming with an average farming experience of 21.93 and 20.17 years respectively. A greater proportion (41.89%) of the female were traders and fewer male (7.07%) than female (18.92%) were artisan.

Also, more male (65.57%) than female (54.05%) were married, some (23.58% and 35.81%) male and female were divorced while few were single. Majority (84.43%) of the male practiced Christianity, over half of the female (55.41%) practiced Christianity while some (30.40% and 10.85%) of the female and male practiced Islam. Both male and female farmers made an average monthly income of 16, 859.50. This amount is considered small and conforms to previous findings by Faborode *et al.* [25]. Also, more than half (53.77% and 58.11%) of male and female were not literate and most (84.74% and 68.24%) of them were from the Yoruba ethnic group. Thus, leveraging the importance of religious centres and the use of local language (Yoruba) would be an added advantage in any meaningful intervention for reducing alcohol consumption in the study area.

Table 1: Personal and socioeconomic characteristics of respondents

| Variables                      | Male              |            | Female         |            |
|--------------------------------|-------------------|------------|----------------|------------|
|                                | Frequency         | Percentage | Frequency      | Percentage |
| Sex                            | 212               | 58.89      | 148            | 41.11      |
| Age (years)                    |                   |            |                |            |
| <30                            | 38                | 17.93      | 10             | 6.76       |
| 30–45                          | 99                | 46.70      | 48             | 32.43      |
| 46–60                          | 61                | 28.77      | 82             | 55.41      |
| >60                            | 14                | 6.60       | 8              | 5.40       |
| Mean±SD                        | 43.55±8.92        |            | 48.02±6.53     |            |
| Occupation                     |                   |            |                |            |
| Farming                        | 157               | 74.06      | 53             | 35.81      |
| Trading                        | 28                | 13.21      | 62             | 41.89      |
| Artisan                        | 15                | 7.07       | 28             | 18.92      |
| Student                        | 12                | 5.66       | 5              | 3.38       |
| Farming experience (years)     |                   |            |                |            |
| <20                            | 63                | 29.72      | 44             | 35.14      |
| >20                            | 149               | 70.28      | 96             | 64.86      |
| Mean±SD                        | 21.93±5.01        |            | 20.17±4.68     |            |
| Marital status                 |                   |            |                |            |
| Single                         | 23                | 10.85      | 15             | 10.14      |
| Married                        | 139               | 65.57      | 80             | 54.05      |
| Divorced                       | 50                | 23.58      | 53             | 35.81      |
| Religion                       |                   |            |                |            |
| Christianity                   | 179               | 84.43      | 82             | 55.41      |
| Islam                          | 23                | 10.85      | 45             | 30.40      |
| Traditional                    | 10                | 4.72       | 21             | 14.19      |
| Average monthly income (₦'000) |                   |            |                |            |
| <18                            | 183               | 86.32      | 117            | 79.05      |
| 18–36                          | 21                | 9.91       | 20             | 13.51      |
| >36                            | 8                 | 3.77       | 11             | 7.43       |
| Mean±SD                        | 18, 301.00±609.42 |            | 15, 418±526.80 |            |
| Level of education             |                   |            |                |            |
| Not literate                   | 114               | 53.77      | 86             | 58.11      |
| Primary school                 | 75                | 35.38      | 42             | 28.38      |
| Secondary school               | 20                | 9.43       | 15             | 10.14      |
| Tertiary school                | 3                 | 1.42       | 5              | 3.38       |
| Ethnicity                      |                   |            |                |            |
| Yoruba                         | 186               | 87.74      | 101            | 68.24      |
| Igbo                           | 14                | 6.60       | 37             | 25.00      |
| Hausa                          | 12                | 5.66       | 10             | 6.76       |

₦420 = US\$1  
Source: Field survey, 2015

**Gender Disaggregated Data on the Types of Alcohol Consumed by Male and Female Farmers:** The types of alcohol drinks available in the study area are revealed in Table 2. The most frequently consumed ones by all the male were three locally produced gin (Schnapps, ogogoro and regal) while all the female respondents identified four (Schnapps, ogogoro, regal and palm wine). Also, most (88.5% to 98.9%) male respondents identified 11 alcohol drinks known to be popular while 78.5 percent to 98.6 percent of the female identified only three of the drinks.

Table 2: Distribution of male and female respondents by the types of alcohol drinks consumed

| Available drinks | Male  |       |                  | Female |       |                  |
|------------------|-------|-------|------------------|--------|-------|------------------|
|                  | Freq. | %     | Rank             | Freq.  | %     | Rank             |
| Schnapps         | 180   | 100.0 | 1 <sup>st</sup>  | 180    | 100.0 | 1 <sup>st</sup>  |
| Ogogoro          | 180   | 100.0 | 1 <sup>st</sup>  | 180    | 100.0 | 1 <sup>st</sup>  |
| Regal gin        | 180   | 100.0 | 1 <sup>st</sup>  | 180    | 100.0 | 1 <sup>st</sup>  |
| Guinness/ Stout  | 168   | 92.8  | 5 <sup>th</sup>  | 70     | 38.9  | 15 <sup>th</sup> |
| Trophy           | 168   | 92.8  | 5 <sup>th</sup>  | 82     | 45.6  | 11 <sup>th</sup> |
| Palm wine        | 164   | 90.9  | 9 <sup>th</sup>  | 180    | 100.0 | 1 <sup>st</sup>  |
| Harp             | 162   | 90.5  | 10 <sup>th</sup> | 88     | 48.8  | 8 <sup>th</sup>  |
| Gulder           | 164   | 90.9  | 9 <sup>th</sup>  | 82     | 45.5  | 12 <sup>th</sup> |
| Stout            | 162   | 90.5  | 10 <sup>th</sup> | 146    | 81.6  | 6 <sup>th</sup>  |
| Star             | 148   | 82.5  | 13 <sup>th</sup> | 80     | 44.5  | 13 <sup>th</sup> |
| Legend           | 142   | 78.5  | 14 <sup>th</sup> | 74     | 40.7  | 14 <sup>th</sup> |
| 33               | 168   | 92.8  | 5 <sup>th</sup>  | 146    | 81.6  | 6 <sup>th</sup>  |
| Heineken         | 160   | 88.5  | 12 <sup>th</sup> | 88     | 48.8  | 8 <sup>th</sup>  |
| Origin           | 178   | 98.7  | 4 <sup>th</sup>  | 178    | 98.7  | 5 <sup>th</sup>  |
| Wine             | 88    | 48.6  | 15 <sup>th</sup> | 82     | 45.7  | 10 <sup>th</sup> |
| Burukutu         | 20    | 10.9  | 16 <sup>th</sup> | 26     | 14.8  | 16 <sup>th</sup> |
| Pito             | 14    | 8.1   | 17 <sup>th</sup> | 24     | 12.8  | 17 <sup>th</sup> |

Source: Field survey, 2015

Also, only three of the drinks were identified by a few (8.1%, 10.9% and 48.6%) male respondents compared to ten recognized by 12.8 percent to 48.8 percent of the female. This infers that locally brewed gin were the most popular alcohol drinks consumed by both male and female in the study area but the males were more familiar with many other types of drinks than their female counterparts. The findings may not be unrelated to the traditional values attached to these drinks. They are used on special occasions, such as marriage, naming and religious ceremonies as well as other social engagements. The recent changes in the pattern of alcohol consumption by female may be due to their trading in various affordable and easy to conceal packages of the alcohol drinks.

The following excerpt from a female respondent in Akinlalu community affirms this finding:

*...Nowadays, the female are more involved in the sale of available locally brewed gins and take it as drug for treatment of pile and backache...*

**Male and Female Farmers' Perception about Alcohol Consumption in Rural Communities:** A total of 25 perception statements (14 positive and 11 negative) on alcohol consumption by male and female respondents are presented in Table 3. For the positive statements, alcohol brings farmers together, people in the community like taking alcohol, it's a show of status in the community and alcohol brings a sense of belonging were ranked 1<sup>st</sup> to

4<sup>th</sup> by the male with mean scores of 4.66, 4.49, 4.34 and 4.20 out of a maximum score of 5.0. In contrast, the female ranked the perception statements that people in the community like taking alcohol 1<sup>st</sup>, it shows status 2<sup>nd</sup>, it brings farmers together 3<sup>rd</sup> and it stimulates the body 4<sup>th</sup>. These infer that both male and female respondents perceived alcohol consumption to be mainly for social attraction while drinking to enhance agriculture was secondary.

In addition, the negative statements (alcohol consumption causes accident on the farm, it can kill, it can limit cooperation among farm families and it encourages laziness) were the most highly ranked (1<sup>st</sup> to 4<sup>th</sup>) by both male and female. A critical look at these statements show that consumption of alcohol is detrimental to agricultural development. Both male and female had high grand mean scores of 3.94 and 3.59 for the positive statements while 3.88 and 3.96 were recorded for the negative statements. This implies that they had favourable disposition towards alcohol consumption despite known negative consequences.

Table 3: Gender disaggregated data on perception about alcohol consumption in rural communities

| Perception statements                            | Male |                  | Female |                  |
|--|------|------------------|--------|------------------|
|  | Mean | Rank             | Mean   | Rank             |
| <b>Positive statements</b>                       |      |                  |        |                  |
| Alcohol is very useful to the body               | 3.35 | 12 <sup>th</sup> | 3.01   | 12 <sup>th</sup> |
| It makes farmer work better on the farm          | 3.22 | 14 <sup>th</sup> | 2.86   | 13 <sup>th</sup> |
| People in the community like taking alcohol      | 4.49 | 2 <sup>nd</sup>  | 4.40   | 1 <sup>st</sup>  |
| It has positive effects on farm production       | 3.54 | 11 <sup>th</sup> | 3.14   | 11 <sup>th</sup> |
| It brings farmers together                       | 4.66 | 1 <sup>st</sup>  | 4.29   | 3 <sup>rd</sup>  |
| It stimulates the body                           | 4.18 | 5 <sup>th</sup>  | 3.93   | 4 <sup>th</sup>  |
| It enhances confidence when in public            | 4.04 | 8 <sup>th</sup>  | 3.80   | 5 <sup>th</sup>  |
| It reduces stress of farm work                   | 4.14 | 6 <sup>th</sup>  | 3.77   | 7 <sup>th</sup>  |
| It helps overcome depression                     | 3.75 | 10 <sup>th</sup> | 3.40   | 10 <sup>th</sup> |
| It brings sense of belongings                    | 4.20 | 4 <sup>th</sup>  | 3.45   | 8 <sup>th</sup>  |
| It hasten quick recovery from death of loved one | 3.86 | 9 <sup>th</sup>  | 3.42   | 9 <sup>th</sup>  |
| It stimulates good sleep needed for farm work    | 4.09 | 7 <sup>th</sup>  | 3.78   | 6 <sup>th</sup>  |
| It's a means to show status in community         | 4.34 | 3 <sup>rd</sup>  | 4.29   | 2 <sup>nd</sup>  |
| Farm work cannot be done without alcohol         | 3.29 | 13 <sup>th</sup> | 2.78   | 14 <sup>th</sup> |
| Grand mean                                       | 3.94 |                  | 3.59   |                  |
| <b>Negative statements</b>                       |      |                  |        |                  |
| It has negative effects on farm work             | 2.68 | 11 <sup>th</sup> | 2.59   | 11 <sup>th</sup> |
| It increases negative mood                       | 3.22 | 10 <sup>th</sup> | 3.46   | 10 <sup>th</sup> |
| It is harmful to the body                        | 3.63 | 8 <sup>th</sup>  | 3.87   | 8 <sup>th</sup>  |
| It reduces energy needed for farming             | 3.50 | 9 <sup>th</sup>  | 3.63   | 9 <sup>th</sup>  |
| It is a waste of money                           | 3.64 | 7 <sup>th</sup>  | 4.02   | 6 <sup>th</sup>  |
| It disallow farmers to plan farm activities      | 3.66 | 6 <sup>th</sup>  | 3.89   | 7 <sup>th</sup>  |
| It makes people unfit to join farmer group       | 4.29 | 5 <sup>th</sup>  | 4.23   | 5 <sup>th</sup>  |
| It causes accident on farm                       | 4.60 | 1 <sup>st</sup>  | 4.53   | 1 <sup>st</sup>  |
| It can kill                                      | 4.57 | 2 <sup>nd</sup>  | 4.47   | 3 <sup>rd</sup>  |
| It limits cooperation among farm family          | 4.51 | 3 <sup>rd</sup>  | 4.52   | 2 <sup>nd</sup>  |
| It encourages laziness                           | 4.51 | 3 <sup>rd</sup>  | 4.40   | 4 <sup>th</sup>  |
| Grand mean                                       | 3.88 |                  | 3.96   |                  |

Source: Field survey, 2015

Table 4: Distribution of male and female respondents by awareness of risks associated with alcohol consumption

| Risks associated with alcohol consumption               | Male  |      |                  | Female |      |                  |
|---|-------|------|------------------|--------|------|------------------|
|   | Freq. | %    | Rank             | Freq.  | %    | Rank             |
| Alcohol consumption is good for health                  | 144   | 80.0 | 8 <sup>th</sup>  | 56     | 31.1 | 11 <sup>th</sup> |
| Its consumption leads to physical abuse of close family | 43    | 23.9 | 11 <sup>th</sup> | 177    | 98.3 | 1 <sup>st</sup>  |
| Most road accident is due to alcohol use                | 86    | 47.8 | 10 <sup>th</sup> | 114    | 63.3 | 10 <sup>th</sup> |
| Regular consumption leads to addiction                  | 158   | 87.8 | 6 <sup>th</sup>  | 174    | 96.7 | 3 <sup>rd</sup>  |
| Its consumption can cause mental problem                | 162   | 90.0 | 5 <sup>th</sup>  | 171    | 95.0 | 4 <sup>th</sup>  |
| It enhances performance of work                         | 172   | 95.0 | 3 <sup>rd</sup>  | 137    | 76.1 | 8 <sup>th</sup>  |
| Its consumption reduces farmers' life span              | 178   | 98.9 | 1 <sup>st</sup>  | 169    | 93.9 | 5 <sup>th</sup>  |
| Its consumption is useful for the body                  | 37    | 20.6 | 12 <sup>th</sup> | 38     | 21.1 | 12 <sup>th</sup> |
| Its consumption can lead to pregnancy loss              | 156   | 86.7 | 7 <sup>th</sup>  | 174    | 97.2 | 2 <sup>nd</sup>  |
| It can cause liver problem                              | 174   | 96.7 | 2 <sup>nd</sup>  | 169    | 93.9 | 5 <sup>th</sup>  |
| It can cause dehydration                                | 129   | 71.7 | 9 <sup>th</sup>  | 128    | 71.1 | 9 <sup>th</sup>  |
| Its consumption can result to death                     | 169   | 93.9 | 4 <sup>th</sup>  | 167    | 92.8 | 7 <sup>th</sup>  |

Source: Field survey, 2015

**Awareness of Risks Associated with Alcohol Consumption:** Majority (71.7% to 98.9%) of male and female (71.1% to 98.3%) were aware of the risks associated with alcohol consumption. The most ranked risks identified by the male are alcohol consumption reduces farmers' life span (1<sup>st</sup>), it causes liver problem (2<sup>nd</sup>), its consumption can lead to death (4<sup>th</sup>) and can cause mental health problem (5<sup>th</sup>). In contrast, the female ranked alcohol consumption leads to physical abuse of close family members 1<sup>st</sup>, its consumption leads to pregnancy loss 2<sup>nd</sup>, regular consumption leads to addiction 3<sup>rd</sup> and alcohol consumption causes mental health problem 4<sup>th</sup>. These findings revealed that both male and female respondents were at variance on the importance attached to the identified risks associated with alcohol consumption. Studies by Rehm *et al.* [22] and Reynolds *et al.* [26] showed that cancer, heart failure, self-inflicted injuries, road accident, violence and falls were the predominant risks associated with alcohol consumption.

Also, fewer (20.6% and 21.1%) male and female respondents indicated that alcohol consumption is useful for the body and it was ranked least (12<sup>th</sup>). This is an indication that though both male and female were aware of the risks associated with alcohol consumption, they continued drinking. Obviously, the male were more concerned with the health related consequences of alcohol consumption while the female attached more importance to its negative social implications.

The following excerpt from a key informant interview buttressed the findings:

*...we know alcohol is harmful to our body but it also enhances our lives. We forget sorrow, other challenges and go to sleep without any bad feeling... (A male respondent in Idanre community, Ifedore Local Government Area, Ondo State).*

**Respondents' Levels of Awareness of the Risks Associated with Alcohol Consumption:** Over half (59.8% and 66.1%) of male and female respondents had high level of awareness of the risks associated with alcohol consumption while fewer (31.6% and 32.7%) male and female had moderate level. Only very few (8.6% and 1.2%) male and female had low awareness level (Figure 1). Although a greater proportion of both male and female had high awareness level of the risks associated with alcohol consumption, the female had slightly higher awareness level than their male counterparts. Leveraging on the high awareness level of the risks associated with alcohol consumption is capable of reducing the consumption and its negative effects on rural agriculture.

**Reasons for Alcohol Consumption:** The reasons for alcohol consumption identified by the male and female respondents are presented in Table 5. For the male, addiction (with a mean score of 4.93 out of a maximum obtainable score of 5.0) was the main reason for alcohol consumption, followed by peer group influence (4.74), presence of small affordable sachets (4.72), income level (4.62), divorce (4.60) and depression (4.25). For the female, parental upbringing (4.80) was the main reason, followed by the level of exposure (4.67), presence of small affordable sachets (4.40) and depression (3.78). This implies that the male and female differ in the reasons for alcohol consumption. This divergence of opinion may be related to the norm in the study area which gave the male more freedom to socialise outside the home while the female were expected to remain in the home as care givers to other family members. Reports by Obot and Room [27] revealed that alcohol consumption by male and female is related to culture.

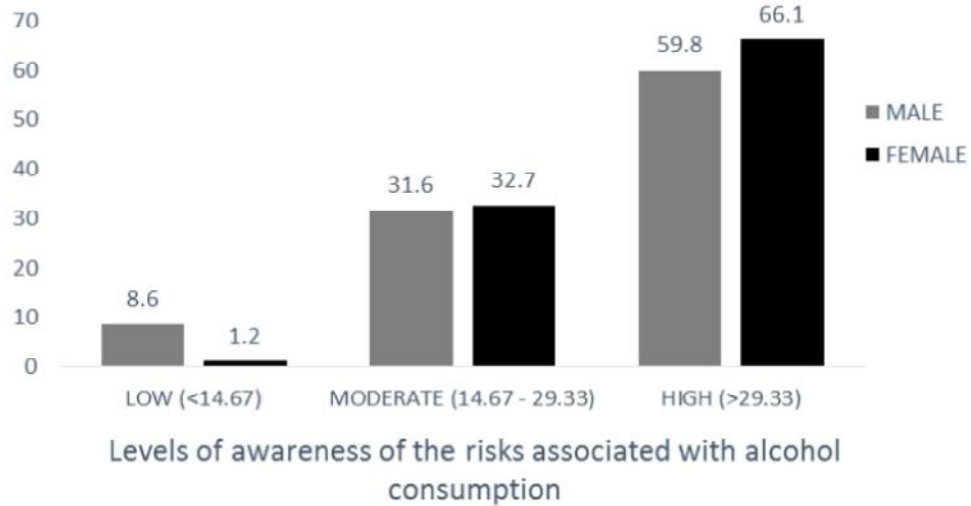


Fig. 1: Levels of awareness of the risks associated with alcohol consumption by male and female respondents

Table 5: Distribution of male and female respondents by reasons for alcohol consumption

| Variable                                       | Male |                  | Female |                  |
|--|------|------------------|--------|------------------|
|  | Mean | Rank             | Mean   | Rank             |
| Age  | 2.38 | 17 <sup>th</sup> | 2.71   | 14 <sup>th</sup> |
| Sex  | 3.90 | 11 <sup>th</sup> | 3.22   | 8 <sup>th</sup>  |
| Income level                                   | 4.62 | 4 <sup>th</sup>  | 3.38   | 7 <sup>th</sup>  |
| Level of education                             | 2.13 | 20 <sup>th</sup> | 2.02   | 21 <sup>st</sup> |
| Societal influence                             | 3.98 | 8 <sup>th</sup>  | 3.11   | 10 <sup>th</sup> |
| Peer group influence                           | 4.74 | 2 <sup>nd</sup>  | 3.68   | 5 <sup>th</sup>  |
| Parental upbringing                            | 3.93 | 10 <sup>th</sup> | 4.80   | 1 <sup>st</sup>  |
| Occupation                                     | 2.31 | 18 <sup>th</sup> | 2.80   | 13 <sup>th</sup> |
| Cultural values                                | 3.98 | 8 <sup>th</sup>  | 3.14   | 9 <sup>th</sup>  |
| Religion                                       | 2.14 | 19 <sup>th</sup> | 3.06   | 11 <sup>th</sup> |
| Environmental influence                        | 1.98 | 21 <sup>st</sup> | 2.17   | 19 <sup>th</sup> |
| Unemployment                                   | 3.20 | 12 <sup>th</sup> | 2.88   | 12 <sup>th</sup> |
| Weather condition                              | 2.41 | 16 <sup>th</sup> | 2.29   | 17 <sup>th</sup> |
| Presence of breweries/ small and cheap sizes   | 4.72 | 3 <sup>rd</sup>  | 4.40   | 3 <sup>rd</sup>  |
| No regulations prohibiting alcohol consumption | 2.56 | 13 <sup>th</sup> | 2.34   | 16 <sup>th</sup> |
| Divorce  | 4.60 | 5 <sup>th</sup>  | 2.06   | 20 <sup>th</sup> |
| Level of exposure                              | 4.14 | 7 <sup>th</sup>  | 4.67   | 2 <sup>nd</sup>  |
| Addiction                                      | 4.93 | 1 <sup>st</sup>  | 3.45   | 6 <sup>th</sup>  |
| Depression                                     | 4.25 | 6 <sup>th</sup>  | 3.78   | 4 <sup>th</sup>  |
| Death of close relation                        | 2.51 | 14 <sup>th</sup> | 2.20   | 18 <sup>th</sup> |
| Accident/ sudden death                         | 2.44 | 15 <sup>th</sup> | 2.52   | 15 <sup>th</sup> |

Source: Field survey, 2015

**Male and Female Perceived Effects of Alcohol Consumption on Agriculture:** Several (19) perception statements consisting of nine positive and ten negative statements on alcohol consumption effects on agriculture are presented in Table 6. For the positive statements, three statements (it brings farmers together, it reduces the stress of farm work and it stimulates good sleep needed for farm work) were ranked 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> by the male with individual mean scores of 4.66, 4.14 and 4.09 out of the expected maximum score of 5.0. Similarly, same statements

were ranked 1<sup>st</sup> to 2<sup>nd</sup> by the female. These statements were perceived to impact agriculture indirectly.

For the negative statements, two of them (it may lead to farmers' discontinuous use of innovation and it may limit farmers' effective use of innovations) were ranked 1<sup>st</sup> and 2<sup>nd</sup> by both male and female while they differ on the 3<sup>rd</sup>. Also, the individual mean scores for the three negative statements are between 4.53 and 4.78. Importantly too, the three statements referred directly to activities with negative effects on agricultural development.

Table 6: Gender disaggregated data on perceived effects of alcohol consumption on agriculture

| Perception statements   | Male |                  | Female |                  |
|---|------|------------------|--------|------------------|
|   | Mean | Rank             | Mean   | Rank             |
| <b>Positive statements</b>  |      |                  |        |                  |
| Alcohol makes farmers work better                                     | 3.22 | 7 <sup>th</sup>  | 2.86   | 5 <sup>th</sup>  |
| It has positive effects on farm production                            | 3.54 | 4 <sup>th</sup>  | 3.14   | 4 <sup>th</sup>  |
| It brings farmers together  | 4.66 | 1 <sup>st</sup>  | 4.29   | 1 <sup>st</sup>  |
| It reduces the stress of farm work                                    | 4.14 | 2 <sup>nd</sup>  | 3.77   | 3 <sup>rd</sup>  |
| Farm work cannot be done without alcohol                              | 3.29 | 5 <sup>th</sup>  | 2.78   | 6 <sup>th</sup>  |
| Its consumption leads to increase in food production                  | 2.05 | 9 <sup>th</sup>  | 1.68   | 8 <sup>th</sup>  |
| It enhances the ability of hired labour to work better                | 3.25 | 6 <sup>th</sup>  | 1.68   | 8 <sup>th</sup>  |
| It increases production leading to increase in income                 | 2.15 | 8 <sup>th</sup>  | 2.65   | 7 <sup>th</sup>  |
| It stimulates good sleep needed for farm work                         | 4.09 | 3 <sup>rd</sup>  | 3.78   | 2 <sup>nd</sup>  |
| Grand mean  | 3.38 |                  | 2.96   |                  |
| <b>Negative statements</b>  |      |                  |        |                  |
| It reduces the efficiency of agricultural activities                  | 3.63 | 8 <sup>th</sup>  | 3.98   | 7 <sup>th</sup>  |
| It may lead to farmers' discontinuous use of innovation               | 4.69 | 1 <sup>st</sup>  | 4.78   | 1 <sup>st</sup>  |
| It may limit farmers effective use of innovation                      | 4.68 | 2 <sup>nd</sup>  | 4.72   | 2 <sup>nd</sup>  |
| Its effects on farmer may lead to low adoption of modern technologies | 4.68 | 2 <sup>nd</sup>  | 4.48   | 5 <sup>th</sup>  |
| It has negative effects on farm work                                  | 2.68 | 10 <sup>th</sup> | 2.59   | 10 <sup>th</sup> |
| It reduces the energy needed for farming                              | 3.50 | 9 <sup>th</sup>  | 3.63   | 9 <sup>th</sup>  |
| It prevents farmers from planning farm activities                     | 3.66 | 7 <sup>th</sup>  | 3.89   | 8 <sup>th</sup>  |
| It makes people unfit to join farmers' group                          | 4.29 | 6 <sup>th</sup>  | 4.23   | 6 <sup>th</sup>  |
| It causes accident on the farm  | 4.60 | 4 <sup>th</sup>  | 4.53   | 3 <sup>rd</sup>  |
| It limits cooperation among farm family members                       | 4.51 | 5 <sup>th</sup>  | 4.52   | 4 <sup>th</sup>  |
| Grand mean  | 4.09 |                  | 4.14   |                  |

Source: Field survey, 2015

Table 7: Results of Analysis of Variance showing difference between male and female respondents' perceived effects of alcohol consumption on agriculture

|                | Sum of squares | df  | Mean square | F      | P     |
|----------------|----------------|-----|-------------|--------|-------|
| Between groups | 26.142         | 1   | 26.142      | 18.243 | 0.035 |
| Within groups  | 513.011        | 358 | 1.433       |        |       |
| Total          | 539.153        | 359 |             |        |       |

Source: Field survey, 2015

Significant level = 0.05

Furthermore, both male and female differ in their grand mean scores for the positive and negative statements. While, the male had high grand mean scores (3.38 and 4.09) in both positive and negative statements, the female had lower (2.96) positive grand mean score compared to 4.14 for the negative statements. Evidently, both male and female continued engaging in alcohol consumption despite the well acknowledged negative effects on rural agriculture.

**Results of Analysis of Variance Showing the Difference Between Male and Female Perceived Effects of Alcohol Consumption on Agriculture:** Results of Analysis of Variance show significant difference ( $F = 18.243$ ;  $p = 0.035$ ) in respondents' perceived effects of alcohol

consumption on agriculture in the study area. This may not be unconnected with the differences in gender roles and responsibilities in the study area.

### CONCLUSION AND RECOMMENDATIONS

This paper has demonstrated that farmers in the study area consume various types of alcohol drinks; a practice that is more prevalent among the male than the female. However, both gender had preference for the locally brewed gin (especially those in affordable and easy to conceal packages) but they differ greatly on the reasons attributed to alcohol consumption. Both male and female had positive disposition to alcohol consumption despite the high awareness level of the risks associated

with alcohol consumption, the considerable knowledge of the reasons for consumption and the acknowledgement of the dire consequences on agriculture. Therefore, leveraging on these issues (male and female high awareness level of the risks associated with alcohol consumption, knowledge of the reasons for drinking and high negative perception about alcohol consumption) are capable of considerably reducing alcohol consumption and its consequences on agriculture.

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