


# Women farmers' involvement in agricultural trade fairs in Naga City: Determinants, barriers, and interventions for enhanced participation

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## Abstract

This study examined the involvement of women farmers in agricultural trade fairs in Naga City and identified factors influencing their participation, with the goal of proposing interventions to strengthen their engagement and promote agricultural development. Specifically, it aimed to (1) describe the socio-demographic profile of women farmers; (2) assess their level of involvement in trade fairs; (3) determine the gains and barriers influencing participation; (4) analyze relationships between socio-demographic characteristics and involvement; and (5) recommend strategies to enhance participation. A descriptive research design was employed using a survey questionnaire administered to fifty (50) women farmers selected through stratified random sampling. Data were gathered through interviews, consultations with local authorities, and secondary sources from the Department of Agriculture – Naga City Hall. Descriptive statistics (frequency, percentage, mean, weighted mean, and ranking) and Pearson  $r$  correlation were utilized for analysis. Results showed that most respondents were aged 36–59 years (70%), married (70%), and had completed secondary education (40%). The majority cultivated less than half a hectare of farmland (44%) and earned below ₱10,000 from farming (68%), while 92% were members of agricultural organizations. High involvement was noted in attending seminars and trainings ( $M = 3.98$ ), moderate in trade fair meetings and product demonstrations, and low in facilitating sessions. Key gains included access to government programs, increased financial stability, and expanded networks, while major barriers involved limited capital, inadequate knowledge of modern technologies, and restricted access to farm facilities. No significant relationships were found between socio-demographic factors and level of involvement. Implications to education reveal that strengthening agricultural and entrepreneurship learning programs—particularly those targeting women—may enhance capacity building, technology adoption, and agripreneurial readiness. Integration of gender-

responsive agricultural education, experiential learning through trade-fair participation, and community-based agribusiness training in formal and non-formal education channels can empower rural women and foster inclusive agricultural development. Proposed interventions include targeted agribusiness training, improved access to production technologies and facilities, and structured institutional support. These measures aim to enhance women's participation, improve economic resilience, and promote sustainable agricultural and community development in Naga City.

**Keywords:** women farmers, agricultural trade fairs, participation, socio-demographic profile, Naga City, interventions

## **Women farmers' involvement in agricultural trade fairs in Naga City: Determinants, barriers, and interventions for enhanced participation**

### **1. Introduction**

Women emerge as unsung heroes in the complex web of global agriculture, quietly turning the wheels of sustainability and productivity. It is becoming more and more clear as we dive deeper into this vibrant industry that women's participation is not only a component of agricultural success, but its cornerstone. Women are crucial in determining the direction of agriculture, from arranging creative methods to providing steadfast attention to the fields. The agri-trade fair is a special venue where the interaction of business, community, and agriculture takes place. But in this dynamic ecology, women's individual contributions have frequently gone unnoticed. Their engagement goes above and beyond conventional norms, incorporating community-building, innovation, and entrepreneurship, turning these gatherings into engines of larger social change. *"Since time immemorial women have significant contribution in almost every aspects of our society"* (Hossain, et.al, 2002). As we struggled to achieve SDGs No. 1 and 2 No poverty and Zero hunger, respectively, women involved themselves in agriculture to answer the current problems in our food supply (Bryson, 2017).

Generally, women are considered as the decision makers of our families (Hossain, et.al, 2002). Therefore, they are also expected to be involved in the decision-making process in agriculture. However, it is found out that the involvement of women in decision-making process in agriculture was very low. It is because the majority of farm women are illiterate, have little knowledge about the latest techniques of farming, face dominance by males restricted mobility and other gender gaps. (Chayal, et. al,2017). Also, the persisting gender gap in access to and control of resources remains an important concern in agriculture sector. The need of the hour is on how to bridge the gender gap and empower women with new knowledge and technology especially in the context of socio-economic changes (Patil,et.al, 2017).

Today, women farmers represent more than a quarter of the world's population. "Women comprise, on an average, 43 per cent of the agricultural work force in developing countries, ranging from 20 per cent in Latin America to 50 per cent in Eastern Asia and Sub-Saharan Africa" (Patil, et.al., 2018). Women's empowerment and its relationship with farm-level productivity, have not been studied in depth so far, although they might be relevant, especially in developing countries where women make up for 43% of the agricultural labor force (Mobarok et al., 2021). According to the study on 2019, women play a significant and crucial role in agricultural development and allied fields. The nature and extent of women's involvement in agriculture varies greatly from region to region. But regardless of these variations, women are actively involved in various agricultural activities. Women's role in the economy has often been underestimated and their work in agriculture has long been invisible. Policy makers have targeted population, health and nutrition programs to women in their productive roles, and they neglected women as productive agents in agriculture. They face difficulties than men in gaining access to resources such as land, credit and improved inputs. Their contribution in which ever form should not be under estimated (Tijani, B.A. and Tijjani, H., 2019). Women play a vital role in agriculture, and because they are faced with persistent economic constraints, their empowerment is a major objective for Feed the Future (USAID, 2018).

Nonetheless, improving women's economic empowerment in the Philippines is an opportunity for both private and public sectors and could add USD 40 billion on the economy each year according to Mckinsey of Global Institute in 2018. A report entitled WOMEN AND TRADE: The Role of Trade in Promoting Gender Equality presented by the World Bank Organization improves the understanding of the impacts of trade and trade policy on gender equality, and provide policy on gender equality and provide policy makers with evidence on the benefits of these trade fairs. It reflects the key roles of women as decision makers. The report published significant findings: Trade improves the lives of women; Better policies can help women overcome the challenges of trade and maximize its benefits; Maximize women's gains from trade through policies that increase women's market access;

and Collective efforts to promote trade and equality.

Attending agricultural trade shows presents a substantial chance for female farmers to further develop their economic empowerment. Through this channel, women can reach markets for a wide variety of items, including processed and agricultural goods. These gatherings frequently include events like product pitching sessions, which provide female farmers a platform to advertise and market their own products in order to draw in customers. Additionally, by providing training sessions and seminars centered on the processing and marketing aspects of their farm produce, agricultural trade fairs act as instructional venues for female farmers. By giving them access to markets, this all-encompassing strategy not only gives women economic power but also gives them the information and abilities needed to successfully negotiate the intricate agricultural business environment. Essentially, these fairs transform from being just marketplaces to all-encompassing platforms that support women's economic self-sufficiency, knowledge-sharing, and entrepreneurship in the agriculture industry.

The researcher is driven to do this study since she is a woman farmer who actively participates in the Agri Trade Fair in Naga City. The principal objective of this study is to shed light on and demonstrate the noteworthy involvement of female farmers in Naga City, emphasizing their critical function in advancing women's empowerment and agriculture. Because of her personal participation in the Agri Trade Fair, the researcher has a unique perspective that provides an insider's understanding of the difficulties, achievements, and contributions made by women farmers in this particular setting. The purpose of this research is to present a thorough knowledge of the ways in which Naga City's female empowerment and the expansion of the agricultural sector are both facilitated by the active involvement of women farmers. The research seeks to illuminate these stories in order to give women farmers' perspectives and experiences more visibility, which will eventually lead to a greater understanding of their vital role in the agricultural sector and greater societal empowerment.

**Statement of the Problem** - Generally, the study sought to describe the factors associated to the level of involvement of women in Agri-Trade Fair to promote agriculture in Naga City. Specifically, this study will answer the following questions:

1. What is the demographic profile of women farmers?
2. What is the level of involvement of women's farmer in Agri-trade fair?
3. Is there a significant relationship between the socio-demographic profile and the level of involvement of women farmers in agri-trade fair?
4. What are the gains and barriers affecting the level of involvement of women farmer's in agri-trade fair?
5. What possible recommendations may be proposed as a result of the study?

**Scope and Limitations of the Study** - The primary goal of this study was to analyze the level of involvement of women in agri-trade fairs aimed at promoting agriculture in Naga City. The study addressed a number of specific objectives, meticulously investigating both the gains as well as barriers faced by women farmers in Naga City. It is important to point out that the study's scope was limited to the direct responses acquired through the survey instrument, with a careful selection of statistical methods used to rigorously analyze these results, which eventually served as the foundation for conclusions and recommendations.

A standardized set of questions was distributed uniformly to each respondent, ensuring a consistent and structured approach to data collection. The perfectly constructed questionnaires designed by the researcher to acquire relevant information serve as the primary source of data for this study. The surveys, which are specifically designed to extract pertinent insights, are an important tool for revealing the intricate aspects of women's involvement in agri-trade fairs, setting the framework for educated conclusions and effective recommendations.

## 2. Methodology

**Research Design** - The research employed the descriptive design method as a systematic approach to gather pertinent data information, utilizing survey research as the primary instrument for data collection. Descriptive research is a useful methodology that focuses on accurately portraying the traits, actions, and attitudes of a specific group or issue. Survey research, a well-known and useful approach in descriptive studies, was used to collect the necessary information from the identified respondents. According to Best and Kahn (2007), as cited by Salaria, N. (2012), "The term descriptive research has often been used incorrectly to describe three types of investigation that are different. Perhaps their superficial similarities have obscured their difference. Each of them employs the process of disciplined inquiry through the gathering and analysis of empirical data, and each attempt to develop knowledge. To be done competently, each requires the expertise of the careful and systematic investigator. A brief explanation may serve to put each one in proper perspective."

**Research Method** - This study used a descriptive research method to encourage women farmers to participate in agricultural trade fairs. The data collection technique involves administering a survey questionnaire to women farmers in Naga City. To guarantee an accurate representation, random sampling was used, with a focus on women farmers who regularly participate in agricultural trade fairs in the city. The questionnaire was written in English to promote a uniform approach to data gathering. To improve the survey instrument's quality and dependability, a comprehensive validation process was conducted. Initially, the questions were thoroughly reviewed by the research adviser, who made helpful comments and granted approval. Furthermore, the researcher received the relevant approvals from Naga City's Local Government Unit to ensure ethical and procedural compliance. The respondents' convenience was carefully considered, and enough time was set out for them to thoughtfully answer the survey questions.

**Research Instrument** - The researcher used a hand-made survey questionnaire to collect study-related data. The questionnaire is a series of predefined written questions that have been validated by specialists. It is the primary tool used by the researcher to collect data pertinent to the study. The first section of the survey questionnaires was the respondent's profile, which includes socio-demographic information. The second section of the questionnaire covers women farmers' level of involvement in participating in agricultural trade fairs, while the third section provides gains and barriers affecting women farmers' level of participation in agricultural trade fairs. Finally, in the fourth section of the survey questionnaire, respondents determined the planned intervention or program to encourage women farmers to participate in an agricultural trade fair in Naga City.

**Data Gathering Procedures** - The primary data, the researchers sent request letters to the persons involve prior to the conduct of the study. Data were gathered through the given questionnaires and face-to-face interview with the women farmers in Naga City. For the secondary data, the data will be gathered through the office of the Department of Agriculture – Naga City Hall. All the result were tabulated and evaluated.

**Data Analysis** - The analysis of this research was conducted using descriptive and tabular methodologies. The data was analyzed using techniques such as frequency counting, percentage calculation, weighted mean computation, and ranking. Furthermore, correlation analysis was used to evaluate the relationship between socio-demographic features and the level of women's involvement in agricultural trade fairs. The results were effectively communicated using relevant charts and tables, which provided a visual picture of the findings. Furthermore, the analysis of secondary data involved a documentary analysis.

**Respondents of the Study** - The researcher carefully selected women farmers from Naga City as the study's target respondents, with a particular emphasis on those who regularly participate in agricultural trade fairs. The study's respondents consist of fifty (50) women farmers, and the researcher used stratified random sampling. Stratified random sampling guarantees that every subset of the population is appropriately represented in the sample, allowing for a more nuanced examination of data. The use of this sampling technique improves the study's potential to draw significant findings about the larger community of female farmers in Naga City who participate

in agricultural trade fairs.

**Locale of the Study** - The study was conducted in Naga City, officially the City of Naga (Central Bicol: *Siyudad nin Naga*; Rinconada Bicol: *Syudad ka Naga*; Filipino: *Lungsod ng Naga*) or the Pilgrim City of Naga, is a 1st class independent component city in the Bicol Region of the Philippines. According to the 2020 census, it has a population of 209,170 people. It is surrounded on all sides by forests and by rich agricultural and fishing areas. It has an area of 8,448 hectares (20,880 acres) and is located on the serpentine and historic Naga River, at the confluence of the Naga and Bicol rivers. Thus, it has always been an ideal place for trade, and as center for schools, church, and government offices. Included in its territory is Mount Isarog, a declared protected area known as Mount Isarog Natural Park. Furthermore, Naga City is the economic, commercial, trade, tourism, medical, technological, religious, cultural, industrial, educational, financial, and social center of the Bicol Region. It is also Camarines Sur's most populous city. It is home to large international companies, high-rise hotels, and condominiums. Naga is the Bicol Region's center of commerce and industry. Strategically located at the heart of Bicol, Naga is the trade center in Bicol for goods from Visayas and Manila. Naga is cited as one of the "Most Business-Friendly Cities in Asia", is considered to be one of the Philippines's Top-10 cities, and is a "most competitive city" of the Philippines. Some entrepreneurs cited the city as the most business-friendly in the region.

**Statistical Analysis** - The researcher used descriptive statistical analysis to assess the acquired data. The analysis includes measures of central tendency such as the mean, variations, and percentile ranking. These statistical tools were intended to assess the prospective outcomes of the investigation. The generated data was efficiently communicated using tables and figures. Additionally, photo evidence underwent documentary analysis as part of the secondary data assessment. The acquired data was analyzed using several formulas. The calculated data was processed and analyzed using measures such as mean, standard deviation, percentile ranking, and Pearson correlation. This comprehensive method to statistical analysis ensures a complete examination of the data, allowing for a more nuanced comprehension of the research findings.

### 3. Results and discussion

This chapter presents the discussion of the findings on assessing the women involvement in Agri-trade fair in Naga City.

**Socio-Demographic Profile of Women Farmers in Naga City** - The demographic profile of Naga City's women farmers provides critical insights into the composition and features of an important component of the agricultural community. Table 1 provides a complete overview, giving crucial facts on the age distribution, marital status, and educational achievement among these women. This information serves as a foundation for future research and targeted actions focused at empowering and helping women farmers in Naga City. This data presents the demographic profile of women farmers in Naga City.

Table 1 shows the demographic profile. The data indicates that the majority of women farmers fall between the age range of 36-59 years old (70%), followed by those aged 60 years and above (26%), and lastly, those aged 18-35 years old (4%). It indicates that 70% of the 50 women farmers are married. The statistical analysis indicates that among 50 women farmers, the distribution of the highest educational attainment is as follows: secondary level (40%), elementary graduate (28%), college level (12%), college graduate (6%), and vocational graduate and other (post graduates) (4%). The data on women farmers in Naga City reveals that the majority are aged between 36-59 years old, with a significant portion being married. Educational attainment varies among them, with most having completed secondary education. This highlights the importance of understanding the diverse backgrounds and needs of women farmers to better support their participation and success in agriculture.

Table 1. Demographic Profile of Women Farmers in Naga City

Profile		Frequency n=50	Percentage (%)
<b>Women Farmers</b>			
Demographic			
Age	18-35 years old	2	4.00
	36-59 years old	35	70.00
	60 years old above	13	26.00
Civil Status	Single	3	6.00
	Widow/Widower	9	18.00
	Married	35	70.00
	Separated	3	6.00
Household Size	1-6	41	82.00
	7-12	9	18.00
	12 above	0	0.00
Highest Educational Attainment related to Agriculture	No Formal Schooling	0	0.00
	Elementary Graduate	14	28.00
	Secondary Level	20	40.00
	College Level	6	12.00
	College Graduate	3	6.00
	Vocational Graduate	2	4.00
	Others	2	4.00

It can be gleaned further by the study of Roa, et. al. (2022) the Socio-demographic and Economic Status of Smallholder Farmers in the Unbanked Municipality of Sugpon, Ilocos Sur: Its Implication to Financial Literacy Training Program, in terms of farmer respondent ages in each of the barangays, mostly the respondents belong to the aged bracket from 39 to 59 years old and above, and as to civil status, most of the farmers are married with an overall percentage of 78.50% as compared to single and widow or separated status.

Table 2. Economic Profile of Women Farmers in Naga City

Profile		Frequency n=50	Percentage (%)
<b>Women Farmers</b>			
Farm Land	Less than 1/2 hectare	22	44.00
	1/2 - 1 hectare	19	38.00
	1.1 hectare and above	9	18.00
	Owned	37	74.00
	Rented	11	22.00
	Landless	2	4.00
Farming Income	Less than 10,000	34	68.00
	10,000 - 25,000	13	26.00
	26,000 above	1	2.00
Agri-Trade Fair Income	Less than 10,000	35	70.00
	10,000 - 25,000	5	10.00
	26,000 above	0	0.00
Membership in Organization	Yes	46	92.00
	No	0	0.00

This table shows economic profile of the women farmers in Naga City. Based from the statistical analysis, most of the women farmers owned (74%) less than ½ hectare (44%) farm land. 22% are rented with ½ - 1 hectare of farm land (38%), and only 18% out of 50 women farmers has 1.1 hectare and above. It also shows that there are 4% of women farmers that are landless. The farming income of the women farmers in Naga City shows that 68% of them has farming income of less than P10,000, P10,000 – P25,000 (26%), and only 2% said that they have farming income of P26,000 above. The table also shows the Agri-trade fair income of the women farmers, 70% of the result shows that they're income during Agri-trade fair is less than P10,000 and 10% out of 50 women farmers said that they have an income of P10,000 – P25,000 during Agri-trade fair. In terms of membership in organizations, 92% of the women farmers are members of different farmer organizations in Naga City like *Nacindera*, *Sanggawadan*, *Pacol Magsasaka Prime Community (PMPC)*, and *Urban Gardening Technician*.

The economic profile of women farmers in Naga City demonstrates both problems and resilience. Most possess less than half a hectare of land, resulting in modest farming incomes below P10,000. While agri-trade fairs provide some extra income, the majority still earns less than P10,000. However, with 92% involvement in farmer organizations, these women show solidarity and commitment to overcome economic challenges by collective action and community engagement. This is related to the study Socio-demographic and Economic Status of Smallholder Farmers in the Unbanked Municipality of Sugpon, Ilocos Sur: Its Implication to Financial Literacy Training Program, most of the respondents are farmers who own the land they till with a percentage of 79.15 and only 19.67 percent are farmworkers and most of them are registered under the farmers' association and It implies that farmers' organizations play an important role to help members increase their access to agricultural information, capital, and technology, bring benefits to members and partly promote production, enhance productivity and increase income.

***Involvement of Women Farmers of Naga City in Agri-trade Fair*** - Women farmers from Naga City's involvement at the Agri-trade show reflects their active participation and contributions to the agricultural sector. The study's findings indicate both strengths and opportunities for additional participation and collaboration among women farmers in Naga City, as well as the opportunity to further the advantages of the Agri-trade fair.

Table 4 displays the level of involvement of women farmers from Naga City in the Agri-trade fair. Many women farmers show a high involvement in participating in seminars and training organized by LGUs (3.98). They are somewhat engaged in attending Agri-trade Fair meetings, consultations, and analyses before or during the event (3.49), as well as in conducting product demonstrations and sharing success stories with customers and fellow farmers (3.41). Additionally, they are involved in preparing and displaying farm products at the venue (3.39) and holding meetings with fellow farmers to discuss accessing financing and government support, distributing marketing brochures, or information materials (2.93). Furthermore, they do not participate in organizing seminars or training sessions during Agri-trade fair (2.49).

Table 3. Level of Involvement of Women Farmers of Naga City in Agri-trade Fair

Involvement	Weighted Mean	Verbal Interpretation
Attend Agri-trade Fair meeting/consultations/analysis before or during the event	3.49	Slightly Involved
Conduct preparation and display of farm products at the venue	3.39	Slightly Involved
Conduct product demonstration and sharing of success stories to costumers and co-farmers	3.41	Slightly Involved
Attend seminars/training, provided by LGU's	3.98	Highly Involved
Facilitate seminars/training during fair	2.49	Not Involved
Conduct meeting to co-farmers on how to access financing and government supports, distribute marketing brochures or information materials	2.93	Slightly Involved

This shows the level of involvement of women farmers from Naga City in the Agri-trade exhibition. They are highly engaged in engaging in LGU-organized seminars and training, moderately involved in attending meetings and conducting product demonstrations, and actively participating in the preparation and presentation of farm products. However, there is little interest in holding lectures during the show. These findings indicate areas of strength as well as potential for additional involvement and collaboration among women farmers in Naga City to maximize the benefits of the Agri-trade fair.

This study gives additional supports on the claim of Subedi (2008), titled Women Farmers' Participation in Agriculture Training: in Kavre District of Nepal that 71.42% of the women farmer suggested for on-the-spot training on the farmers area and arranging time with them to improve the participation in trainings. Women farmers suggested topics like vegetable farming regular and off season. The provision of agriculture loan after arranging training can influence the women in training. Participation of the women farmers can be increased by a combination of various factors e.g., government policy.

**Significant Relationship between the Socio-demographic Profile and the Level of Involvement of Women Farmers in Agri-trade Fair** - This study looked at how demographic variables including age, marital status, household size, and educational attainment interact with the level of involvement in Agri-trade fair activities. Understanding these links has the potential to drive targeted initiatives and tactics aimed at increasing women farmers' participation and maximizing the benefits of such important agricultural meetings.

Table 4 presents the Pearson r correlation test of significant relationship of women farmers in terms of their age, civil status, household size, and highest educational attainment to their level of involvement in Agri-trade fair. The result shows that in terms of attending Agri-trade Fair meeting/consultations/analysis before or during the event has no significant relationship in age (0.04), civil status (0.13), household size (-0.27), and highest educational attainment (-0.22). Conducting preparation and display of farm products at the venue has no significant relationship in terms of age (0.12), civil status (0.13), household size (-0.24), and highest educational attainment (-0.19). Conducting product demonstration and sharing of success stories to costumers and co-farmers has no significant relationship in terms of age (0.17), civil status (0.05), household size (-0.22), and highest educational attainment (-0.11). Attending seminars/training, provided by LGU's has no significant relationship in age (0.02), civil status (0.13), household size (-0.33), and highest educational attainment (-0.14). Facilitating seminars/training during fair has no significant relationship in terms of age (0.12), civil status (-0.12), household size (-0.13), and highest educational attainment (-0.24). Conducting meeting to co-farmers on how to access financing and government supports, distribute marketing brochures or information materials has no significant relationship in terms of age (0.06), civil status (0.08), household size (-0.01), and highest educational attainment (-0.36).

This study revealed intriguing insights into the relationship between women farmers' level of involvement in the Agri-trade fair and demographic characteristics such as age, civil status, household size, and highest level of education. Surprisingly, there were no significant relationships observed between any of these demographic characteristics and other aspects of fair participation. Whether attending Agri-trade Fair meetings, consultations, and analyses, performing product demonstrations, or directing seminars, the findings show that women farmers' participation is unaffected by age, marital status, family size, or educational background.

Table 4. Pearson r correlation test of significant relationship between the socio-demographic profile and the level of involvement of women farmers in Agri-trade fair

Source of Relationship	Computed r	Interpretation
Attend Agri-trade Fair meeting/consultations/analysis before or during the event		
Age	0.04	Not Significant
Civil Status	0.13	Not Significant
Household size	-0.27	Not Significant
Highest Educational Attainment	-0.22	Not Significant
Conduct preparation and display of farm products at the venue		
Age	0.12	Not Significant
Civil Status	0.15	Not Significant
Household size	-0.24	Not Significant
Highest Educational Attainment	-0.19	Not Significant
Conduct product demonstration and sharing of success stories to costumers and co-farmers		
Age	0.17	Not Significant
Civil Status	0.05	Not Significant
Household size	-0.22	Not Significant
Highest Educational Attainment	-0.11	Not Significant
Attend seminars/training, provided by LGU's		
Age	0.02	Not Significant
Civil Status	0.13	Not Significant
Household size	-0.33	Not Significant
Highest Educational Attainment	-0.14	Not Significant
Facilitate seminars/training during fair		
Age	0.12	Not Significant
Civil Status	-0.12	Not Significant
Household size	-0.13	Not Significant
Highest Educational Attainment	-0.24	Not Significant

Conduct meeting to co-farmers on how to access financing and government supports, distribute marketing brochures or information materials		
Age	0.06	Not Significant
Civil Status	0.08	Not Significant
Household size	-0.01	Not Significant
Highest Educational Attainment	-0.36	Not Significant

r value < 0.05 Not Significant r value ≥ 0.05 Significant

### ***Gains and Factors or Barriers Affecting the Level of Involvement in Agri-Trade Fair of the Women Farmers in Naga City***

Table 5. Gains of Women Farmers Affecting the Level of Involvement in Agri-Trade Fair of the Women Farmers in Naga City

Gains	Frequency	Rank
Access to Gov't Program for Farmers (Loans, Insurance)	25	1
Family Finances are Stabilized	18	2
Linkages to Diff Client and Costumers	17	3
Employment	15	4
Others (Strategies and Promotions)	1	5

Table 6 provides a detailed summary of the benefits that women farmers in Naga City have gained and how these benefits have impacted their involvement in agricultural trade fairs. The data shows that women farmers have recognized various important benefits, each with its own level of involvement. One of the main benefits is the access to government services, such loans and insurance, which is the most commonly stated advantage with a frequency of 25. Enhanced access to financial assistance and risk reduction strategies are crucial in motivating women farmers to participate in agricultural trade events. 18 respondents said that the stabilization of family finances is directly linked to increasing participation in activities, highlighting the importance of economic security. Furthermore, 17 respondents highlighted the benefits of creating linkages with different clients and customers, emphasizing the significance of broadening networks for marketing agricultural products. Participating in agricultural trade fairs leads to job development or employment for women farmers (15). The "Others" category (strategies and promotions), with a frequency of 1, suggests additional gains which is strategies and promotions to be specific. The results emphasize the various beneficial effects that enhance the involvement of female farmers in agricultural trade fairs in the area.

The data showed significant advantages such as enhanced access to government services such as loans and insurance, financial stability for families, and the establishment of client and customer relationships. Participation in trade fairs also helps to create jobs for women farmers. The findings highlighted the wide range of beneficial benefits that inspire and promote female farmers' participation in agricultural trade fairs, stressing the importance of these events to their livelihoods and agricultural practices.

This result conforms to the journal *Five Benefits of Attending Agricultural Events for Your Business* by Sutherly, L. (2021) stating that, attending agricultural conferences and events provides numerous benefits for individuals and businesses in the field. These events offer a distinctive opportunity for individuals to promote themselves by demonstrating their skills, discussing advanced approaches, and presenting their achievements to potential customers. Having a booth at such events can greatly increase business visibility and facilitate the gathering of important contacts. Additionally, these meetings provide an opportunity to interact with seasoned professionals in the agricultural industry, offering direct perspectives and answers to particular business obstacles. Agricultural conferences frequently display the most recent technical breakthroughs, instruments, and research. Participants can stay at the forefront of the fast-changing industry by attending expert lectures, observing technology demonstrations, and receiving samples of innovative items. Moreover, these events promote networking opportunities for individuals to broaden their professional contacts and increase brand recognition, especially during regional conferences with networking sessions. Finally, in addition to the professional advantages, attending agricultural conferences is a versatile approach for professional growth, networking, and

personal development.

Table 6. Factors or Barriers Affecting the Level of Involvement in Agri-Trade Fair of the Women Farmers in Naga City

Factors	Frequency	Rank	
Capital Related Factors	Farm Location	28	1
	Inadequate Financial Constraints	14	1
	Lack of Farm Resources	11	3
	Non-support of Gov't Org.	10	4
	Others (booth and no invitations)	2	5
Educational Related Factors	Lack of Educ Background	17	1
	Unaware of New Tech	17	1
	Lack of Proper Trainings and Seminars in Farming	14	2
	Others (decline technologies)	1	3
Access to Land Related Factors	Lack of Facilities	20	1
	Production Management	15	2
	Selection of Crops	11	3
	Others (capital and lack of machineries)	5	4

This table provides data on the factors or barriers affecting the level of involvement in Agri-trade fair of the women farmers in Naga City. They were gained and computed by getting the weighted mean in each factor.

Table 7 was sub divided in terms of capital related factors, educational related factors, and access to land factors. With regards to capital related factors, the factor that was on top is farm location (28) and the least factor is others (booth and no invitation from Agri-trade fair). In terms of educational related factor, both lack of education background and unaware of new technology (17) is the top factor and has the highest frequency and the least factor is others (decline technologies). Moreover, in terms of access to land related factors, lack of facilities (20) is the top factors affecting the level of involvement of the women farmers in Agri-trade fair and the least factor is the others (lack of machineries, no capital, and carabao).

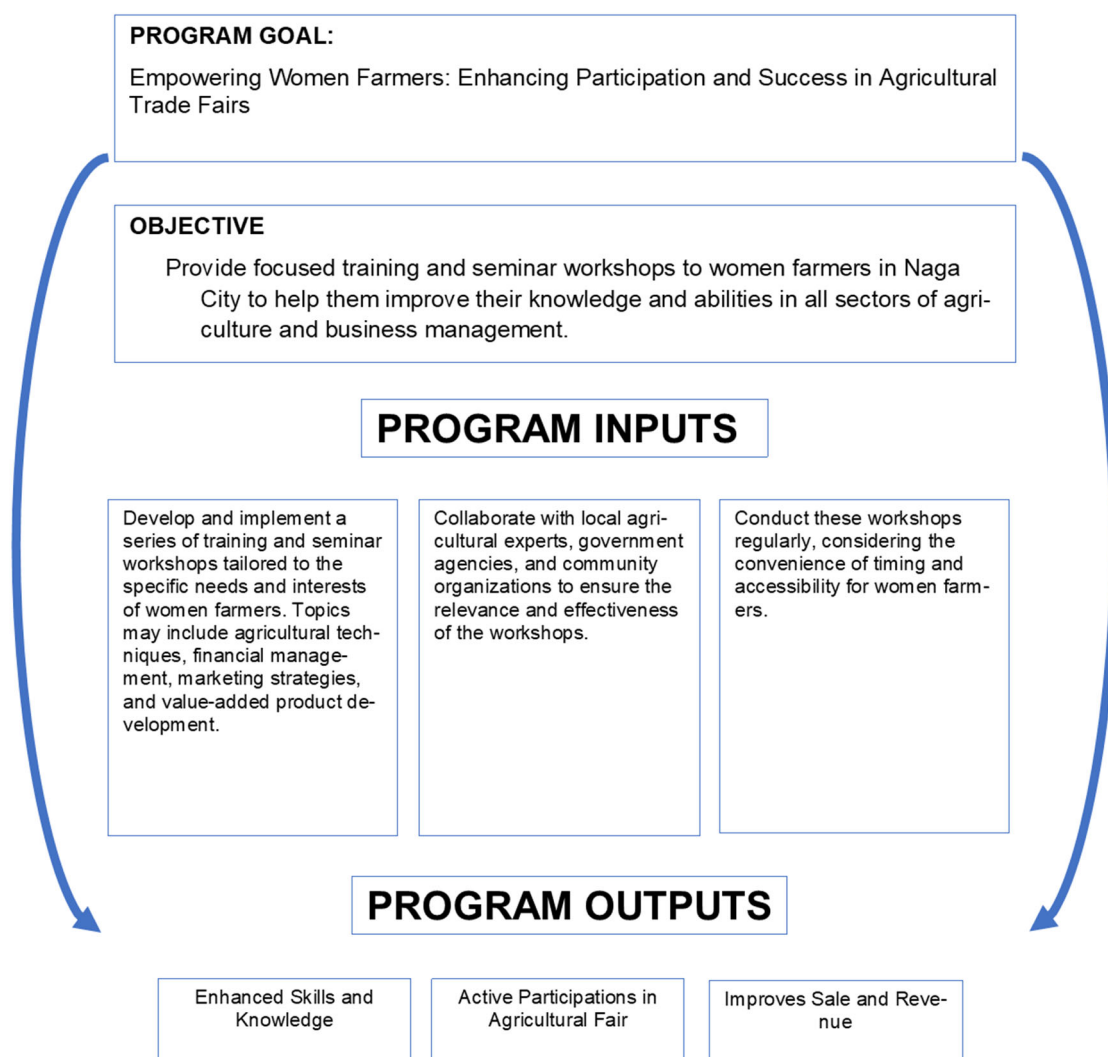
Based from the study of Brione, R. (2021), since the rural population has been growing, farm sizes have also been declining, hence, there is no room for growth in this factor. Likewise, fragmentation has also prevented the realization of economies of scale, exacerbated by the Comprehensive Agrarian Reform Program (CARP), which has broken up farmlands and suppressed land rental markets toward reconsolidation of operations. The weak enforcement of the CARP has inadvertently prevented a more severe productivity impact. It is estimated that productivity would have dropped by 26 percent under full enforcement of the program. Capital formation in agriculture has been limited. Formal finance has disproportionately flowed outside of agriculture, precluding adequate finance of both fixed and working capital requirements.

***Proposed Intervention to Encourage Women Farmers to Join in an Agricultural Trade Fair as Way of Promoting Agriculture***

Table 7. Proposed Intervention to Encourage Women Farmers to Join in an Agricultural Trade Fair

Suggestions	Frequency	Rank
Conduct Trainings and Seminars	24	1
Women Empowerment on Business Entrepreneur	19	2
Provide Appropriate Land Farming for Cultivation	15	3
Proper Orientation from the Authorized Agencies	12	4
Organized Program for women Agri Trade Fair	9	5
Others	3	6

Table 8 shows the proposed intervention to encourage women farmers in Naga City to join in an agricultural trade fair. The data shows that most of the women farmers preferred to conduct trainings and seminars with the highest frequency of 24, followed by women empowerment on business entrepreneur (19), provide appropriate land farming for cultivation (15), proper orientation from the authorized agencies (12), organized program for women Agri-trade fair, and others (permanent and proper place in the market for their products) for the least factor with the frequency of 3.



**Figure 1. Program Intervention Design**

These intervention programs suggested by the women farmers of Naga City are anchored on the study of Rasanjali, et. al. (2021), Impact of Agricultural Training on Farmers' Technological Knowledge and Crop Production in Bandarawela Agricultural Zone, stating that, agricultural training is important to disseminate the knowledge of new technology. It is expected that the trainings have a positive impact on farmers. According to final conclusion there was no association between demographic factors (age, gender, marital status, educational level, employment, number of family members) and new agricultural technology application in the field. When consider the trained farmers point of view regarding the training program, majority of them were happy about the allocated number of days, allocated time for the practical and theory part and presentation. Trained farmers thought that the practical knowledge provided by the institution were extremely sufficient.

#### 4. Summary, conclusions and recommendations

**Summary** - The study identified the factors associated to the level of involvement of women in Agri-trade fair

to promote Agriculture in Naga City. It specifically aimed to: (1) determine the socio-demographic profiles of women farmers; (2) determine the level of involvement of women in Agriculture trade fair as a way of promoting Agriculture; (3) identify the gains and barriers affecting the level of involvement of women in agriculture trade fair; (4) describe the significant relationship between the profile and the level of involvement of women in Agri-trade fair; and (5) propose an intervention to encourage women to join in an agricultural trade fair as way of promoting Agriculture. This study utilized descriptive, evaluative and inferential research method. The respondents of the study were composed of fifty (50) women farmers in Naga City. A survey questionnaire served as the instrument in this study. The frequency count, rank, mean, percentage and Pearson r correlation test were the statistical tools used.

**Findings** - Based on the results and discussions, the following findings were drawn:

- About 70% of women farmers are aged between 36 and 59, with 26% aged 60 or older, and only 4% aged 18 to 35. Also, 70% are married. In terms of education, 40% completed secondary school, 28% completed elementary school, 12% completed college, and 4% pursued postgraduate or vocational education. Regarding land ownership, 74% of female farmers possess less than half a hectare, with 44% falling into this category. Only 18% have farms greater than 1.1 hectares, and 4% are landless.
- In terms of income, 68% of farmers make less than P10,000, 26% between P10,000 and P25,000, and only 2% earn more than P26,000. 70% of Agri-trade fair income is less than P10,000, with the remaining 10% earning between P10,000 and P25,000. Furthermore, 92% of female farmers in Naga City belong to several farmer groups, including Nacindera, Sanggawadan, PMPC, and Urban Gardening Technician, demonstrating a high level of organizational engagement.
- Women farmers are highly engaged (mean score 3.98) in attending seminars and training provided by Local Government Units (LGUs). They also participate somewhat (mean score 3.49) in Agri-trade Fair meetings and consultations, and they are eager to share their experience and products (mean score 3.41) through demos and success stories. Notably, their commitment to preparing and displaying farm products on-site is clear (mean score 3.39). However, their participation in preparing seminars or training sessions at Agri-trade shows is quite low (mean score 2.49).
- The most commonly noted benefit (25 times) for women farmers is access to government services like as loans and insurance, emphasizing the significance of government aid in facilitating their participation in agricultural events. 18 respondents prioritize economic stability, underlining the need of financial support and risk-reduction strategies in retaining their commitment. Furthermore, 17 respondents emphasized the necessity of networking in agricultural product marketing. Fifteen respondents report that attending agricultural trade fairs improves career chances for women farmers. Finally, the "Others" category, which is mentioned once, emphasizes additional gains, particularly in strategies and promotions.
- Attendance in Agri-trade Fair meetings and consultations does not correlate significantly with age (0.04), civil status (0.13), household size (-0.27), or greatest educational attainment (-0.22). Similarly, there is no significant relationship between those factors and the preparation and exhibition of farm products on the site. Furthermore, giving product demonstrations and sharing success stories with customers and other farmers had no significant correlation with age (0.17), civil status (0.05), household size (-0.22), or greatest educational attainment (-0.11). Participation in local government seminars and training had no discernable link with age (0.02), civil status (0.13), family size (-0.33), or greatest educational attainment (-0.14). Furthermore, seminar/training facilitation at the fair has no significant correlation with age (0.12), civil status (-0.12), household size (-0.13), or greatest educational attainment (-0.24). Similarly, distributing marketing materials and meeting with co-farmers to discuss government help and funding have no significant link with age (0.06), civil status (0.08), household size (-0.01), or greatest educational attainment (-0.36).

- Trainings and seminars are the most preferred activity among female farmers, with 24 selections showing a desire to learn and improve agricultural techniques. Following closely after, women's empowerment in business entrepreneurship is chosen 19 times, demonstrating their desire for financial independence. Supplying sufficient land for farming cultivation is also rated vital, with 15 selections emphasizing the need of access to suitable land resources. Respect for proper direction from authorized agencies is expressed with a frequency of 12, indicating appreciation for official sources of guidance and support. Women value Agri-trade exhibition programs, but on a moderate scale. Finally, the least favorite feature, chosen three times, comes into the category of "others," which includes concerns about the suitable and long-term positioning of their products in the market.

**Conclusions** - Women have long stood as pillars of agricultural communities, yet their contributions remain largely underrecognized and undervalued. This study highlighted the significant participation of women farmers in agri-trade fairs in Naga City, emphasizing their vital role not only in agricultural production but also in entrepreneurship, community development, and rural economic empowerment. The review of related literature and field observations affirm that women's involvement in agriculture extends beyond traditional farm labor; they are decision-makers, innovators, and active agents of socio-economic growth. Despite their strong presence in agricultural activities, findings from various studies reveal persistent barriers that hinder full participation, such as limited access to agricultural resources, technologies, credit, market linkages, and extension services. Gender-based constraints, including cultural norms and limited mobility, further restrict women's ability to engage strategically in agricultural decision-making and agribusiness opportunities. However, agricultural trade fairs serve as transformative platforms—providing women farmers with avenues to showcase products, build market networks, acquire business knowledge, and enhance their entrepreneurial identity.

The researcher's firsthand experience as a woman farmer engaged in agri-trade fairs further affirms that these events serve as empowerment hubs where women gain confidence, visibility, and economic leverage. The participation of women farmers in Naga City's agricultural trade fairs demonstrates the ongoing shift toward inclusive agricultural and economic participation. By illuminating their efforts and experiences, this study gives voice to women's contributions and encourages a deeper commitment to gender-responsive agricultural development. Ultimately, the study concludes that supporting women's participation in agricultural trade fairs can unlock substantial socio-economic benefits, foster inclusive growth, and strengthen the agricultural sector's resilience. Recognizing and empowering women in agriculture is not only a matter of equity—it is an essential strategy for sustainable development, poverty reduction, and community empowerment.

**Implications to Education** - The results of this study hold profound implications for the education sector, particularly in agricultural education, gender studies, and rural development programs. Foremost, the active involvement of women in agricultural entrepreneurship underscores the need to integrate gender-responsive agricultural training in the curriculum at both basic and higher education levels. Schools, colleges, and universities offering agricultural and business programs must create learning environments that highlight women's leadership, innovation, and contributions to food security and agribusiness. Educational institutions may strengthen experiential learning through farm incubators, agribusiness laboratories, market-simulation activities, and partnerships with local agricultural trade fairs. These initiatives will allow students—especially women—to gain hands-on experience, boost confidence, and cultivate entrepreneurial competencies aligned with modern agricultural demands.

Teacher training and extension programs should incorporate gender sensitivity, financial literacy, digital marketing, and agribusiness technology modules. This ensures educators are prepared to support women learners and rural communities with knowledge and skills needed to thrive in competitive agricultural markets. Moreover, collaboration between academic institutions, government agencies, and local agricultural groups can foster innovation hubs, training platforms, and mentorship programs that empower women to become agri-leaders. Education, therefore, becomes a catalyst for breaking gender barriers, promoting inclusive rural prosperity, and cultivating a new generation of empowered women farmers and agribusinesses.

Based on the findings, the following conclusions were drawn:

- The profile of women farmers highlights numerous key characteristics and challenges. The majority of them are middle-aged or older, married, and have varied degrees of education, with a large proportion having only attended secondary or primary school. Land ownership is biased toward smaller plots, with a sizable proportion holding less than half a hectare, indicating potential limits in agricultural output capability. Income levels are often low, with a substantial fraction earning less than P10,000, indicating financial constraints in the farming community. Despite these hurdles, women farmers show great organizational engagement, with the clear majority belonging to farmer associations, demonstrating their dedication to joint efforts to overcome agricultural issues. Overall, despite several challenges, women farmers demonstrate resilience and persistence in their pursuit of sustainable agriculture and economic empowerment.
- Women farmers participate in a variety of agricultural events. They actively participate in seminars and training sessions organized by Local Government Units (LGUs), demonstrating a desire to learn new skills and expertise. While they attend Agri-trade Fair meetings and consultations, as well as share their experience and products through demos and success stories, their commitment to organizing seminars or training sessions during such events is quite minimal. Nevertheless, while they exhibit excitement and attention in some areas, there is space for growth in their participation in designing and facilitating educational events at Agri-trade shows.
- The benefits cited by women farmers underline the significance of diverse support systems in increasing their participation and success in agriculture. Access to government services, notably loans and insurance, is widely acknowledged as critical, emphasizing the need of government assistance in allowing their participation in agricultural events. Economic stability appears as a top issue for respondents, underlining the importance of financial support and risk-reduction techniques in order to maintain their commitment to farming. Networking is also considered crucial for agricultural product marketing, emphasizing the need of collaborative efforts and collaborations in growing agricultural endeavors. Furthermore, attending agricultural trade fairs has been identified as a catalyst for boosting career chances for female farmers, highlighting the potential of such events to develop professional growth and opportunity. The "Others" category stresses additional benefits, implying the relevance of various techniques and marketing in reinforcing their agricultural operations. These findings show the diverse support required to empower and uplift women farmers in the agricultural industry.
- There is no significant relationship between demographic profiles such as age, civil status, household size, and educational attainment and various aspects of Agri-trade Fair participation. Whether it's attending meetings and consultations, preparing and exhibiting farm products, or participating in product demos and sharing success stories, these demographic indicators show no noticeable association. Similarly, participation in local government seminars and training, as well as facilitation of such sessions during the fair, and other activities such as distributing marketing materials and discussing government support, show no significant link with demographic characteristics. These data demonstrate that demographic variables do not have a significant impact on participation in Agri-trade Fair events, demonstrating the possibility for inclusivity and equal opportunity within agriculture.
- Female farmers exhibit a great preference for training and seminars, demonstrating a desire to improve their agricultural skills and knowledge. The desire for financial independence is demonstrated by their interest in women's empowerment in business entrepreneurship. Access to proper land resources is also thought critically, emphasizing the need of adequate farmland. Respect for instruction from authorized agencies emphasizes the importance of official sources of support. While programs at agricultural trade shows are appreciated, they receive only limited attention. Finally, worries about product positioning in the market are a smaller but still significant part of their thoughts. In summary, these preferences

represent the different demands and goals of female farmers seeking success and sustainability in agriculture.

**Recommendations** - Based on the findings and conclusions of the study, the researchers recommended the following:

- To better support women farmers, tailored programs should be developed. This includes specially designed education and training programs to improve farming techniques and financial literacy. Access to land and resources should be improved through advocacy and technical help. Financial assistance tools and market access opportunities should be available to ease income restrictions and promote agricultural livelihoods. Farmers' associations must be strengthened and gender equality promoted within them in order to engage in collective action and advocacy. Involving women farmers in the design and implementation of these initiatives is critical to their success in achieving sustainable agriculture and economic development.
- Several suggestions can be made to increase women farmers' participation in conducting educational sessions at agricultural trade exhibitions. First, offer capacity-building seminars that focus on event planning and facilitation abilities. Second, support collaborative planning processes that include women farmers. Third, create mentoring programs and peer support networks. Fourth, set aside enough resources and financing to assist women-led initiatives. Finally, reward and incentivize active involvement with awards or more training opportunities. These policies seek to empower women farmers and encourage their participation in designing agricultural events, so contributing to their professional development and general empowerment in the agricultural sector.
- To effectively support women farmers, a variety of strategies should be applied based on their agricultural benefits. First, government assistance programs should be expanded to improve access to financial services such as loans and insurance. Second, targeted financial literacy and risk management training programs should be implemented to increase economic stability among female farmers. Third, developing networking possibilities and collaboration platforms can help with combined marketing efforts and knowledge exchange. Furthermore, establishing agricultural trade fairs can provide excellent opportunities for women farmers to promote their products and gain market knowledge. Finally, giving specialized marketing and technical support can assist women farmers in capitalizing on market prospects. These policies seek to empower women farmers, increasing their involvement and success in the agricultural sector.
- The lack of significant relationship between demographic profiles and attendance at Agri-trade Fair events provides an opportunity to promote diversity in agriculture. To encourage diverse involvement, targeted outreach and education activities should be put into place. Additionally, guaranteeing accessibility at events and encouraging diverse representation in planning are critical. Capacity-building activities should empower disadvantaged groups, and ongoing monitoring of participation patterns can help drive equal opportunity interventions. These initiatives aim to foster an inclusive environment in which people of all backgrounds can benefit from Agri-trade Fair events.
- Female farmers' choices for training and seminars, women's empowerment in business entrepreneurship, and access to adequate land resources highlight their different agricultural needs and ambitions. To help them achieve their goals, recommendations include creating personalized training programs, pushing for equitable land access, improving collaborations with authorized authorities, promoting agricultural trade events, and resolving market issues. Implementing these ideas will allow stakeholders to better support female farmers in achieving success and sustainability in agriculture.

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