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Supplementary Tables

Table 1a. Socio-demographic characteristics of Bt corn grower respondents

Profile	Frequency	%
Sex		
Male	224	76.45
Female	69	23.55
Age		
21-30 years old	21	7.17
31-40 years old	47	16.04
41-50 years old	94	32.08
51-60 years old	82	27.99
61-70 years old	39	13.31
71-80 years old	7	2.39
81-90 years old	3	1.02
Mean = 49.01 years old		
Highest Educational Attainment		
Elementary Level	39	13.31
Elementary Graduate	68	23.21
High School Level	48	16.38
High School Graduate	91	31.06
College Level	26	8.87
College Graduate	21	7.17
Membership to Organization		
Member	29	9.90
Non-member	264	90.10
Years of Membership		
0-10 years	24	82.76
11 years & above	5	17.24
Mean = 5.59		
Nature of Membership		
Member	26	89.66
Officer	3	10.34

Table 1b. Farm characteristics of Bt corn growers

	Frequency	%
Nature of Ownership of Farmland		
Land is own	162	55.29
Tenant	85	29.01
Land is sharecropped	11	3.75
Land is rent	35	11.95
Years in Growing Corn		
Less than 5 years	48	16.38
6-10 years	36	12.29
11-15 years	27	9.22
16-20 years	27	9.22
More than 21 years	155	52.90
Position in the farm		
Owner	190	64.85
Shared Owner	32	10.92
Paid Manager	22	7.51
Paid Farm Worker	38	12.97
Member of Farming Family	11	3.75
Farm Area		
Less than 1 ha	104	35.48
1.00 – 1.99 ha	121	41.13
2.00 – 2.99 ha	31	10.48
3.00 – 3.99 ha	14	4.84
4.00 – 4.99 ha	7	2.42
5.00 hectares and above	17	5.65
Average (ha) = 1.52		
Yield per ha		
50 cavans & below	76	25.96
51-100 cavans	161	54.89
101-150 cavans	46	15.74
More than 150 cavans	10	3.40
Average = 82.53 cavans (4.13 tons)		
Net Income per ha,		
Php20,000 & below ,	122	41.71
Php21,000-40,000	70	24.00
Php41,000-60,000	62	21.14
Php61,000-80,000	15	5.14
Php81,000-100,000	18	6.29
More than Php100,000,	5	1.71
Average Net Income =Php37,302.14		

Table 2. Perceived degree of usefulness of information from personal, public and mass media sources

		Personal		Public		Mass Media	
Technical Information		**Mean**	**QD**	**Mean**	**QD**	**Mean**	**QD**
1	Seed variety	0.86	VU	0.82	VU	0.82	VU
2	Land preparation	0.85	VU	0.82	VU	0.82	VU
3	Weather forecast	0.87	VU	0.84	VU	0.84	VU
4	Soil management	0.77	VU	0.74	U	0.74	U
5	Fertilizer application	0.83	VU	0.83	VU	0.83	VU
6	Disease and pest control	0.98	VU	0.72	U	0.62	U
7	Use of machinery	0.67	U	0.67	U	0.71	U
8	Harvesting techniques	0.68	U	0.76	VU	0.76	VU
9	Storage methods and techniques	0.46	MU	0.41	MU	0.41	MU
Mean		*0.77*	*VU*	*0.73*	*U*	*0.73*	*U*
Economic Information							
1	Current market prices	0.84	VU	0.83	VU	0.83	VU
2	Future market Prices	0.85	VU	0.83	VU	0.83	VU
3	Market locations	0.69	U	0.69	U	0.69	U
4	Budgeting methods	0.68	U	0.69	U	0.69	U
5	Credit sources	0.71	U	0.76	VU	0.76	VU
6	Procedure for credit procurement	0.68	U	0.79	VU	0.69	U
7	Stock/record keeping	0.61	U	0.71	U	0.61	U
8	Cooperative association	0.66	U	0.70	U	0.60	U
9	Labor availability	0.70	U	0.67	U	0.67	U
10	Risk management in agriculture	0.72	U	0.68	U	0.68	U
11	Government policies	0.61	U	0.68	U	0.68	U
12	Government grants	0.60	U	0.64	U	0.74	U
Mean		*0.70*	*U*	*0.72*	*U*	*0.71*	*U*

Legend: 0.75 – 1.00-very useful (VU), 0.51 – 0.74-useful (U), 0.26 – 0.50-moderately useful (MU), 0.25 – 0.01-little useful (LU)
0- not useful at all

Table 3. Frequency of utilization of information from personal, public and mass media sources

		Personal		Public		Mass Media	
Technical Information		**Mean**	**QD**	**Mean**	**QD**	**Mean**	**QD**
1	Seed variety	0.89	*FU*	0.89	FU	0.89	*FU*
2	Land preparation	0.73	*FU*	0.74	FU	0.89	*FU*
3	Weather forecast	0.79	*FU*	0.74	FU	0.74	*FU*
4	Soil management	0.74	*FU*	0.74	FU	0.74	*FU*
5	Fertilizer application	0.70	*FU*	0.89	FU	0.89	*FU*
6	Disease and pest control	0.64	MU	0.64	MU	0.60	MU
7	Use of machinery	0.55	MU	0.54	MU	0.60	MU
8	Harvesting techniques	0.64	MU	0.64	MU	0.53	MU
9	Storage methods and techniques	0.33	SU	0.64	MU	0.44	MU
Mean		*0.68*	*FU*	*0.72*	*FU*	*0.70*	*FU*
Economic Information							
1	Current market prices	0.74	FU	0.84	FU	0.84	FU
2	Future market Prices	0.66	MU	0.56	MU	0.66	MU
3	Market locations	0.62	MU	0.57	MU	0.84	FU
4	Budgeting methods	0.57	MU	0.84	FU	0.84	FU
5	Credit sources	0.41	MU	0.84	FU	0.66	MU
6	Procedure for credit procurement	0.62	MU	0.84	FU	0.66	MU
7	Stock/record keeping	0.28	SU	0.74	FU	0.66	MU
8	Cooperative association	0.37	SU	0.74	FU	0.66	MU
9	Labor availability	0.65	MU	0.66	MU	0.66	MU
10	Risk management in agriculture	0.33	SU	0.66	MU	0.74	FU
11	Government policies	0.63	MU	0.84	FU	0.74	FU
12	Government grants	0.56	MU	0.74	FU	0.74	FU
Mean		0.61	*MU*	*0.74*	*FU*	*0.66*	*MU*

Legend: 0.67 – 1.00- Frequently Used, 0.34 – 0.66-Moderately Used, 0.10 – 0.33-Slightly Used, 0-Never Used

Table 4. Frequency of consultation with information sources

Personal Information Sources		**Mean**	**Description**
1	Family members	5.42	Once a Week
2	Relatives	4.59	Two or Three Times a Month
3	Friends	4.79	Two or Three Times a Month
4	Co-corn growers	5.29	Two or Three Times a Month
	Mean	*5.02*	*Two or Three Times a Month*
Public Information Sources			
1	Municipal Agricultural Technician	3.53	Four or Five Times a Year
2	University Agricultural Extension Workers	2.82	Four or Five Times a Year
3	Researchers	2.47	Two or Three Times a Year
4	Experts	2.56	Two or Three Times a Year
5	Agriculture Graduates	2.63	Two or Three Times a Year
	Mean	*2.80*	*Four or Five Times a Year*
Mass Media Channels			
1	Radio	5.31	Two or Three Times a Month
2	Television	4.72	Two or Three Times a Month
3	Newspaper	3.14	Four or Five Times a Year
4	Farm journals/magazines (ex. Agriculture Magazine)	2.62	Two or Three Times a Year
5	Farm Primer	3.41	Four or Five Times a Year
6	Brochure	3.02	Four or Five Times a Year

7	Package of Technology	3.08	Four or Five Times a Year
8	Leaflet	2.71	Four or Five Times a Year
9	Chart/poster	2.75	Four or Five Times a Year
10	Internet	1.95	Two or Three Times a Year
11	Cellphone	3.05	Four or Five Times a Year
	Mean	*3.25*	*Four or Five Times a Year*

Legend: 7.13 – 8.00-Contacts Once a Day, 6.24 – 7.12-Two or Three Times a Week, 5.35 – 6.23-Once a Week, 4.46 – 5.34-Two or Three Times a Month, 3.57 – 4.45-Once a Month, 2.68 – 3.56-Four or Five Times a Year, 1.79 – 2.67-Two or Three Times a Year, 0.90 – 1.78-Once a Year, 0.00 – 0.89-No Contact

Table 5. Information system and communication network in corn production

Sources of Information	Information Score	Description
Personal Information Sources		
Family member	240	Strong
Relatives	229	Strong
Friends	230	Strong
Co-corn growers	198	Strong
Mean	**224.25**	**Strong**
Public Information Sources		
Agric. Technician	113	Moderate
Univ. Extensionist	43	Weak
Researcher/ Experts	57	Weak
Chem. Company Technicians	71	Weak
Chem. Company Representative	68	Weak
Mean	**70.40**	**Weak**
Mass Media Information Sources		
Radio	110	Moderate
TV	127	Moderate
Newspaper	18	Weak
Farm Journal	20	Weak
Farm Primer	20	Weak
Brochure	63	Weak
Package of Technology	25	Weak
Leaflet	29	Weak
Poster	28	Weak
Internet	8	Weak
Cellphone	36	Weak
Mean	**40.33**	**Weak**

Legend: IS<74 – weak degree of information contact, 75<IS<149 – moderate degree of contact, IS>150 - strong degree of contact

Table 6. Correlation between socio-demographic characteristics, farm characteristics and total information score of the respondents

Socio-demographic characteristics	r-value	p-value	Decision
Sex	-0.020	0.731	Fail to reject Ho
Age	-0.026	0.657	Fail to reject Ho
Highest educational attainment	0.006	0.304	Fail to reject Ho
Position in the Farm	0.016	0.791	Fail to reject Ho
Membership to organization	**-0.120**	**0.040**	**Reject Ho**
Years of membership	**0.702**	**0.023**	**Reject Ho**
Nature of membership	**0.128**	**0.028**	**Reject Ho**
Farm Characteristics			
Nature of ownership of Farmland	**0.296**	**0.000**	**Reject Ho**
Years in growing corn	-0.075	0.199	Fail to reject Ho
Position in the farm	**0.215**	**0.000**	**Reject Ho**
Farm area	-0.185	0.319	Fail to reject Ho
Yield per hectare	0.077	0.190	Fail to reject Ho
Net Income per hectare	-0.069	0.236	Fail to reject Ho

p-value of 0.05 and below are significant and above 0.05 are not significant

Table 7. Correlation between income and total information score of the respondents

Personal Information Sources	r-value	p-value	Decision
Family members	0.133	0.090	Fail to reject Ho
Relatives	0.131	0.095	Fail to reject Ho
Friends	**0.200**	**0.010**	**Reject Ho**
Co-corn growers	0.057	0.471	Fail to reject Ho
Public Information Sources			
Municipal agricultural technician	0.014	0.855	Fail to reject Ho
University agricultural extensionists	0.086	0.273	Fail to reject Ho
Researchers/Experts	-0.033	0.677	Fail to reject Ho
Chemical company technicians	-0.085	0.280	Fail to reject Ho
Chemical company sales representatives	-0.022	0.778	Fail to reject Ho
Multi-media Channels			
Radio	**0.157**	**0.046**	**Reject Ho**
Television	-0.004	0.960	Fail to reject Ho
Newspaper	**0.171**	**0.029**	**Reject Ho**
Farm journals/Magazines	0.110	0.161	Fail to reject Ho
Farm primer	0.050	0.526	Fail to reject Ho
Brochure	-0.088	0.266	Fail to reject Ho
Package of technology	-0.019	0.813	Fail to reject Ho
Leaflet	-0.097	0.217	Fail to reject Ho
Charts/poster	0.069	0.384	Fail to reject Ho
Internet	0.033	0.680	Fail to reject Ho
Cellphone	0.121	0.125	Fail to reject Ho

p-value of 0.05 and below are significant and above 0.05 are not significant