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**ACTION RESEARCH METHODOLOGY: A POTENT TOOL IN IMPROVING THE
PROCESSING AND PACKAGING QUALITY OF LOCAL RICE AND
GROUNDNUT OIL AMONG SOME FADAMA USERS GROUP IN ZAMFARA
STATE, NIGERIA**

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ABSTRACT

The paper shares results of an action research process that led to the determination of rice and groundnut oil consumer preferences, and strengthening of the Fadama users group to improve processing and packaging quality of local rice and groundnut oil in Zamfara state. The simplified approach of Action Research of Look, Think and Act was employed in this research. Thirty eight respondents were sampled using oral interview and observation sampling techniques to provide views on processors and consumers' preference for rice and groundnut oil. Frequencies were used to analyze and describe the results of the study. It was discovered that the processing and packaging method of groundnut oil and local rice was at a very low level which is not only laborious but also time wasting. Another problem identified was low patronage of local rice due to poor quality of processing. During the Acting process, we fashioned out solutions to improve the quality of local rice and groundnut oil at our own level. All (38) the processors preferred the appearance of processed rice from pre-cleaned paddy to the un-cleaned. Approximately 36 and 2 consumer preferred the appearance of the pre-cleaned paddy rice and un-cleaned paddy rice respectively. This study will be highly useful for training institution such as universities and agricultural training colleges as adoption of action research in the training system will allow them look, think and act to address the needs of clients and provide opportunities for the creation of functional linkages between the major subsystems of the agricultural knowledge system.

Keywords: ground nut oil, rice, processors, action research