

Effective Communication between Agricultural Research, Extension and Farmers

Ora, Italy October 18 – 22, 2004

Programme

Monday 18.10.2004

- 18:00 Hotel Ideal Park
- Registration and welcome cocktail - Conference Room
 - Dinner (presentation of participants) "Stube"
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Tuesday 19.10.2004

- 8:30 Bus transfer from Hotel Ideal Park to Research Centre Laimburg
- 9:00 Session I Introduction to Workshop - Lecture Hall (1)
- Welcome addresses by FAO, GTZ and Research Centre for Agriculture and Forestry Laimburg
 - Presentation of Workshop objectives and programme
- 09:45 Session II Key Note Addresses - Lecture Hall (1)
- Karin Nichterlein: "Agricultural research for sustainable development: Challenges and trends".
 - Kalim Qamar: "Global reform trends in agricultural extension: Implications for research and farmers"
 - Andreas Springer Heinze: "Knowledge services and value chain promotion - the link between two perspectives on agricultural development"
- 11:10 Coffee Break and group photo
- 11:30 Session II (cont.d)
- Riccardo del Castello: "Communication for development: Bringing together research, extension and farmers".
 - Sophie Treinen: "New ICTs for research/extension linkages: opportunities and challenges".
- 12:15 Lunch
- 13:15 Session II (cont.d)
- Volker Hoffmann: "Research and extension for small farmers in developing countries: The main constraints and challenges"
- 14:15 Session III Open Space – Lecture Hall (1); Classroom (2); Tasting Room (3);

		Terrace (4) – Includes Coffee Break
17:00	Tour	Guided Tour of the Research Centre for Agriculture and Forestry Laimburg (18:00) - Aperitif in the greenhouse; informal discussions.
19:30		Bus transfer from Research Centre Laimburg to Hotel Ideal Park

Wednesday 20.10.2004

8:30		Bus transfer from Hotel Ideal Park to Research Centre Laimburg
9:00		Orientation on the day – Lecture Hall (1)
9:15	Session IV	Introduction to group work and group composition Group Work on “Analysis of main Challenges” Group 1 - Lecture Hall (1) Privatization/Commercialization of agricultural Services Group 2 - Classroom (2) New Approaches to the Use of Media in Research, Extension and Communication Group 3 - Tasting room (3) Participatory Approaches in Research and Extension including coffee break
12:30		Lunch Break
14:00	Excursion	Departure by coach from the Research Centre Laimburg (14:30) Visit to a fruit cooperative in Algund (close to Meran/Merano). (15:30) Visit to a typical fruit growing farm in Tschermers (close to Meran/Merano). Presentation of the Consultation for Farmers in the “House of Apples” in Terlan. Discussion with consultants.
19:00		Bus transfer to Hotel Ideal Park

Thursday 21.10.2004

8:30		Bus transfer from Hotel Ideal Park to Research Centre Laimburg
9:00		Orientation on the day
9:15	Session V	Presentation and discussion of group work - Lecture Hall (1)
10:30		Coffee Break
10:50	Session VI	Presentations on Special Cases - Lecture Hall

- Jean Pierre Ilboudo: Report on the 9th UN Roundtable on Communication for Development
- Boru Douthwaite: “CIAT's experience linking farmers to research organizations
- Josef Dalla Via: “Communication between Agricultural Research, Extension, Education and Farmers in South Tyrol”
- Mohamed Kassem: The Virtual Extension Research and Communication Network in Egypt
- Virgil Vlad: Agricultural information and communication in Romania - status and prospects.
- Jean Pierre Ilboudo: Rural Radio: An overview of twenty years of Communication Activities in Support of Rural Development

13:00		Lunch Break
14:00	Session VII	Group Work on “Recommendations for different groups of “clients”. (policies, organisational arrangements, capacity building, methodologies..) Group 1 - Lecture Hall (1) Group 2 - Classroom (2) Group 3 – Tasting Room (3) including coffee break
17:00	Social event	Wine tasting in the Rock Cellar (18:30) Dinner in the Rock Cellar
21:00		Bus transfer from Research Centre Laimburg to Hotel Ideal Park

Friday 22.10.2004

8:30		Bus transfer from Hotel Ideal Park to Research Centre Laimburg
9:00		Orientation on the day
9:15	Session VIII	Presentation and discussion of group work results – Lecture Hall (Identification of common elements and recommendations)
10:30		Coffee Break
11:00	Session IX	Group Work on “Future Activities” (options for collaboration, research priorities etc.)
12:30		Lunch Break
14:00	Session X	Final discussion – follow up activities - Lecture Hall
16:00		Closing of Workshop
16:30		Bus transfer from Research Centre Laimburg to Hotel Ideal Park