

Effective Communication between Agricultural Research, Extension & Farmers, Laimburg, 18-22 October 2004
OPEN SPACE OUTCOMES

PRESENTER	ORGANI.	TOPIC	MAIN POINTS / INPUTS	MAIN POINTS OF DISCUSSION	CONCLUSION / LESSONS LEARNED
Calabrese Daniele	World Bank	From agricultural extension to strategic communication	<ul style="list-style-type: none"> ■ Presentation of the Development Communication Division within the World Bank: its structure, vision and country level activities. ■ The history of development communication within the World Bank and the main business lines: support to operations, training and capacity building and strategies and public opinion research 	<ul style="list-style-type: none"> ■ The level of involment of communicative supporting reforms ■ The regional distribution of activities ■ The nature of the work (advisory service in project design; development of analytical tools to asses public opinion and stakeholders perceptions; attitudes and behaviors vis-a-vis rural development program of agricultural service reforms ■ Development of communicative campain in project with: objectives, stakeholder analysis, communication products, capacity building assesments and development programs, budgets, timeline and M&E. 	<ul style="list-style-type: none"> ■ The need to use communication as an operational tool to enable participation and empowerment of stakeholders in the devlopment process ■ Make use of communication tools to foster a dibate and build consensus on the reform process and policy agenda ■ Make use of strategic communication to increase the level of trasparency and provide information to the public ■ Stress the need to use of two-way communication, analytical tools to inform decision makers and provide a platform for feed back mechanism on policy and reforms
Deichert Georg	GTZ	Bridging the gap between researchers and farmers – the case of rice in Cambodia	<ul style="list-style-type: none"> ■ A PP-Presentation with the above title covering in the following agenda: ■ Specifying the gap between research and farmers ■ Mechanisms for bridging gap ■ Linking farmers to research:case of rice feed ■ Questions for discussion 	<ul style="list-style-type: none"> ■ Seed supply through the formal and informal sector: not same for rice and wheat ■ The importance was raised to control seed quality in the formal sector → certification of seeds Itwas pointed out that hybrid seed is only available through the formal sector. 	<ul style="list-style-type: none"> ■ Research should also focus improving seed in the informal sector including „farm-saved“ seed ■ Research seems to be influenced by a hidden political agenda (The one who pays decides ?!)

Didier Christian	CIRAD	Research and extension in the lychee program of India	An example of new political relation (communication between farmer and expert, extensionists, universities and market)	<ul style="list-style-type: none"> ■ Relation between farmers and experts? ■ Role of ministry of commerce in the development ■ May this scheme continue? 	It is a future approach but in the future the farm group might become stronger. The relation between exporteur and farmers will be cut?
Douthwaite Boru	CIAT	Innovation histories: an approach to learning about improving the innovation systems	I presented an ILAC Brief called „Constructing and learning from Innovation Histories?“	<ul style="list-style-type: none"> ■ How you deal with discussing sensitive and personal issues that innovation histories surface? ■ Answer: By analysing lots of cases together and disguising cases. If people have already learnt and changed, than more likely to allow discussion and sensitive issues ■ Do stakeholders really want to learn? ■ Answer: Initially perhaps no. Main motivation publicity but can change over time. ■ Can you generalize from several histories? ■ Answer: Yes, particularly if you use a similar framework for constructing each one →as the innovation history approach was 	Potentially useful technique but more work is needed to develop the learning and reflection part of the method.
Dubinyuk Tetyana Kalna-		New approaches for development extension service and extension education in Ukraine	How is it important to organize IEE (International Extension, Education Institute)?	<ul style="list-style-type: none"> ■ About students ■ About Programs ■ about founding ■ about Research about Extension Innovations ■ Methodologies 	To work out proposals to organize International Extension Education Institute and to ask FAO about founding in it.

Heile Heinz-Josef	GTZ	Poverty alleviation and agricultural extension in East Indonesia	PP-Presentation followed by a discussion. Issue covered during the discussion: Experience of the project in regard to poverty alleviation and support to vanilla production. The Value Chain Approach was compared to a focus on livelihood oriented approach taking the vanilla production and processing as an example. Family income increases since all family members contribute through their labour.	PP-Presentation followed by a discussion. Issue covered during the discussion: Experience of the project in regard to poverty alleviation and support to vanilla production. The Value Chain Approach was compared to a focus on livelihood oriented approach taking the vanilla production and processing as an example. Family income increases since all family members contribute through their labour.	See main points of discussions
Houseman Ian	ADAS International	Experiences in UK, Bulgaria and Ukraine	<ul style="list-style-type: none"> ■ strategic investment in extension systems in the UK, Bulgaria and Ukraine ■ UK data flow study, strategic plan and technical and feasibility study leading to project implementation (4 years) ■ Bulgaria National Agricultural Advisory Service ■ Virtual Private network. Ukraine Farmer Survey 	Need to reduce the costs of extension services and make them more efficient and responsive. Farmer in the UK using the Internet and communication electronically. Still not common in Ukraine and Bulgaria. Links with ressearch and farmers need to be made more efficient	Still a need to upgrade and update systems for extension and services needs funding. Some advisors need training and further support. Quality of advice in Bulgaria can variable\patchy in delivery. The information system is not a substitute.
Kwarteng Joseph	University of Cape Coast	Research-Extension – Farmer interfaces in participatory extension	<ul style="list-style-type: none"> ■ There is essentially two-way communication among actors in participatory extension ■ There are interfaces taht have implications for the effectiveness of communication ■ Effective linkages are needed for effective communication ■ An effective information 	<ul style="list-style-type: none"> ■ Communication at the interfaces need to be improved through effective coordination and filitation skills development ■ Extension workers should be trained of then assist farmers in preparing comprehensive, multi- 	Partecipatory extension will continue to be relevant into the future but there`s the need ti improve communication at the interfaces to ensure the effectiveness of the system.

			<p>support system that is reliable and provides accurate and timely information is necessary</p> <ul style="list-style-type: none"> ■ Competency and commitment of actors must be cultivated 	<p>disciplinary extension plans at grassroots level, with technical support from subject-matter specialists including researchers</p>	
Lamoureux Lucie	Bellanet	IICD's livelihoods thematic network	<ul style="list-style-type: none"> ■ Starting work as coordinator of IICD's thematic network on livelihoods (mainly agriculture) ■ IICD working in 9 countries on projects relating to market information and agriculture research systems, rural knowledge centers, policy and farmers-to-farmers sharing ■ Asking participants for advice ideas, etc.. on linkages with other organizations, specific focus on topics processes 	<ul style="list-style-type: none"> ■ Map existing networks to set who is doing what in which specific topics ■ Plan workshops and events around networks ■ Look at learning alliance methodology (approach to learn together, sharing good practices) ■ Identify needs for network-market information systems network? ■ Contact CGIAR – FOODNET – SHAWN FARIS ■ Market information systems are about transparency which can be politically sensitive in certain countries 	<ul style="list-style-type: none"> ■ Important to see what exists already ■ Identify needs ■ face-to-face interactions are best ■ Look at learning approaches
Matthess Annemarie	GTZ	A management model for effective communication and collaboration between agricultural research, extension and farmers – the experience of Benin.	<p>Changed attitudes and behaviour, structure, methods and skills for communication, implementation+decision-making, relevant information and funding mechanisms constitute the keystone to close the communication gap between agricultural research, extension and farmers in Benin. This integrated management cycle model comprises as main</p>	<p>The Ghana example mentioned during discussion indicated that entry points for improved communication between researchers, FOs, extension may differ – and may depend frequently on the focus of development cooperation. Attitudes, mutual acknowledgement and behavior are central to the development of new patterns of communication.</p>	<p>Attitudes and knowledge management play key roles Quality control of research results for transfer is crucial for the impact of transferred innovations Make use of existing instruments as the FAO Database TECA on proven technologies.</p>

elements participatory technology development, a competitive grant scheme and research contracts as funding instruments and inter-institutional peer review of proposals involving FOs, NGOs, extension. The model - applied nationally since 2003 - has improved the performance of research. Results are certified by scientists and stakeholders and then transferred to extension – unfortunately without feed-back for the moment as the extension system just starts its reorganisation. The experience is documented in a management handbook (2004).

Presented examples:

- Analytical approach to develop a joint vision and cultural values at NARS Benin (now with status as network)
- Priority setting developed with farmer organizations. They have been trained and present their priorities during stakeholder meetings. Priorities are considered for resource allocation in the competitive grant scheme.
- Inventory of results (as abstracts) relevant for extension has been established and published by the NARS and is used as tool for communication with extension and FOs and will be up-dated regularly. The data base is used to orient investors

Articulation of demand for research needs to be as legitimate and gender specific as possible. The exchange of extension materials among countries with similar agro-ecological condition and the establishment of national collection should be enhanced.

and/or development partners and offers potential for steering the NARS and evaluating (research) performances at different levels.

- The collection of extension material comprises presently 300 titles. It is used to develop new standards of quality and consistency for extension material.
- Analysis of both instruments shows that the economic dimension is still marginalized. 10 groups, including resource persons from research, FOs, extension, are now elaborating extension material on the basis of the inventory and according to new standards. Joint products and a sustainable interfacing between research, FOs, extension are envisaged simultaneously as outcome of this pilot work.

Ndejurur Emile

ISAR, Rwanda

ISAR approach in technologies transferring and generating

Condition for an effective communication participatory process: community needs are included in long term vision. Therefore it is necessary for the population to be trained in auto-diagnostic and elaboration of development plan, from which agricultural support demands are expressed to the research

- To strengten community organization on the basis of commodities for income increased:
- research themes generated from community demand
- use of traditional and new technics of communication: leaflet, posters, radio, internet

To strengten dissemination team in ICT technologies
To take in account the chain of the commodities: market demand, quality of the production....

<p>Neidhardt Rainer</p>	<p>GTZ</p>	<p>From supply to demand driven approaches in extension and research: examples from Ecuador and Uruguay</p>	<p>Change of development projects from supply to demand driven, organized farmers can be trained to formulate demand and to select advisors and training. Subsidies to the groups, that pay themselves increasing part of services. Extensionist to Agricultural Business advisors</p>	<ul style="list-style-type: none"> ■ Financial support: goes to farmers group who pay advisors and training ■ Group formation: through invested farmers, advisors on cooperatives ■ Training: starting first technical, but than group organization and farm administration <p>Participation: farmers, their wives, and the youth in meetings and training</p>	<p>By giving farmers groups the financial means and required training, they are able to formulate their demand and the advisors have to change their attitude and their professional profile to group facilitation and Agricultural Business Advisors</p>
<p>Nichterlein Karin</p>	<p>FAO</p>	<p>FAO role and activities in research and technology for development</p>	<p>FAO`s mandate in RTD, WFS and MDGS Role of technology and development service support tools to R&T Providing technical assistance</p>	<p>Farmer`s involvement in setting the research agenda FAO programme Representation of farmer`s needs in regional conferences Different models of ICTS and usefulness to farmers in Africa FAO should organize more meetings and workshop for transition countries in CEE to agricultural research</p>	<p>Representative of farmer organizations should be involved in FAO`s programme development FAO should move in research and technology institute Appropriate technologies required to research extension-farmers linkages in Africa</p>
<p>Nyambo Brigitte</p>	<p>ICRPE</p>	<p>Enhancing harmonisation and information flow to support continued participation of small scale horticultural producers in the fresh export sub-sector in Kenya: use of mass media communication pilot study</p>	<ul style="list-style-type: none"> ■ Packing of research information ■ Partnerships ■ Choice of communication mechanism ■ Poverty reduction ■ Linking the farmers with the markets ■ Private service provision for small scale farmers 	<ul style="list-style-type: none"> ■ Which communication measures and language to address farmers ■ Input from communication experts 	<ul style="list-style-type: none"> ■ No single communication tool at all can deliver ■ Need to use several approaches to have valuable impact ■ Choice of media depends on objectives, resources available ■ Where radio programmes are used there is a need for frequent M&E to be able to improve the programmes to insure message delivery

<p>Peters Michael</p>	<p>CIAT</p>	<p>Development and disseminating fodder technologies through private sector - public sector - farmer linkages: the CIAT-PAPALOTLA alliance</p>	<ul style="list-style-type: none"> ■ Example for linkages between farmers, private sector, farmers and NARS in the development and dissemination of Brachiaria hybrids presented ■ Contributions of each partners shows ■ Benefits for each partners shows ■ Impact shown 50.000 planted in 2 years Seed production now partly in Thailand by farmers 	<ul style="list-style-type: none"> ■ Technical questions such as duration of pastime ■ Use of hybrids for small holders, i.e. persistence of quantity ■ Why seed production partly in Thailand ■ Problems with Brachiaria as weed / effect on biodiversity 	<ul style="list-style-type: none"> ■ No loss of quality (retrains its characteristics, material can also be propagated vegetatively) ■ Thailand has good biophysical conditions and organizational infrastructure for seed production by farmers ■ Example where globalization for farmers may work ■ Successful pastime technology (persistence, spread) ■ Could have effects on weed issue ■ Weed control and complementary work on biodiversity issue needed
<p>Roskopf Karin</p>	<p>FAO</p>	<p>Potential of e-learning in the dissemination of research findings to extension and farmers</p>	<p>Distance learning as approach for knowledge dissemination from research to the educational system</p> <p>- Extension and farmers – How can they benefit from innovations in distance learning?</p>	<ul style="list-style-type: none"> ■ Global open university addressing global knowledge ■ Extension farmers locally embedded knowledge ■ Any competition of the global open university with regional e national universities? 	<p>Due to the high level of local knowledge in farmer-extension linkages, distance learning might not be the right approach to disseminate the knowledge</p> <p>- However, more discussions and assessments will be needed, especially of the combination of traditional learning and distance learning</p>
<p>Treinen Sophie</p>	<p>FAO</p>	<p>I- Mark</p>	<p>What is iMARK: Information management resource kit: what it offer; main objectives; the approach distribution of iMARK; module under development; instructional method; personal learning path; case studies-tutorials; on-line community</p>	<p>iMARK for free</p> <p>Learning path: which enable to adapt the number of lessons</p> <p>asking “ are you interested in...area” the question should be “ Do you know...”</p>	<p>Participants wanting to use it within their organizations</p> <p>CD-ROM with module on management of electronic documents was available.</p> <p>Please see also Power Point Presentation named “ FAO-iMARK”</p>