FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Agrilinks
AGRICULTURE SECTOR COUNCIL

Participate during the seminar:

twitter #AgEvents

Follow us on Twitter
twitter.com/agrilinks

Like us on Facebook
facebook.com/agrilinks

November 12, 2014

Modernizing Extension and Advisory Services with Diverse Partners and ICT

Speakers

Andrea Bohn, *University of Illinois*

Shaun Ferris, *Catholic Relief Services*

Gretchen Villegas, *National Cooperative Business Association CLUSA International*

FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Agrilinks
AGRICULTURE SECTOR COUNCIL

Upcoming Agrilinks Events:

- #AskAg Twitter Chat, November 13
  Youth in Agriculture

- AgExchange, November 18-20
  "Feeding the World in 2050: How Human and Institutional Capacity Development Can Support Agricultural Innovation Systems"

Andrea Bohn

University of Illinois

Andrea Bohn is the associate director for the USAID funded projects INGENAES (Integrating Gender and Nutrition within Agricultural Extension) and MEAS (Modernizing Extension and Advisory Services). Bohn is stationed at the University of Illinois. Previously, Bohn worked on the Worldwide Extension Study. From 2002 to 2010 Bohn was an Assistant Dean in the College of Agricultural, Consumer and Environmental Sciences at the University of Illinois at Urbana-Champaign. Prior to that, Bohn worked at the University of Hohenheim in her home country, Germany. She coordinated the prestigious "Modularization" project to implement a modular course structure and introduce Bachelor and Master Programs in Agricultural Sciences.

FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

Agrilinks
AGRICULTURE SECTOR COUNCIL

Shaun Ferris

Catholic Relief Services

Shaun Ferris is the director of Agricultural Livelihoods with Catholic Relief Services. His major area of work is focused on supporting smallholder farmers in improving their productivity and market performance. Much of his work is focused on building the agro-enterprise capacity of field staff and finding ways of generating value at the farm level through combinations of skills acquisition, technology, market opportunity identification and strengthening trading relationships. He is currently working with a cross agency team on generating agro-enterprise content for cloud based distance learning systems and creating farmer facing business tools using ICT solutions.

Gretchen Villegas

National Cooperative Business Association
CLUSA International

Gretchen Villegas is Vice President for International Operations at the National Cooperative Business Association CLUSA International (NCBA CLUSA). In this role she oversees a portfolio of 20 projects in 14 countries of operation. Prior to her current position, Gretchen served as the Chief of Party for NCBA CLUSA's programmatic activity in Uganda. Gretchen began her career as a Peace Corps volunteer in Suriname, South America. Over the next 12 years Gretchen lead five USAID and USDA funded programs in Latin America and Eastern and Southern Africa. During that time, she worked to build and strengthen business-focused interventions within the full value chain.

Implications for Extension and Advisory Services

Linking farmers to markets




Overview of this Talk

- Extension is ….
- What farmers want to know
- Market options
- Linking farmers to market options
- New extension models
- New Trends
- Conclusions

The Scope of Extension Services

"Extension is defined broadly to include

- all systems that **facilitate access** of farmers, their organizations and other market actors **to knowledge, information and technologies;**
- **facilitate their interaction** with partners in research, education, agri-business, and other relevant institutions;
- and **assist** them to develop their own technical, organizational and management skills and practices."

Ian Christoplos, FAO, 2010 (emphasis added)

What extension should be like to be effective:

- Demand driven - Responding to need, bottom up
- Decentralized - Closer to clients
- Market oriented - Farming as a business
- Sustainably financed
- Institutional pluralism – Public, CSO, private
- Gender equity - Reaching all farmers
- Expanded use of ICT - New technologies, mass media

Extension providers:

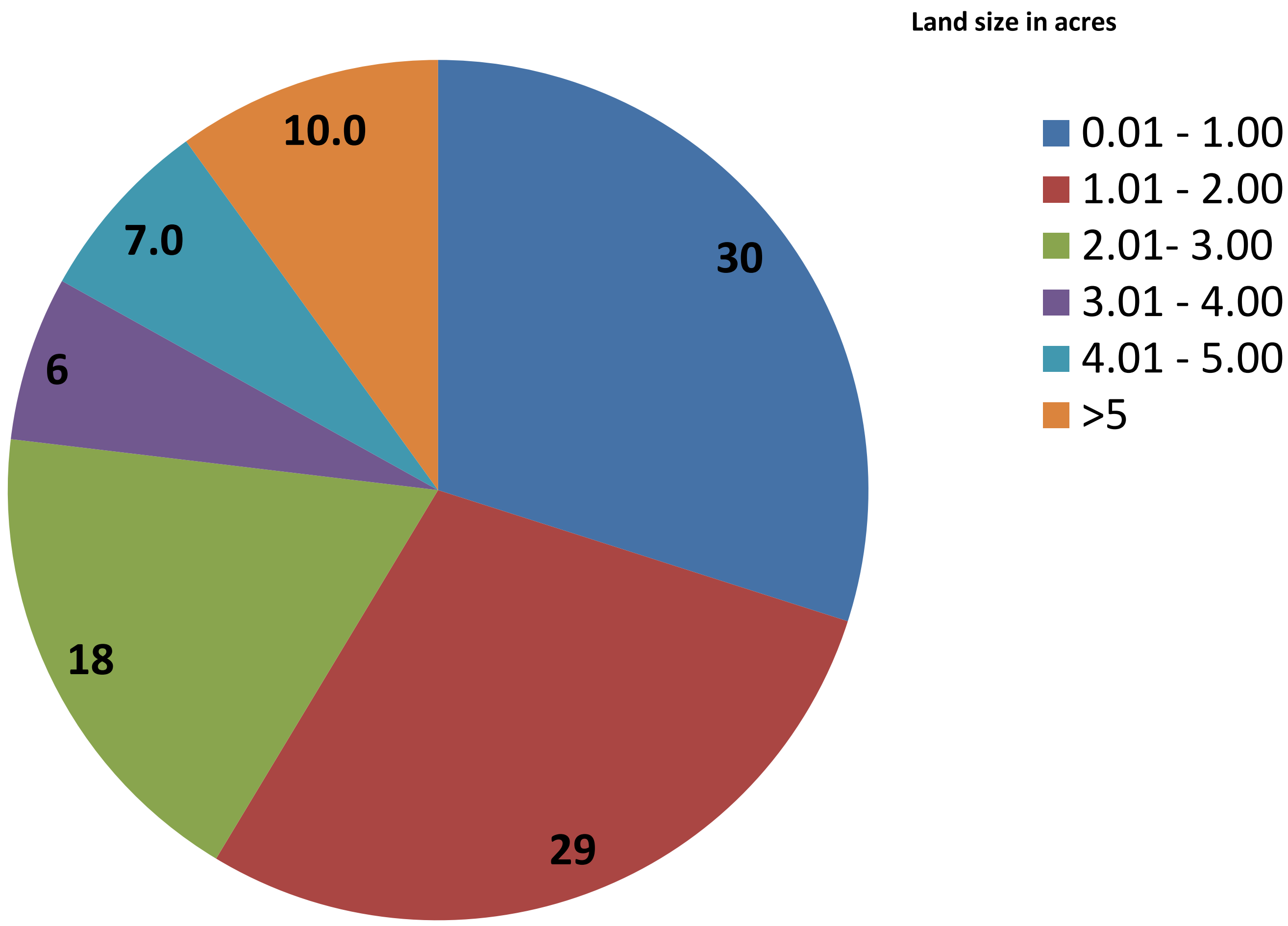
- **Government extension** systems may have weaknesses, but in some countries still strong in numbers …

	Economically active population in Agriculture (FAO)	Public Extension staff	Ratio
Bangladesh	35,562,000	13,500	2,634
Ethiopia	30,626,000	45,000	681
Kenya	12,840,000	5,000	2,568
Malawi	4,918,000	2,500	1,967

- **NGO staff**
  - Typically in 10's and sometimes 100's
  - Often rely on public sector extension staff at field level
  - Work intensively in small areas, services may be transient, project/donor oriented

- **Private sector**
  - Small in numbers,
  - Highly specialized for specific crops and/services

Farm land holding size for crop and crop + livestock farmers in Tanzania



77% have less than 3 acres!


WHAT DO YOU THINK I WANT TO KNOW?

What do farmers what to know?

1. **How do I optimize my land and skills?**
   - Farm size, cash, fertility, markets, water
2. **How can I grow the right mix, better?**
   - What are progressive farmers growing?
3. **What is my Yield GAP?**
   - Relative to national yields?
4. **How much will upgrading cost?**
   - Planning scenarios
5. **What could I earn?**

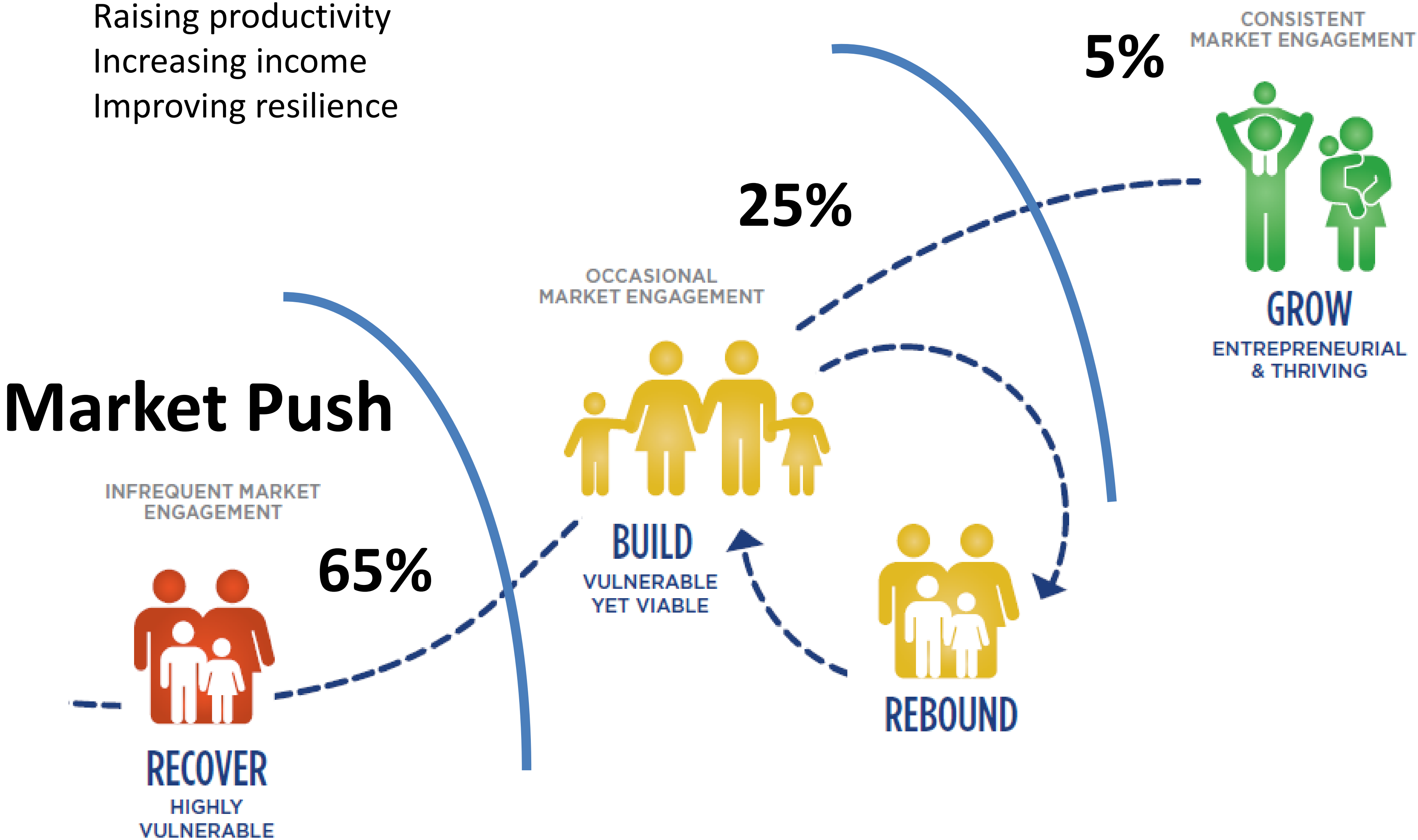
Making it real for Farmers

1. **Where is my team?** Individuals v groups
2. **Where are my inputs?** Map input providers
3. **Where is my money?** Map Financial services
4. **When do I plant, weed..?** Alerts on best practices
5. **When will it rain?** Provide weather updates,
6. **Where are my markets?** Buyers and prices
7. **Where is my ride?** Information transport costs

Market Pull

Famer Segments

Raising productivity
Increasing income
Improving resilience



Market Segmentation

Informal not taxed

Produce markets

- Farm gate
- Local
- Assembly
- Urban wholesale
- Urban retail
- Food services
- Streets

Labour markets

- Unregulated labour

Financial markets

- Money lenders
- Savings and loans

Formal taxed legally registered

Produce markets

- Structured Government Procurement
- Modern wholesale markets
- Processing factories (millers, feed, foods)
- Food services and Supermarkets
- Warehouse receipts and Commodity markets
- Export markets

Labour markets

- Contracts
- Employed labour

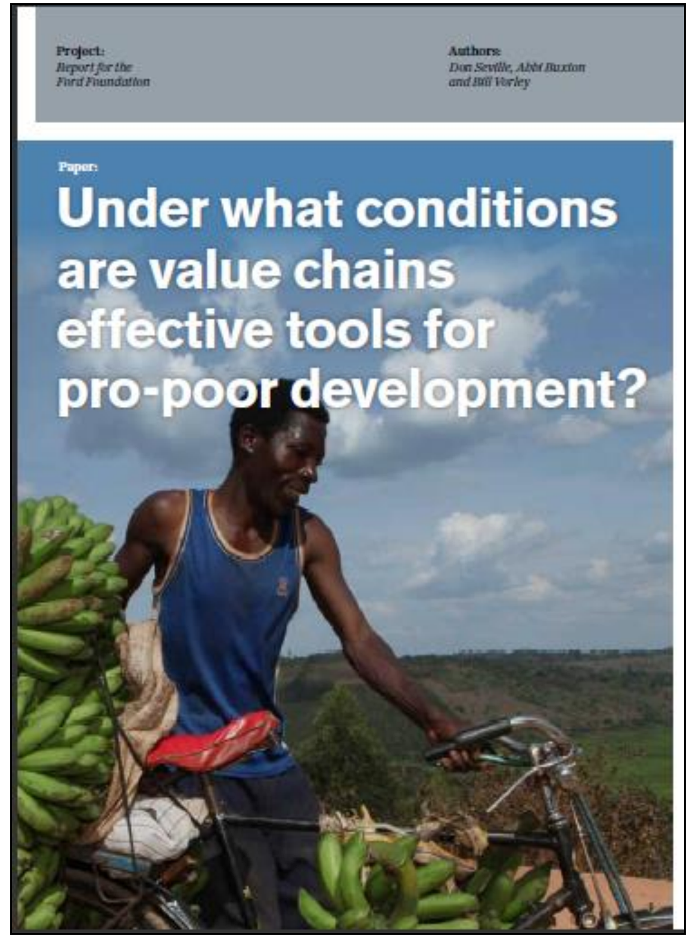
Financial markets

- Micro-Finance
- Government rural banks
- Commercial banks
- Mobile money

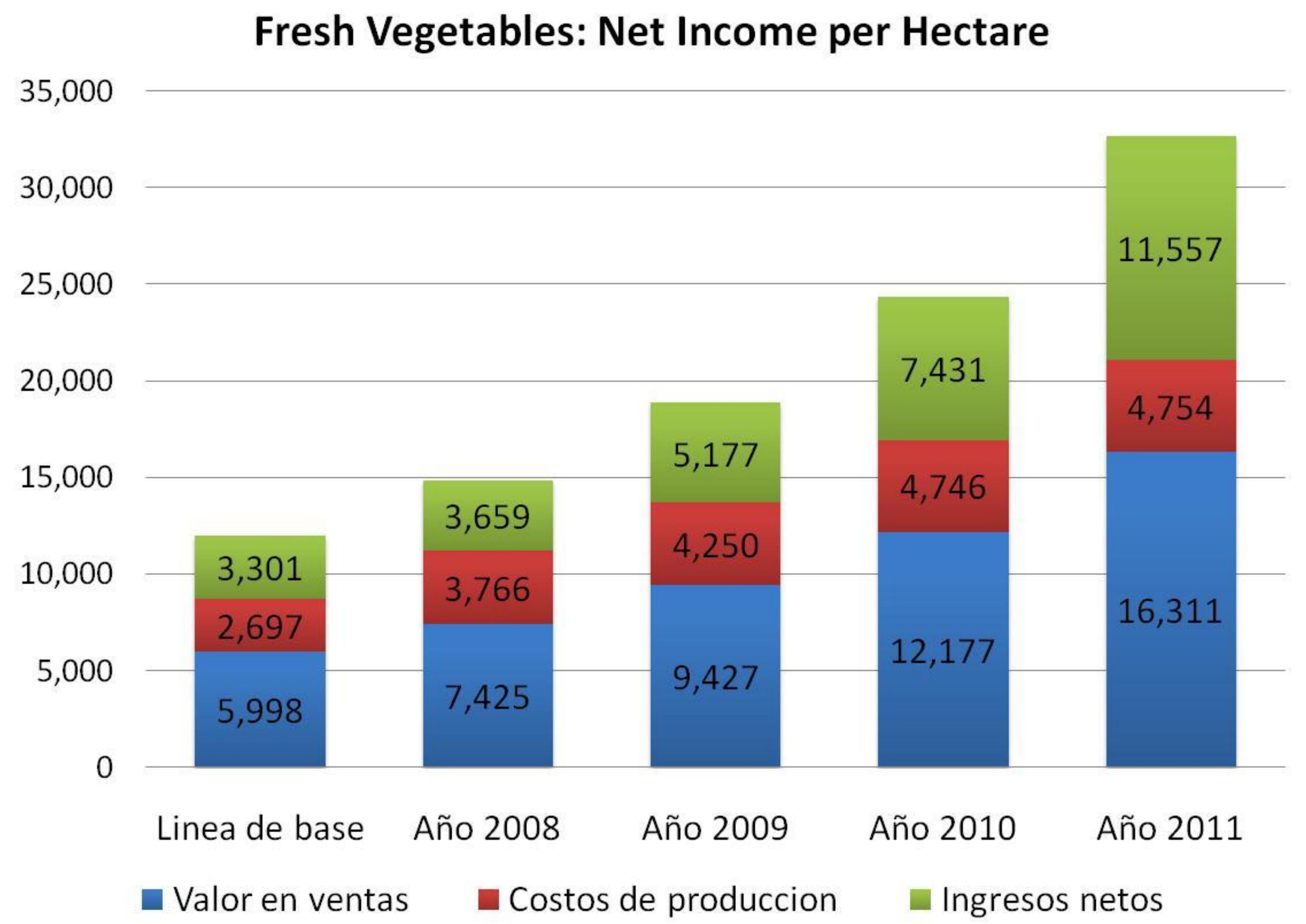
Linking farmers to Formal Markets

- Increasing number of studies show that smallholder farmers can prosper when linked effectively to formal growth markets, with direct private sector support.

- Also read MEAS Discussion Paper: **[Linking Smallholder Farmers to Markets and the Implicationsfor Extension and Advisory Services]**



http://www.linkingworlds.org/images/stories/PDF/ValueChains_Paper_WEB.pdf

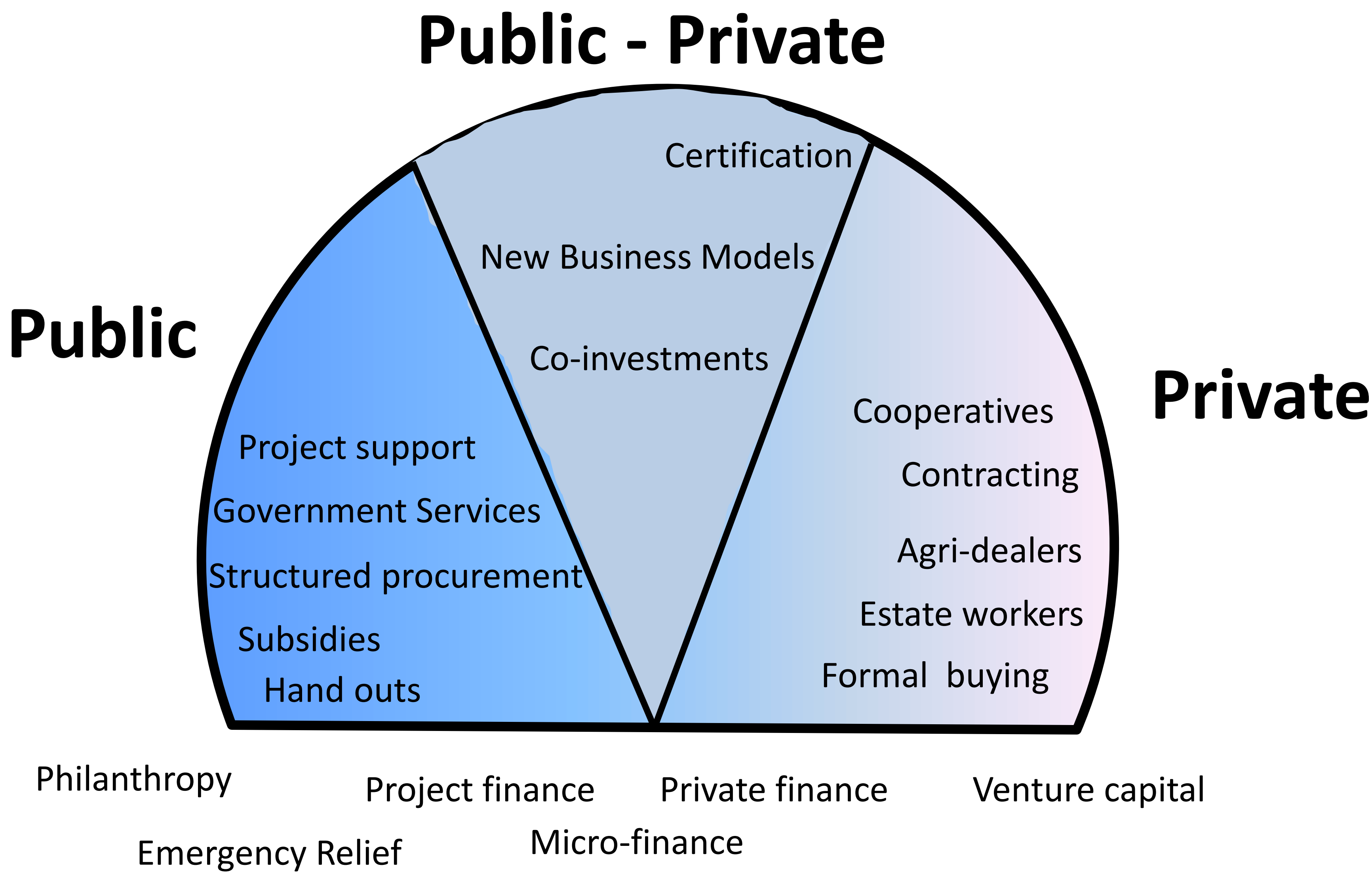


Fresh Vegetables: Net Income per Hectare
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
3,301
2,697
5,998
3,659
3,766
7,425
5,177
4,250
9,427
7,431
4,746
12,177
11,557
4,754
16,311
Linea de base
Año 2008
Año 2009
Año 2010
Año 2011
Valor en ventas
Costos de produccion
Ingresos netos

Farmers and informal markets

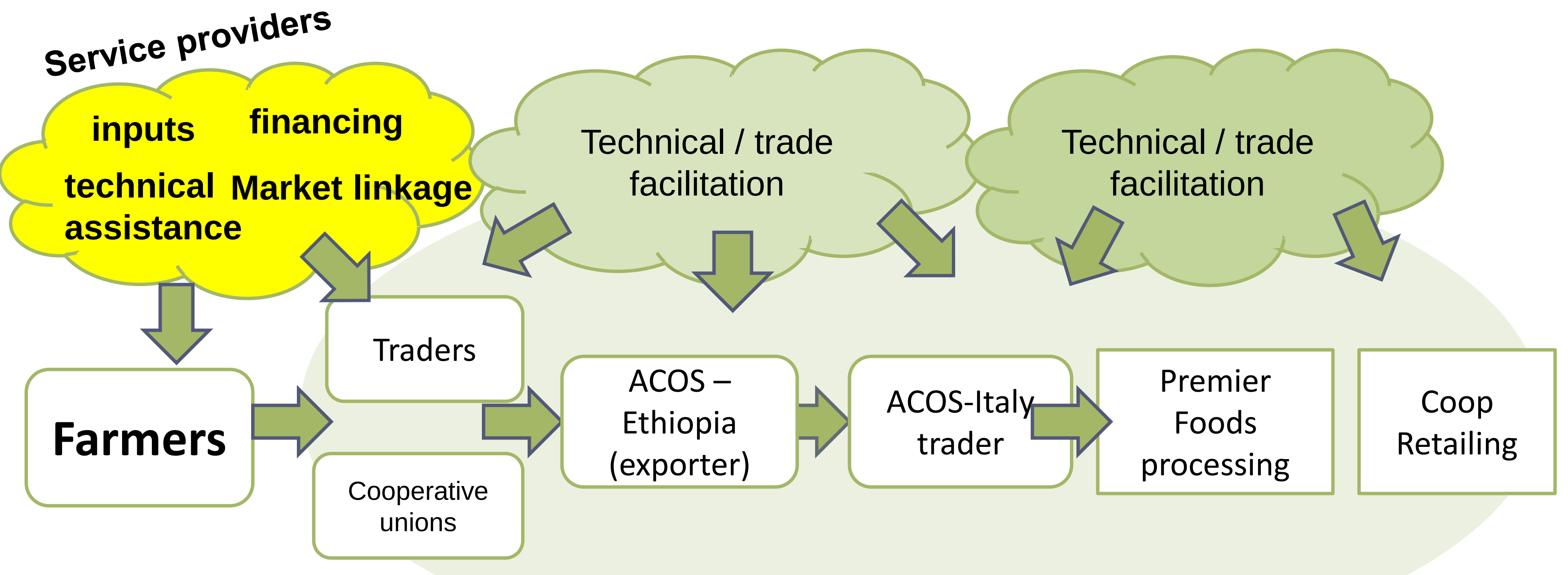
Net sellers	Net buyers
A fraction of the farming community	*The majority of farmers*
16% of rice farmers in Madagascar produce 50% traded grain (Barrett and Dorosh, 1996) **10%** of Kenyan farmers accounted for 75% of all maize sold by smallholders in 1997/98 (Nyoro 1999) **6%** of Mozambican farmers sold 70% maize, (Jayne et al, 1996) **2%** maize farmers sell 50% of grain in East and Southern African markets (Jayne et al 2008)	**50%** maize farmers in East Africa (Weber 1988) **61%** of Somalian farmers are net buyers (Weber 1988) **73%** of Rwandan farmers net buyers (Weber 1988) **71%** of Kenyan Maize farmers (Nyoro et al, 1999) **70%** of maize farmers in Kenya, Malawi, Zambia and Madagascar (Jayne et al, 2010)
Have land assets of 15 acres and above	Below 10 acres, most in 1-2 acre bracket

Spectrum of possibilities to support market linkage for smallholders



MODERNIZING EXTENSION IS CHALLENGING BUT NEW MODELS ARE PROMISING

Value chain support leading to specialized types of advisory service groups



NCBA CLUSA
The National Cooperative Business Association • CLUSA International

COOPERATIVE DEVELOPMENT

Cooperatives as Entry Points for Extension Services

- Groups of farmers collectively:
  - Bulking commodities
  - Negotiating volume sales with buyers
  - Generating income and savings
  - Accessing credit
  - Buying agricultural inputs
  - Offering membership services

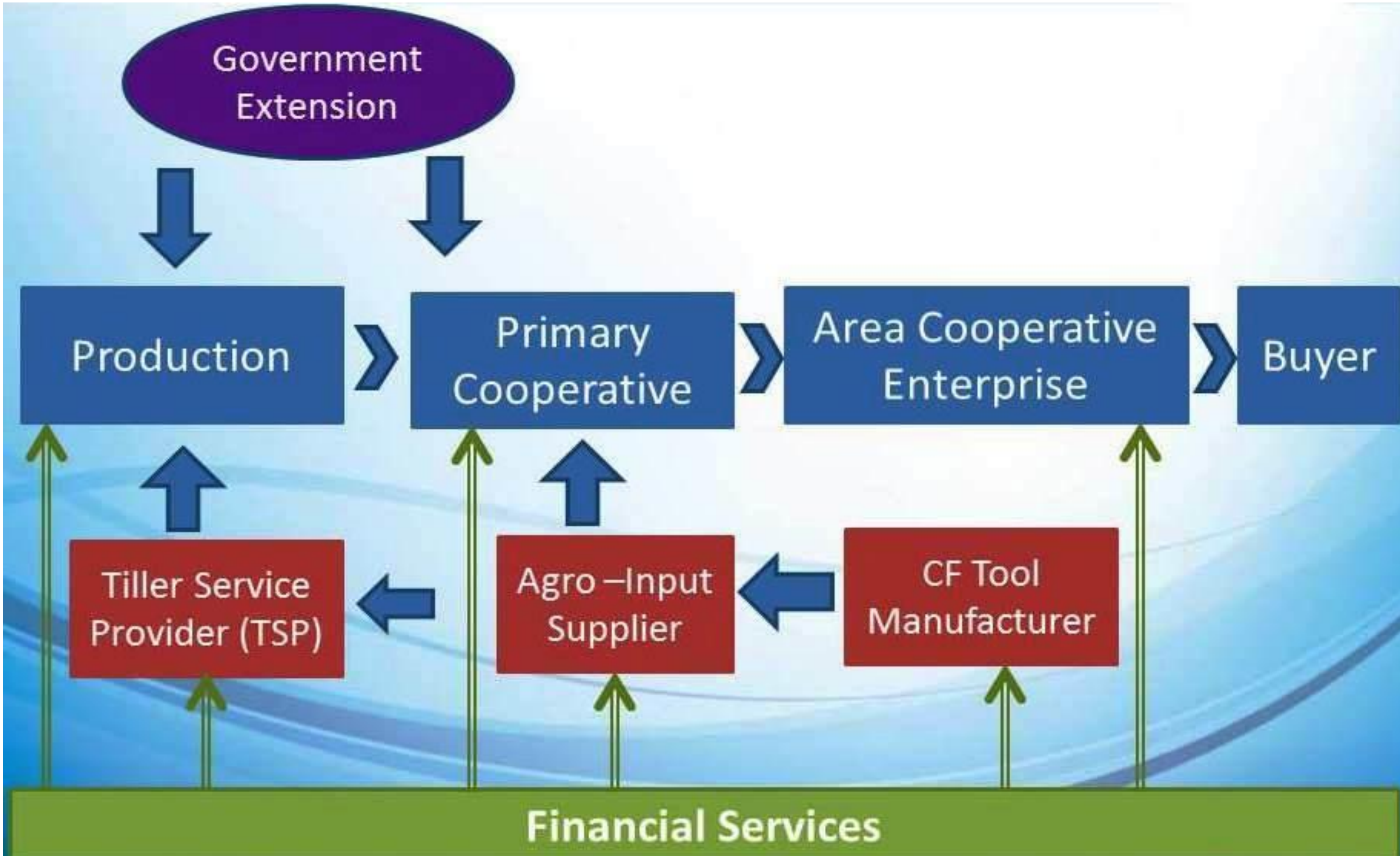
NCBA CLUSA
The National Cooperative Business Association • CLUSA International

Community Based Service Providers

- Local agents from the communities
- Local input supply firms trained to embed extension messages into sales
- Supply firms train the agents
- Fill gaps in the value chain by offering goods and services for a fee
  - Seeds, tools, fertilizers, spraying herbicides, crop aggregation, transportation

NCBA CLUSA
The National Cooperative Business Association • CLUSA International

Value Chain Interventions – Uganda



NCBA CLUSA
The National Cooperative Business Association • CLUSA International

Services for a Fee

"Risk Zero" – Senegal

- CBSPs sell a branded package to CA farmers
- Package includes:
  - Enhanced CA ripping services for 1 Hectare
  - Embed knowledge dissemination on CA land preparations
  - Improved and certified seeds
  - Micro-doses of fertilizer
  - Compost or organic matter
  - 100% insurance coverage for investment in "zero risk" package if there are crop losses

USAID
DU PEUPLE AMÉRICAIN

Avec le Paquet de l'Agriculture de Conservation, c'est

RISQUE ZERO

USAID | YAAJEENDE Projet de Développement Agricole et Nutritionnel pour la Sécurité Alimentaire au Sénégal

info@usaid-yaajeende.org

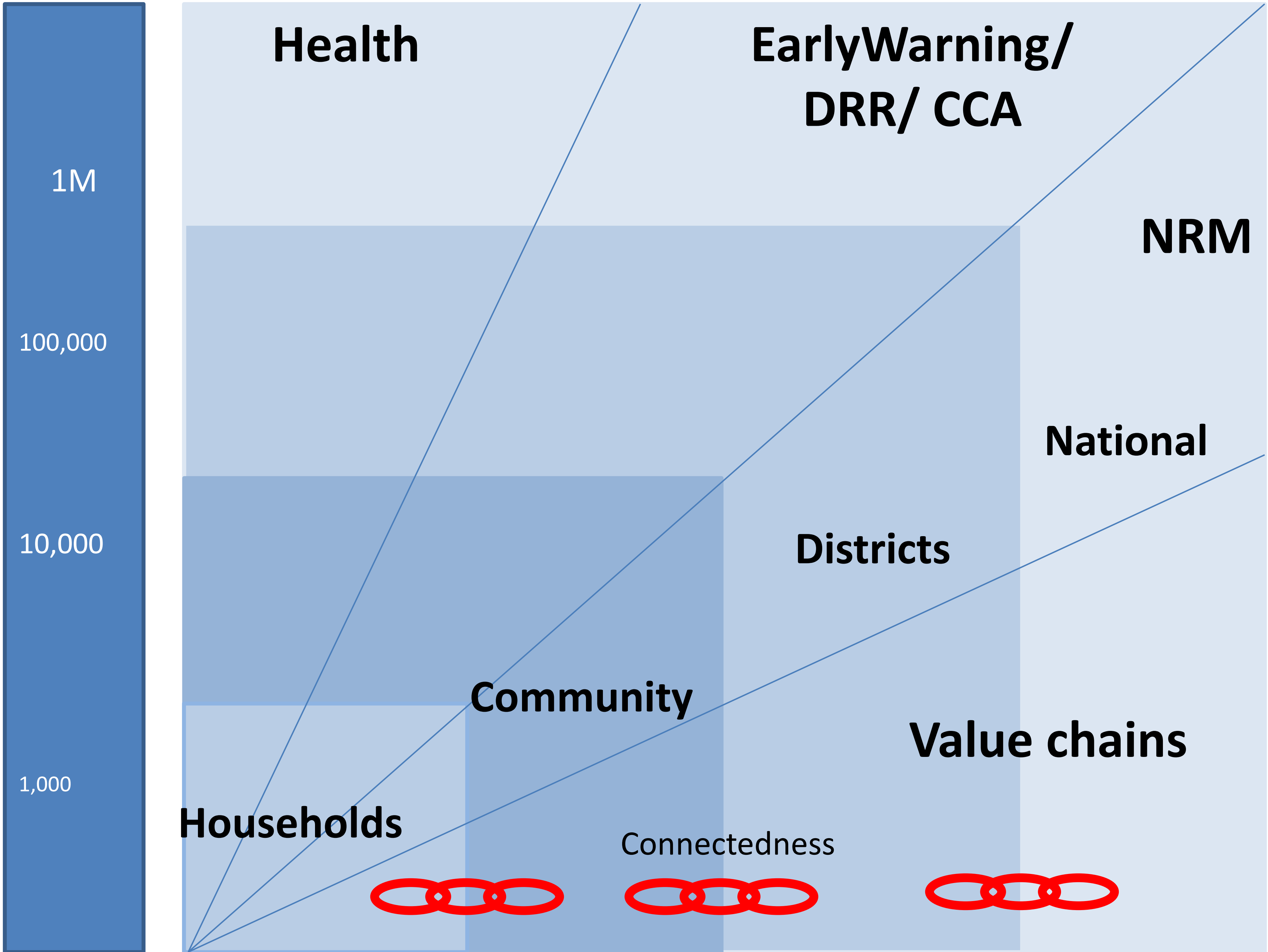
Business thinking has to be a major part of future extension services

- Farmers want Business intelligence support.
  - (ECOM - Coffee example)
- Farmers are willing to pay for business advise.
- Farmers pay for financial services
- Farmers want insurance
- Want arrangements that improve market access and reduce their risks

Service provision trends….

from **free** to **fees**

Integrated and Scaled



ICT will be critical to scaled support

- Profile farmers
- Link to local services to farmers
- Access multiple data sources
- Manage extension teams
- Provide remote coaching
- Links farmers to…..
  - Input services
  - Business services
  - financial services
  - buyers

Conclusions from NGO's

- Successful extension services will not emerge passively
- Having a range of players is good but insufficient
  - Government field agents,
  - INGO's, NGO's, CBO's
  - Local private sector field agents,
  - Farmer organizations
  - Private sector ICT based service providers,
- Require strong in-country leadership and strategic support with complementarity and coordination amongst players
- Greater support for paid services, (reduce / phase out free)
- Better integration of ideas and services – Market information
- Investment and strengthening of local and national systems

What MEAS has observed

Recurring themes:

- Pluralism (Systems? Mess?). Many players (Partners?). Issues of coordination and collaboration, projectization, politicization
- Farmer voice is weak
- Broken links between
  - needs & budgeting &performance
  - research & extension;
- Financial sustainability; budget challenges and recurrent cost problem
- Performance issues in public sector
- Gender imbalances in staffing, programming
- Focus on production and less on agriculture as a business
- Human and institutional capacity building needs are immense
- ICT: lots of initiatives, but what is effective? Scalable? Sustainable?

Conclusions

- Pluralism: Need for clearer roles and coordination, quality control, and to strengthen the whole Ag Innovation System
- Identify successes and strengths in extension and build on them
- Explore public/private partnerships, performance contracting in extension, third party certification of skills, …
- Extension faces tough issues in terms of management, stability and sufficiency of funding, political influences. Need for advocacy coming from many players.
- Need for more direct input and control by farmers of extension services. Plan with, not for farmers.


QUESTIONS?

This presentation was given:

by Andrea Bohn, Shaun Ferris, and Gretchen Villegas

during the USAID/Agrilinks
Agricultural Sector Council Webinar
November 12, 2014

Terms of Use:

Disclaimer:

This presentation was made possible by the generous support of the American people through the United States Agency for International Development, USAID. The contents are the responsibility of the author(s) and do not necessarily reflect the views of USAID or the United States Government.

www.meas-extension.org

Thank you for joining us!

Share Feedback

Take a moment to respond to our Polls.

You can also visit the [event page](#) to post comments & questions.

Stay In Touch

Contact Us:
agrilinks@agrilinks.org

OR

Julie MacCartee, USAID/BFS
jmaccartee@usaid.gov

Upcoming Events

#AskAg Twitter Chat | Youth in Ag | Nov 13

AgExchange | Feeding the World in 2050 | November 18-20

Agrilinks and the AG Sector Council Seminar Series are products of the USAID Bureau for Food Security under the Feed the Future Knowledge-Driven Agricultural Development (KDAD) project.