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Presentation to the USAID Global Learning Experience and Exchange on

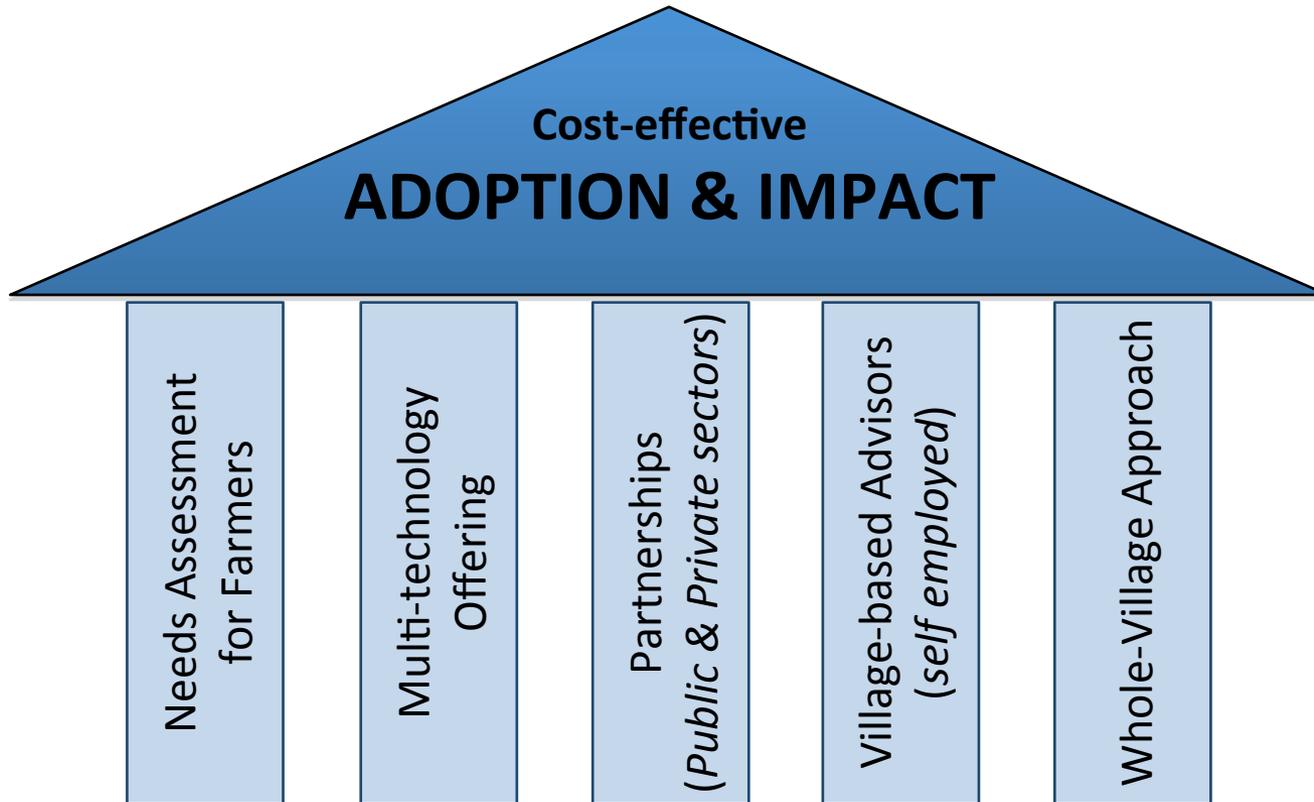
SCALING UP ADOPTION AND USE OF AGRICULTURAL TECHNOLOGIES

Addis Ababa, 4 December 2013

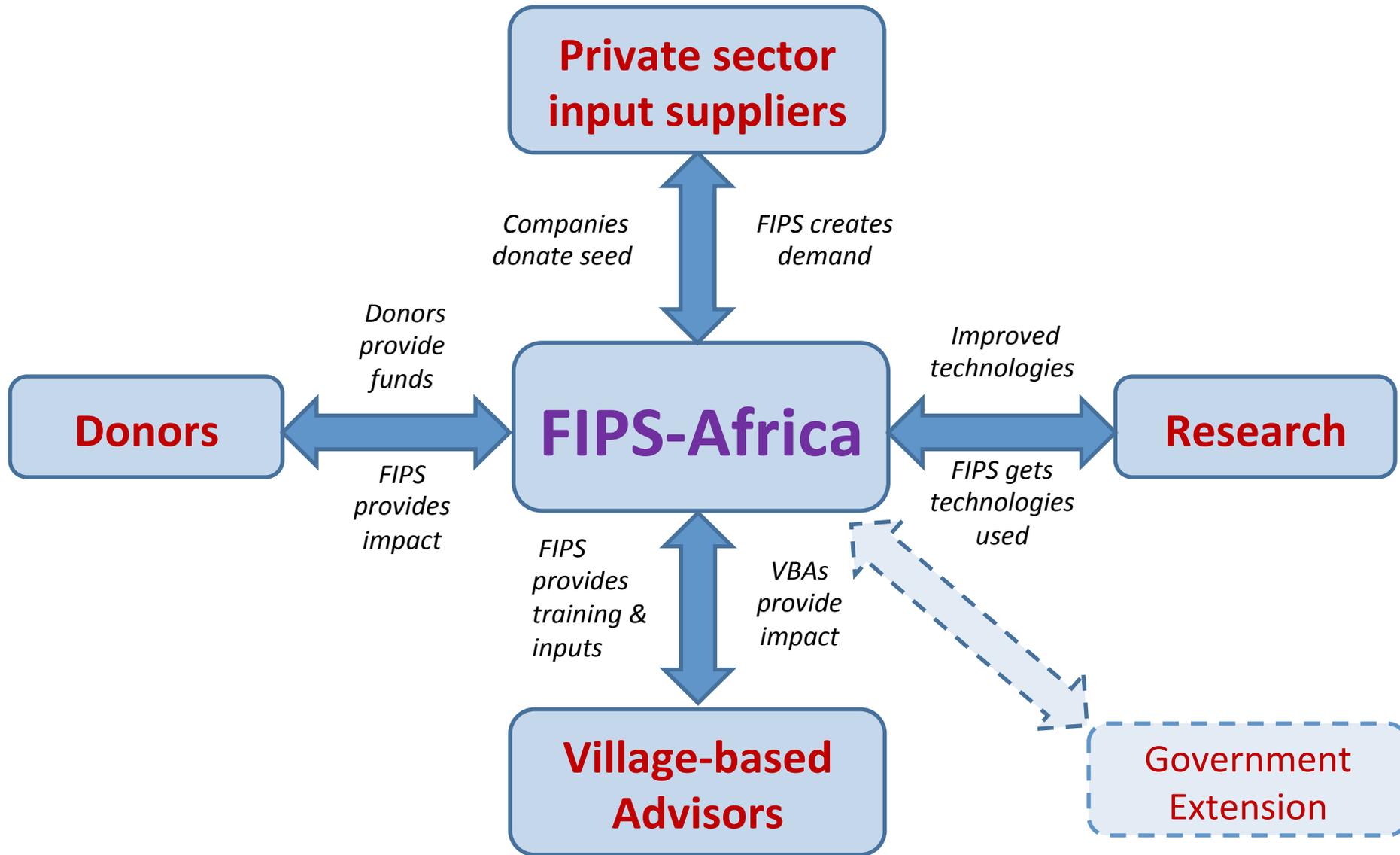
by

David Wanjau

FIPS-Africa's Five Pillars

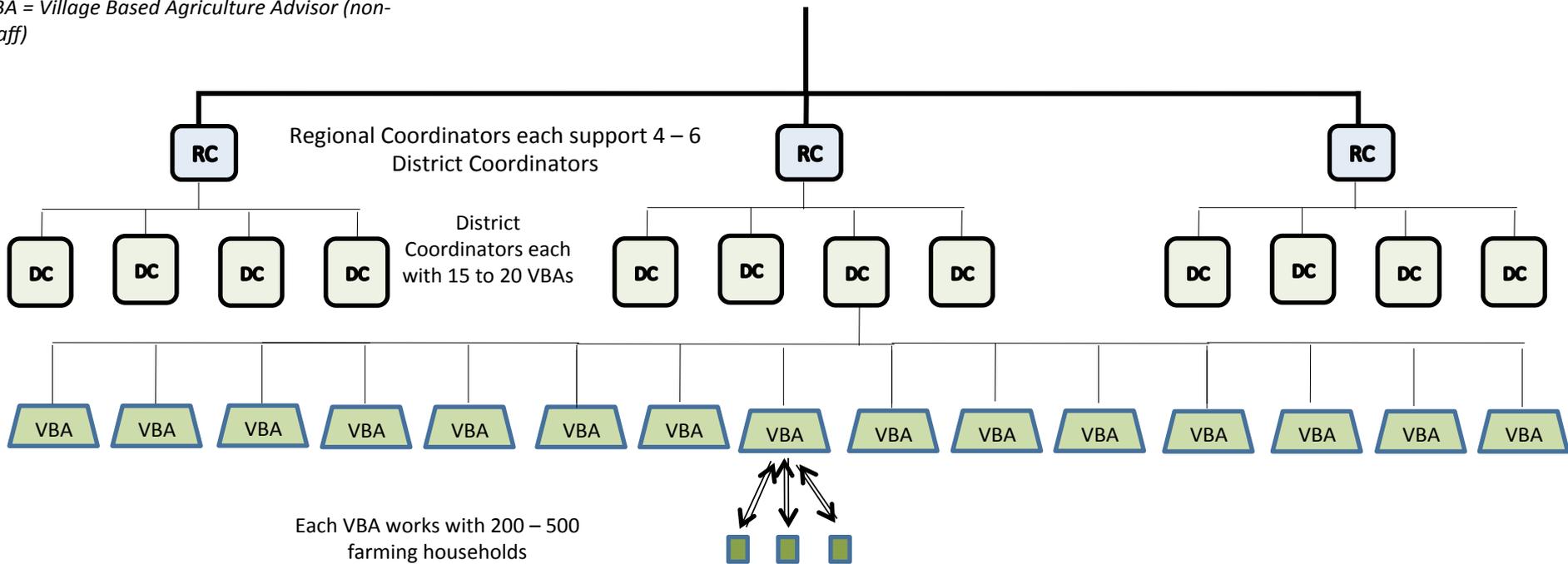


Partnerships



R.C. = Regional Coordinator
 D.C. = District Coordinator
 VBA = Village Based Agriculture Advisor (non-staff)

FIPS-Africa Project Management



Village-based Advisors (VBAs) – Who are they?

Who are they?:

- Young hard-working farmers
- Recruited within target villages
- Low education level
- Self-employed

Management Structure

- 10 – 20 per district
- Selected and supervised by District Coordinator
- Practical, in-the-field training

What do they do?

- *Provide advice*
- *Lay demos*
- *Hold field days*
- *Sell seed*
- *Provide other agricultural services*
- *Reach 500 – 1000 households each*



How do they work? Whole Village Approach

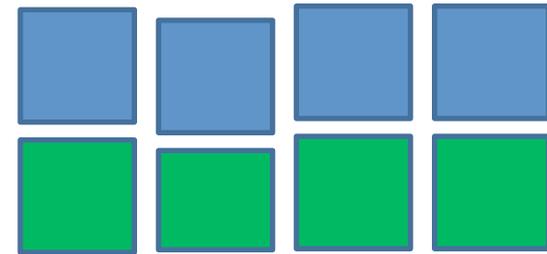
Everybody gets to try:

- Mother – baby demos
- 25 g enough to learn (5m x 2m)
- 1 tonne of seed can reach 40,000 households

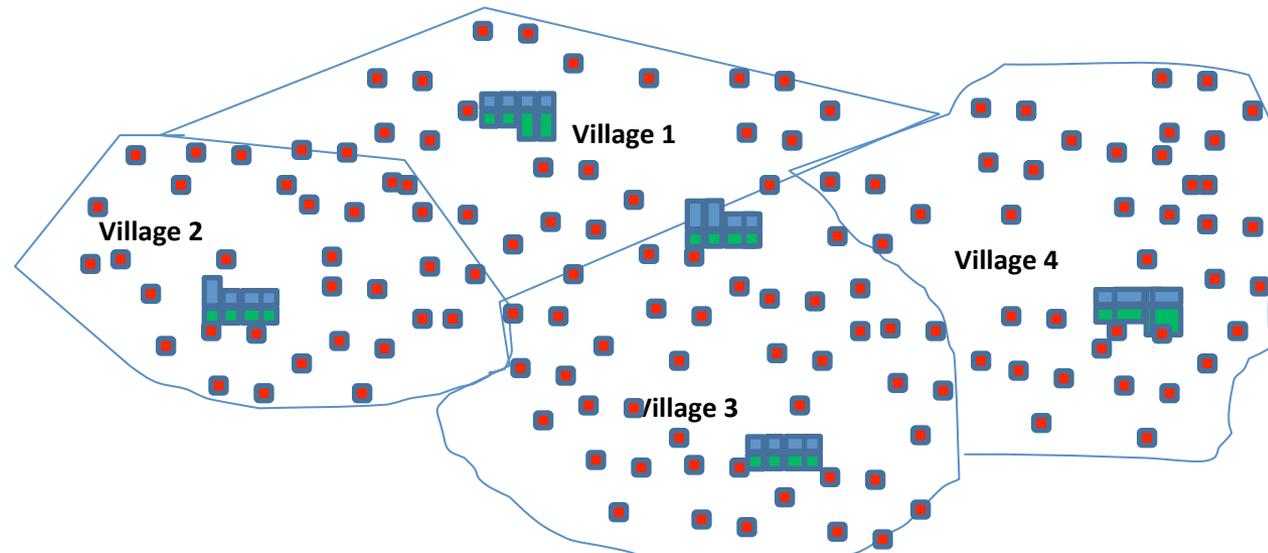
Consequences of approach:

- See technology **on own land**
- Avoid exclusive nature of group/ lead farmer approaches
- Include the poorest, women & marginalised

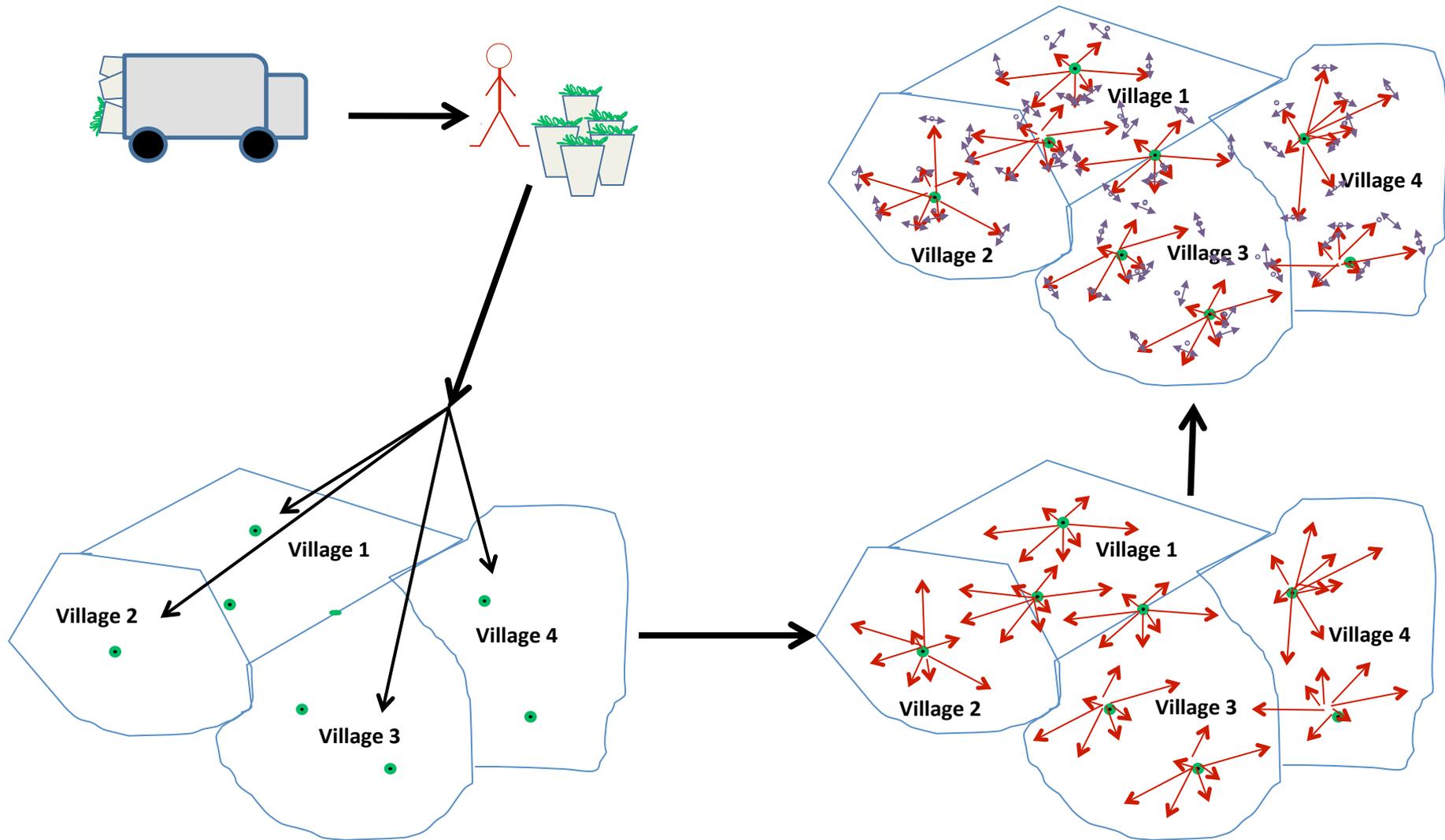
Mother Demo



Small packs create demand for larger sales!



Dissemination of Sweet Potato & Cassava



Adoption & Impact – Independent Evaluation by KIT

Percentage of farmers using improved varieties of crops. N=83 .

	maize	millet	sorghum	sweet potato	cassava	beans	soy beans	cowpeas	vegetables
Non-FIPS village	19	6	0	13	0	19	3	10	0
FIPS RIU villages	94	52	2	96	88	69	73	58	35
FIPS AGRA villages	86	14	0	100	79	79	43	43	21



Leonida Wanjala of Lukoye village in Bungoma south harvests the Georgia collard promoted by FIPS-Africa in April 2012. She makes money every week by selling the vegetable to neighbours planted.

Total food balance in maize equivalents per type of households, in kg of maize

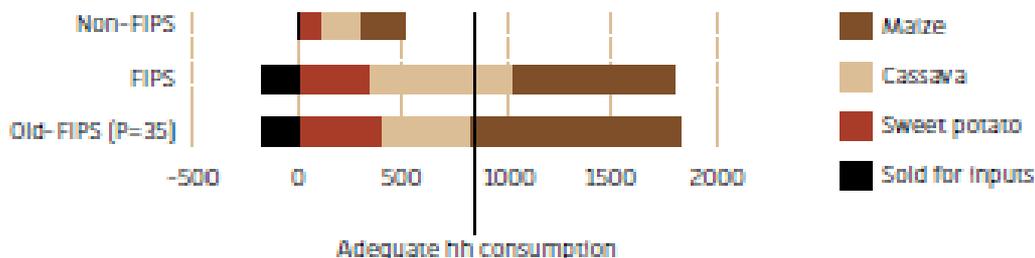


Table 4.5 Average Income from Sales of Three Main Crops, In Three Types of Village (In Kshs, one season)

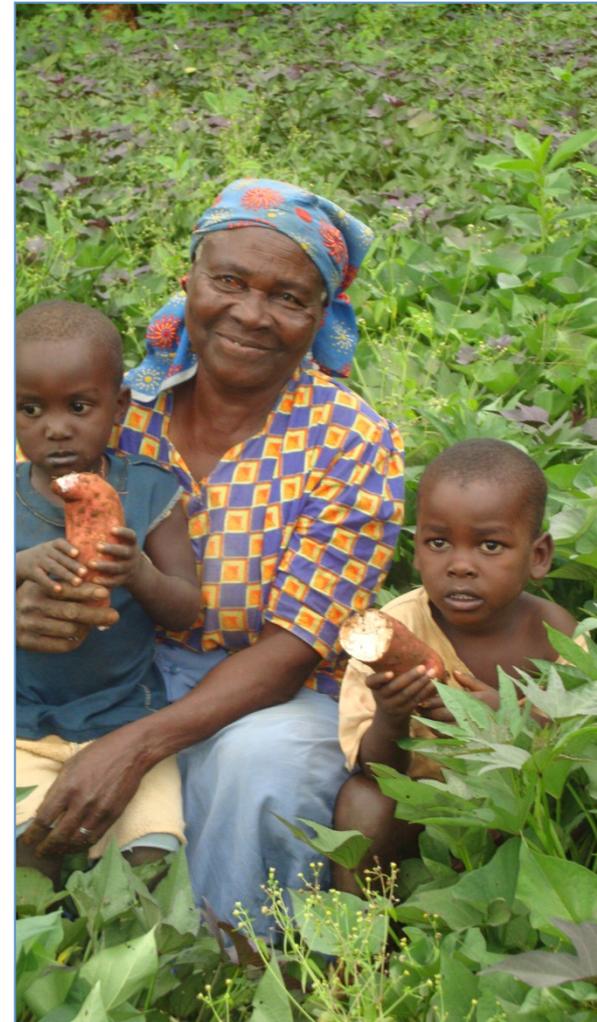
	non-FIPS		FIPS		old-FIPS	
	At present	Before FIPS	At present	Before FIPS	At present	Before FIPS
Maize	142	315	1914	315	1335	614
Sweet potato	89	134	932	134	1786	150
Cassava	77	185	1058	185	1218	71
Total income	308	634	3904	634	4339	835

Table 4.1 Numbers of Months of Food Self-sufficiency per Type of Village

	non-FIPS		FIPS	
	At present	Before FIPS	At present	Before FIPS
At present	6	6	12	12
Before FIPS	6	6	7	7

Factors affecting adoption

1. People
2. Risk & affordability (small packs)
3. Jealousy (groups)
4. Address most pressing constraints / needs
5. Incentive for disseminator
6. Build on existing farmer practice
7. Can supply meet demand?
8. Choice/ multiple needs / opportunity costs
9. Surprise



Factors affecting adoption: most pressing constraints



Felix Onsongo of Boochi village in Mwangichana location Marani district sets free his penned chicks. FIPS-Africa encourages farmers to protect chicks from preying birds by penning.

Indigenous chicken constraints

- Predators for chicks
- Newcastle disease

Fowl pox becomes relevant later



Maize constraints

- Spacing

Good seed + bad management = 0 harvest

Incentive for disseminator / team



Edith Nguti's flock increased from 10 birds to 150 birds after vaccination. She sold 40 birds recently for Ksh 20 000 paying for school fees for a whole year

1 Ksh profit per bird ----- little uptake

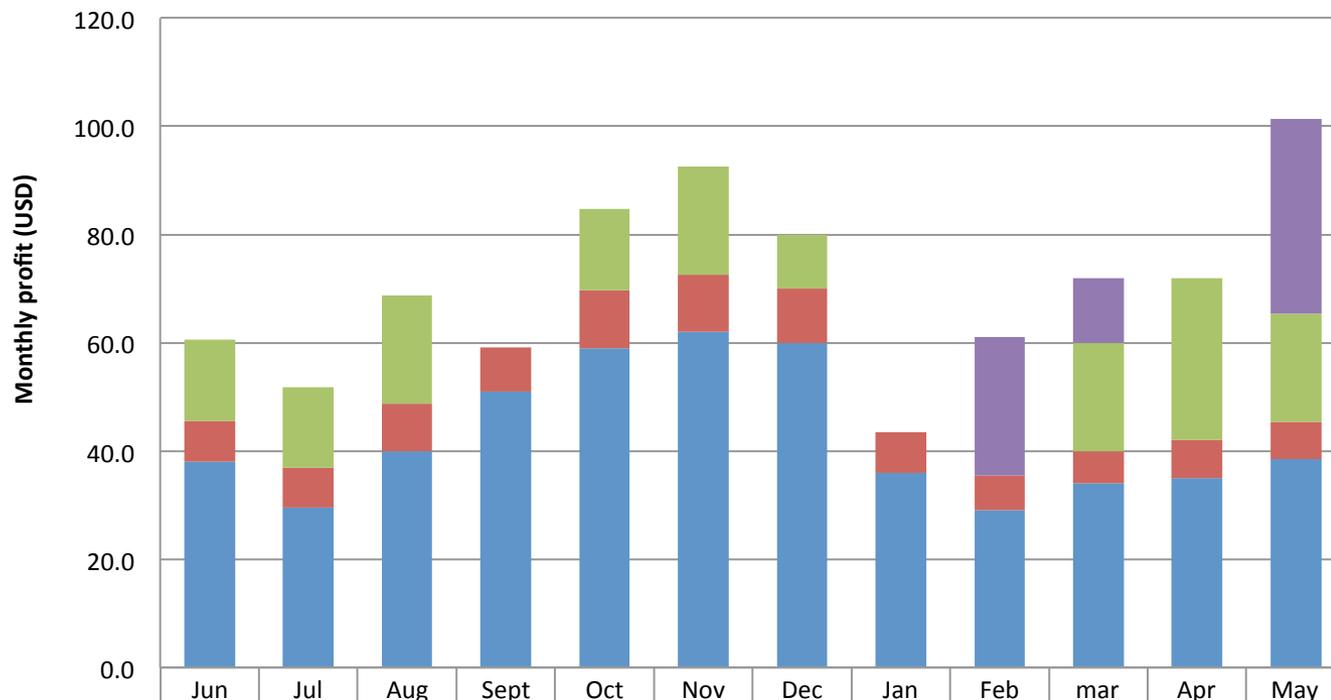
3 Ksh profit per bird ----- rapid adoption

Vaccinated 400,000 birds in 6 counties in
Kenya last year



Rose Katuku increased from 7 birds to 50 birds and earned Ksh 14,000 selling half of them at Christmas

Income Profile for Janet Toili (KMDP II) from June 2011 to May 2012



■ Vegetable nursery (kale)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.5	12.0	0.0	36.0
■ Spraying of crops	15.0	15.0	20.0	0.0	15.0	20.0	10.0	0.0	0.0	20.0	30.0	20.0
■ Contract spraying (livestock)	7.5	7.3	8.8	8.1	10.8	10.6	10.0	7.5	6.5	6.0	7.0	6.9
■ Chicken vaccination	38.0	29.6	40.0	51.0	59.0	62.0	60.0	36.0	29.0	34.0	35.0	38.5

Impact on Farmers

Emelda Sitati

Leldet KH500-49A



Before FIPS

Local variety

4 seeds per hole

Random spacing

Harvested 5 bags – HUNGRY FAMILY!

After FIPS

Leldet KH500-49A

1 seed per hole

25 cm x 75 cm

12 bags from ½ acre

Nangele village in Bungoma Central-Western Kenya

“I am now able to feed my children without asking for financial assistance from my relatives who live in urban areas. I now send them food instead.”



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Thank you

To all our partners – public, private & self-employed

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