Presentation to the USAID Global Learning Experience and Exchange on

SCALING UP ADOPTION AND USE OF AGRICULTURAL TECHNOLOGIES

Addis Ababa, 4 December 2013

by

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FIPS-Africa’s Five Pillars

Needs Assessment for Farmers

Multi-technology Offering

Partnerships (Public & Private sectors)

Village-based Advisors (self-employed)

Whole-Village Approach

Cost-effective ADOPTION & IMPACT

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Partnerships

Private sector input suppliers

Donors provide funds

Companies donate seed

FIPS creates demand

Improved technologies

FIPS gets technologies used

FIPS provides training & inputs

VBAs provide impact

FIPS-Africa

Donors

Research

Government Extension

Donors provide funds

FIPS provides impact

FIPS-Africa

Private sector input suppliers

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Village-based Advisors

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

Each VBA works with 200 – 500 farming households

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**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

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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

How do they work? Whole Village Approach

Small packs create demand for larger sales!

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Dissemination of Sweet Potato & Cassava
Adoption & Impact – Independent Evaluation by KIT

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

<table>
<thead>
<tr>
<th></th>
<th>maize</th>
<th>millet</th>
<th>sorghum</th>
<th>sweet potato</th>
<th>cassava</th>
<th>beans</th>
<th>soy beans</th>
<th>cowpeas</th>
<th>vegetables</th>
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Total food balance in maize equivalents per type of households, in kg of maize

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.
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**

**Indigenous chicken constraints**
- Predators for chicks
- Newcastle disease

Fowl pox becomes relevant later

**Maize constraints**
- Spacing

Good seed + bad management = 0 harvest

Felix Onsongo of Boochi village in Mwagichana location Marani district sets free his penned chicks. FIPS-Africa encourages farmers to protect chicks from preying birds by penning.
Incentive for disseminator / team

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

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

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

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<th></th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sept</th>
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<th>Nov</th>
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<td>34.0</td>
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Monthly profit (USD)

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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.”
Thank you

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

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