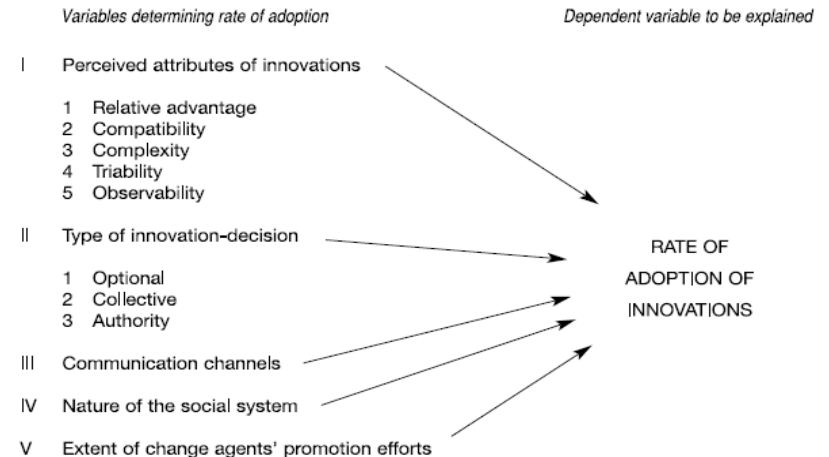


# Technology transfer perspective

- Innovations = technologies
- Innovations come from outside (from research/agribusiness)
- Innovations are supported by extension through knowledge transfer
- Innovations are adopted by individuals



**Figure 8.2** Model representing variables that influence the rate of adoption. Reprinted from Rogers (1983) with permission of the Free Press, a division of Simon & Schuster. © The Free Press.

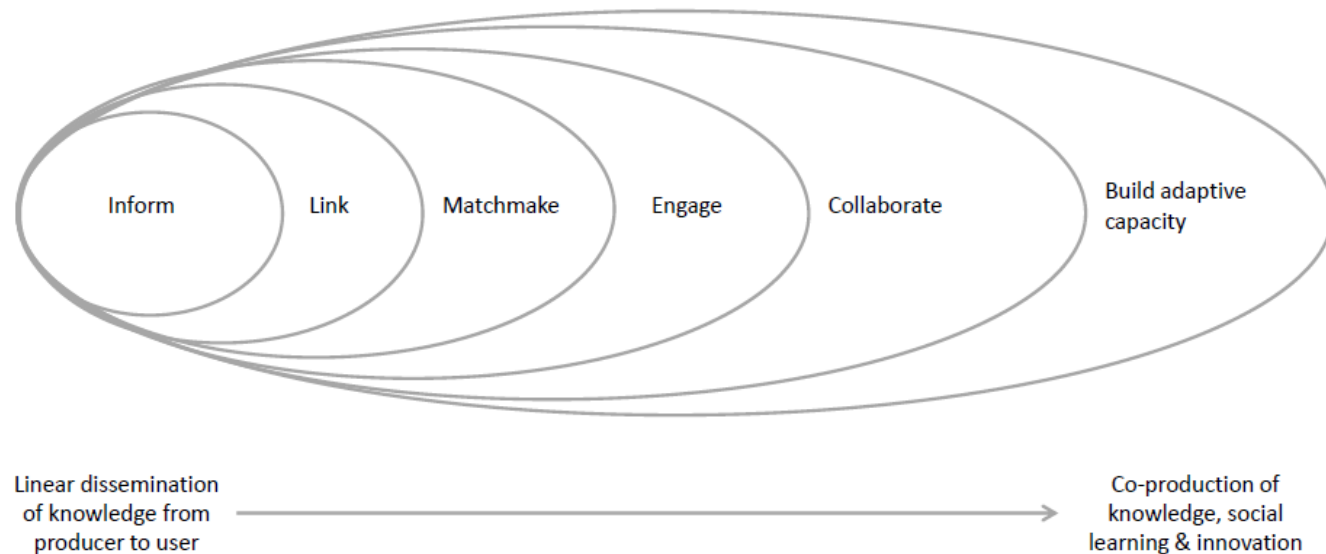
# Move to 'agricultural innovation systems'

- Innovation is not just technological change, but social, institutional and organizational restructuring
- Innovation at the farm level often needs work beyond the farm level
- Multiple types of persons & organisations needed
- Collaboratively working on change through networks
- Continuous feedback between stakeholders

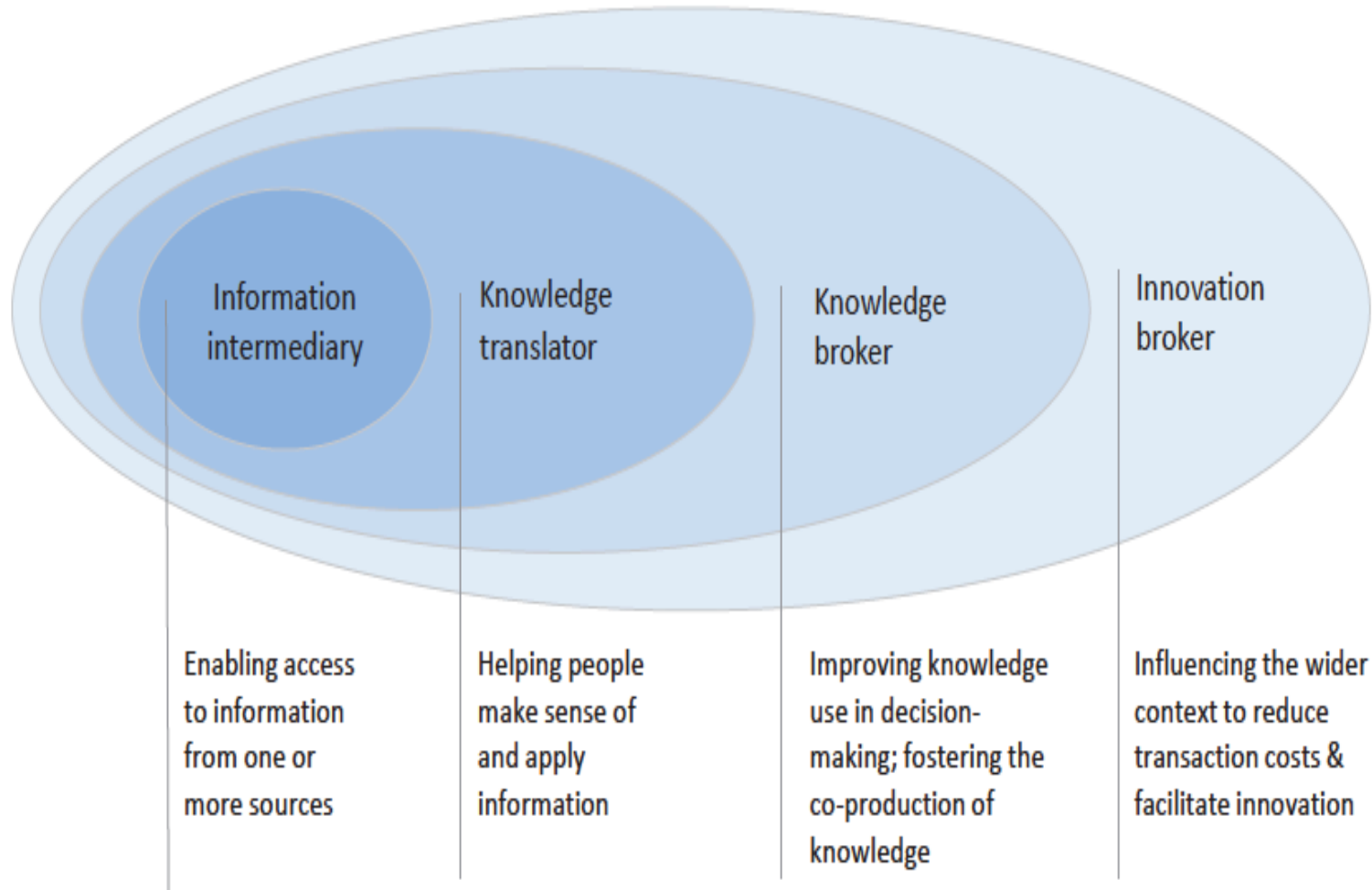


# Implications for research & extension/advisory services

- Depending on the level of complexity of the innovation different arrangements need to be chosen



*Informational functions*.....*Relational functions*.....*Systems functions*



*Linear dissemination of knowledge from producer to user*



*Co-production of knowledge, social learning & innovation*