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**SUCCESSES,
CHALLENGES, and the
WAY FORWARD**
Seven Years of Community Building

July 19-20, 2017 | Washington, DC

Exploring Effective Models for Agriculture Extension

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Q1. One key reflection from the session discussions

Q2. One thing you would like to know more about or explore further in relation to agricultural extension



Q1. One key reflection from the session discussions

- Synergies can be gained through involving different actors – complementary partners, research evaluation, social enterprises/businesses
- Importance of giving farmers ownership of the of the practices demonstrated—bottoms-up approach
- Potential to package extension information with banks or private sector loan providers
- Agricultural extension can be paternalistic but needs to be participatory to be sustainable
- With any technology transfer, there are additional social, behavioral, economic changes that also need to happen for adoption
- Extension agencies should not be prescriptive
- The usefulness of ICT, but also the need to take into consideration potential literacy constraints



Q2. One thing you would like to know more about or explore further in relation to agricultural extension

- The need for demonstration sites to reflect former reality vs best case scenario
- More about results and evidence for “private sector or private services providers” of extension
- Understanding better why livestock extension works
- Improved farming techniques used on demonstration plots
- How to incentivize ag extension successfully in the same way animal extension services have succeeded
- Measurement of farmers buy-in to a particular innovation
- How can we measure quality of content of extension
- How can ag extension be made more nutrition-sensitive



Q2. One thing you would like to know more about or explore further in relation to agricultural extension

- Use of positive deviance research or survey techniques to see where farmers are successful in low resource environments
- Are there models of delivering information in other sectors (e.g., health, fin services) that could be applicable to ag extension
- Distinguish what the incentives are for farmers to use and pay for extension services
- What activities, actions, initiatives are effective to stimulate social entrepreneurs to fill, or succeed in fulfilling the extension gaps?
- Business models that can be viable and effective
- How to better evaluate impact
- Connections with private sector or social enterprises seem to be the future—how can we encourage them in the resource-poor environments like West Africa Sahel?



Thank You!



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