

Where should you work?

Work with local partners to identify locations that are **representative** in terms of the physical and socio-economic circumstances of the target group(s) you plan to work with.

Work in areas that have **willing collaborators, are readily accessible and which represent the greater target area.**

**Selecting your site.****1. Representative:** Talk with well-informed locals and use maps and reports

How many domains are there – areas within which recommendations can be similar?

Use or draw a map to classify your target areas into representative areas. Use major socio-economic factors (such as income, land use, market access, crops and yields, income, farm size, credit, infrastructure, input availability, cropping system, types of problems experienced, land type and use, water availability etc.) and physical factors (such as topography, soils, temperature, etc.).

2. Impact potential

If your program makes a difference, what will be the impact?

Yield change? _____

Income change? _____

Labor reduction? _____

Can the Market absorb and “reward” any increase? _____

3. Political considerations

Does the effort have clear government support? _____

4. Avoid “clutter”

Are there other projects active in your proposed area? _____

Are they working on the same topic? _____

Note: Farmers may already be tired of being surveyed or confused by different efforts.

5. Willing collaborators

Are people enthusiastic to cooperate and contribute their own resources?

Farmers _____

Local partners _____

6. Access

Can you easily access your selected fields and site? _____

Will many others be able to easily see the field? _____

What's the balance between time needed for field activities usefulness as a demonstrations and travel time. _____

7. Transfer potential

Can the field serve as easily accessible ‘Lighthouse Sites’ for training (of both agents and farmers).
