



Extension options

What is the best way to communicate with farmers to help them make positive changes?

Some key factors in reaching farmers

To try something new, farmers need to

1. see that solutions address their concerns,
2. be aware of the new option(s),
3. trust the information source and believe they will benefit,
4. have enough information (with access to inputs) to test the approach, and
5. see a positive change in their circumstances.

Once successfully tested, they will likely more broadly adopt a practice.



Hearing about something may raise interest and awareness, but farmers typically need to **see** results before they will try something.

What's needed? Analyze existing communication channels and identify strategies to best communicate a message.

- 1) Develop a list of communication options (See Table below).
- 2) Rate the suitability of each method (High, medium or low) for the different criteria (Reach, Cost, Effectiveness)
- 3) Identify the pros and cons of the different methods.

Example table

Form	Numbers reached	Relative cost	Effectiveness		Pros and Cons
			Suitability for audience	Associated trust	
Written media					
Posters, brochures					
Fact sheets					
Manuals					
Newspaper					
Field demonstration and Farm walks					
Farmer training					
Electronic media					
Radio					
Video and TV					
Cell phone					
Internet					
Extension services					
Input distributors					
NGOs					
Tea/Coffee shops, etc.					
Other					

Exercise. Select a technology to communicate with your farmers. Now, briefly outline a program to reach 200 farmers. What would be different if you wanted to reach 10,000 farmers?

Conclusion. Balance cost with effectiveness.

An integrated approach using multiple options may be best.

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