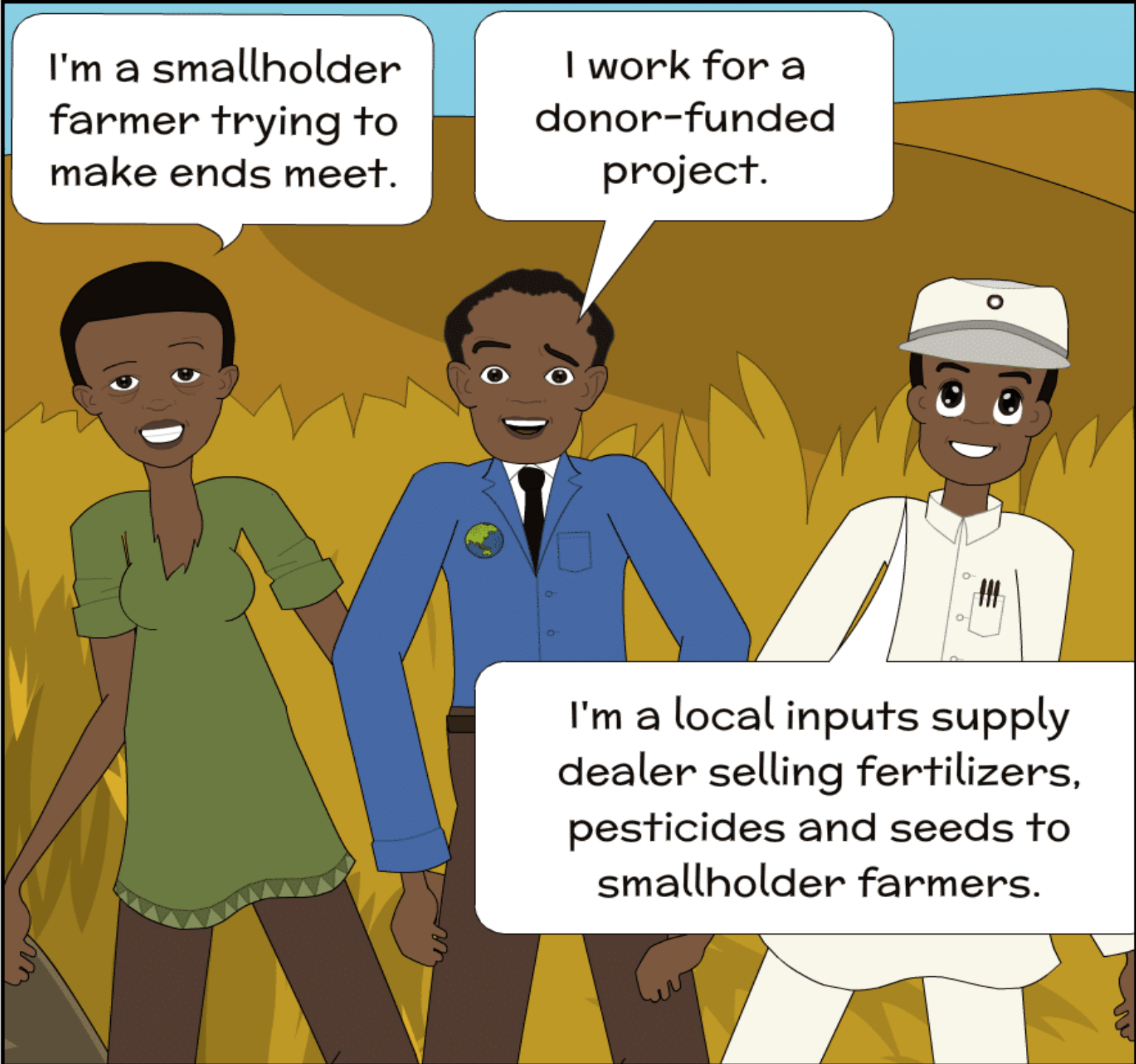


Market SYSTEMS Development
LEARNING Series

**CATALYZING ADOPTION:
Introducing New
Agricultural
Technologies to
Smallholder Farmers**



An illustration of three people standing in a field of tall yellow grass under a blue sky. On the left is a woman with short black hair wearing a green short-sleeved top and brown pants. In the center is a man with short black hair wearing a blue suit jacket, a white shirt, a black tie, and a small globe pin on his lapel. On the right is a man wearing a white cap, a white short-sleeved button-down shirt, and white pants. Each person has a speech bubble containing text.

I'm a smallholder farmer trying to make ends meet.

I work for a donor-funded project.

I'm a local inputs supply dealer selling fertilizers, pesticides and seeds to smallholder farmers.



My crops are
too small!
They have
hardly any
vegetables...

I have almost nothing
to sell! We never have
enough money for
food, medicines, or
school fees!

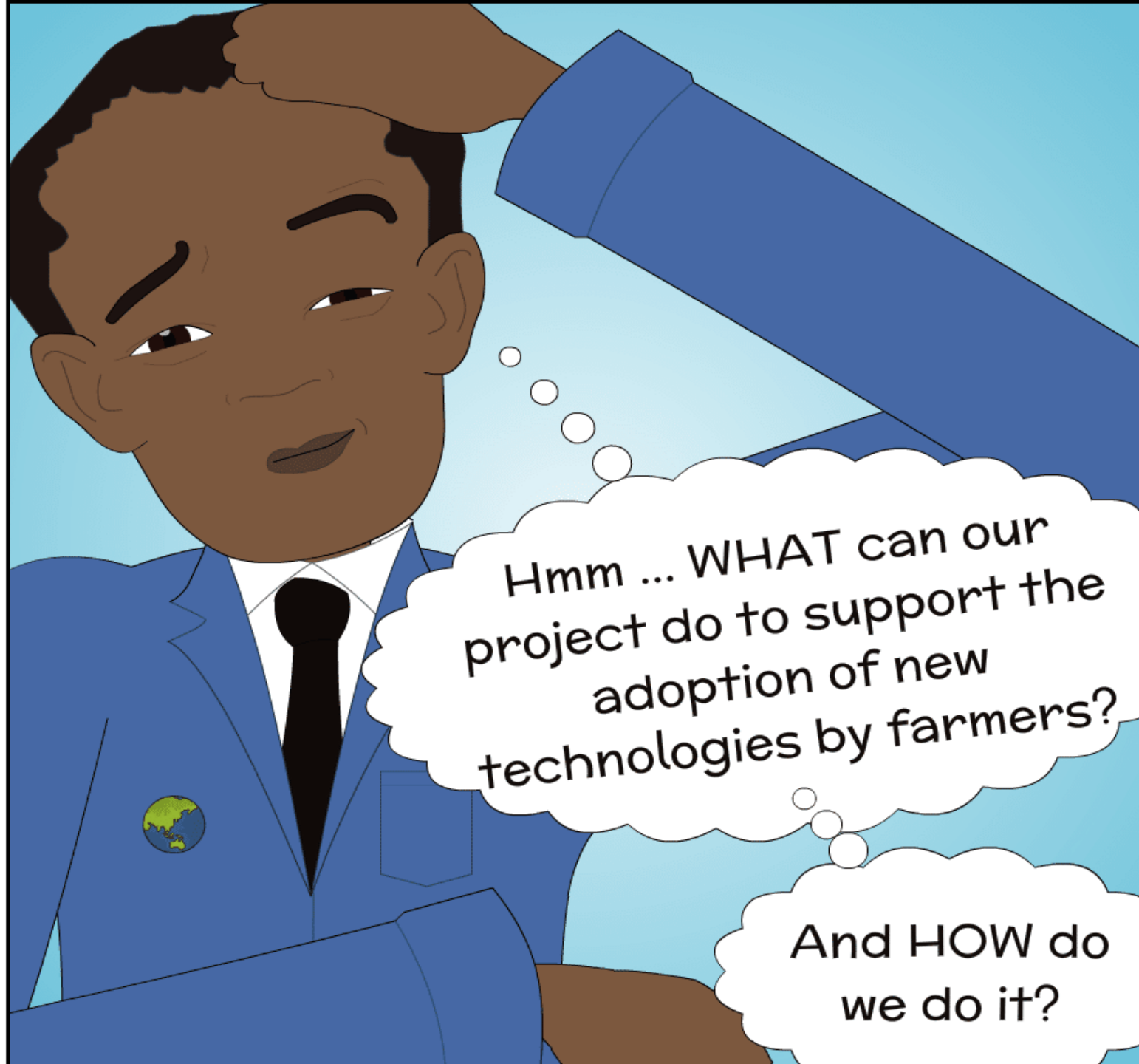


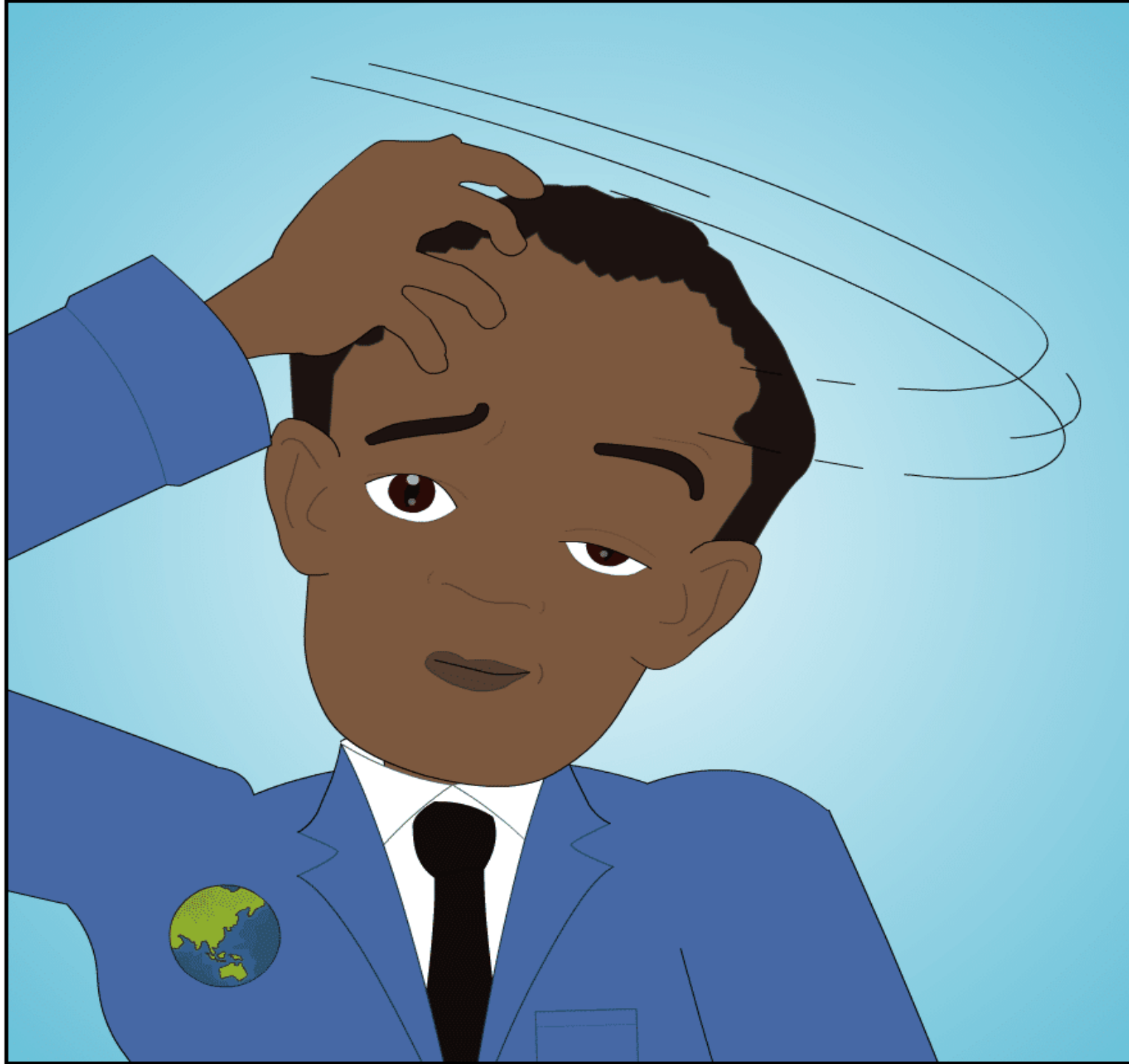



We don't
know how to
use
fertilizers,
herbicides or
pesticides...

We don't know
where to get
hybrid seeds ...

We tried inputs
before but they
never worked ...







Whew! My head is spinning! There is so much to think about!

Should we do most of the activities ourselves?

Should we find other businesses and organizations to work through?

Project-
focused
Approach?

Market
System-focused
Approach?



HOW DOES EACH APPROACH ALLOW FOR
NEW, EFFECTIVE TECHNOLOGIES TO BE
EASILY INTRODUCED TO SMALLHOLDER
FARMERS IN THE FUTURE BEYOND THE LIFE
OF THE PROJECT?



Project-
focused
approach?

Market
systems-
focused
approach?

How can our project use a
PROJECT-FOCUSED APPROACH
to introduce new agricultural technologies
to smallholder farmers?



Project-
focused
Approach?

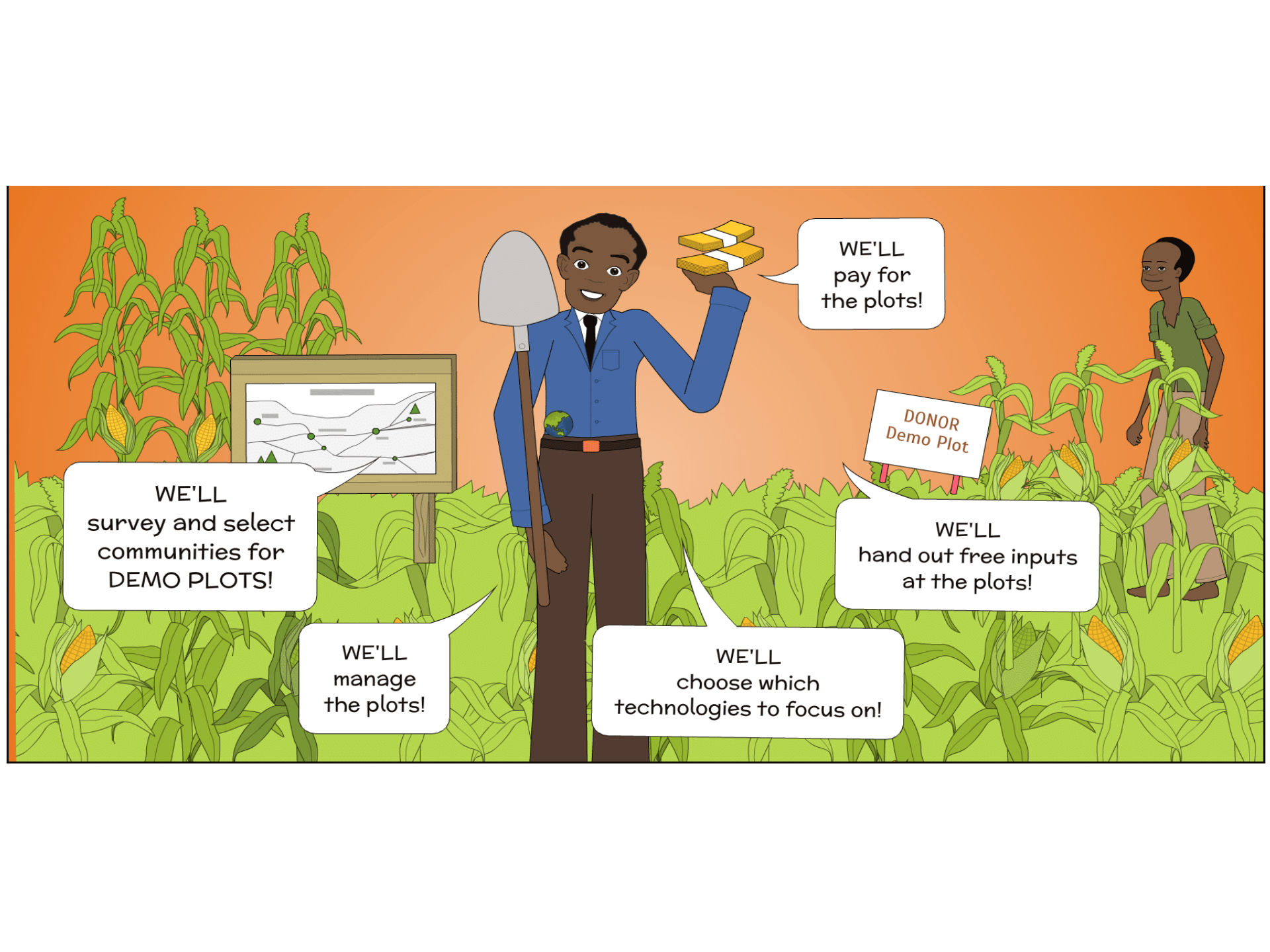




DONOR
Demo Plot

We'll organize
DEMO PLOTS!

We'll use up-to-date
practices to make sure
that we are
successful!



WE'LL
pay for
the plots!

WE'LL
survey and select
communities for
DEMO PLOTS!

WE'LL
manage
the plots!


WE'LL
choose which
technologies to focus on!

WE'LL
hand out free inputs
at the plots!

DONOR
Demo Plot



Next ... WE'LL organize
FARMER FIELD DAYS
during the growing
season ...



WE'LL
pay for the
FARMER
FIELD DAYS!

WE'LL
manage
everything!

WE'LL
bring in outside
experts to explain
progression on
the demo plots!







WE'LL
select the
communities!

WE'LL
pay for the roll out!

WE'LL
manage the roll out!

How can our project use a
MARKET-FOCUSED APPROACH
to introduce new agricultural technologies
to smallholder farmers?



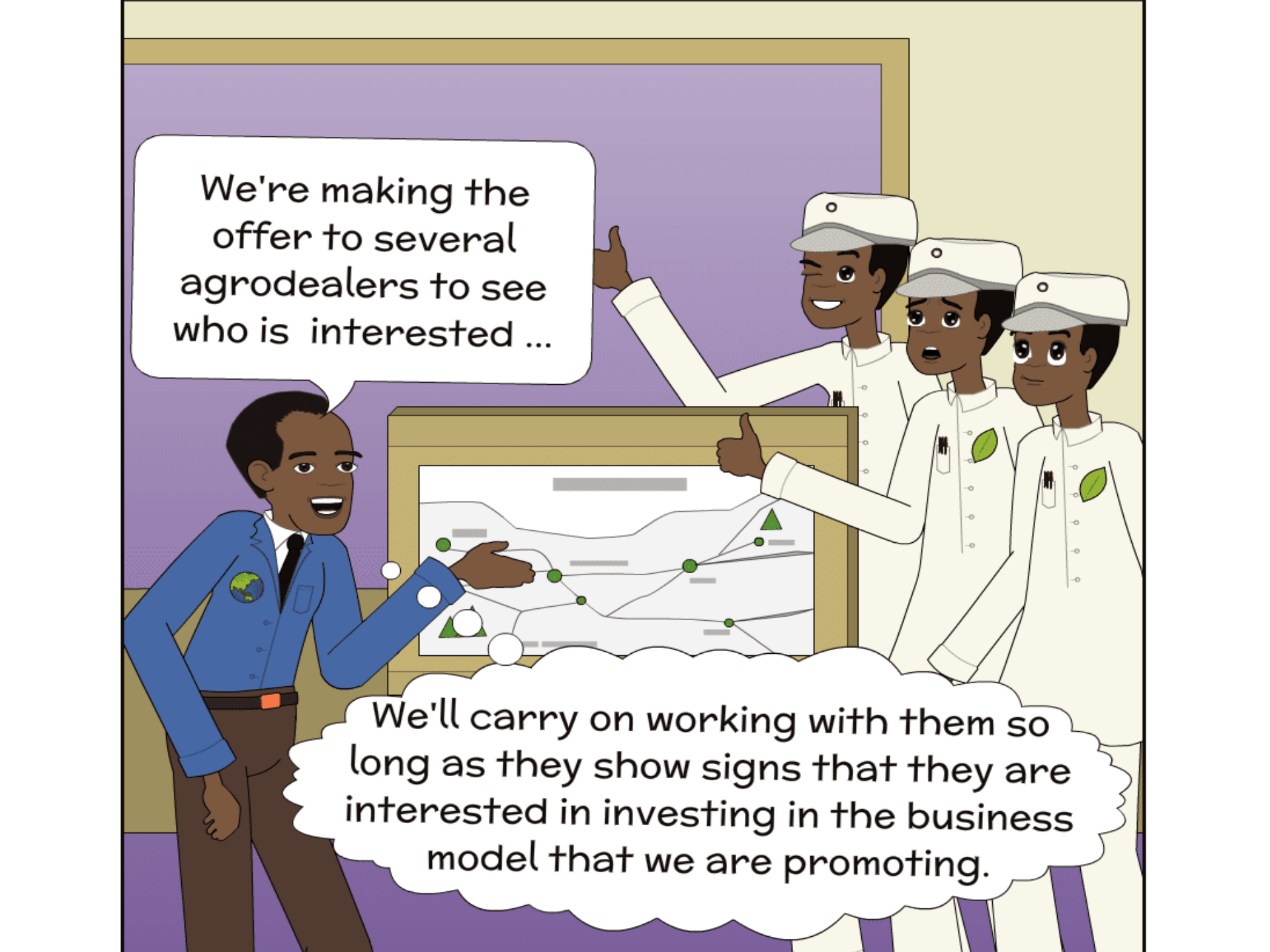
Market –
focused
Approach?



We can benefit farmers
by working through the
local retail stores that sell
the ag. inputs to them!








We're making the offer to several agrodealers to see who is interested ...

We'll carry on working with them so long as they show signs that they are interested in investing in the business model that we are promoting.



We'll help you learn how to
conduct effective promotions
for farmers that will help to
grow your agro-dealership ...

... on condition
that you focus on
promoting the new
ag. technologies!



What on earth is he talking about?

Maybe trial packs for farmers ...

Maybe sms promotions ...

Maybe radio interviews ...

Maybe demonstration stands at local markets...

Maybe hosting competitions between farmers with new inputs as prizes ...



AGRODEALERS
will manage and
run the
promotions

AGRODEALERS
will cost share
the activities

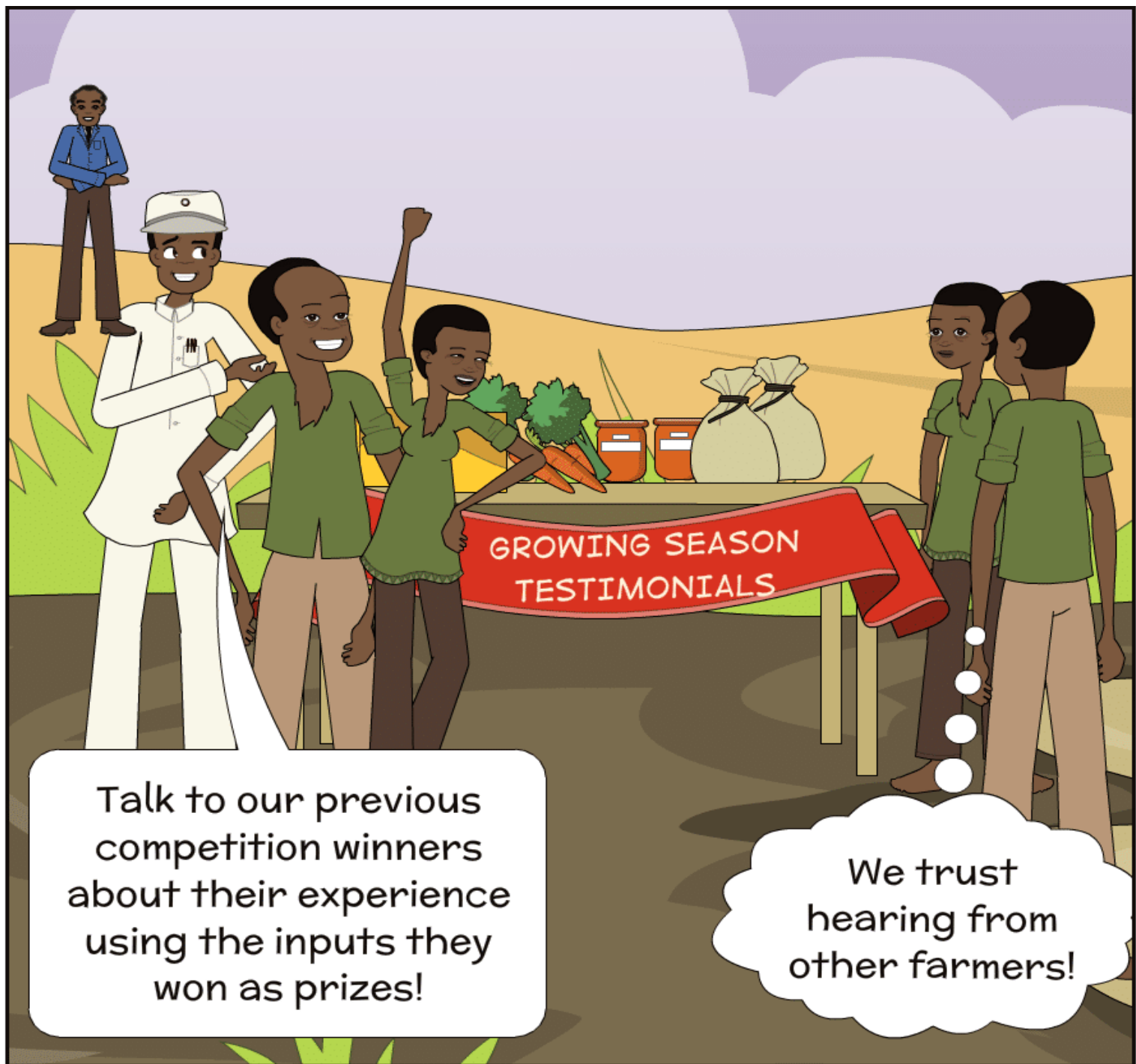
AGRODEALERS
will interact with
the farmers



Here is some
basic info on
how to use
these inputs!

We'll cost share
pre-planting demos
and competitions so
that agrodealers
are not afraid to
risk trying it out!

Take part in this
quick competition!
20 winners will get
a trial pack of
hybrid seeds!



Talk to our previous competition winners about their experience using the inputs they won as prizes!

We trust hearing from other farmers!



We'll support agrodealers to run post-harvest events to leverage TESTIMONIAL MESSAGING among farmers.

Yes, it works!



POST HARVEST
COMPETITION WINNERS!

Events will honor best farmers among the contest winners - giving them further recognition in the community to speak about their practices.



We had huge success using the agrodealers' new inputs!

Successful farmers say that it works! I'm going to get some too!



We'll show agrodealers how to connect farmers to radio shows to interview competition winners to share their experience using new inputs.




With market-focused approaches, the farmers
won't even know we exist!

Project-
focused
Approach?

Market
System-focused
Approach?



HOW DOES EACH APPROACH ALLOW FOR
NEW, EFFECTIVE TECHNOLOGIES TO BE
EASILY INTRODUCED TO SMALLHOLDER
FARMERS IN THE FUTURE BEYOND THE LIFE
OF THE PROJECT?



Whew! My head is spinning! There is so much to think about!

Whoa ... they are completely different approaches! And there are probably loads of things in between! This development business is not as easy as I'd thought!

A stylized world map is shown in the background. The landmasses are represented by solid green shapes, while the oceans are a deep blue. The map is centered, with North America and Europe visible on the left and right sides respectively.

Think about
your own
project



What type of
approach is
YOUR project
taking?