MARKET SYSTEMS DEVELOPMENT -**FACILITATION TACTICS** LEARNING SERIES

GHANA

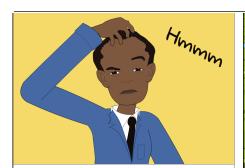
Contests & Competitions Series:

Case Study on using



as a media company & input supply firm tactic to amplify good practice with smallholder farmers

Designed by EcoVentures International 2016



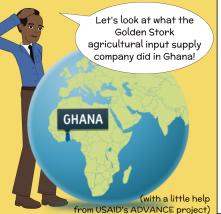
What are ways that our project could help firms to expose farmers to new inputs and help farmers to feel comfortable trying them out?





Contests are a common business tactic to market a new product/service or generate positive buzz around an existing product/service!







They used a radio contest on Obuoba FM to expose rural farmers to their agricultural inputs!



Listeners answered questions on air about agricultural inputs content that had been discussed in the programme.



Winners won new products to try out: Input supplies plus a backpacker sprayer!



To receive the prizes, the winners had to attend a training on how to use the inputs and sprayers properly.

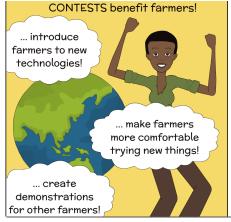


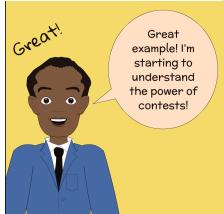














Our project can help firms that are (or could be) supplying inputs to smallholders to use contests as a business tactic ... to market or create a buzz around agricultural products/services that will greatly benefit the productivity of smallholder farmers!