MARKET SYSTEMS DEVELOPMENT – FACILITATION TACTICS LEARNING SERIES

Contests & Competitions Series:
Case Study on using CONTESTS in Ghana
as a media company & input supply firm tactic
to amplify good practice with smallholder farmers

Designed by EcoVentures International 2016

Story: Contests – a case study in Ghana

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

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

Okay, but how do contests apply in a rural, agricultural or non-ag. context?

Let’s look at what the Golden Stork agricultural input supply company did in Ghana!

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

I know the answer!

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.
Story: Contests – a case study in Ghana

I am one of the winners. I had never learned how to use inputs before this!

I was so happy that I showed everyone I knew in my community how to do it too!

I went to Kumasi to buy products to sell to others...

I ended up becoming a dealer for the inputs products in my community!

... help input suppliers to find a way to get farmers to try new inputs!

... help input suppliers to create a buzz around a new technology as a form of promotion!

... help input suppliers to use those farmers as examples for others to see!

CONTESTS benefit farmers!

... introduce farmers to new technologies!

... make farmers more comfortable trying new things!

... create demonstrations for other farmers!

Great example! I'm starting to understand the power of contests!

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!