Find the full cartoon learning series at: https://www.microlinks.org/library/cartoon-learning-series

USAID FROM THE AMERICAN PEOPLE

Produced by EcoVentures International
for USAID's Leveraging Economic Opportunities (LEO) project

LEO Leveraging Economic Opportunities

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!

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

Okay, but how do contests apply in a rural, agricultural or non-ag. context?
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Let's look at what the Golden Stork agricultural input supply company did in Ghana!
GHANA
(with a little help from USAID's ADVANCE project)

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.

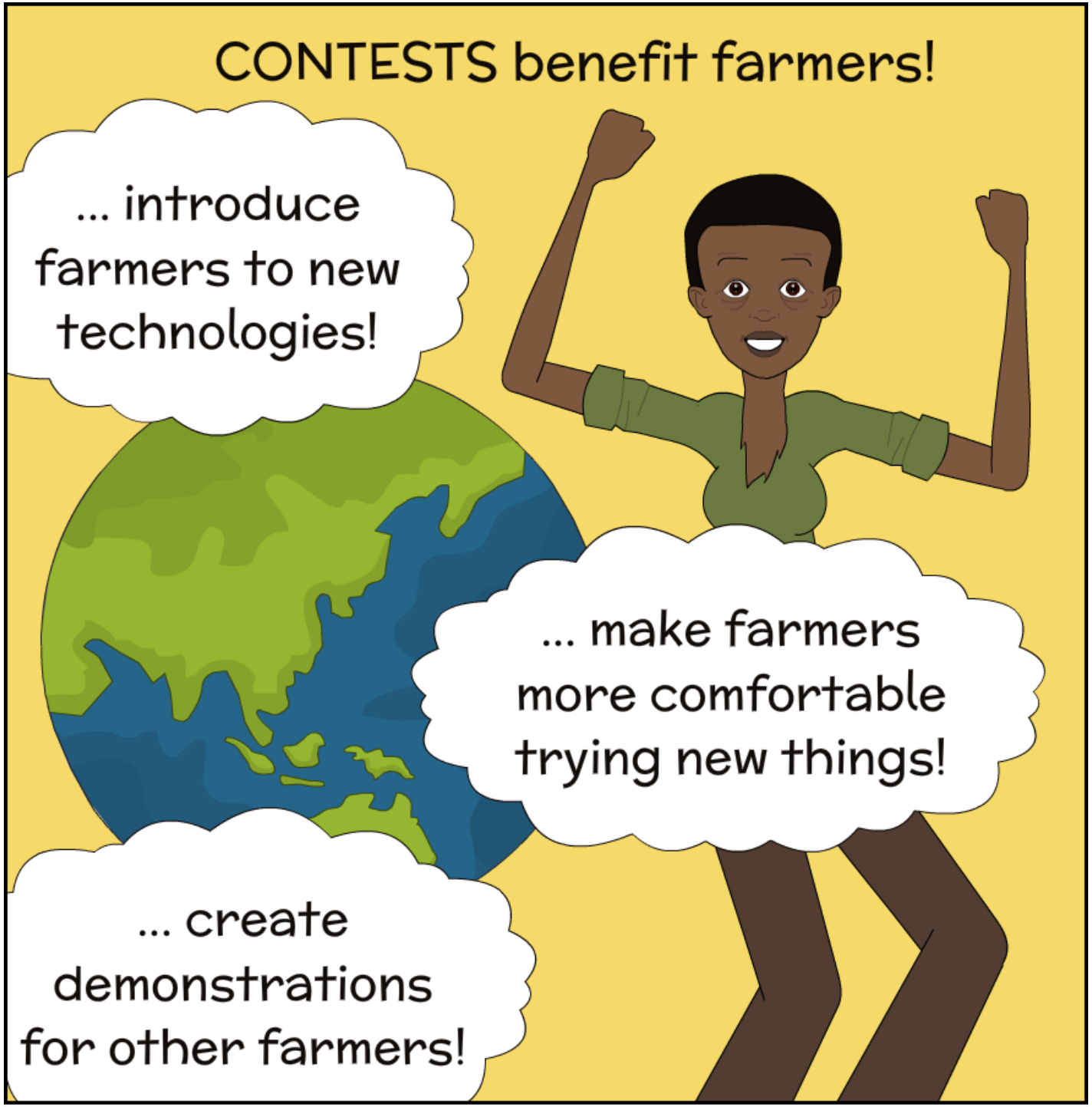
Winners won new products to try out: Input supplies plus a backpacker sprayer!

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

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!

Yay!
I went to Kumasi to buy products to sell to others ...
I ended up becoming a dealer for the inputs products in my community!

CONTESTS benefit input suppliers!
... help input suppliers to create a buzz around a new technology as a form of promotion!
... help input suppliers to find a way to get farmers to try new inputs!
... 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!
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!