CATALYZING ADOPTION: Introducing New Agricultural Technologies to Smallholder Farmers

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

Find the full cartoon learning series at: https://www.microlinks.org/library/cartoon-learning-series
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!
I think that anyone who wants inputs probably finds us somehow...
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...
Hmm ... WHAT can our project do to support the adoption of new technologies by farmers?

And HOW do we do it?
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?
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 approaches.

Market-focused systems.

approach.
How can our project use a PROJECT-FOCUSED APPROACH to introduce new agricultural technologies to smallholder farmers?
Project-focused Approach?
We'll organize DEMO PLOTS!

We'll use up-to-date practices to make sure that we are successful!
WE’LL survey and select communities for DEMO PLOTS!

WE’LL manage the plots!

WE’LL pay for the plots!

WE’LL hand out free inputs at the plots!

WE’LL choose which technologies to focus on!
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 keep rolling out demo plots and farmer field days in more and more communities!
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?
We can benefit farmers by working through the local retail stores that sell the ag. inputs to them!
We won't just train, train, and re-train agrodealers ... but rather find ways to work with them to actually go out and try some of the new business models!
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 hosting competitions between farmers with new inputs as prizes ...

Maybe demonstration stands at local markets...
AGRODEALERS will manage and run the promotions

AGRODEALERS will cost share the activities

AGRODEALERS will interact with the farmers
We'll cost share pre-planting demos and competitions so that agrodealers are not afraid to risk trying it out!

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

PRE-PLANTING DEMO & COMPETITION

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!

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!
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!
Think about your own project
What type of approach is your project taking?