I'm a smallholder farmer trying to make ends meet. I work for a donor-funded project. My crops are too small! They have hardly any vegetables...

I think that anyone who wants inputs probably finds us somehow...

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

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...

Hmm... WHAT can our project do to support the adoption of new technologies by farmers?

And HOW do we do it?

Project-focused Approach? Market-focused Approach?

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

We'll organize DEMO PLOTS!

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

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

WE'LL survey and select communities for DEMO PLOTS!

WE'LL pay for the plots!

WE'LL manage the plots!

WE'LL choose which technologies to focus on!

WE'LL hand out free inputs at the plots!

WE'LL pay for the FARMER FIELD DAYS!

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

WE'LL manage everything!

We'll keep rolling out demo plots and farmer field days in more and more communities!

WE'LL pay for the roll out!

WE'LL select the communities!

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...

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!

We trust hearing from other farmers!

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

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

AGRODEALERS will coordinate post-harvest events to leverage TESTIMONIAL MESSAGING among farmers.

Story: Catalyzing Adoption / Introducing New Agricultural Technologies
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.

Who are YOU?!

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!

Think about your own project.

What type of approach is YOUR project taking?