

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



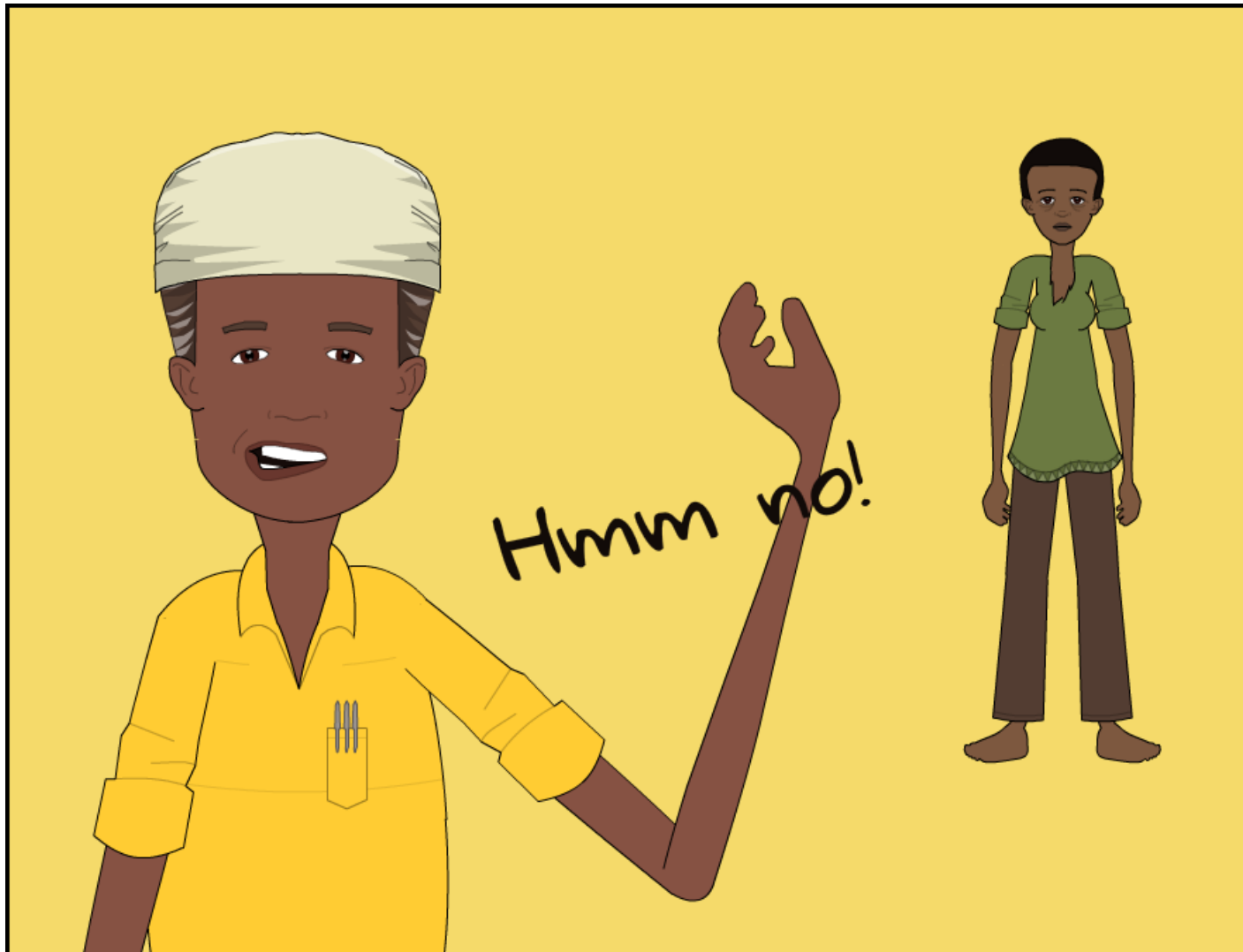
USAID
FROM THE AMERICAN PEOPLE

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

LEO
Leveraging Economic
Opportunities



Farmers tend to be unaware of new ag. technologies, too scared to try them, and to be unaware of them in practice.



Tendency is for inputs supply retailers to presume that farmers aren't interested in or can't afford new ag. technologies.



Projects tend to often hand out new technologies to farmers for free.



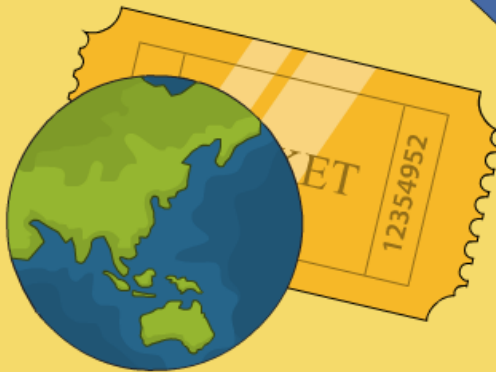
So ... what are other ways to expose farmers to new inputs, make farmers feel okay about trying them out, and give them a way to see the results?





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?

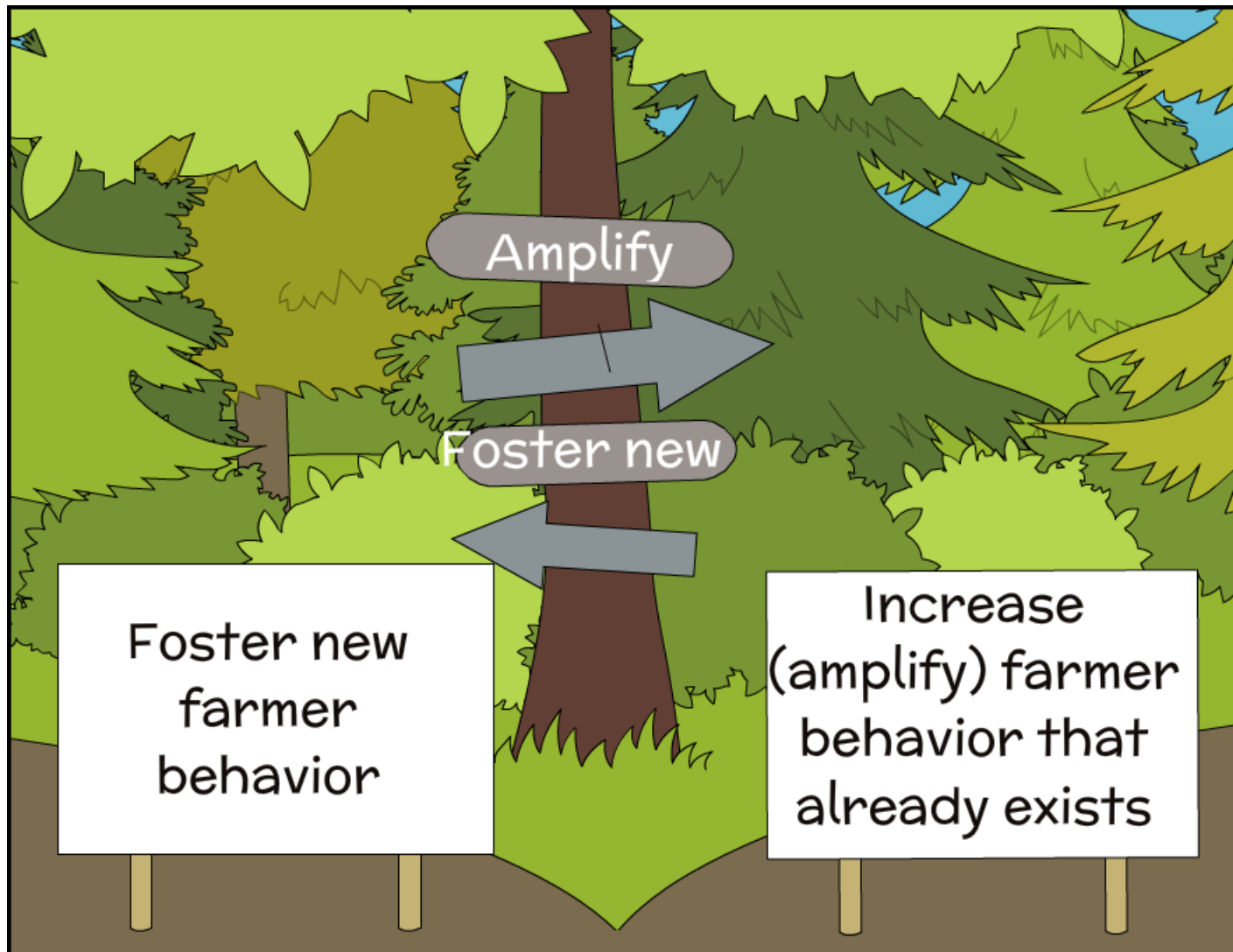


Hmmm

And ... how on earth
can contests
somehow improve
the rate that
farmers adopt new
agricultural
technologies and
production
methods?

I don't believe
a word of this!





Contests can achieve different objectives in terms of farmer behaviour - depending on how they are used.

EITHER

... randomly selecting winners, creating
prestige around 'trying something new',
and letting others learn from them



OR

... showcasing high-performing farmers as
competition winners that others can learn
from

Foster new behaviors

Let's first look at an example where very few farmers in an area have started improving behaviors such as using new inputs or equipment...



Hmm

How can Firms
use contests to
encourage,
foster, and
normalize NEW
ways that farmers
can do things ...

... when most farmers are
still not close to the good
practice yet ... and probably
too scared to try?



Contests allow farmers to 'compete' for a prize as a promotional tactic ...



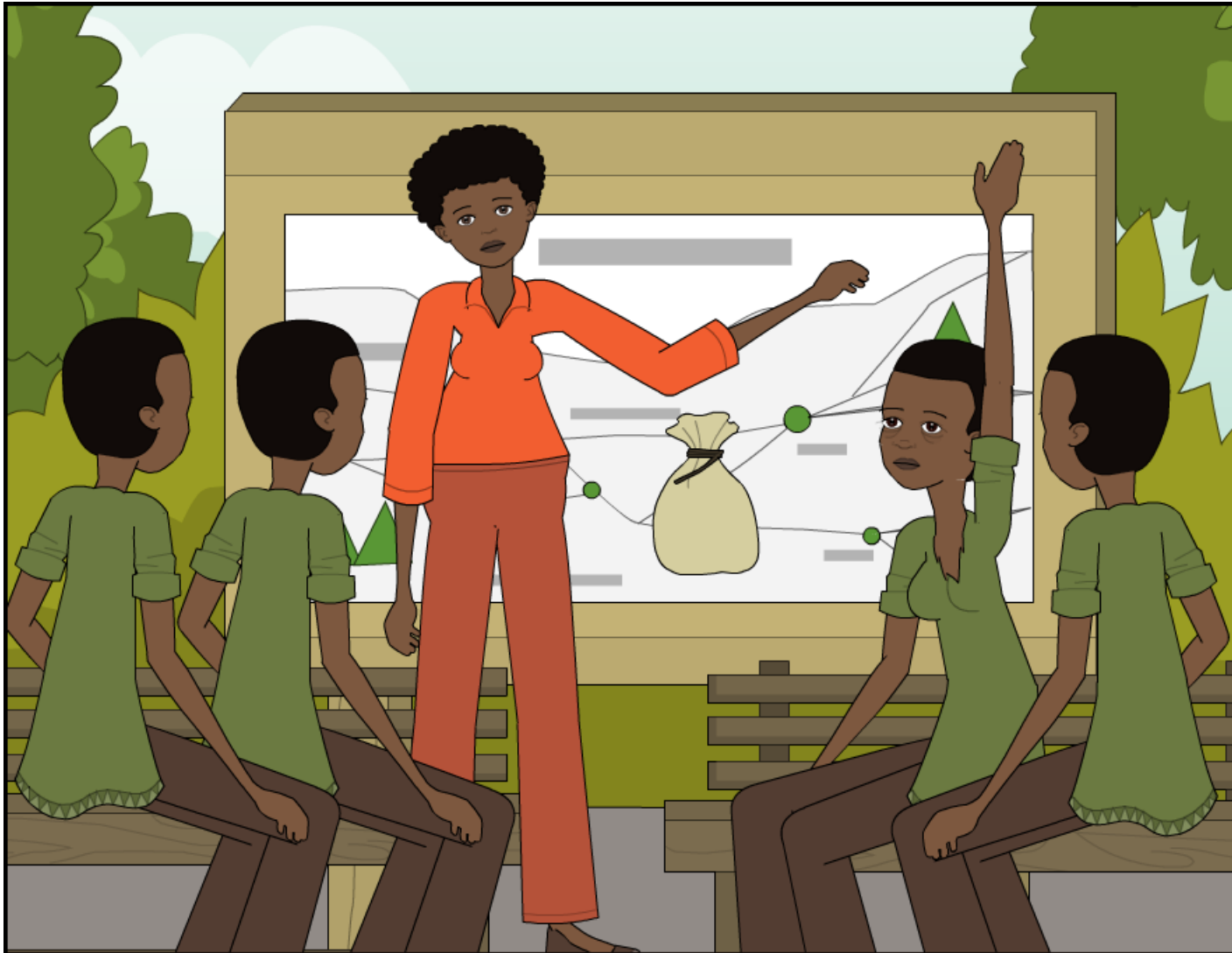
Firm showcases new agricultural products / services as having value



Firm selects farmers as random 'winners' to try the new products/services out



Farmers use prizes on their land, or
their land gets prepared by the firm
as the prize.



Winners often have to come for a training
or debrief to get their prizes

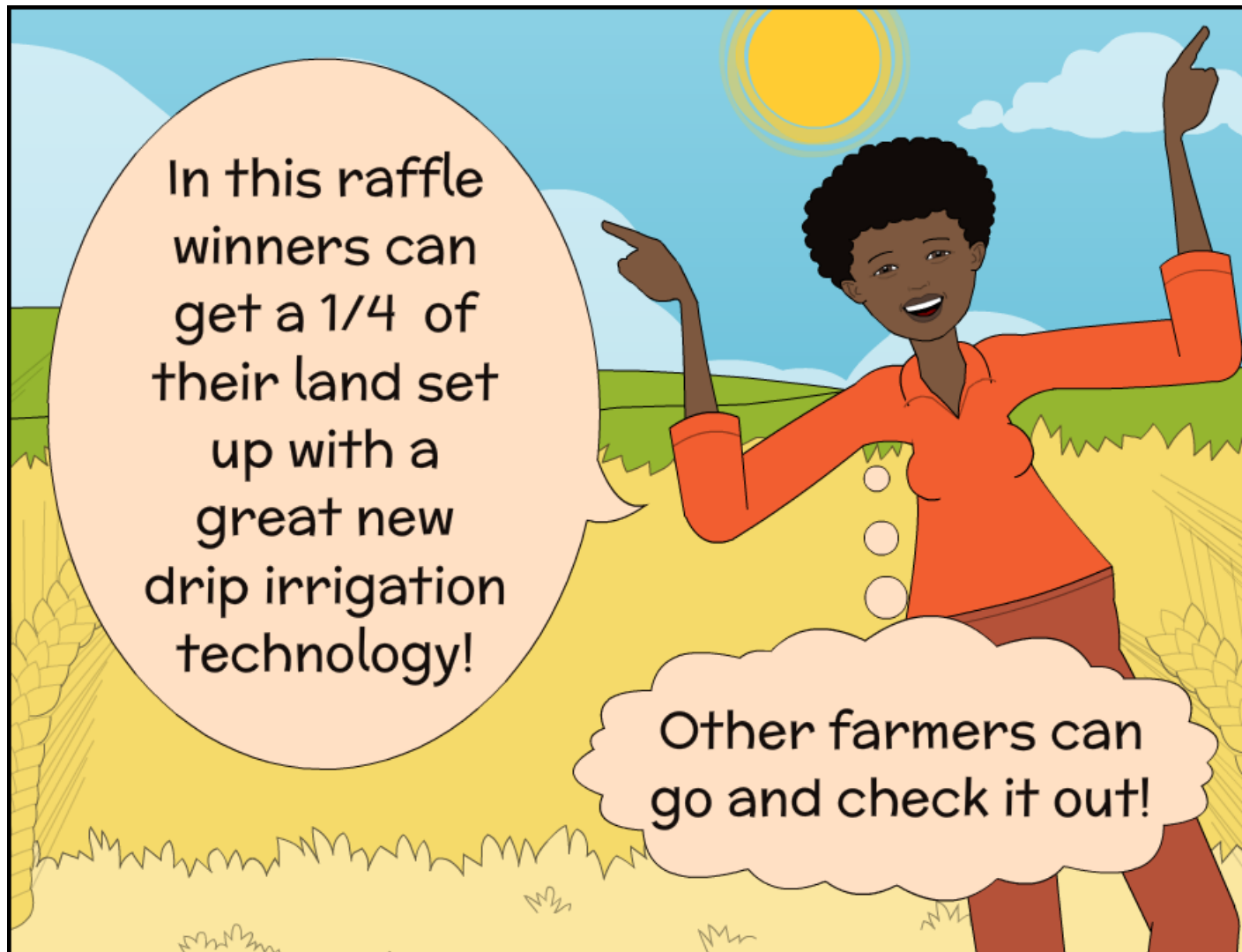


I'm trying new
fertilizer because
I won it in a
competition!
Another 20
farmers are doing
the same thing -
so now I'm not as
scared to try!

Contests create prestige around trying
something new ... so that it's not as scary
or risky



Other farmers see the results of what they are doing, trust them because they know them, and copy them!



In this raffle winners can get a $\frac{1}{4}$ of their land set up with a great new drip irrigation technology!

Other farmers can go and check it out!

Firms are using the random 'winners' to put in place real-life demonstrations by showcasing the 'winners' test cases

Amplify existing behaviors

Now let's look at
an example where
some farmers
have started
taking on new
behaviors and we
want to influence
others too!



.... or when some
of the farmers
from the random
contest are doing
so well that you
could start
profiling them
more!





Identify several high performing farmers
and select them as contest winners



Or put a spotlight on the most successful
random 'winners' from before



Raise their profile so much that others
want to be like them!



Amplify through radio, awards,
certifications, publicity ...



Supporting firms
to use contests as
a business tactic
to market a new
product/service
or generate
positive buzz
around an existing
product/service
could be very
interesting!