Agricultural Extension: A Crucial Support to Successful CSA Implementation and Impact

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What is agricultural extension?

- Link between knowledge generation and end-users
- Range of teaching approaches and methodologies
- Pluralistic system with many actors
How does agricultural extension help enhance agricultural development?

- Backstops R&D with a field presence
- Promotes understanding and adoption of technologies and practices

Harvesting Potato Greens from a Water Absorption Trench
How does agricultural extension help enhance agricultural development?

• Gives end-users a voice
• Promotes collaboration and harmonization of messaging
Who is AgReach?

- Extension strengthening program
- Smallholder-focused
- University of Illinois based
- Supports governments, NGOs, and other development actors
- Ensures extension is vibrant, innovative, and best empowers smallholder farmers
Who is AgReach?

Follow-on from the Modernizing Extension and Advisory Services (MEAS) project

<table>
<thead>
<tr>
<th>11,500,000</th>
<th>160</th>
<th>61</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural clients receiving improved services from extension systems</td>
<td>Policy makers and senior government officials trained by MEAS</td>
<td>Institutions and programs using training modules and materials developed by MEAS</td>
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<tr>
<td>70</td>
<td>271,561</td>
<td>815</td>
</tr>
<tr>
<td>Private enterprises, universities and client organizations that received assistance directly from MEAS</td>
<td>Number of times MEAS materials were directly accessed online</td>
<td>Extension Officers, subject matter specialists and decision makers trained by MEAS</td>
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<tr>
<td>16</td>
<td>36</td>
<td>10</td>
</tr>
<tr>
<td>Academic papers on extension, gender and nutrition published</td>
<td>Case studies completed in 18 countries by MEAS</td>
<td>New extension strategies and methods defined with support from MEAS</td>
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Who is AgReach?

**Integrating Gender and Nutrition within Agricultural Extension Services**
- Reduce gender gaps in agricultural extension services
- Cultivate empowerment of women farmers
- Apply gender-responsive and nutrition-sensitive extension approaches to engage men and women

**The Farmer Advisory Services**
- **Tajikistan Program**
  - Design and implement extension program for household farms, especially supporting women
  - Support development of agriculture, water, and land policy
  - Establish extension systems in 11 districts in Khatlon Province

**SANE**
- 2015-2020
- $15M USD
- USAID-funded
- Malawi
- Strengthen agricultural and nutrition extension
- Mobilize and work with service providers to deliver efficient services
- Improve policy environment and close gaps in agriculture and nutrition gaps through extension

**INGENAES**
- 2014-2018
- $7M USD
- USAID-funded
- Feed the Future
- 9 countries

**FAST**
- 2011-2015
- $5.6M USD
- USAID-funded
- Tajikistan

**SEAS**
- 2013-2016
- $2.6M USD
- USAID-funded
- Georgia

**Strengthening Extension and Advisory Services in Georgia**
- Develop extension policies and build capacity in extension staff
- Share best practices for orchard and vineyard management and soil training
What does AgReach do?

- Improves the quality and reach of agricultural services
- Develops human and institutional capacity
- Engages women and youth in agriculture and nutrition
- Promotes demand-driven development
- Conducts action-oriented research
- Fosters knowledge generation and sharing
- Develops evidence to support policy-making
Why extension for CSA?

- CSA benefits are incremental and not highly visible
- Audiences can be slow to “buy in” to new approaches
- CSA programs require training focused on behavior change
How does extension fit with CSA?

- Promotes behavior change
- Increases adoption of technologies and practices

Stone Bunds

Continuous Contour Trenches
What extension approaches are essential to creating behavior change in CSA?

- Teaching and learning
  - Participatory approaches
  - Video-based approaches
What extension approaches are essential to creating behavior change in CSA?

- Facilitation and linkage brokering
  - Bring technologies and practices to the people who need them
  - Align experts with field-level needs
- Empowerment to generate buy-in and demand

Extension Worker with Farmers
How has AgReach utilized extension for CSA?

• Built district-level extension strengthening plans around ecological hotspots
  – Reoriented strategic planning around CSA
  – Placed ecology at core of agricultural programming
How has AgReach utilized extension for CSA?

- Engaged districts to develop soil/water standards
- Improved research-extension linkages on CSA
How has AgReach utilized extension for CSA?

- Developed a stronger evidence base for CSA
- Brokered extension for CSA learning events

Extension for CSA Forum
Blantyre, Malawi
What should CSA-focused actors do in regards to extension?

- Increase emphasis on extension in CSA programming
What should CSA-focused actors do in regards to extension?

• Focus on teaching & learning and behavior change
• Consider multiple elements of adoption theory
What should CSA-focused actors do in regards to extension?

- Link with extension actors in project countries
  - Ministries
  - NGOs
  - Private Sector
  - Farmers’ unions
What should CSA-focused actors do in regards to extension?

Consult with leaders in extension
What is the take-home message?

- Extension is a crucial support for CSA
  - Necessary for behavior change
- Let’s do more to benefit from extension
- Collaborate (you don’t need to go it alone)
  - Leverage each others’ strengths