

On-line survey of Access Agriculture

www.accessagriculture.org



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1. Highlights of Good Practice Note



Content, quality, emphasis on
experimentation



Six steps to producing a video:

1. conceiving a topic
2. planning
3. producing the video
4. validating
5. distribution
6. monitoring and evaluating

Uses of video

Videos can be used for: disseminating information, training, and encouraging innovation.

Distribution: directly to farmers, or through extension services, radio stations, value chain actors (e.g. buyers or processors) and farmer organizations.

Videos can be screened in rural communities (through group meetings, village shows, video shacks etc.) with facilitators



Strengths

- Allows verbal and visual communication.
- People remember what they see and hear
- The message stays the same



- You can show actions over several weeks in 15 minutes.
- Farmer-to-farmer
- Reaches many people, across regions and languages.
- Combines well with other methods (TV, social media, FFS)



Weaknesses

- Cost of the equipment needed to produce quality videos.
- Video alone may not be enough. May need to be combined with other methods (e.g. field demonstration) for some skills
- Certain tasks can only be filmed at certain times of the year (e.g. for planting, weeding, harvesting) or may require various visits to the field to film them



Survey on access and use of vide...

BUILDER

- Multiple Choice
- Dropdown
- Matrix / Rating Scale
- Matrix of Dropdown Menus

2015 on-line study using Survey Monkey
Invited over 6000 to take the survey
953 people took it
In English, French, Spanish, Portuguese

Survey on access and use of videos for farmers

* 1. What type of organization do you work for?

- ☐ Government extension
- ☐ Farmer organisation
- ☐ International NGO
- ☐ National or local NGO
- ☐ International research
- ☐ National research
- ☐ Food industry
- ☐ Radio and TV
- ☐ University/education

Respondents from 102 countries. About 60% from Africa

Almost 75% had used the site
38% used the videos to train farmers (others are watching the videos themselves, sharing them with colleagues or students)

The most likely to download videos for extension are local NGOs, farmer organizations, broadcasters, and government extension

International research is not downloading videos from the website, but distributing videos on DVDs that they have commissioned, and put on the website





22% shared the video, with over 400 organizations

Estimated audience almost one million and at least 47 million on TV or radio

About 1/3 of respondents had downloaded the videos
To show to small groups, to get idea for extension, to show in communities

What people liked

Simple

Good images & sound

Clear messages

Farmer-to-farmer

Informative

Real world



Suggestions for the future

Be cell phone friendly

More translations

More topics

More publicity

Be easier to download

Create more awareness



3. Our 2014 Malawi study

Villagers off the grid download
entertainment videos to watch on
cell phones



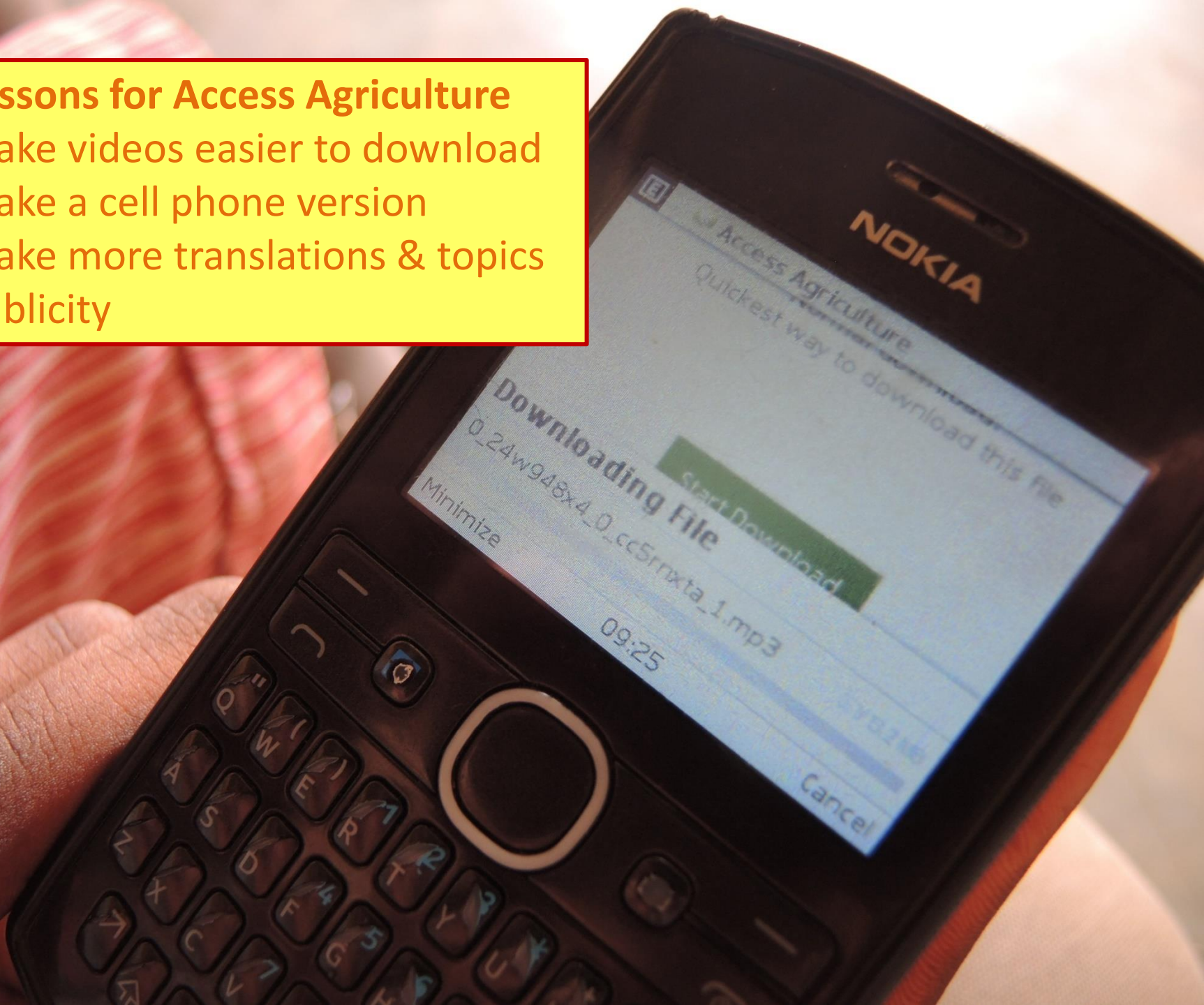
Lessons for Access Agriculture

Make videos easier to download

Make a cell phone version

Make more translations & topics

Publicity





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