Improving Extension
Strengthening Global Capacities for Effective Knowledge and Advisory Services

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www.cabi.org
In brief

- CABI provides scientific expertise and information about agriculture and the environment
- Activities include: scientific publishing, development projects and research, and microbial services
- Established in 1910
- Not-for-profit
- Owned by 47 member countries
- Approximately 350 staff worldwide
Communicating with farmers

Impact

Individual farm visits

Farmer field schools

Reach

Mass media
Back to basics:

Key capacities

- *Practical solutions to everyday problems (Individual)*
  - Better problem-solving approaches
  - Evidence based extension resonates more

- *Work with what is already there (Organisational)*
  - Partners, resources - moving slowly forward
  - Pragmatic alliances – not everyone can do everything
www.plantwise.org

Content from CABI and partners

Expertise from CABI and partners

Knowledge Bank

Plant Clinics

Data for prevention, identification and management

Public good: trade, knowledge, food security

Practical assistance for farmers
Global reporting network
Set up at local meeting places
Free at the point of use
Farmers come with problems and samples
Receive a diagnosis and a ‘prescription’ from the plant doctor.

How the clinics work
Involvement of all players to strengthen farmer extension
A Plant Health Systems approach

Robust PHS extension systems require you to:

- Embed innovations in existing services
- Combine groups; assess contribution and skills
- Align mandates, roles and responsibilities
- Leverage complementary delivery approaches
- Build effective working ties with all players, using renewable resources
India – Africa partnerships

Mobile Agro-Advisory India and Africa

- India – successful pilot project with IKSL (IFFCO/Airtel)
- Over 3 million users – receive 5 free “push” messages each day, follow up enquiries charged at local rates
- CABI created ‘Direct 2 Farm’ – database of farmer centred actionable information
- Africa: leveraging on work in India – working with GSMA projects to develop mobile agro advisory services with Airtel in Kenya; with ESOKO in Ghana.
Communicating with farmers ….. many more options

- Individual farm visits
- Farmer field schools
- Plant clinics
- Videos
- Mobile
- Internet & Social Media
- TV, Radio
Scaling up challenges

- **Political**: federal vs. states
- **Inter-Institutional**: overlapping remits
- **Sectoral**: pluralistic advisory services
- **Ethical**: working with agrodealers
- **Capacity**: from weak & fragile, to robust & dynamic
- **Strategic**: independent ownership & management of plant clinics
Healthy landscapes (AIRCA) – making rural communities more viable

**Reducing risk**
- Crop/fertilizer/water mix for better nutrition and yield
- Crop types and practices for resilience to change
- Improved knowledge of and access to markets
- Control of invasive species

**Increasing sustainability**
- Lose less to increase output/quality with fewer inputs
- Protection of biodiversity on and off farm
- Management of ecosystem services, practices and use
- Involvement of women

Reduced food insecurity, improved quality of life

Reduced or reversed rural migration
Strengthening extension:

CABI’s role (Plantwise approach)

- Consistent approach
  - Apply standard methods, and measure

- Coordinated effort
  - Identify and understand local partners
  - Work within partners’ limits
  - Training, communication

- Enabling & encouraging
  - Identify and share lessons
  - Develop solutions together
CABI contribution – Global

- G1&2. Through AIRCA & CABI membership, support capacity development and policy advocacy @ national/regional levels. Participate in networks
- G3. Through Plantwise (PW), adopt practical frameworks/training modules, and papers outlining lessons learned
- G4. Advocacy via PW on evidence-based success
- G5. Demonstrate positive role of partnerships in EAS
- G6. Through CABI membership, share experiences
- G7. Facilitate country-to-country learning
CABI contribution – Regional

Through working with regional partners

- R2. **Aggregate, structure & publish** evidence via R4D, GARA and, if invited, other KM repositories
- R5. Through PW & CABI membership consultation, share experiences, train stakeholders, and **advocate pragmatic approaches**
Capacity priorities, individual

Through working with national partners

● N2/3. Capacity assessments and referral: e.g. Directory of Diagnostic Services
● N4. Facilitate stakeholder workshops to learn what works and what did not
● N4/5. Experiment with ICTs to scale out extension (e.g. IKSL, India)
● N7. Lesson learning and improved planning via research internships
Thank you

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