

Eastern Indonesia-Agribusiness Development Opportunities

Principles Underlying Successful F2F



Presented by Roy Murray-Prior
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Key points to discuss



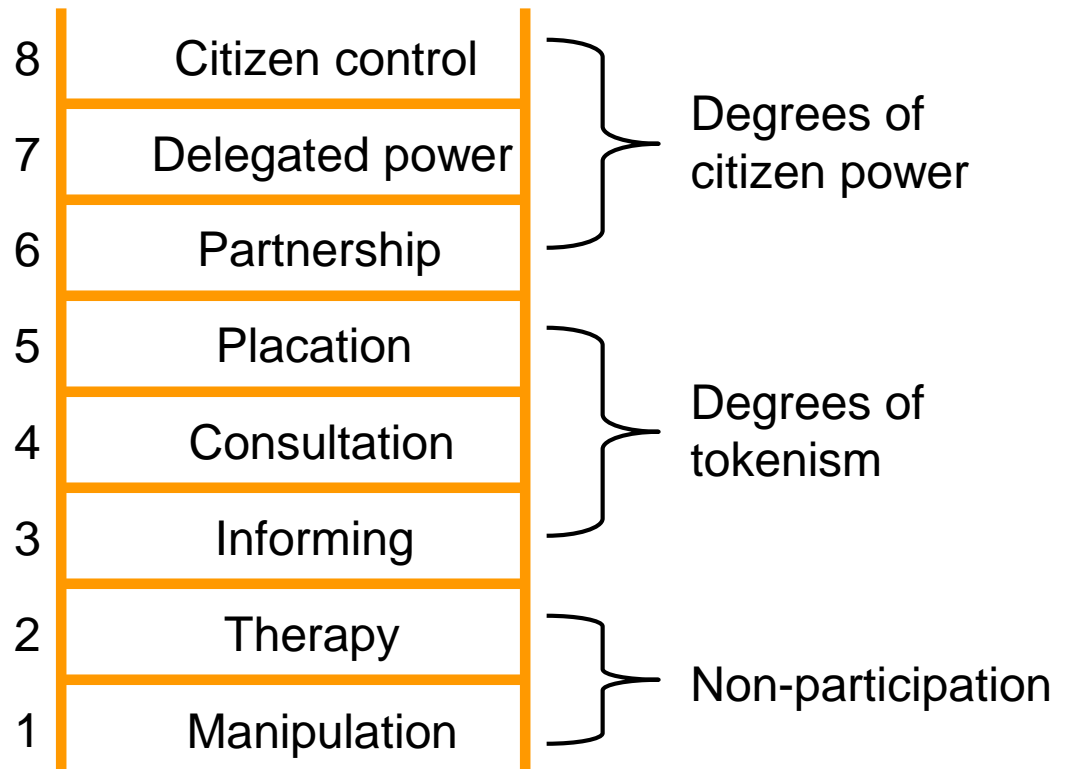
- Key design principles
 - Phases and steps
 - Participation and adult learning
- Range of techniques in F2F
 - Cross visits
 - Demonstrations.

Key design principles – F2F workshop



- Need to work with groups over a protracted period of time to affect the change process
- At least functional participation level
- Utilise adult learning principles
- Know specific needs of target group
- Linking farmers with market players is critical to sustainability - collaborative
- Activities must be system & region specific
- Mutual, tangible benefits to all involved
- Exit & scaling out/up early in process
- Have adequate trained facilitators and sources of adequate technical knowledge.

Levels of participation



Source: Arnstein 1969, p. 217.

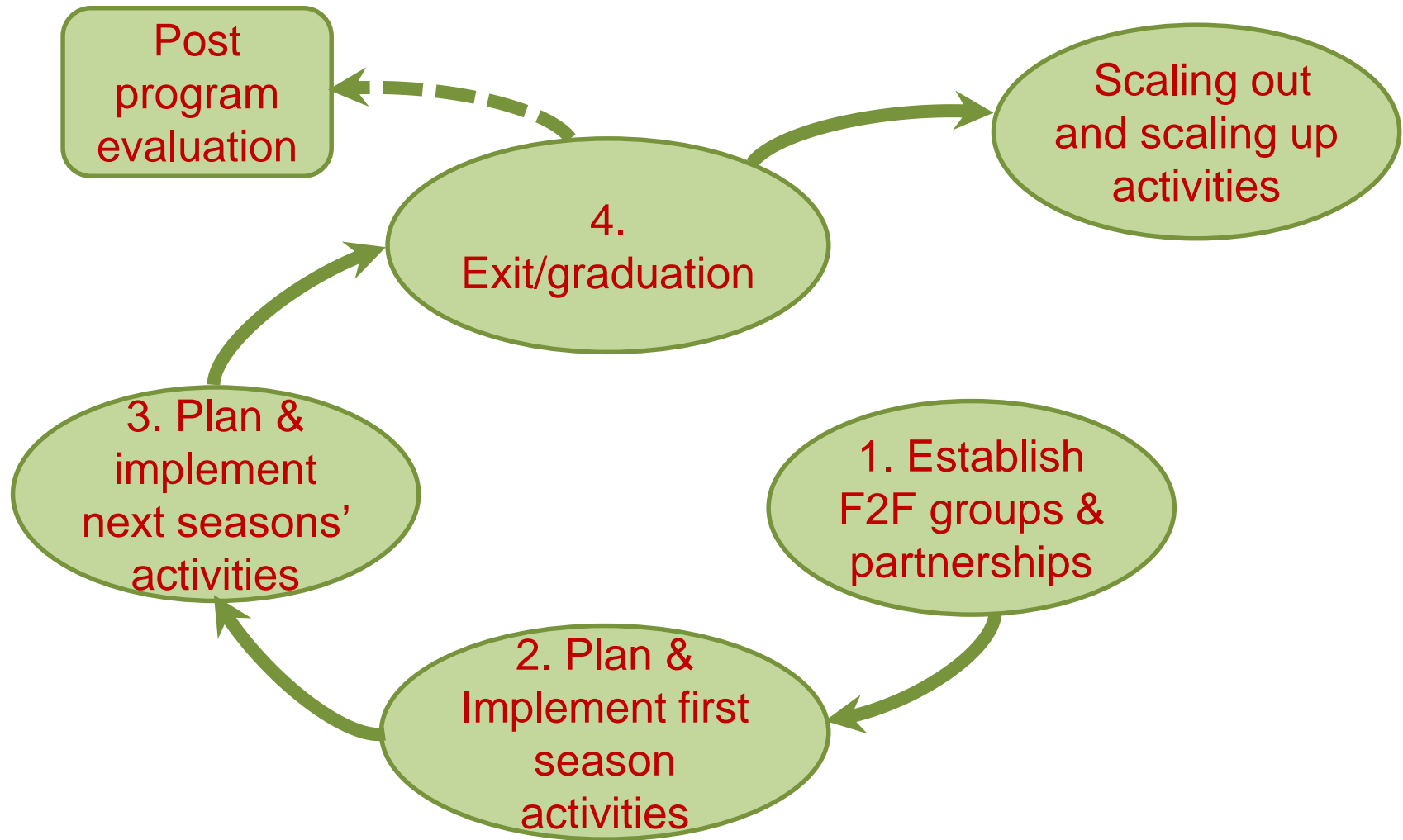
Adult learning principles



Adults:

- Expect to control learning and have choices
- Interested in practical points to assist with life
- Expect it to be practical and valuable
- Individuals vary in experience, views and needs
- Methods of learning vary
- Learn through discussion with friends and neighbours – F2F.

Phases in F2F process



Scaling out and scaling up



- Expanding # of groups
 - existing & new
 - lead organisation & partners
- Capacity development
 - institutional
 - human
- Communication strategy
 - can't rely on diffusion
 - mass communication
 - use lead farmers/groups.

Some techniques for F2F



- Use of farmer experts
- Cross visits to other groups or champion farmers
- Demonstrations/farmer experiments
- Farmer-led field days
- Field, observational, experiential learning
- Farm walks
- Participatory workshops with farmer speakers and facilitators
- Visits to markets, supermarkets, traders/wholesalers, processing factories
- Discussion groups
- Photos and videos of farmer's fields, demonstrations or talks
- Simulation games
- Stimulate all the senses: Visual, Audio, Kinesthetic, Olfactory
- Publicise successes using newspapers and radio, highlighting the farmer views..

Successful cross visits



- What is a cross visit?
 - when you take farmers from one area to farmers in another area to learn about agricultural practices
- When appropriate?
 - link between farmer's problems and visit
 - relevant and attractive
 - simple
 - affordable
 - observable
 - preferably multiple benefits.

Components of successful cross visits



- Suitable host villages & farmers
 - similar context
 - host farmer effective communicator and well briefed
- Suitable participants
- Activity is planned
- Feedback session planned
- Process is evaluated to learn and improve.

Farmer-led methods demonstration



- What is a methods demonstration?
 - teaches people how to do something
 - basically a skill
- Advantages
 - See, hear, discuss & try new skill
 - Provides confidence to use skill on farm
 - Farmer leaders can be skilled demonstrators & will be more likely to have recommendations adopted
 - Increases opportunities for scaling out to farmers who have limited or no contact with extension officers.

Farmer-led results demonstration



- What is a results demonstration?
 - Shows that a new approach can work under local farmer conditions
- Advantages when farmers design & implement
 - Differences between their existing and new alternatives observed under own conditions
 - Can discuss benefits and costs with neighbours that provide support network if they decide to change.

In summary, F2F is ...



- Participatory not consultative
- Has farmers at the front
- Based on adult learning principles
- Number of phases
 - not single activity so takes time
 - scaling out/up & communication strategy
- Variety of techniques and processes
 - cross visits
 - demonstrations – methods & results
- More likely to produce sustainable outcomes.