

Conducting effective farmer method demonstrations

An introduction to planning methods demonstrations
conducted by farmers

i.e. teaches people how to do something



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Agribiz RD&E Services
Effective development outcomes by integrating RD&E

Collins Higgins Consulting

Methods demonstration workshop

■ Purpose:

- ❑ To introduce you to a process for planning a methods demonstration with farmers
- ❑ Ensure incorporation of principles of adult learning and good communication in process design

■ Objectives. You will:

- ❑ Prepare a plan for a methods demonstration on a mango topic.

Steps in conducting a method demonstration

1. Identify purpose for methods demonstration
2. Identify target audience
3. Develop outcome-based objectives
4. Develop a demonstration plan
5. Check back on process to achieve outcomes
6. Pre-demonstration tasks
7. Finalise demonstration plan
8. Post-demonstration tasks

Principles for effective F2F methods demonstrations

- Purpose matches target audience needs
- Preferably has farmers doing demonstration
- Technique is consistent with target farmer's resources
- Farmer to farmer discussion & questions to presenters possible
 - discussion & questions encouraged
 - plenty of time for discussion
 - groups small enough < 20
- Continuous improvement
 - evaluate > reflect > improve.

Step 1. Identify purpose for the methods demonstration

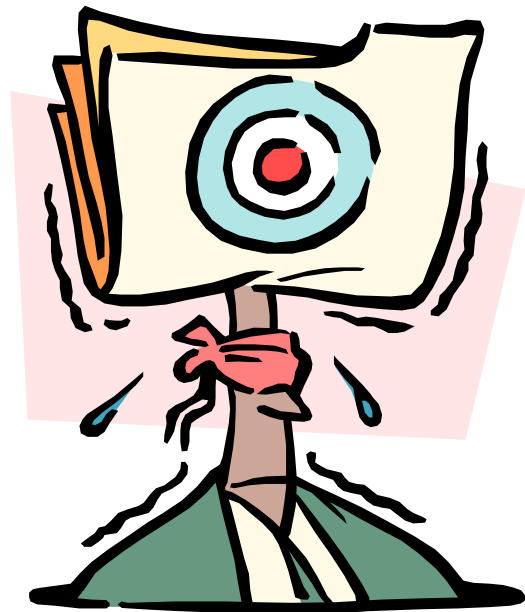


- What is the broad purpose of the demonstration?
 - Why are we having the demonstration?
 - What are we trying to achieve?
- Examples
 - For farmers to learn how to prune their mangos to improve productivity
 - For farmers to learn how to mix an economical feed supplement for their cattle.

Relevance check

- Methods demonstration must address farmer problems:
 - Have farmers identified this as a need?
 - Can a link be established to farmer's needs?
- Will it be:
 - relevant and attractive
 - observable on small scale of locally
 - simple
 - affordable

Step 2. Identify target audience



- Who are the target audience/s for the methods demonstration?
 - Which village/group ?
 - Which farmers to attend?
- What are their levels of experience & knowledge on the topic?
- What are their needs?
- Who else would you like to participate/help?
 - which farmer to conduct?
 - who else could help?

Step 3. Develop outcome-based objectives



- Plan with farmer demonstrator/group
- What would a successful methods demonstration look like?
- What skills, but also knowledge or information would we like participants to take away?
- What kind of learning experience would we like participants to have?

Reminder about well written objective

- Identifies a specific audience
- Identifies an end state or outcome
- Includes a measurable component.

Examples of method demonstration objectives

■ Reactions

- ❑ For 90% of farmers attending to rate the methods demonstration as relevant, easy to understand, adaptable to their farms, and enjoyable.

■ Here focus is on Skills in KASA (Knowledge, Attitude, Skill, Aspiration)

- ❑ For 80% of farmers to be able to prune their mangos in the recommended way (skill).
- ❑ For 60% of farmers to have committed to prune their mangos in the recommended way next season (attitude).
- ❑ For 60% of farmers to believe that pruning their mangos correctly will improve their production by 20% or more over the next 5 years (aspirational).

■ Practice change

- ❑ For 200 farmers in target villages to have pruned their mangos in the recommended way by 2016.

Step 4. Develop a demonstration plan

- Plan with farmer demonstrator
- Components:
 1. Introduction
 2. Demonstrate the technique
 3. Provide an opportunity for audience to try
 4. Conclude

Introduction

- Greet your audience and introduce yourself
- Tell them what you are going to demonstrate
 - ask how many have experience with what going to demonstrate
 - encourage them to participate & provide insights.
- Discuss reasons why technique is important & the advantages it will provide
- Briefly outline steps in demonstration.

Planning the demonstration

- List the steps in the order you plan to do them
- Decide how you are going to do each step
- List the supplies, equipment and visual aids for each step
- Think about how you will arrange them
- Decide what you are going to say at each step.

Planning the demonstration

- Decide how your audience will have an opportunity to see the demonstration and ask questions
- Draw up your plan
 - Steps
 - What is needed
 - What to do
 - What to say
- Ask if any points or steps that require clarification
- What literature or videos will support.

Demonstration plan

Step	What is needed	What to do	What to say

Provide an opportunity for audience

- Provide opportunity for as many members as possible to undertake the skill
- Ask who would like to try it themselves and assist them
- The more experienced members of your audience might be able to demonstrate to others and help others.

Conclude

- Provide an opportunity for any further questions or discussions
- Briefly summarise the key Why and How points
- Conduct a simple evaluation of the session – see reaction/KASA objectives.

Step 5: Check back on process to achieve outcomes

- Will demonstration achieve all outcomes?
- How well will process achieve KASA?
- How well will process achieve behaviour change outcomes.



Step 6: Pre-demonstration tasks

■ Promotion

- ❑ How, What media? When?
- ❑ Hook

■ General organisation

- ❑ Equipment – source sufficient in good order
- ❑ Audio-visual equipment: videos, posters, charts
- ❑ Information, handouts, posters
- ❑ Timeline for completion

■ Practice

- ❑ Assist farmer to practice technique
- ❑ Focus on audience access and participation.

Step 7: Finalise demonstration plan

- Reflect on practice session
- Revise plan for demonstration
- Finalise activities.

Step 8: Post-demonstration tasks

■ Evaluation

- Process evaluation – how organised
- Outcome evaluation – see objectives
- Follow up & reflection
 - what worked well & what didn't
 - how can we improve next time?
 - what changes have farmers made/why & why not?

■ Reporting.

Evaluation plan

Question	Data	Method
Process evaluation		
Outcome evaluation		

Review: Effective methods demonstrations must ...

- Technique consistent with target farmers' needs and resources
- Where possible has farmer demonstrators or presenters
- Allow time & opportunity to discuss & question
- Include continuous improvement process
 - evaluate > reflect > improve

Will this demonstration match these?

Feedback: Method demonstration

- How relevant was this session?
- How clear was this session?
- How confident are you to conduct a methods demonstration?
- How confident are you that you could train a farmer as a demonstrator?
- How could it be improved?

Questions or comments?



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