

Conducting effective farmer results demonstrations

An introduction to planning results demonstrations with farmers

i.e. shows a new approach can work under local farmer conditions



A farmer results demonstration ...

- Objective:
 - show what happens after practice adopted
 - shows approach works under local farmer conditions
- Normally after idea introduced in other ways
- To be most effective farmers must have ...
 - identified that they want to try out the new idea
 - be involved in its design and implementation
 - will want to ask questions such as: 'How does it work?', 'Will it be a good idea for me?'

Results demonstration workshop

■ Purpose:

- Outline the steps necessary for a successful farmer results demonstration

■ Objectives: You will ...

- Reflect on and assess current results demonstrations for mango

Steps in a conducting participatory results demonstrations

1. Identify purpose for results demonstration
2. Identify target audience
3. Gaining farmer involvement
4. Planning the results demonstration
5. Check back on process to achieve outcomes
6. Fine tune ideas into program
7. Establish & maintain demonstration site
8. Pre-demonstration field day tasks
9. Post-demonstration field day tasks

Principles for effective F2F results demonstrations

- Purpose matches target audience needs
- Farmers have key role in design & selling results
- Be 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 results demonstration

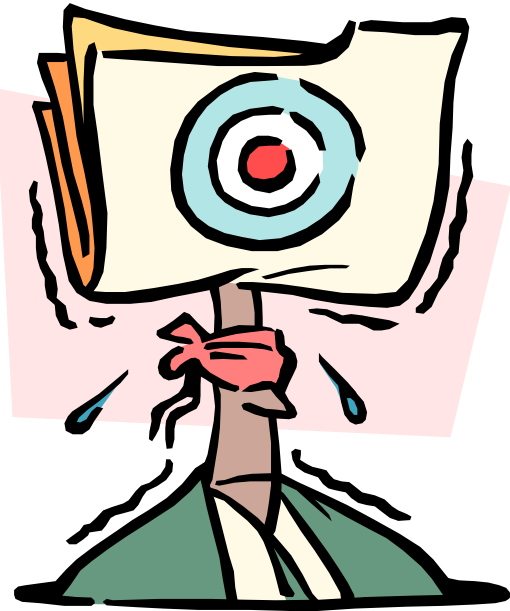


- What is the broad purpose of the demonstration?
 - Why are we having the demonstration?
 - What are we trying to achieve?
- Examples
 - For farmers to learn the economic and other benefits of recommended pruning
 - For farmers to learn the improvements in calving percentages from appropriate feeding.

Relevance check

- Results 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
 - ☐ simple
 - ☐ affordable.

Step 2. Identify target audience



- Who are the target audience/s for the results 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?

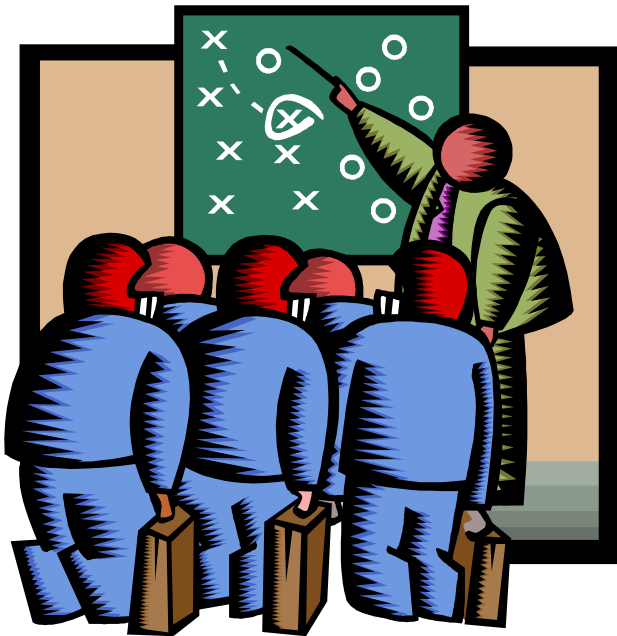
Step 3. Gaining farmer involvement

- Ask the village or farmer group to select the farmer to host
- Problematic if leadership are elite and do not represent most farmers
- Criteria for the selection: Farmer is:
 - respected in the village
 - a good farmer, who is successful and willing to try new ways
 - typical of farms in the village or group
 - enthusiastic about the demonstration
 - willing to host visits & discuss results with others

Step 3. Gaining farmer involvement

- Ensure host farmer fully understands the purpose and procedures
- Involve host farmer & the village/group leaders in the development
 - design
 - implementation
 - not decide on demonstration and then get agreement.

Step 4. Planning a results demonstration



1. Establish a clear purpose & objectives
2. Develop clear result demonstration plan
3. Plan a demonstration activity
4. Conclude and evaluate

Establish clear purpose & outcome-based objectives

- Plan with farmer group & host farmer
- What would a successful methods demonstration look like?
- What knowledge, information or change in attitudes or aspirations would we like farmers to take away?
- Purpose:
 - For farmers to learn the economic and other benefits of recommended pruning
 - For farmers to learn the improvements in calving percentages from appropriate feeding.

Examples of results demonstration objectives

- Here focus is on Knowledge, Attitudes and Aspirations in KASA (Knowledge, Attitude, Skill, Aspiration)
 - ❑ For 70% of farmers to be able to list key benefits of pruning their mangos in the recommended way (knowledge)
 - ❑ 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
- End Results/Outcomes
 - ❑ Increased per tree production in target villages by 25% by 2017.

Develop clear demonstration plan

- What it will show?
- How large it will be?
- What resources will be required?
- How the results of the demonstration will be measured or shown?
- Need budget for establishment, maintenance & field day.



Components of results demonstration plan

1. Village/Group name
2. Host farmers name and address
3. Type of demonstration and objectives
4. Location in village, plot area, present land use, farmer cropping/livestock plans
5. Description of the measure and practices to be demonstrated
6. Sketch map of the demonstration site showing the details of the demonstration activities
7. Sketches of recommendations on measures and practices.

Plan a demonstration field day

- Field day/walks etc. to demonstrate outcome of results demonstration
- As important as clear demonstration
- Points:
 - what meetings at the demonstration site
 - who will be invited and when they will be held
 - information to present, how & who will present
 - what help and resources may be needed
 - what will be the steps in the demonstration activity
 - how the meetings will be publicised.

Components of demonstration field day

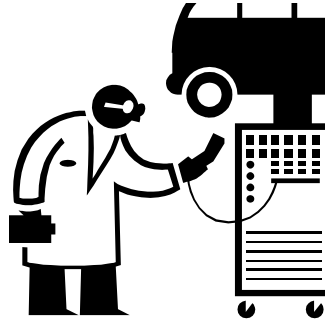
- Make clear what will see & why important for them
- Each step must be explained
- Make use of questions to & from audience to be certain they understand what is being shown
- Involve audience as much as possible
- Emphasise:
 - the importance of the practice
 - the steps to take
 - where they can obtain needed suppliers & information
- Allow time for feedback and discussion
- Conduct a simple evaluation

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 and impacts.



Step 6: Fine tune ideas into program



- Title, purpose, objectives, target audience
- Plan of demonstration
- Pre-demonstration activity tasks
- Program for demonstration day
- Evaluation

Step 7: Establish & maintain demonstration site

- Requires farmer & group involvement throughout – their site
- Will require support for establishment, maintenance & measurements of results



Step 8: Pre-demonstration field day 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 and talks or demonstrations

- ☐ Assist farmer to practice talk and/or technique
- ☐ Focus on audience participation.

Step 9: Post-demonstration field day 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

Review: Effective results demonstrations must ...

- Be based on farmer identified needs
- Include farmers in design & presentations
- Show can work under target farmer conditions
- Allow time & opportunity to discuss with other farmers
- Results need to be relevant, measurable, observable & affordable for target farmers

Does this demonstration include these?

Feedback: Results demonstration

- ORID – Objective, Reflective, Interpretive, Decisional
- O – What were the key things you learnt in this session?
- R – What is your response/reaction to this session?
- I – What is the significance of this session for F2F projects?
- D – What if anything do you plan to do differently as a result of this session?