



**Australian Government**  
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# Final report

Report on Mango Expo Training

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## 1 Background

This report summarises the findings arising from the visit to Indonesia from the 11<sup>th</sup> to the 19<sup>th</sup> August 2014 focusing on the applications of Farmer to Farmer (F2F) principles to the program being implemented by PRISMA/AIPD-Rural. The purposes of the visit were to:

- Present the principles for the design of a successful F2F program to the PRISMA team
- Develop and present a workshop for an F2F activity in the mango industry to the partners in the PRISMA mango program, and
- Scope out a pilot design for an F2F activity in the beef industry.

This report outlines the outcomes from the first two of these activities.

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## 2 Presentation of the F2F principles to PRISMA

The F2F principles were presented to the PRISMA and ACIAR teams at a meeting on 11<sup>th</sup> August. It was decided at the meeting that the focus of the ACIAR team should be on the Expos that will be conducted by PRISMA (mango) and Syngenta in three locations in September/October.

Consequently, a workshop was developed and conducted with 14 staff involved with conducting the workshop including: Syngenta staff (6), PRISMA junior agronomists (2), collectors (2), Suryamanunggal (SMAS) (1) and a technical specialist. The workshop was conducted at the Hotel Surya Prigen in Pasuruan, Indonesia, on the afternoon of 18<sup>th</sup> and the morning of 19<sup>th</sup> August, 2014.

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## 3 Workshop on Planning an Expo

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### 3.1 Design of training for Expo

The workshop involved presenting the theory and practice of designing a field day along with facilitating the participatory development of an outline of a plan in Bahasa Indonesia for the Expos to be conducted in mangos during September and October.

A key focus in the design was the use of the key principles of F2F learning as outlined in the 'Guidelines for a successful farmer to farmer program' document. This included ensuring that the Expo will provide opportunities for farmer-to-farmer learning.

Additional information was provided on designing effective methods demonstrations and results demonstrations. Guidance was also provided on evaluating Expos, method demonstrations and result demonstrations.

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### 3.2 Outcomes of training for Expo

The workshop participants identified two main purposes for the Expos:

- Educating the collector farmers and attendees on the benefits of and methods for implementing off-season harvesting of mangos, and

- Develop partnerships that will lead to the development of improved marketing chains for mangos.

The first of these purposes is consistent with the objectives of the PRISMA project on mangos, but the second illustrates the potential benefits of using a participatory partnership approach to design the Expos in that it builds social capital in the industry that could lead to additional benefits beyond the main purpose of the Expos. Not to be overlooked was the social capital benefits of participatory or partnership approaches to increasing the longer-term impacts of the PRISMA program.

While the workshop did not develop a complete design for the Expo it will potentially lead to a focus on key features of better design for Expos including:

- Incorporating F2F learning by focusing on farmer input into most of the activities at the Expo
- Ensuring that the numbers of farmers at each of the activities in the Expo will be small enough that two-way communication can occur
- Incorporating a quality culture in the Expos including a practice session before, so that the activities will be delivered appropriately
- The realisation that there needs to be an Expo team formed that focuses on the details of the design of an Expo so that the implementation will be improved
- Improved cooperation between the PRISMA and Syngenta teams in designing the Expo but also in designing and implementing the communication strategies for the Expo, and
- Inclusion of monitoring and evaluation for the Expos that includes some hard data and therefore can lead to continuous improvement in their design and delivery.

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### 3.3 Evaluation of Expo workshop

As part of the process of developing an evaluation plan for the workshop, a Dartboard method was used to get the participants to rate the workshop on four questions. The questions, average ratings and range of ratings are given in the table below.

The workshop appears to have been relevant and to have provided learning opportunities for most of the participants.

<b>Question</b>	<b>Average</b>	<b>Range</b>
How relevant was the workshop?	3.9	3-5
How clear were the workshop materials?	3.3	2-4
How much did you learn from the workshop?	3.3	2-5
How enjoyable was the workshop?	3.4	2-5

Ratings from 1-5 with 5 best

The main issue with the workshop appears to have been difficulty with language and in retrospect it would have been better to have trained Indonesian speakers to present the

materials and acted in a support role rather than relying on translations both ways, which led to some misunderstandings and difficulties with some of the concepts.

We also needed to have a clear idea of the current practice of Syngenta in conducting Expos so that the materials could have been focused better; however, despite considerable effort we were not able to obtain this in advance.

Some other positives included:

- The participatory methodology followed led to involvement of participants in the process throughout the workshop despite the long sessions.
- The range of people present at the workshop led to a greater range of issues being discussed. At times, this made the facilitation of the process more difficult, but meant that there was not a tendency for 'group think' to prevail.
- The presence of collectors from different locations resulted in a decision to focus the Expos differently in each area because of differences in knowledge and context for the different areas.

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## 4 F2F principles underlying the Expo

The mango Expos are an example of putting the principles of F2F learning into practice.

The demonstration sites involve collectors/farmers and their presence and involvement means that problems that arise with the off-season management system are raised with Syngenta and PRISMA and can be addressed before they get a chance to cause serious problems for the team.

One example is the problems that have arisen with poor flowering following the use of Cultar that have led some collector/farmer participants and agronomists to question whether the management approach is proven. This would probably not have been identified without the partnership approach being used.

After the workshop the mango team visited a farm where PRISMA and Syngenta learned from farmer experiences and trials set up by the farmers.

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## 5 Issues arising from the Expo process for the PRISMA model in the mango industry

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### 5.1 Validity of the approach for PRISMA

At this stage the model of working with Syngenta and collectors/farmers aligned with Syngenta on promoting off-season production has potential for being an effective model that can be scaled out. The reasons for this include:

- All partners have an incentive to participate
- The partnership can be scaled out to further collectors/farmers and to farmer groups

- Improved networks and social capital in the industry will have benefits in other, yet to be determined ways that will provide a legacy for the industry.

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## 5.2 Potential problems and areas for improvement

It appears that some collectors and field staff are not convinced that applying Cultar to achieve early season production is not a proven technology.

This issue means that in some areas the promotion of the technology will be delayed as staff are not willing to develop written technical guidelines for the technology.

Such problems indicate the critical need for applied research to be a component of any development activity involving complex agricultural technology as adoption is not a simple yes/no process. Rather it is a process of continuous adaptation and improvement and this leads to research questions that need to be answered before future improvements can be made.

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## 5.3 Additional activities to be considered

The partnerships that arise from the Expo process could be used to promote additional activities that may help increase adoption and also increase industry productivity and profitability. Possibilities include:

A mango farmer of the year award for each province, with the farmers receiving a prize, but in turn being expected to host a field day on their farm. PRISMA could facilitate the development of this activity, but most of the funding could come from corporate sponsorship. This would be an excellent opportunity for farmer-to-farmer learning.

A mango industry conference at which the latest developments were promoted, both at the industry, research and farmer level. This is a longer-term idea that could arise out of the farmer of the year award.

Later in the program, PRISMA could build on the suggestion by the workshop participants to improve the marketing arrangements for mango.