

Pluralism and brokering as defining factors for rural advisory services in an AIS context

An International Workshop on Investing in and Strengthening Agricultural Innovation Systems

May 30 to June 1, 2012 - The World Bank, Washington, DC

Kristin Davis, GFRAS
Willem Heemskerk, KIT

Outline

- Rationale
- Status
- Key contextual issues
- Key areas of focus
- Examples
- Key policy and investment implications
- Areas for investment
- Recommendations for practitioners



Why Pluralism & Brokering?

- Changing agriculture/rural context
 - Diversity
 - Complexity
 - AIS approach
- Cost-sharing
- Meeting multiple objectives and demands (farmers and other chain actors)



Pluralism: Who Provides?

Public Sector	Private Sector: Companies, Individuals	Third Sector: NGOs	Third Sector: Groups, Individuals
<ul style="list-style-type: none"> • Governments • Sub-sectoral bodies 	<ul style="list-style-type: none"> • Private businesses • Input suppliers • Agro-dealers • Embedded services 	<ul style="list-style-type: none"> • Local & international NGOs 	<ul style="list-style-type: none"> • Producer & farmer organisations • Cooperative enterprises • Village extension workers • Farmers

Brokering



- Catalyzing innovation by bringing together actors and facilitating their interactions
- Persons or organizations
- Ideally impartial third-party position

Source: McGaw/FARA

Status

- RAS is pluralistic, whether intended or not → But not always a system!
- Worldwide extension study 1988 and 2008: Shows extent of pluralism
- Brokering becoming more important
- Private sector involvement becoming more important
- Emerging issues
 - Exclusion by private service providers
 - Need for coordination of public and private sector in terms of different target groups, themes, capacity development

Contextual Issues

- Extension reforms
 - Governance and management
 - Decentralization
 - Accountability
 - Financing
 - Approaches
- New opportunities (e.g. ICTs)
- Services by farmers (cooperatives, agribusiness centres, shareholding in service providers)

Key Focus Areas

- Governance (registration, coordination, quality, knowledge management)
- Capacity and management (management, business development skills)
- Methods and techniques (ICT, vouchers, business centres)

Examples



- **Pluralism in advisory service provision**
 - DNEA Mozambique – pluralism
 - NAADS Uganda
- **Brokering (often by research services)**
 - Poultry Tanzania (by private sector: Muvek)
 - Vegetable Malawi (by Vegetable Task Force)

Policy and Investment Implications

- Capacity
- Infrastructure
- Institutional sustainability
- Social considerations
- Roles
 - E.g. Public sector:
 - Coordination
 - Regulation



Areas/Approaches for Investment

- Capacity development (coordination, management, alliance building, facilitation)
- Public-private-partnerships (e.g. outgrower schemes; agribusiness centres; farmer business advisors)
- Knowledge management (sustainable and demand- and market driven models and partnerships)

Recommendations for Practitioners

- Stimulate multi-stakeholder interaction
 - Value chains
 - Innovation platforms
 - Agribusiness clusters
- Develop capacity through action also
- Learn lessons on sustainability and inclusion