



FARM INPUT PROMOTIONS AFRICA LTD.



Presentation to World Bank meeting on Agriculture Innovation Systems

The Village-based Agriculture Advisor: A new model for self-employed extension workers

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by

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FIPS-Africa's Areas of Operation

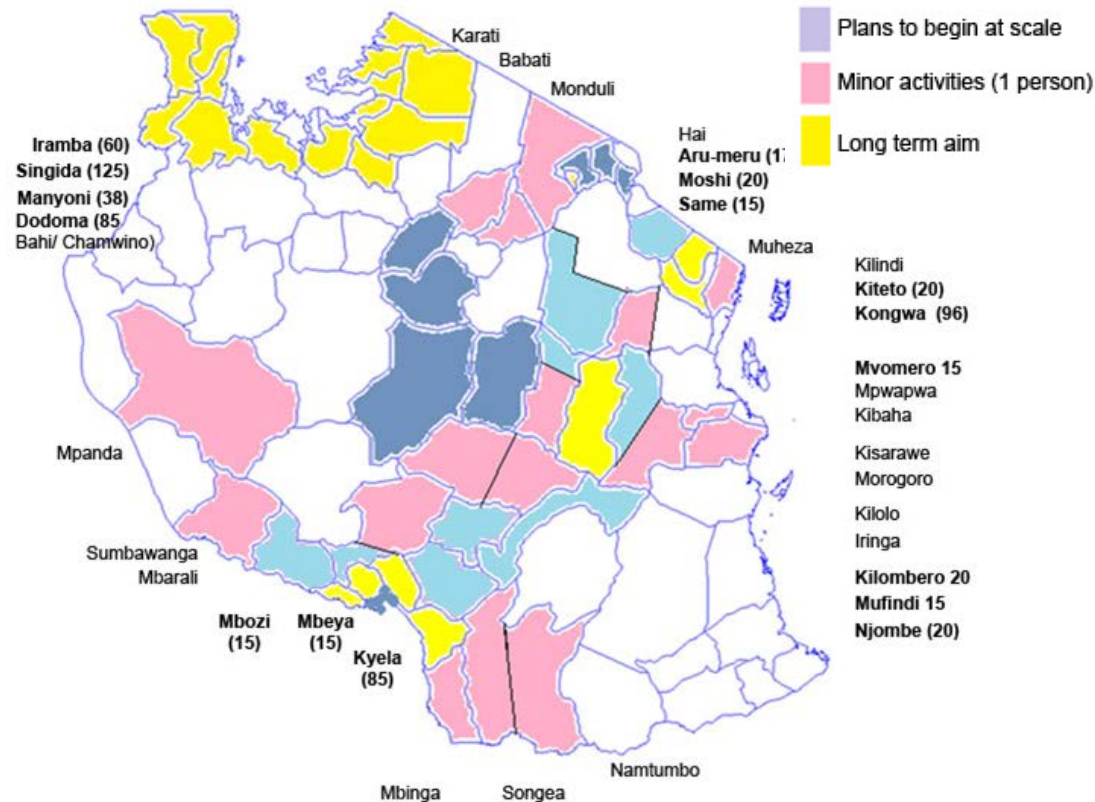
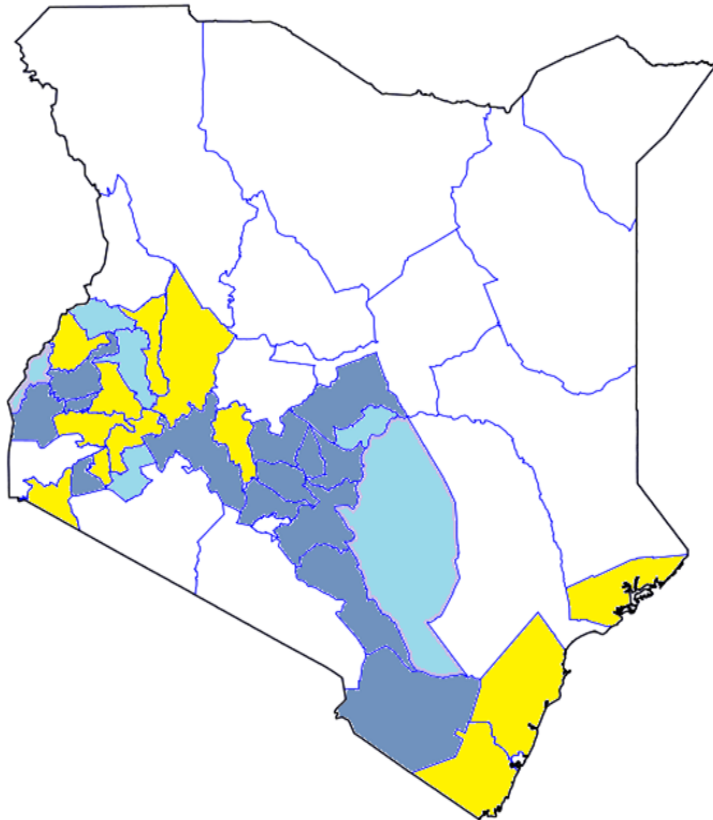
Scale of operations in Kenya

- 32 districts
- 200 Village Based Advisors (VBAs)
- Combined target to reach 200,000 households

and

Tanzania

- 34 districts
- 600 VBAs
- 200,000 households



Farmers do not understand their problems



Soil or Sun?



Soil or Sun?



Not enough rain?

Technologies exist to address problems



*Variety resistant to
Cassava Mosaic Virus*



*Variety resistant to
Maize Streak Virus*



*Early maturing variety with
Deep Tillage*

How can they demand inputs and services if they do not understand the constraints?

Challenge in provision of Rural Advisory Services

Position

- Wonderful technologies / varieties exist
- Extension services not in the villages
- Lack of advice and follow up with farmers
- Lack of incentives to extension officers
- The poor and marginalised within the village are excluded from most interventions



How to build a self-sustaining advisory service that is accessible, affordable and where service providers are appropriately incentivised and rewarded?

Village-based Advisors (VBAs) – Who are they?

Who are they?:

- Young hard-working farmers
- Recruited within target villages
- Low education level
- Self-employed

Management Structure

- 10 – 20 per district
- Selected and supervised by District Coordinator
- Practical, in-the-field training

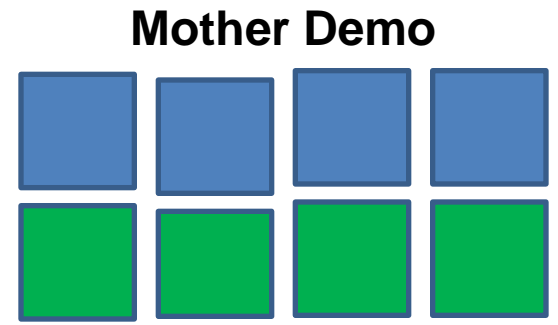
What do they do?

- *Provide advice*
- *Lay demos*
- *Hold field days*
- *Sell seed*
- *Provide other agricultural services*
- *Reach 500 – 1000 households each*

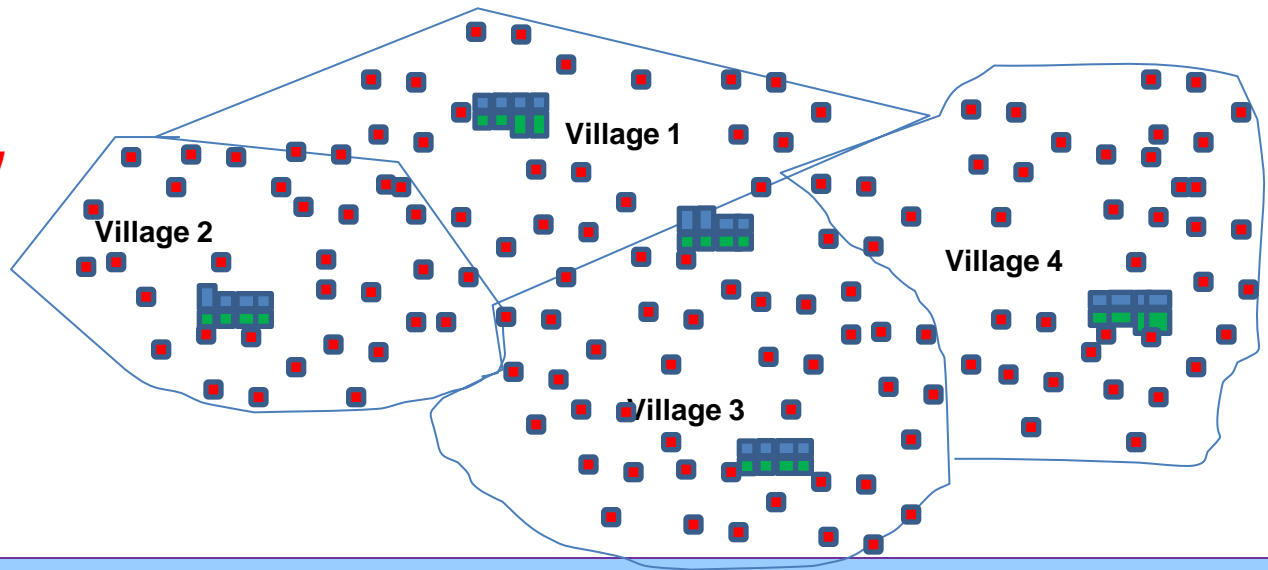


How do they work? Whole Village Approach

- Everybody gets to try:**
- Mother – baby demos
 - 25 g enough to learn (5m x 2m)
 - 1 tonne of seed can reach 40,000 households
 - Cheap, cost effective, large uptake
- Small promotion packs of seed:**
- Avoid exclusive nature of group/ lead farmer approaches
 - Believe in technology because they see it on own land
 - Include the poorest



Small packs create demand for larger sales!



What do they provide? *Multi-technology Approach*

Farmers have diverse needs

- many crops
- carbohydrate, protein, vitamins, cash

Maize is a difficult crop

- Careful management
- Weather sensitive
- High cost seed & fertilizer

Success with 1 technology increases trust

- Sweet potato, cassava, chickens all easier
- Vegetables & chickens high value
- Sell tubers, chickens etc and buy hybrid seed, fertilizer, food.

Minimal extra cost

Provides income throughout the year



Maize and Fertilizer



Leldet KH500-31A

January 2012

VBA's promote improved varieties with good agronomy:

↓

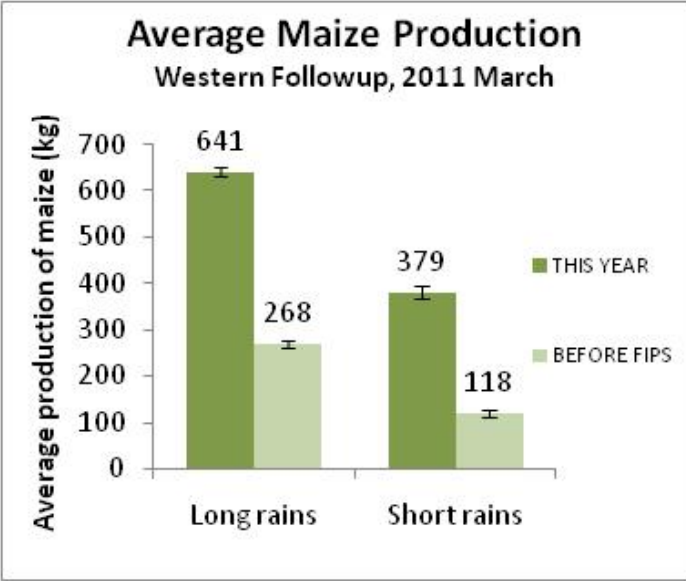
Farmers see good results on small plots:

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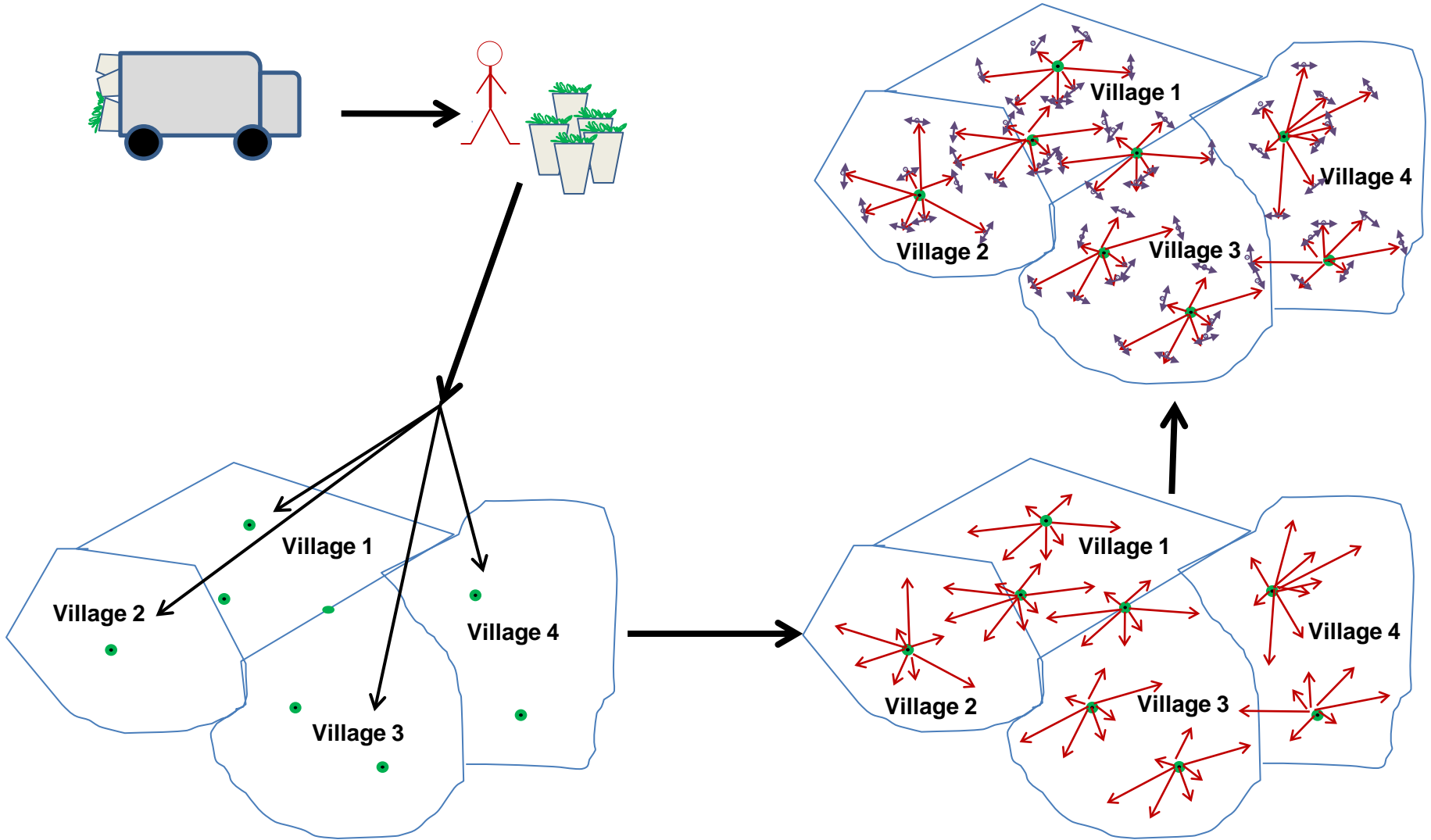
Farmers buy small commercial packs from VBAs

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VBA's take retailers margin (USD 125 per season)



Dissemination of Sweet Potato & Cassava



Sweet Potato & Cassava



VBA Profit
Up to **USD 125 per month** over 8 months

Cassava Bulking as a business

Expected cost to establish multiplication site by the VBA			
Requirements	Units	Unit cost (USD)	Total Cost (USD)
Land rent	0.25acres	28	7
Labour	60 working days	2	106
Transport			18
Total cost to VBA			131

VBAs Bulking site Output Potential			
Harvest	Units	Value (USD)	Total value (USD)
Cuttings	16,000 Cuttings	0.01	188
Tubers	4,000 Tubers	0.24	941
Total income to VBA			1,129
Profit to VBA			999
Average profit per month over 8 months			125

Chicken Vaccination & Husbandry



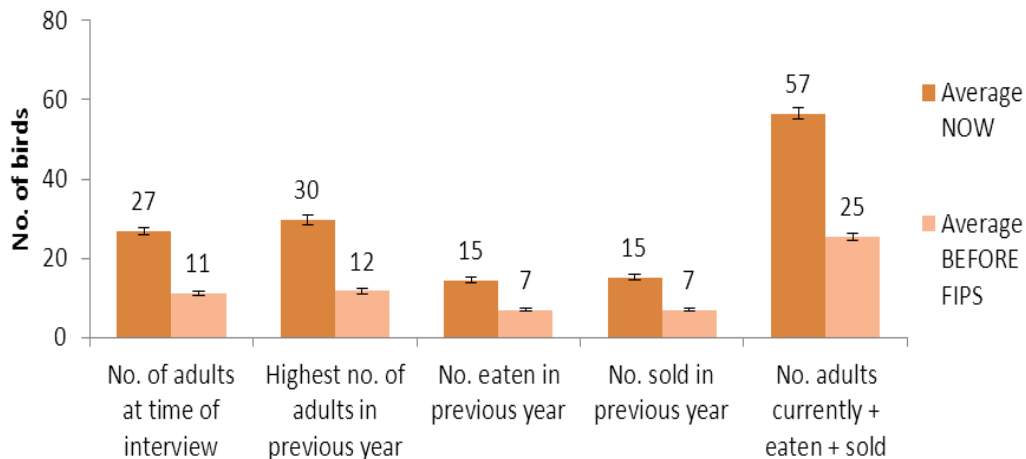
VBA Profit

Cost:	Thermos flask	= USD 18
	1 packet of 500 doses	= USD 4
	<u>Vaccinate 500 birds @ USD 0.06</u>	<u>= USD 30</u>
	Profit per packet	=USD 26
Target:	4 packets per month	= USD 104



Average no. of adults in flock, eaten and sold:

Nzaui Rapid Followup, 2011 July-August



Vegetable Nurseries



VBA Profit

Cost

50 g tomato seeds	= USD 7
Manure (2 bags)	= USD 9
Agrochemicals	= USD 2
Total cost	=USD 19

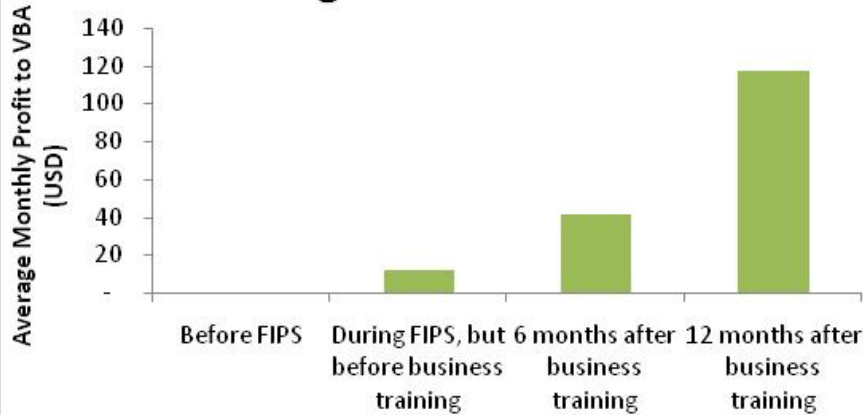
Income

Sales of 7200 tomato seedlings	= USD 85
@ USD 0.012 each	

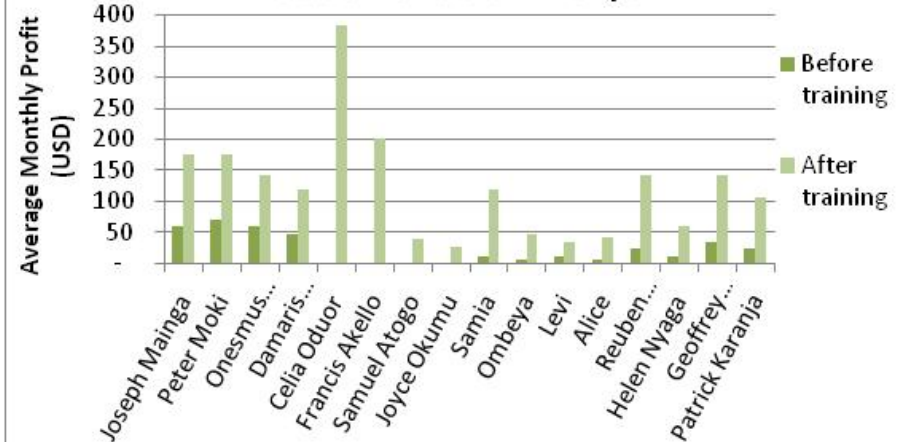
Profit (within 3 weeks)	= USD 66
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How much are they earning?

Representative Profit to VBAs from serving farmers over time

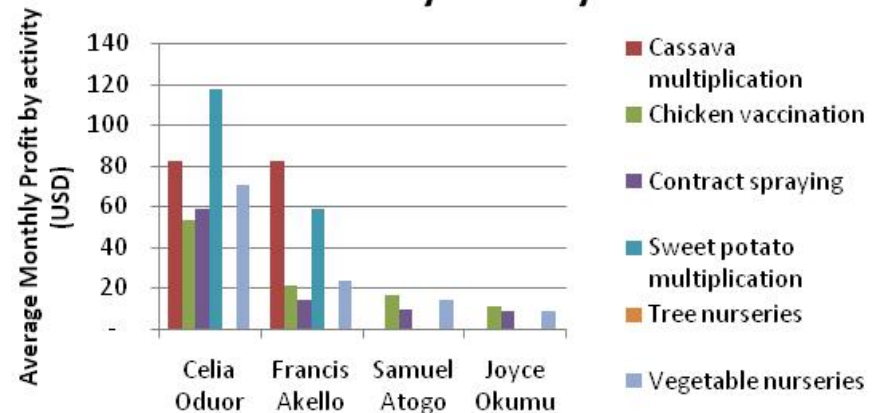


Monthly profit by self-employed Village-based Advisors in Kenya



VBA also earning more as better farmers

Monthly profit for self-employed VBAs by activity



What motivates them?

Respect



What is the impact?

More Food for hundreds of thousands of hungry farmers

- Enough to eat
- Better nutrition
- Better resilience to poor rains & other shocks
- More money
- Hope
- Peace in the house

Self-employment for Village-based Advisors

Increased sales for companies

Research being USED

Scaling up

Approach can be applied anywhere that has improved varieties and growing private sector supply for seed and moderate to high population density.

- Kenya, Tanzania, Nigeria
- Coast, mid, high altitude
- Semi-arid, moderate rainfall, high rainfall

Applicable for range of crops and other farm inputs

Need for Village-based Advisor in every farming village

Plan

- Become more cost effective
- Private sector contract FIPS to promote
- Support private sector to establish their own VBA networks
- Increase capacity of FIPS to manage increased donor funding



FARM INPUT PROMOTIONS AFRICA LTD.



Thank you

To all our partners – public, private & self-employed

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