

Agroecological Transition, Responsive Extension Approaches (ATREA)
Incentives and engagement strategies for farmers in extension approaches in Madagascar

Background

Implementation:

AFAAS & Country Fora • Duration: 2022-2024 • Countries: Benin, Ethiopia, Kenya & Madagascar

Objective:

Identification and documentation of sustainable, inclusive, and responsive extension approaches in support of agroecological transition

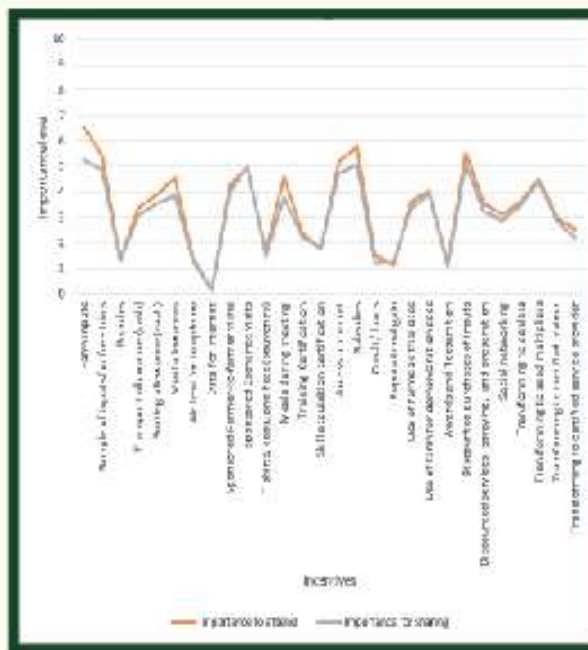
Implementation area in Madagascar:

Androy region (3 municipalities) • Boeny region (7 municipalities) • 366 respondents

Key questions addressed

- Which incentives/modes of delivery help sustain extension approaches in Madagascar?
- How to keep farmers engaged in such approaches?
- How can it be attractive to them?

Incentives/Delivery modes to sustain extension approaches



Strategies for keeping farmers engaged

1. Highlight economic advantages: Farm inputs accessibility, subsidies, and access to market are identified as the most incentive factors by farmers. Beside that, professional opportunities (by becoming inputs dealers or seeds multiplier) are high value by farmers.
2. Facilitate community engagement and knowledge sharing: Incentives like sponsored visits and various allowances that promote community activity foster collaboration and learning among peers.
3. Establish a network for community support: the use of farms as trial sites, access to discounted services for spraying and land preparation, and social networking are also identified as important for farmers. The access to a community support and networking will allow them to have access to various services and knowledge, but could also increase market opportunity/readiness.

Extension approaches for agroecological practices promotion in Madagascar

- Farmer to farmer - Training and Visits - Farmer Field School - Innovation platform - E-extension

Making extension approaches attractive

To enhance the attractiveness of extension approaches:

- Economic advantages: Focus agroecology extension on market and professional opportunities.
- Direct incentives: Prioritize benefits like quality inputs and financial support.
- Community engagement: Involve farmers in community activities for sustained engagement and support.
- Diverse incentives: Provide various incentives, including social recognition and resource access.

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Agroecological Transition, Responsive Extension Approaches (ATREA)- Madagascar Roles of the state in the agroecological transition



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African Forum for
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Strengthening capacity of
national agricultural extension
and advisory services systems

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This factsheet discusses about the role of state in the agroecology transition

Context

- Following the structural adjustment plan of the IMF, the state withdrew from the agricultural extension and advisory system in 2000.
- Extension services were mostly provided by non-state actors, such as NGOs, programs/projects, producer organizations, and the private sector.
- Since 2023, with the return of the Directorate in charge of agricultural extension and advisory services, Madagascar has adopted a new National Strategy for Agricultural Advisory and Extension Services.

Recommendations for the state in order to enhance agroecology transition

Strengthening the existing extension systems.

- o Train, recruit, and deploy extension agents at all administrative levels.
- o Recognize and professionalize extension agents, especially leader farmers, through their certification by the state.

Facilitate access to agricultural inputs and markets.

- o Facilitate and promote access to government support for model farmers in agroecology.
- o Strengthen collaboration with the private sector by implementing agricultural aggregation strategies and establishing accessible certification mechanisms for smallholder producers, such as participatory guarantee systems.

Lead and coordination of the National Strategy for Agricultural Advisory and Extension Services implementation

- o Ensure the effective functioning and inclusivity of the steering and coordination committee for the implementation of the of the National Strategy for Agricultural Advisory and Extension Services.
- o Mobilize technical and financial partners around the strategy and the priorities identified by the of the steering and coordination committee.



Agroecological Transition, Responsive Extension Approaches (ATREA)

Responsiveness of extension approaches to agroecology principles in Madagascar

BACKGROUND

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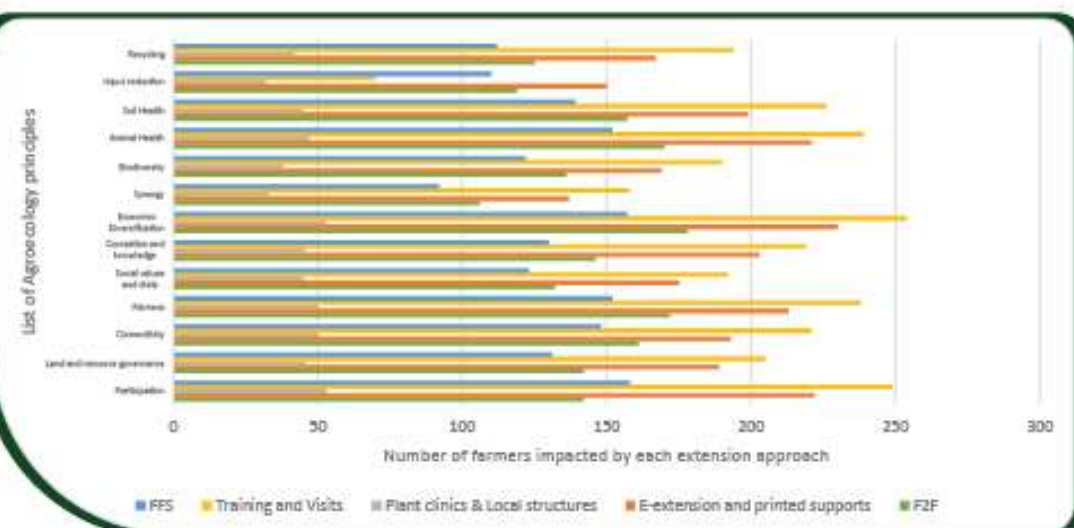
• **Objective:** Identification and documentation of sustainable, inclusive, and responsive extension approaches in support of agroecological transition

• **Implementation area in Madagascar:** Androy Region (3 municipalities) • Boeny Region (7 municipalities) • 366 Respondents

KEY QUESTIONS ADDRESSED

Which problems could be resolved by the application of agroecology principles?

How can agroecology principles enhance the effectiveness of extension approaches?



PROBLEMS RESOLVED BY THE APPLICATION OF AGROECOLOGY PRINCIPLES

- Inputs availability by applying Inputs Reduction and Recycling principles.
- Access to market by applying Economic Diversification and Connectivity principles.
- Knowledge gaps by applying Co-creation and Participation principles.

AGROECOLOGY PRINCIPLES ENHANCING EXTENSION APPROACHES

- **Economic Diversification:** Plants clinics and Local Structures, and Farmer-to-Farmer
- **Co-Creation:** Farmer-to-Farmer, Training and Visits, E-extension, Farmer Field School
- **Inputs reduction and recycling:** Farmer Field School, and Plants Clinics and Local Structures
- **Participation and Connectivity:** Farmer-to-Farmer, Training and Visits, E-extension, Farmer Field School, Plants Clinics and Local Structures
- **Land and resource governance:** Farmer Field School

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Agroecological Transition, Responsive Extension Approaches (ATREA)
Co-creation of agroecology knowledge by extension approaches in Madagascar

BACKGROUND

Implementation:

AFAAS & Country Fora • Duration: 2022-2024 • Countries: Benin, Ethiopia, Kenya, & Madagascar

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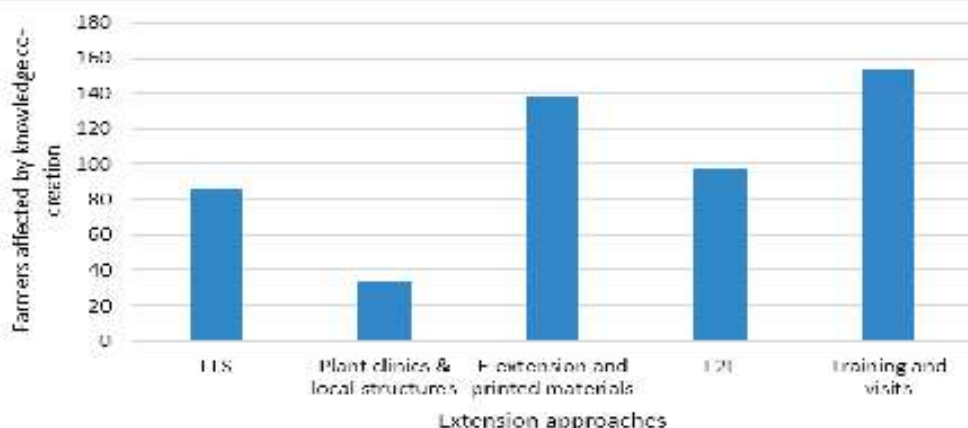
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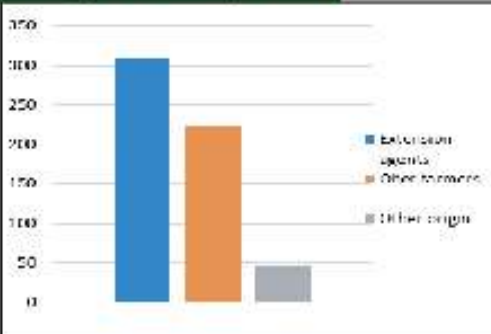
Key questions addressed

What are the impacts of extension approaches on the co-creation of agroecological knowledge? How is the knowledge shared?

Extension approaches impact on co-creation of knowledge



Origin of knowledge



Main findings

The agroecology extension mix mechanism in place promotes the co-creation of knowledge in agroecology, whether between NGO technicians and farmers or among farmers themselves.

In the case of extension technicians, beside training sessions, they also organize an annual participatory self-assessment with the beneficiary farmers to share progress on the adoption of agroecology and to engage in a Co Learning process.

Co-creation among farmers occurs during community animation sessions or through farmer field schools, with the involvement of farmer leaders.

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Agroecological Transition, Responsive Extension Approaches (ATREA) - Madagascar Extension approaches costs and financing mechanism

Background

Co-creation of agroecological Implementation:
AFAAS & Country Fora knowledge by extension approaches

Duration: 2022-2024, Countries: Benin, Ethiopia, Kenya & Madagascar

Objective:

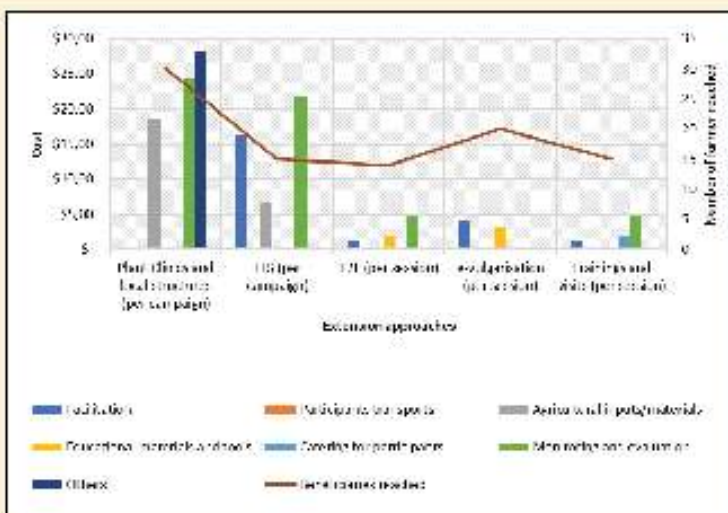
Identification and documentation of sustainable, inclusive, and responsive
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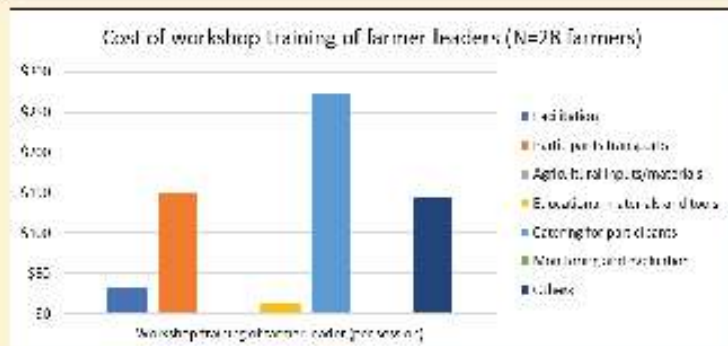
This factsheet provides insights into the average costs of various extension
approaches used in support of agroecological transition and explores potential
financing mechanisms to support these initiatives.

Extension approaches costs and financing mechanism



Total costs:

- Plant clinics and local structures = 71,15 USD
- Farmer Field School = 44,53 USD
- Farmer-to-farmer = 8,07 USD
- E-extension = 7,07 USD
- Training and Visits = 7,88 USD



Total costs = 613,31 USD

- Leader farmers are key to the sustainability of extension mechanism.
- A leader farmer can reach and support an entire community.

Key financial responsibilities

- At producers' level:** Producers could take responsibility for agricultural inputs/materials if they are equipped with the skills to produce them from locally available resources, while the cost of facilitation and training can be covered by lead farmers with income-generating activities or by a private sector partner in a win-win system.
- At community level:** There is a need to incorporate the costs of extension services and agricultural advisory into local budgets at the level of decentralized communities, following a local development approach (e.g., technicians' salary).
- At partnership level:** NGOs, projects, and the private sector also play a key role in supporting state actions in extension services.
- At Government level:** Extension agents capacity development, establishment of a network of extension technicians, support with inputs, monitoring and evaluation, development of learning materials, equipping agents, etc.
- Project/NGO (30%):** Primary funding for facilitation, hiring services, and learning materials through grant



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FACT SHEET MADAGASCAR



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Agroecological Transition, Responsive Extension Approaches (ATREA) Extension approaches promoting agroecology practices in Madagascar

Background

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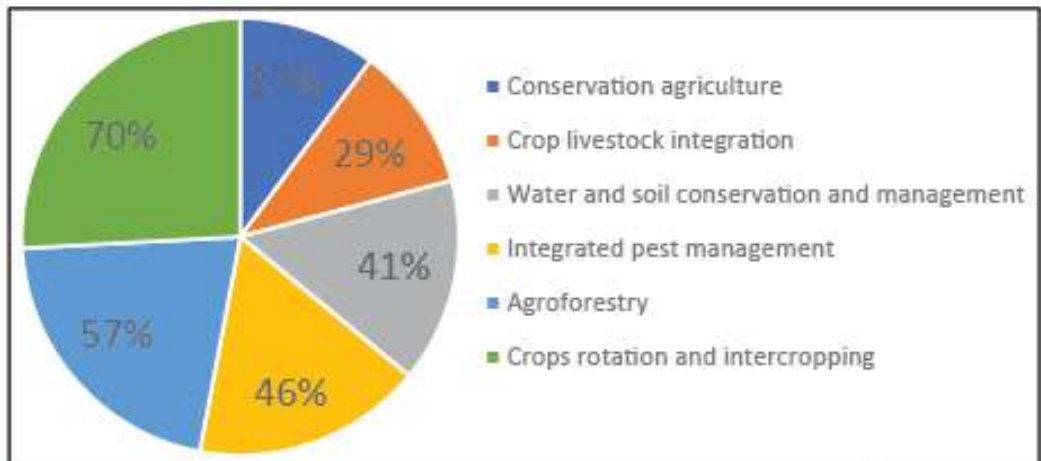
Implementation area in Madagascar: Androy region (3 municipalities) • Boeny region (7 municipalities) • 366 respondents

Key questions addressed

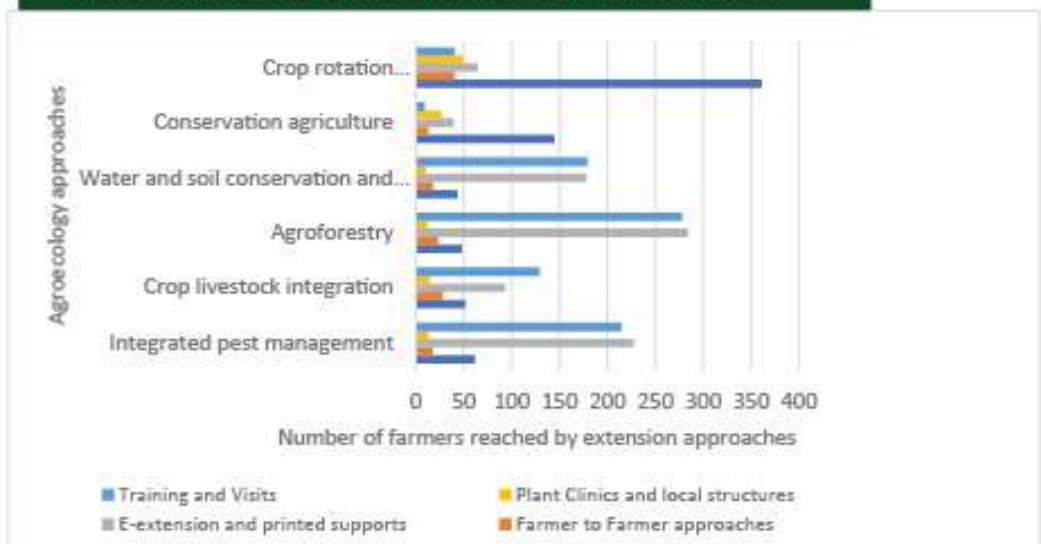
What agroecological practices are adopted by farmers

Through which extension mechanisms do they receive these agroecological practices?

Proportion agroecological practices applied by farmers



Extension approaches promoting agroecology among farmers



Main findings

- * Agroecological practices are promoted and disseminated through a mix of extension approaches.
- * Two common methods stand out: Training and Visits and E-extension. These two extension approaches involved both NGOs technicians and farmer leaders.
- * Farmers' Field schools are the most widely used extension methods for techniques relating to conservation agriculture, and to crops rotation and intercropping.
- * More local and autonomous extension approaches such as "Farmer to Farmer" and "Plant clinics and local structures" are already in place and widely promoted within the extensions mechanism, but they can still be strengthened to ensure sustainability of agroecological transition.



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Fact Sheet - Madagascar

Agroecological Transition, Responsive Extension Approaches (ATREA)
Constraints for farmers to practice agroecology in Madagascar

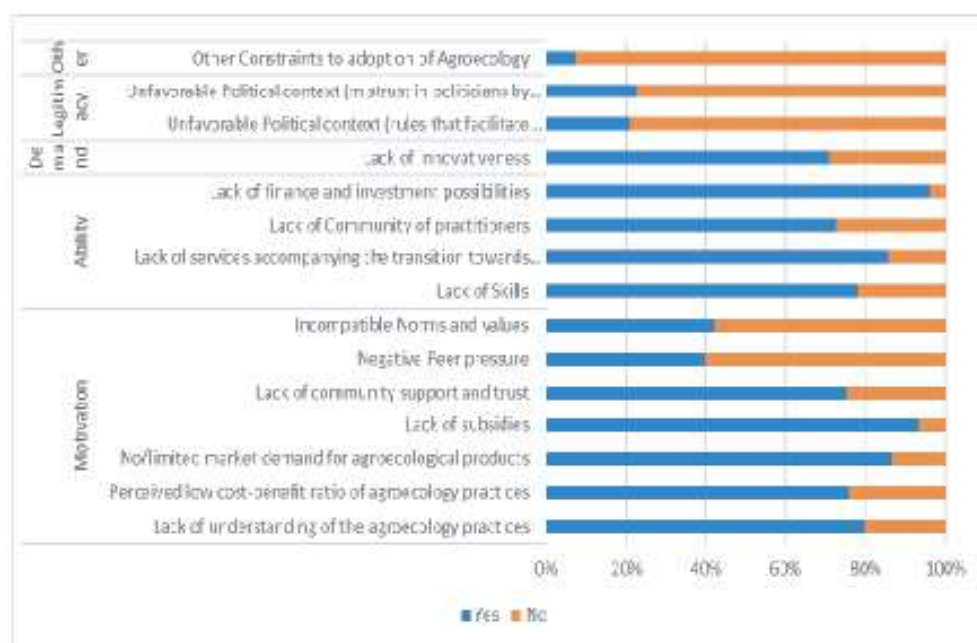
BACKGROUND

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KEY QUESTIONS ADDRESSED

What are hindering factors in implementing agroecology transition?
How could we address these constraints?

Extension approaches promoting agroecology among farmers



Main findings

- The main constraints identified by farmers for practicing agroecology are:
(i) the lack of finance and investment possibilities,
(ii) the perception of a limited market for agroecology,
(iii) and the lack of subsidies.
- However, (i) political context, (ii) peers' pressure, and (iii) norms and values are not perceived as major constraints for most of the farmers.

Recommendations

- Promote a market-oriented agroecology to ensure that small farmers have long-term and sustainable access to the resources needed for their agroecological transition.
- Promote endogenous knowledge through a participatory and co-creation approach to ensure better accessibility to local resources and thereby reduce dependence on external inputs.

Agroecological Transition, Responsive Extension Approaches (ATREA)- Madagascar
Enhancing collaboration between researchers, extensionists, and farmers



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This factsheet offers strategies to enhance collaboration between researchers, extensionists, and farmers, aiming to integrate science, extension, and policy through evidence-based discussions.

Current bottlenecks in collaboration

- * **Limited communication:** Low or nonexistent exchange and interaction between researchers, extensionists, and farmers (e.g. research results that do not meet farmers' needs or do not reach them).
- * **Resource constraints:** Budgetary constraints that result in the elimination of positions for extension workers affiliated with research centers, and also restrict research topics to meet only the needs of donors.
- * **Lack of coordination and partnership:** Research is conducted in isolation and does not fit into a broader and coordinated framework.

Recommendations for enhanced collaboration

Inclusive collaboration platform

- o Effectively establish the coordination and steering committee for the implementation of the National Agricultural Extension and Advisory Strategy, including research, extension services, and farmer organizations.
- o Establish the collaborative and accessible digital platform for managing knowledge from research and extension services, while connecting researchers, extensionists, and farmers.

Knowledge sharing and capacity development

- o Regularly organize research-extension days to strengthen partnerships and communicate new research findings.
- o Enhance the capacity of extension agents to translate research results into extension materials, as well as strengthen researchers' ability to value endogenous knowledge.

Financial mechanisms and resource mobilization

- o Mobilize donors and various partners around the National Agricultural Extension and Advisory Strategy, and the priorities identified by the strategy's coordination and steering committee.
- o The government should resume its role in agricultural extension by establishing a network of extension services and strengthening partnerships with NGOs, the private sector, and programs. To ensure sustainability, extension services should be budgeted within decentralized local authorities, aligning with local development plans for more effective implementation.

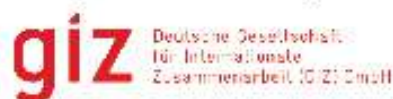
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This factsheet discusses the impact of collaboration on extension service delivery and farmer understanding and uptake

Context

- Since 2023, with the return of the Directorate in charge of agricultural extension and advisory services, Madagascar has adopted a new National Strategy for Agricultural Advisory and Extension Services.
- For its implementation, a coordination and steering committee is expected to be established under the leadership of the Ministry of Agriculture and Livestock, inclusively integrating all relevant stakeholders.

Impacts of collaboration

Better participation and adoption by producers

- o A horizontal extension approach focused on the needs and priorities of farmers
- o A promotion of indigenous knowledge and local resources

Better coordination of extension activities

- o Smarter resource management among the different involved partners
- o Harmonization and sharing of knowledge and expertise

Enhanced effectiveness of extension programs

- o Increased innovation and adaptability in agricultural practices
- o Improved outcomes through the integration of diverse perspectives and expertise



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FACT SHEET MADAGASCAR

Agroecological Transition, Responsive Extension Approaches (ATREA) - Madagascar Enhancing Adoption and Scalability of Agroecological Extension Approaches

BACKGROUND

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Duration: 2022-2024

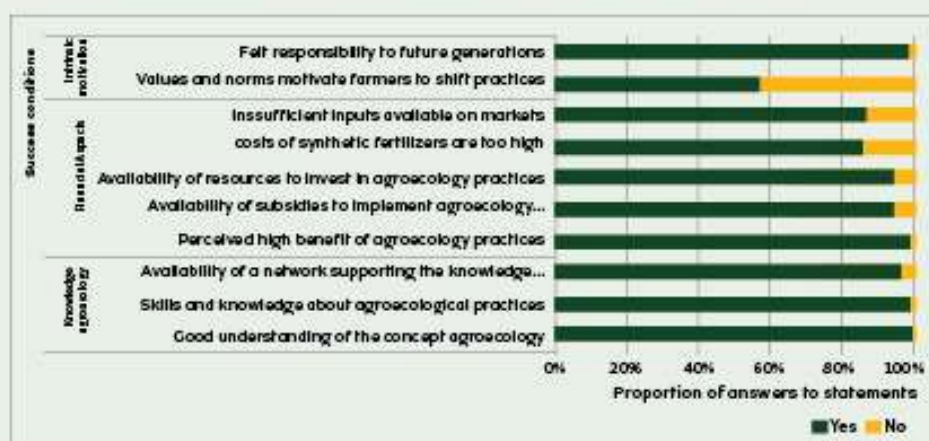
Countries: Benin, Ethiopia, Kenya & Madagascar

Objective: Identification and documentation of sustainable, inclusive, and responsive extension approaches in support of agroecological transition

Location: Androy region (3 municipalities) • Boeny region (7 municipalities) • 366 respondents

This factsheet provides recommendations for integrating agroecological principles into extension approaches and scaling successful practices

SUCCESS CONDITIONS INFLUENCING FARMERS PARTICIPATION IN AGROECOLOGY PRACTICES UPTAKE/ADOPTION



Continuous capacity development on agroecology knowledge:

Farmers identify knowledge of agroecology as a key factor for success. Establishing a community exchange network and building its capacity through a farmer-to-farmer extension system would then stimulate co-creation, participation, and connectivity among stakeholders, while also ensuring a strong support and knowledge-sharing network.

Inputs production and indigenous knowledge promotion:

The issue of inputs is also essential for farmers. Access to traditional inputs is becoming increasingly problematic for smallholder farmers. Therefore, by valuing local knowledge and resources through farmer field school approach as example, producers should be guided and trained to produce their own inputs (compost, biopesticides, seeds, etc.). This approach aligns with a logic of input reduction and recycling

Market access and professionalization of leader farmers:

Farmer-to-farmer and plant clinics are essential for sustaining extension services beyond projects, but they require economic viability and financial empowerment of the concerned extension actors. Facilitating market access through private sector partnerships and enhancing leader farmers' ability to diversify income sources are crucial for sustainable support. Plus, professionalizing leader farmers through certification can further enhance their opportunities. These efforts align with the principle of economic