



Field demonstrations

Learning objective: To contrast the different ways to demonstrate technologies and to use that knowledge to determine the best way to reach your target group.

Demonstrating technology

Some form of field demonstration is normally required to convince farmers of the need to change. There is a reason for the saying, "Seeing is believing".

Exercise:

1) Contrast the positive and negative attributes of the following demonstration types:

Trial design by	Trial managed by	Information/data collected by	Pros	Cons
Researcher	Researcher	Researcher		
Researcher	Farmer	Researcher		
Researcher/farmer	Farmer	Researcher/farmer		
Farmer	Farmer	Researcher/farmer		

Note: Some demonstrations are established separately from the rest of the farmer's field. Some demonstrations are superimposed on the farmer's field.

- 2) Of the following two options, which approach to technology demonstration do you think is more effective?
- 1) **Researcher/extension-led** field demonstration - During the field day, researchers and/or the extension workers make the presentations.
 - 2) **Farmer-led** field demonstration - During the field day, the researcher and/or extension workers organize the event and provide support, but farmers talk about their experiences with the technology.

Each group will present their findings. Discuss as a group.

Materials: Marker pens and paper, cards

Conclusion:

While farmers often recognize that researchers and extension workers have useful knowledge, they will often be more open to adopting a technology if other farmers talk about their success with the technology.

Where possible, use farmers to talk about their experiences. If possible incorporate lead farmers into training events.

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