



Federal Ministry
for Economic Cooperation
and Development



European Union

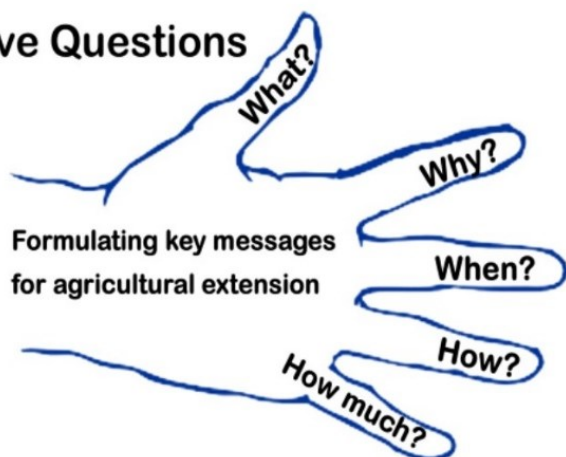


The African, Caribbean and
Pacific Group of States

Published by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Five Questions



Development of technical-economic producer references for smallholders and extension agents: a guideline

By Merit Buama, Annemarie Matthess and Inga Wodoris

November 2015



European Union



The African, Caribbean and
Pacific Group of States



Sustainable Smallholder Agri-Business
Cocoa-Food Link Programme
PN 14.2258.3-400.40

Guidelines for the development of technical-economic producer references for smallholders and extension agents

By Merit Buama, Technical Adviser GIZ SSAB-CFLP
Annemarie Matthes, Programme Leader GIZ SSAB-CFLP

Based on the experience of

Regional GIZ Programme *Sustainable Smallholder Agribusiness* (2010-2015)

and

GTZ Programme Benin *Gestion et Conservation des Ressources Naturelles* documented in *Kachelriess-Matthes, S., Affonon, E. & B. Agbo (2005): Transforming research results into extension methods and extension aids. Designing extension material for the promotion of agricultural innovation amongst farmers with poor literacy in Benin*

List of contents	Page
1 Introduction	4
1.1 Context and rationale	4
1.2 What is a technical-economic producer reference?	5
1.3 How to develop a technical-economic producer reference? A summary	6
2 Content development	7
2.1 Compilation and screening of existing materials and publications	7
2.2 Outlining the content	9
2.3 Formulating the key messages for extension	10
3 Economic analysis	12
4 Deciding on structure, narrative and language	15
4.1 Structure and sequencing of chapters	15
4.2 Introduction of protagonist	17
4.3 Choice of language	18
5 Editing of document and illustrations	19
5.1 Page layout	19
5.2 Writing the text	20
5.3 Illustrations	21
6 Validation	22
7 Production	23
8 Use of producer reference for other media	24
8.1 Image blocks	24
8.2 3D-animations	25
8.3 Radio broadcasts	26
References	27

References

- Armajaro Cotton Ghana Ltd (2011): Best Agronomic Practices for Cotton Production.
- COCOBOD Ghana (2012): Doing good business with quality cocoa. Image block for extension sessions.
- COCOBOD Ghana (2014): Doing good business with quality cocoa. Producer's reference for a mature cocoa farm.
- CRIG (2010): Cocoa Manual. A source book for sustainable cocoa production.
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Sustainable Cocoa Business (2013): Doing good business with quality cotton. Producer's reference Nigeria.
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Sustainable Smallholder Agri-Business, Competitive African Rice Initiative (2014): Doing good business with quality irrigated dry season lowland rice. Producer's reference Nigeria.
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (2014): Description and Assessment of extension material for cocoa production in Ghana, Excel file, developed together with Cocoa Health and Extension Division (CHED) of Ghana Cocoa Board.
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Sustainable Smallholder Agri-Business (2015): Doing good business with quality maize. Learn about Good Agricultural Practice, 3D-Animation.
- Hoffmann, V., Gerster-Bentaya, M., Christinck, A. & M. Lemma (2009): Rural Extension Vol. 1: Basic issues and concepts, Weikersheim.
- Kachelriess-Matthess, S., Affonon, E. & B. Agbo (2005): Transforming research results into extension methods and extension aids. Designing extension material for the promotion of agricultural innovation amongst farmers with poor literacy in Benin.
- Matthess, A. (2010): 5 Questions to formulate key messages for agricultural extension. Presentation during a writeshop with Ghana Cocoa Board.
- West African Cotton Co. Ltd. (n.d.): Modern Agronomic Practices for Cotton Production.

The Sustainable Smallholder Agri-Business Programme (SSAB) of German International Cooperation (GIZ) is commissioned by the Federal Ministry of Economic Cooperation and Development of Germany. It supports 50 public and private partners in Ghana, Nigeria, Côte d'Ivoire and Cameroon to provide basic business skills training and business services for 350,000 farmers. The preceding Sustainable Cocoa Business project has developed the Farmer Business School approach in 2010 for cocoa production systems. So far over 310,000 farmers have graduated from the Farmer Business School and adopted improved techniques, business skills leading to yield and income increases. Over 40,000 producer have received technical training on good agricultural practice since 2015.

The European Union financially supports GIZ-SSAB since 11/2014 to implement the Cocoa-Food Link Programme under the New intra-ACP Commodities Programme for countries of Africa, the Caribbean Sea, and Asia (ACP).

Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Registered offices
Bonn and Eschborn, Germany

Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany

Sustainable Smallholder Agri-Business / Cocoa-Food Link Programme (PN 14.2258.3-400.40)
www.giz.de

Author M. Buama, A. Matthess

Illustrations © GIZ

As at November 2015

GIZ is responsible for the content of this publication