



Putting Research into Use

Challenges & Opportunities for Fairtrade

Morris Akiri, Regional Director, CABI Africa, Nairobi
Africa Fairtrade Convention, Accra

www.cabi.org

KNOWLEDGE FOR LIFE

The Problem

Much research that would improve farmers' yields, quality, sustainability, profitability.... never gets used.

Papua New Guinea Cocoa produced on...	Yield tonnes/ha	
Research station	4.0	
Plantation	1.0	
Smallholder farm	0.25	

A **research** problem?

A **dissemination** problem?

An **uptake** problem?

The Research Problem



How can farmers be more actively involved in the research that is meant to benefit them?

What is Fairtrade's role in this?

Who decides details of on-farm trials?

Making research more relevant

Stakeholder participation - especially farmers

- Governance, funding of research organisations
- Prioritisation of research areas
- Design of trials and experiments
- Data collection, analysis
- Communication of results
- Monitoring and Evaluation



The Extension Problem



How can farmers get better access to information on improved varieties, production practices etc?

How can Fairtrade contribute?

41% mobile penetration in Africa

Disseminating Information Using different approaches



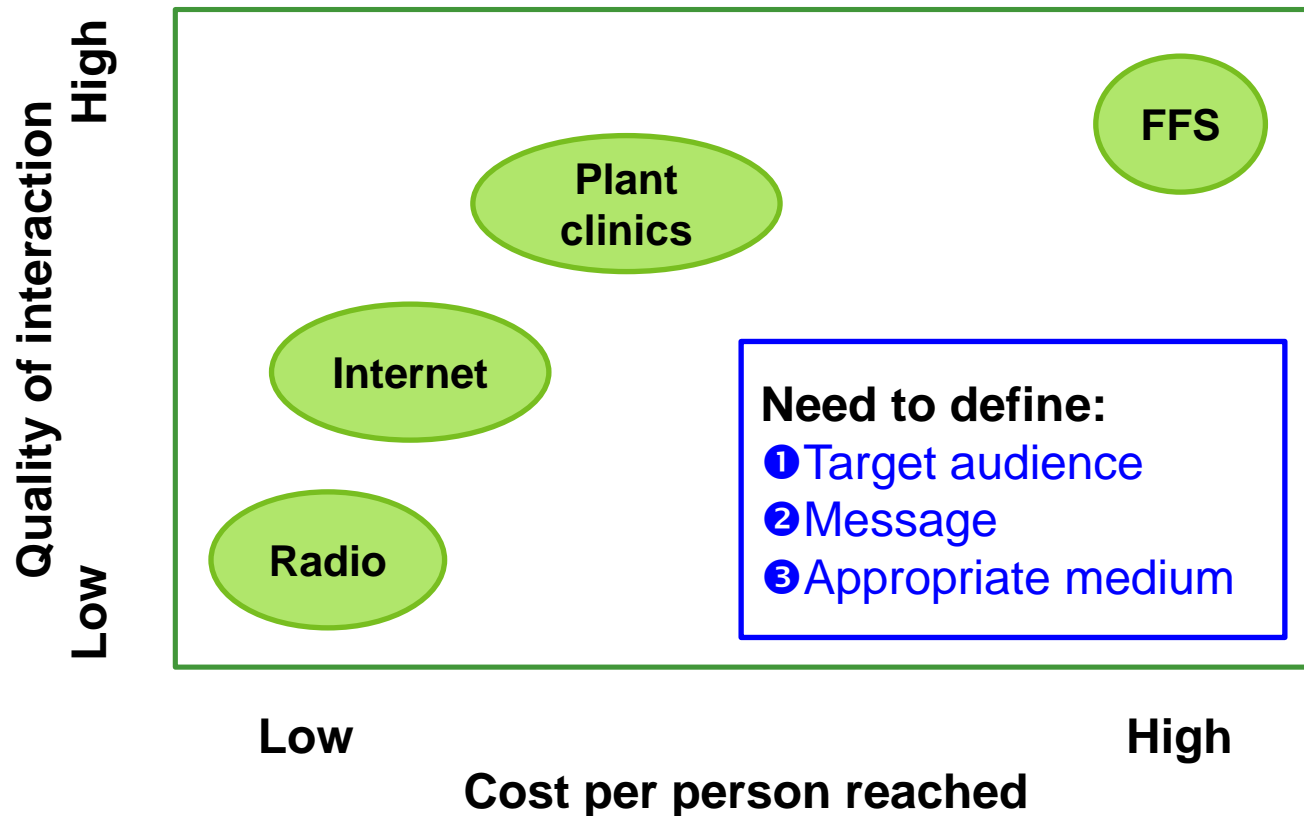
Cocoa Newspaper: W Africa

- Farmer to farmer videos
- SMS-based systems
- Printed posters, leaflets
- Mobile cinema
- Local radio
- Theatre/music
- Farmer exchange visits
- Field days
- Demonstration plots

Use multiple approaches; different costs and benefits

Disseminating Information

Costs/benefits of different approaches



Disseminating Information

Plant Clinics: Advice on demand

- Like a human health clinic; run by a “plant doctor”
 - Front line staff, linked to
 - diagnostics experts, researchers, input suppliers
- Half a day every 1-2 weeks
- Public place, eg market
- Farmers bring sick plants
- Doctor listens, looks, asks
- If possible, diagnosis
- Advice/prescription



Disseminating Information Databases & Portals



[Partners](#) | [Contact us](#)

[Home](#)

[About Plantwise](#)

[Pest management](#)

[Pest distribution](#)

[Plant Clinics](#)

[Plantwise community](#)

Knowledge Bank: Pest management



Information from CABI and partners to support the identification and management of plant pests...

[More >>](#)

Knowledge Bank: Pest distribution



Distribution data from CABI and partners on over 2,500 pests, brought together in an interactive mapping tool...

[More >>](#)

Plant Clinics



Information on the Plantwise Plant Clinics – what they are, the benefits to farmers, and how to get involved...

[More >>](#)

Plantwise community



Access to the Plantwise Blog, and information on how we are growing our plant health community...

[More >>](#)

Disseminating Information Databases & Portals



[Partners](#) | [Contact us](#)

Home
About Plantwise
Pest management
Pest distribution
Plant Clinics
Plantwise community

Pest Map home
About the Pest Map
Terms and conditions
Help

Select a species: **Or, enter a species name:**

Map filter tools

Sources

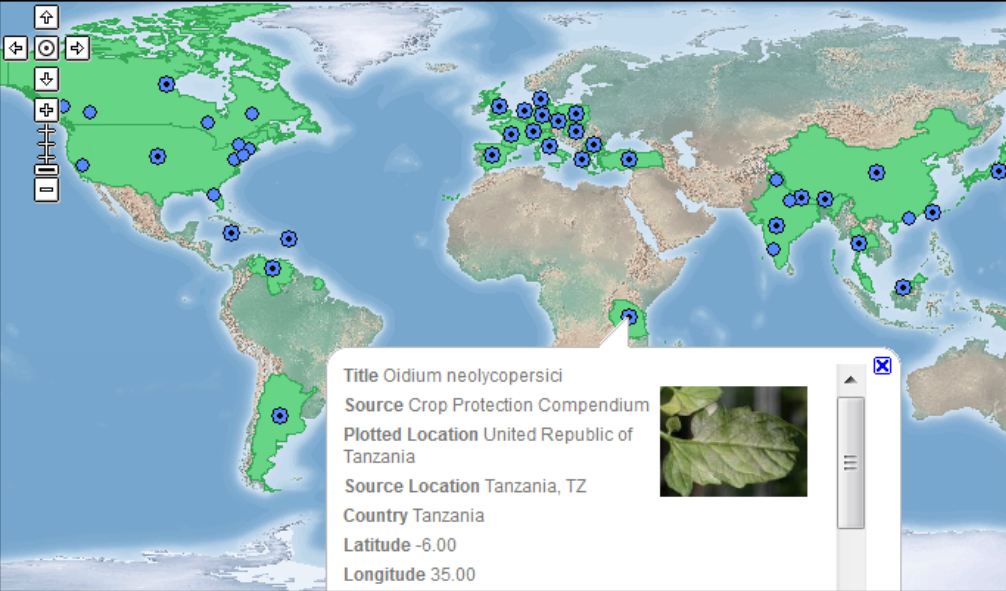
- Distribution Maps of Plant Pest & Diseases (DMPPD) (2003-present) (41 recs) ?
- Plantwise Plant Clinics (0 recs) ?
- National Biodiversity Network (UK Only) (0 recs) ?
- CAB Abstracts Text Mining (0 recs) ?
- Manually Added Data (0 recs) ?
- Crop Protection Compendium (44 recs) ?
- CABI Projects Data (0 recs) ?

Add a base layer ?

▼

Advanced filter options ?

Köppen-Geiger Climate Zones



Title Oidium neolycopersici

Source Crop Protection Compendium


Plotted Location United Republic of Tanzania

Source Location Tanzania, TZ

Country Tanzania


Latitude -6.00

Longitude 35.00



● Pest report at country level
 ● Pest report at sub-country level

Disseminating Information Databases & Portals

cabdirect provided by  www.cabi.org

About CAB Direct | Tell us what you think | Contact Us

Home Help Thesaurus

20013094691

[Advanced Search](#)

Search results

20013094691

returned 1 results

1 to 1 of 1 results Show me: Results per page:

Mark: [All](#) / [None](#)

★ 1 Identification of two powdery mildew fungi, *Oidium neolycopersici* sp. nov. and *O. lycopersici*, infecting tomato in different parts of the world. Kiss, L.; Cook, R. T. A.; Saenz, G. S.; Cunnington, J. H.; Takamatsu, S.; Pascoe, I.; Bardin, M.; Nicot, P. C.; Sato, Y.; Rossman, A. Y.; Cambridge University Press, Cambridge, UK, **Mycological Research**, 2001, 105, 6, pp 684-697, 71 ref.

A worldwide study of the *Oidium* species, causing economic damage on tomato, has identified two taxa using classical morphological, scanning electron microscope (SEM) and molecular phylogenetic analyses. The material consisted of a total of 25 tomato powdery mildew isolates and 29 herbarium specimens coming from all continents where tomatoes are grown. A taxon with non-catenate conidia widespread i...

[View Abstract »](#)

Mark: [All](#) / [None](#)

Subscription Information

ICRAF
(logged in via IP address)
[Show Details](#)

[Log into a different account](#)

[MyCABDirect](#)
[About MyCABDirect](#)
[Create a free account](#)

Tools

-
-
-
-
-
-

Did you know? With a FREE MyCABDirect account you can save your searches, create reading lists, subscribe to RSS feeds and email alerts and share with others? Create your MyCABDirect account now!

Refine Results

Refine your search

▸ Full Text

The Uptake Problem



What factors encourage uptake of new technologies and methods?

Which of these can Fairtrade assist with?

Microinsurance market in Africa is less than 1% of its potential value (ILO, 2010)

Uptake of New Technology Constraints and Solutions

Higher cost of inputs

- Microcredit
- Input subsidy

Risk (drought, flood, pests etc)

- Microinsurance

No market for extra production

- Market linkages

Small scale not cost effective

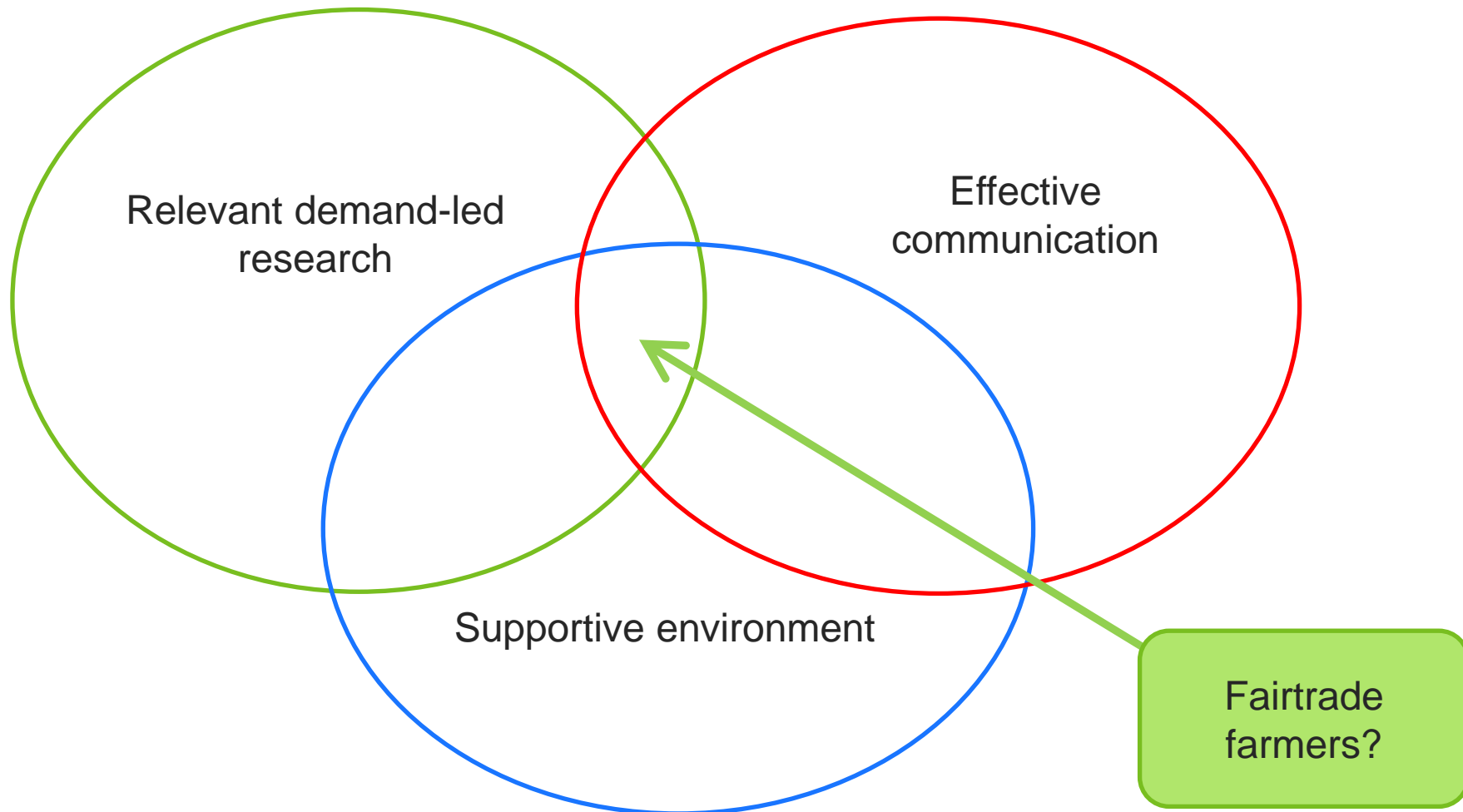
- Producer groups, coops

Policy not conducive

- Work to influence policy, regulatory change



Putting Knowledge to Work



Thank You