Context

- Agricultural extension is crucial for promoting equality of opportunity among smallholders
- Ethiopia has one of Africa’s largest extension systems:
  - >17.5 million smallholder farmers
  - 1 extension agent per 400-500 farmers

Innovation

Video production with local farmers
Screening & discussion

Monitoring & analysis

IFPRI partners with Digital Green (DG) and the Ethiopian Ministry of Agriculture to evaluate the effectiveness of the method. Key questions:

- Does this approach increase uptake of agricultural technologies?
- Is it more effective when targeted at both spouses?

Future steps

Year 1:
- Cost effectiveness analysis
- Extension agent analysis
- Adoption validation analysis

Year 2:
- Persistence of impacts
- Within-kebele spillover effects
- Impact on yields & incomes
- Adoption validation and yield estimation using GIS data

Results of the evaluation show that video-mediated extension:

- reaches a wider audience
- improves farmers’ knowledge about focal technologies/practices (including women farmers’ knowledge)
- increases adoption rates

Impact pathway

Based on the analysis of data from surveys of 2,422 households and 896 extension agents

Over 410,000 farmers (28% female) reached through video-based training across 118 woredas of the 4 regions

This document is licensed for use under the Creative Commons Attribution 4.0 International Licence. May 2019