

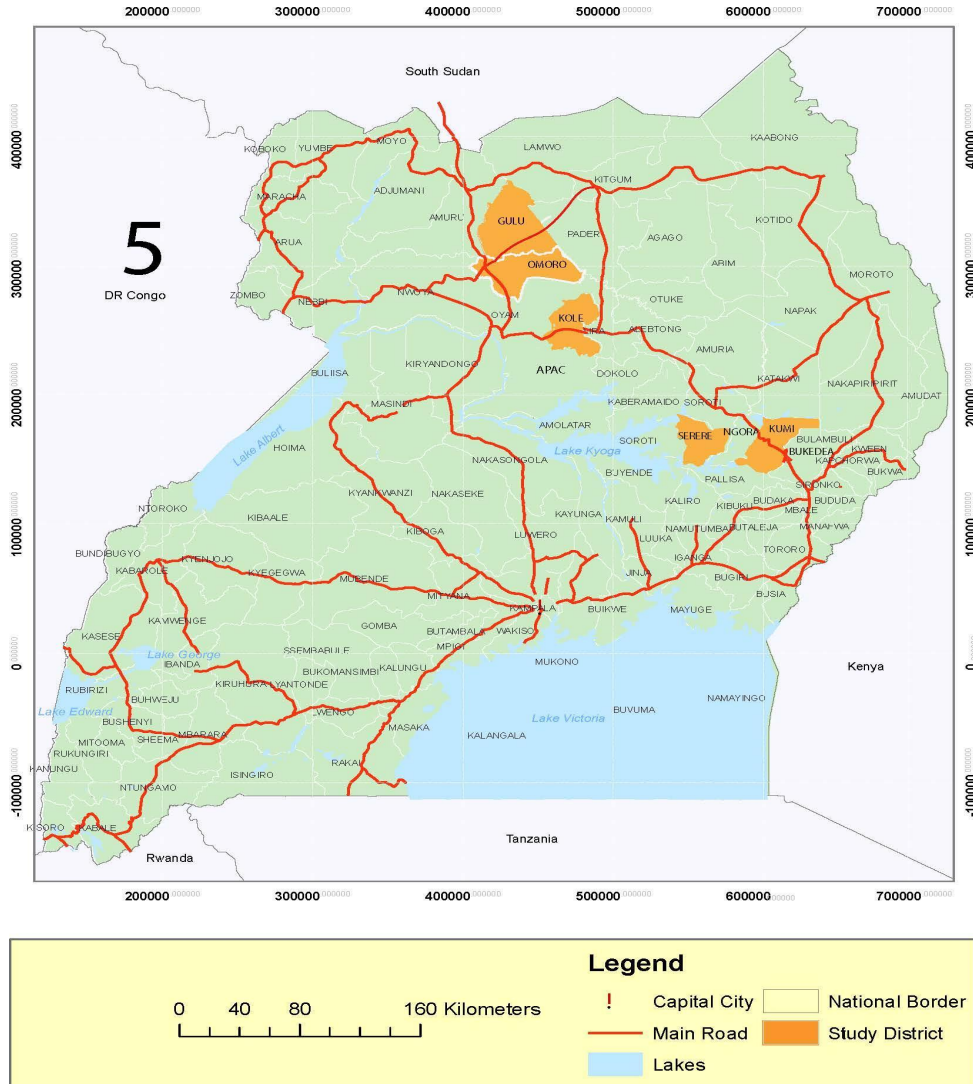
Motivating Factors Influencing Youth Smallholder Farmers to Adopt Sweetpotato Seed Technology: A Means-End Chain Approach"

From Research to Impact: CGIAR Gender Conference, New Delhi

Sarah Mayanja, Norman Kwikiriza, Janet Mwende, Julius Okello
and Joseph Ssekandi

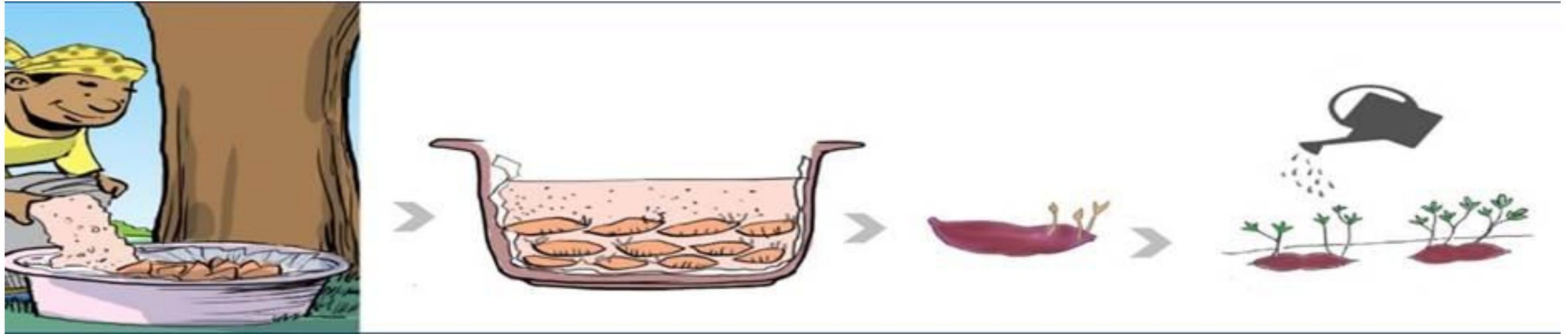
INTRODUCTION

MAP OF UGANDA SHOWING STUDY DISTRICTS



- Sweetpotato has potential to address food insecurity and poverty
- But: faces low productivity, seed availability, and youth engagement
- The Triple S (Storage, Seed, Sprouting) can address seed access in arid regions
- Low adoption of Triple S especially by youth

TRIPLE S (STORAGE, SAND, SPROUTING)



Root based seed technology for arid and semi-arid areas

Simple, easy, avails seed on time

“What would motivate the youth to adopt the Triple S ?”

Methodology

Means End Chain (MEC) to assess technology adoption (Okello et al. 2016, 2021)

30 Triple S Users (15F, 15M);

30 Non-Users (15F, 15M)

Demographics,
advantages and
disadvantages of
Triple S

Soft and Hard
laddering to elicit
three most
important
attributes

Attributes -----
Consequences
-----Values

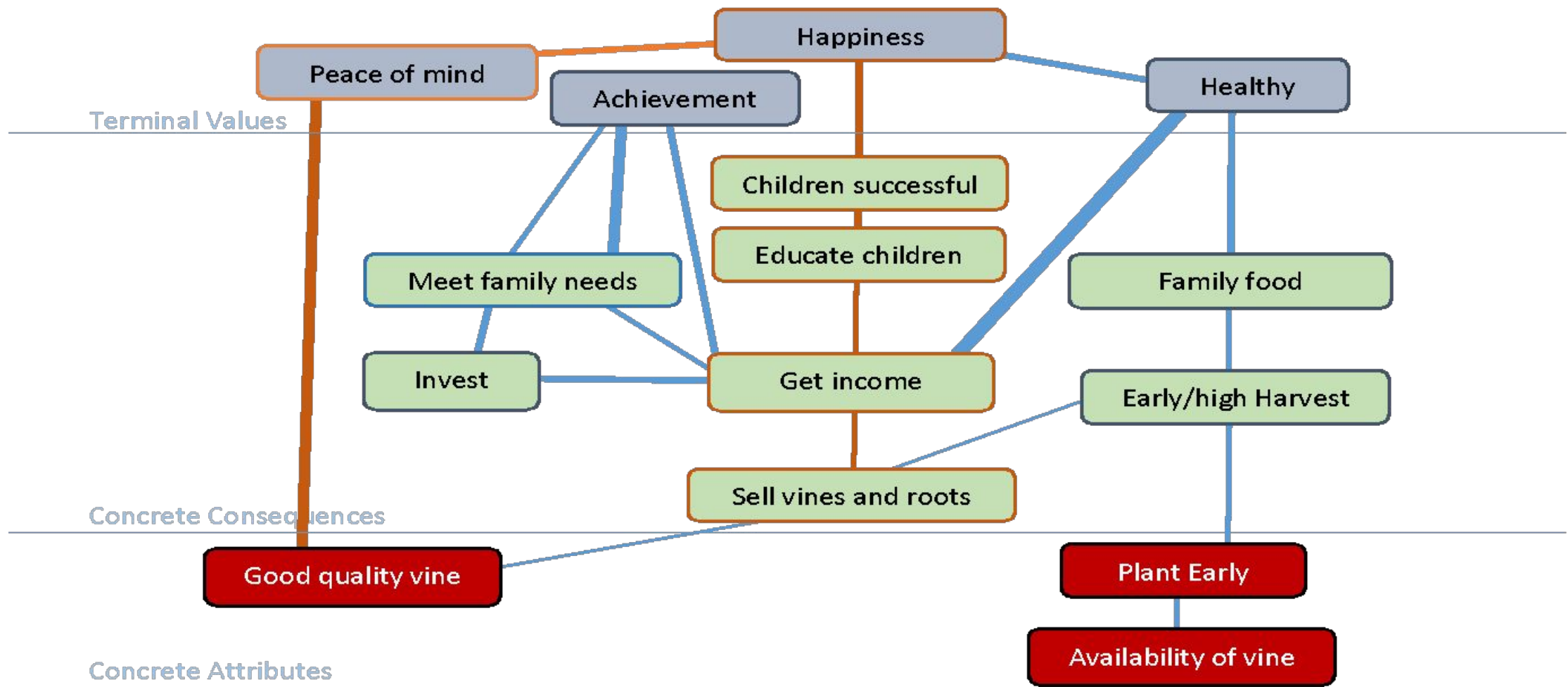
Analysis: Excel:
implication matrix,
HVMs in LadderUx

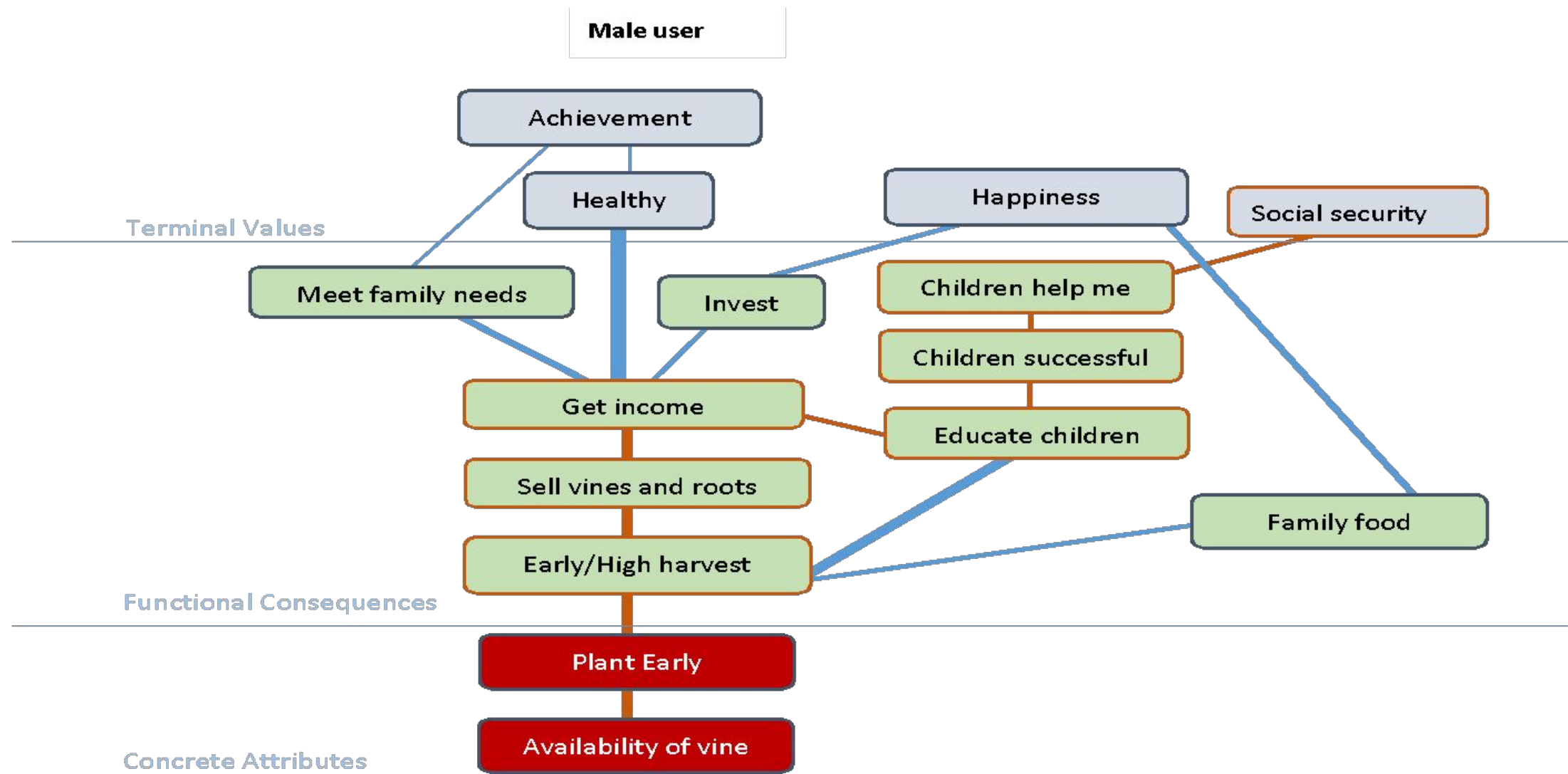
For users: 'Why is
this important ?'

Nonusers: Why
does this matter'

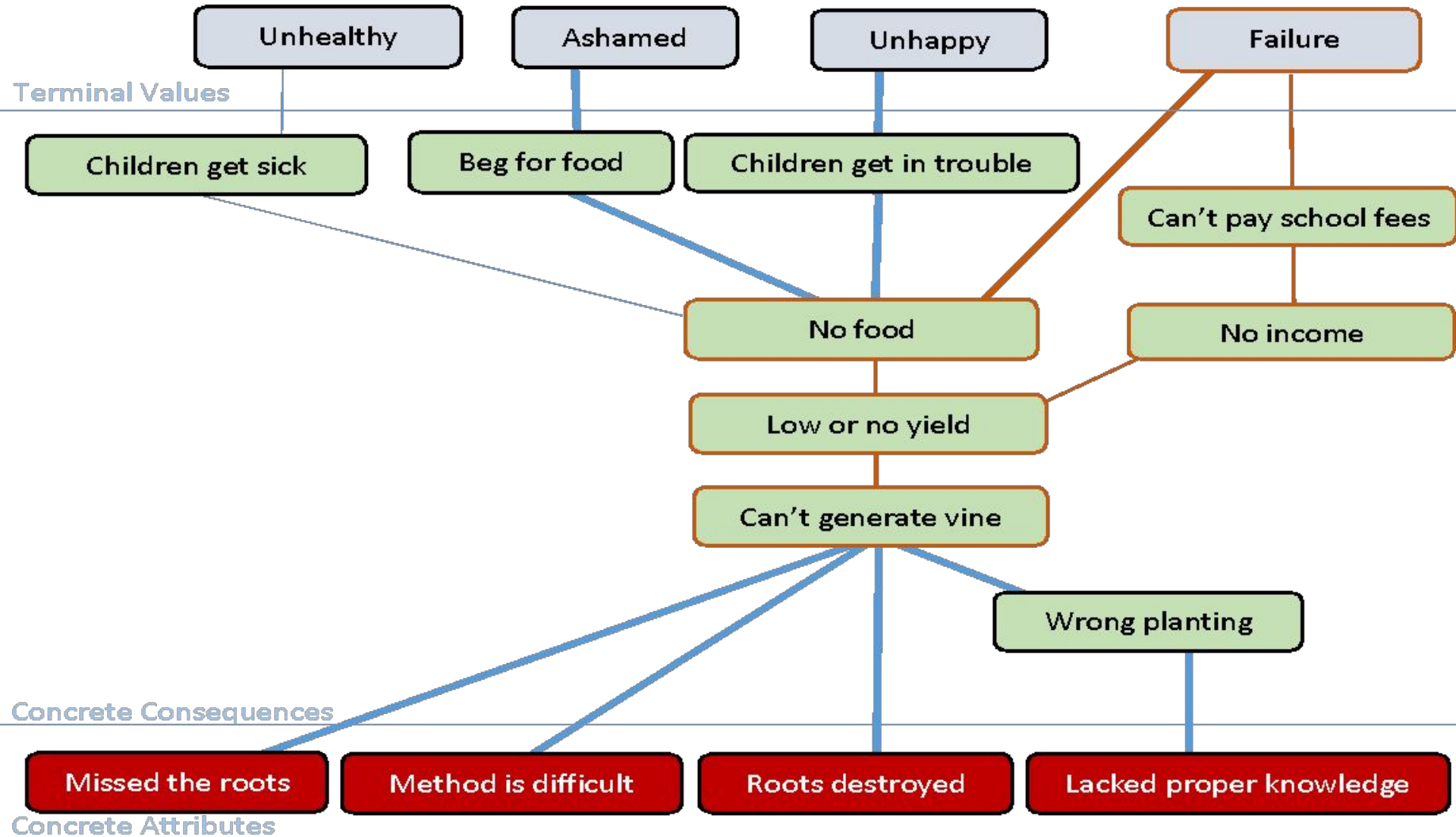
FINDINGS

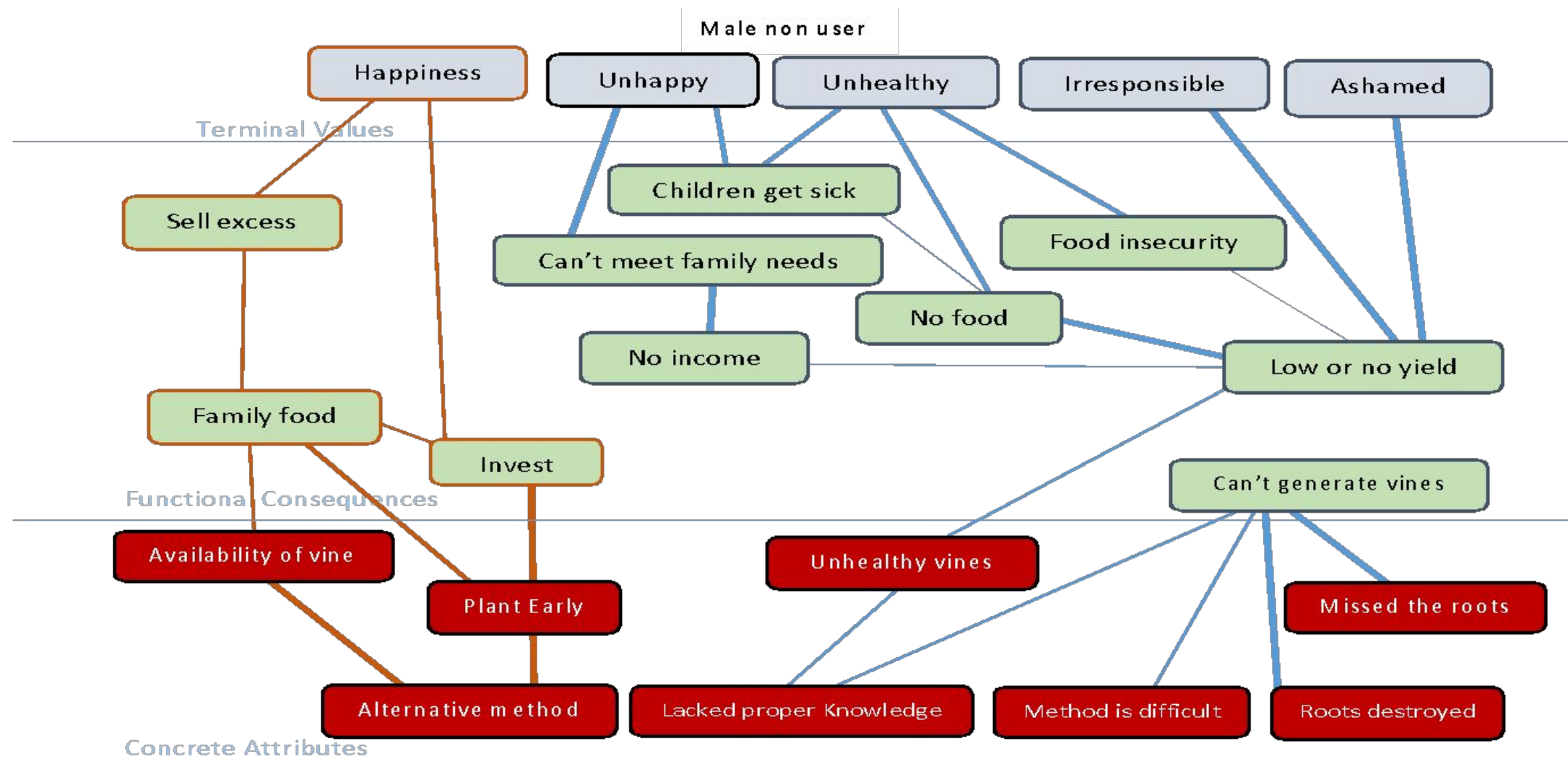
Female user HVM





Female Non user HVM





Implications: motivating youth to adopt Triple S

- Align technology diffusion strategies to gender roles
(Attribute: good quality vinesValue: Peace of mind)
- Knowledge and training: appropriate language, ICT, timing, inclusive participation, access to resources (Attribute: Lack of Knowledge Value: Failure)
- Design holistic strategies: agronomists + social economists + gender = technical aspects + marketing incentives + social norms + agency + access to resources (Consequence: get income Happy, Healthy, Achievement).