

Tailored outreach communications for farmers in Guatemala and Mexico

Project Title: P1604 - Digitally integrated approaches for managing climate risk and increasing food security

Description of the innovation: In collaboration with Anacafe, Ministry of Agriculture, URL, TNC, and INSIVUMEH in Guatemala and CIMMYT, Ministry of Agriculture, and the Met Service of Mexico, we developed tailor agroclimatic outreach communications with the farmer's needs. This includes (1) radial spots and videos translating in a simple way the LTAC's agroclimatic bulletins information and disseminating these in wide-ranging local radios among farmers communities, and (2) new easy-to-read versions of agroclimatic bulletins with graphic content based on the farmers' understanding.

New Innovation: No

Stage of innovation: Stage 3: available/ ready for uptake (AV)

Innovation type: Research and Communication Methodologies and Tools

Geographic Scope: Multi-national

Number of individual improved lines/varieties: <Not Applicable>

Country(ies):

- Guatemala
- Mexico

Description of Stage reached: We designed more tailored communications mechanisms, and we successfully pilot them in three regions: the Central-South region (7 departments) and in the El Progreso department in Guatemala, and Chiapas state in Mexico.

Name of lead organization/entity to take innovation to this stage: <Not Defined>

Names of top five contributing organizations/entities to this stage:

- TNC - The Nature Conservancy
- ANACAFE - Asociacion Nacional del Cafe
- SAGARPA - Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food/Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación (Mexico)
- SADER - Secretaria de Agricultura y Desarrollo Rural (México)
- URL - Universidad Rafael Landívar
- CIMMYT - Centro Internacional de Mejoramiento de Maíz y Trigo / International Maize and Wheat Improvement Center

Milestones:

- Expanded set of development organizations, sub-national initiatives testing climate services and using CCAFS outputs for climate risk management services
- Additional institutions or major initiatives mainstream climate risk management services, incorporating CCAFS output. Services developed in prior years will be strengthened, scaled up, evaluated.

Sub-IDs:

- 2 - Reduced smallholders production risk
- 29 - Enhanced adaptive capacity to climate risks (More sustainably managed agro-ecosystems)

Contributing Centers/PPA partners:

- CIAT (Alliance) - Alliance of Bioversity and CIAT - Regional Hub (Centro Internacional de Agricultura Tropical)

Evidence link:

- <https://insivumeh.gob.gt/mesas-agroclimaticas>

Deliverables associated:

- D26946 - Compilation of Agroclimatic Technical Bulletins of Chiapas, Mexico, 2020 (<https://cgspace.cgiar.org/handle/10568/111388>)
- D26945 - Compilation of Agroclimatic Technical Bulletins in Guatemala, 2020 (<https://cgspace.cgiar.org/handle/10568/111387>)

Contributing CRPs/Platforms:

- CCAFS - Climate Change, Agriculture and Food Security