

Scaling of feeds and forages technologies in East Africa

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1. Introduction

Improved *Brachiaria* Hybrids, *Brachiaria* Cultivars and *Panicum* Cultivars have been planted in Central and Western Kenya and raised a growing interest of farmers.

2. Objective

Improving the productivity of dairy farms in East Africa by a large scale adoption of improved forages.

At least **70,000 farmers** will be reached by the improved technologies **by 2023**.



Farmers have to **know about a new technology** before they are willing to adopt it



Interest has to be **raised**



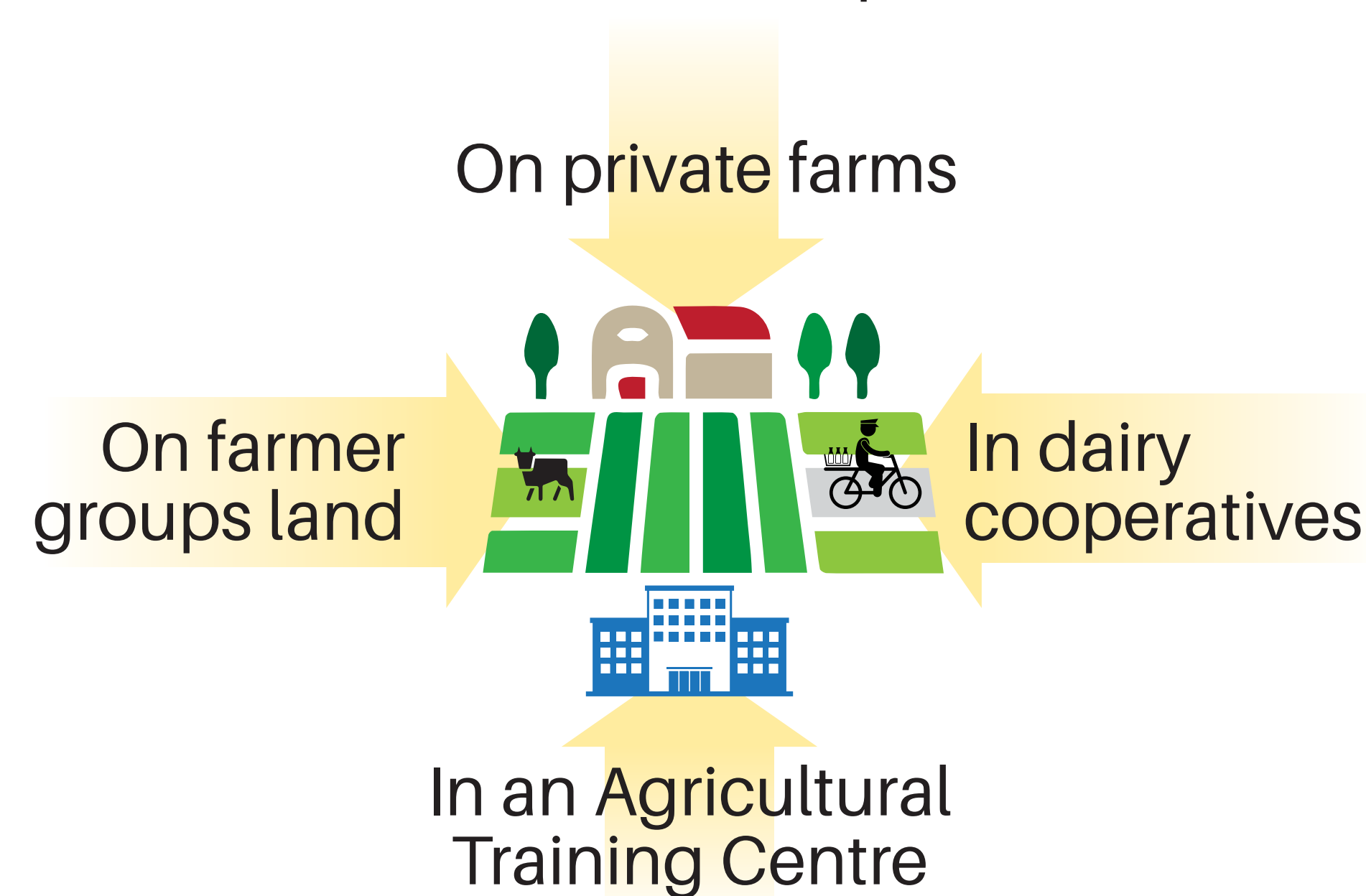
Farmers have to be **familiarized with the technology**



Learn how to use it and **experience the additional value** it brings to their farming systems

3. Methods applied

Establishment of more than 50 demonstration plots:



4. Main scaling approaches



Trainings



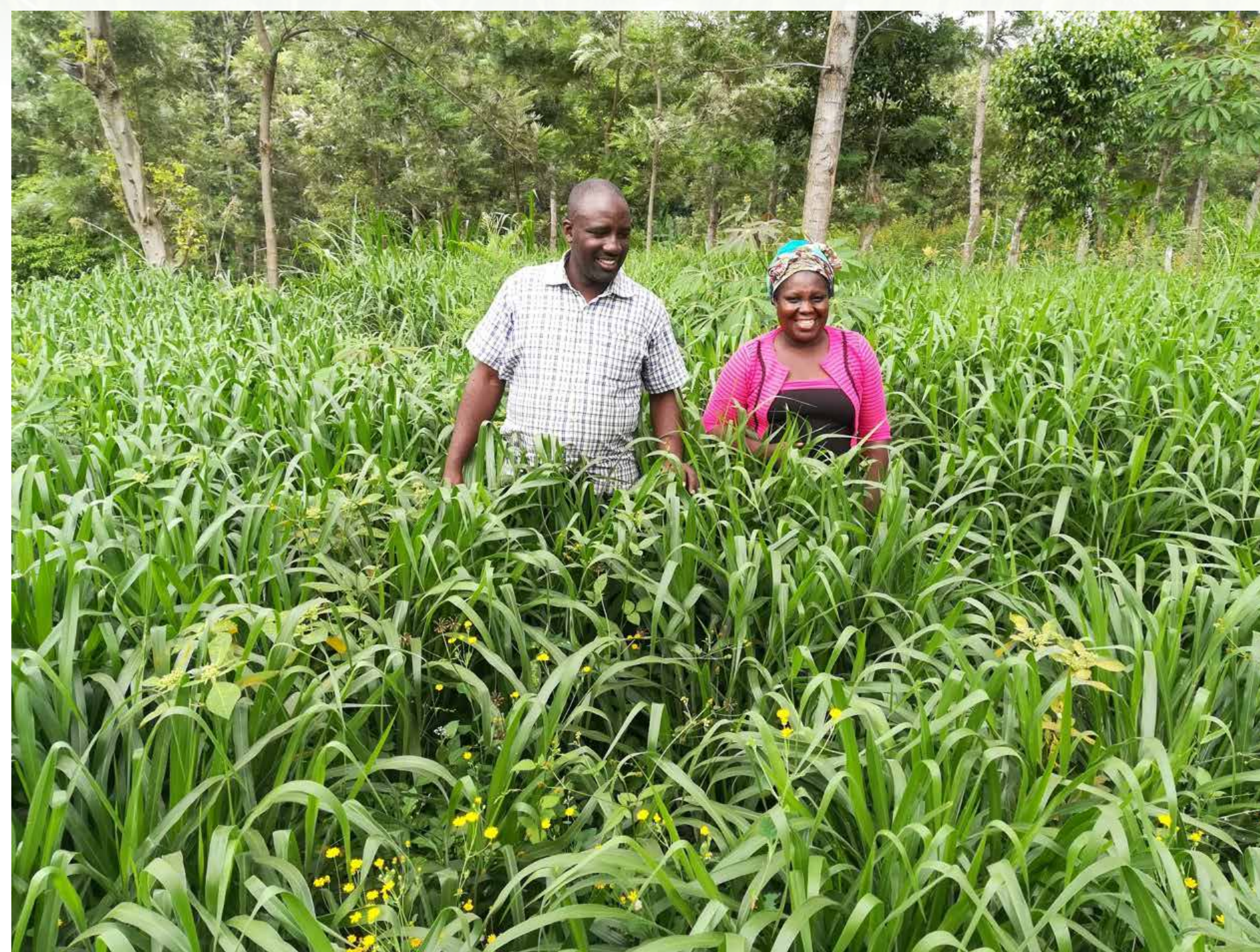
Field days



Demonstration plots



Partnerships



Improved forages **narrow down the feed gap** during dry seasons and provide increased quantity of high quality feed over the year.



Farmers report on **higher milk yields** due to improved feeding practices and **less expenditure** in buying external feed.



5. Achievements so far



More than

11,000

Farmers reached so far

16% of the goal -->

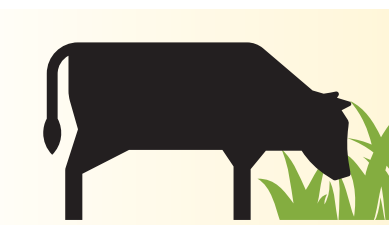


Increasing demand

from farmers, farmer groups and dairy cooperatives

Dairy cows fed on *Brachiaria*

increase milk production



up to

30%

6. Lessons learnt

Traditional approaches do work to increase the outreach of a new technology but to reach out in scale, **a system change has to be initiated**, through raising awareness, policy advocacy etc.

Traditional approaches have to be supported by **modern media campaigns**.

Strong partnerships especially with the private sector create a sustainable change and outreach in scale

7. Way forward

More partnerships have to be initiated, as with the private sector.

Seed companies to **improve the offer, availability and accessibility** of forage seeds.

Dairy **cooperatives to reach out** to their members.

NGOs, Development Agencies and National Agricultural Research Institutes to **use their partner networks and to create synergies**.

Integration of scaling activities in a growing number of project proposals

Scaling and intensification of the activities to other East African countries

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