

# Understanding Agribusiness- based advisory services

## Summary of findings

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**KIT** Royal  
Tropical  
Institute



# Diversity in ways to organize ABAS

Advisor-farmer ratio	Number of cases
< 49	5
50-199	9
200-499	3
> 500	7
No information	5

## 4 Recommendations

- Strategic choices on the advisor-farmer ratio
- Content related to ‘farming as a business’
- Interactive extension methods and tools
- Handling rapid developments ICT-based communication tools



# Farmer feedback – learning from farmers

- Use of regular “commercial” data; but limitations
- Mostly semi informal feedback systems for ABAS; too little?
- Rec: Capture & process feedback available with staff, include ABAS questions in existing M&E, update on software for handling farmers’ feedback



## Best Practice Advances in ICT-based feedback systems

*Farmer Field Book* Olam Cameroon

*CoCo feedback platform* Digital Green

*MIO mobile platform info management* Sidai Africa

# Handling farmer (non-) adoption

- Complex processes
- 50% shows limited understanding
- Rec: Deepen understanding, differentiate farmer categories, tailor advisory services



## Best Practice Afrisem-Rijkzwaan

Integrating on-farmer research for technology development or adaptation

# Financial sustainability

- Costs covered from core business!
- Cost – benefit understanding?
- Cost review options: advisor–farmer ratio, lead farmers or agrovets, ICT

***Best Practice:  
The Tata Kisan Sisan Network***

30 farmer resource centres ('hubs'), 800 retail shops, close to 3 million farmers



# **DEVELOPMENT OUTCOME**

- Outcome of advisory services or of overall business approach
- Significant outcome documented: productivity – income
- Limitations are in farmer reach



**Best Practice: the Moyee  
Blockchain pilot**

Creating full transparency in  
the chain

# **A final word**

- **What can public extension learn from ABAS?**



# Contact

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Report <https://www.kit.nl/sed/news/workshop-understanding-agribusiness-based-advisory-services/>



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