



EAST-WEST SEED



Knowledge Transfer - the East-West Seed approach

Rutger Groot, Chairman Knowledge Transfer Foundation East-West Seed

Our business model: integrated seed company



R&D



- Plant breeding technologies to improve crops for specific market needs
- Upgrading the quality of vegetables
- 14 R&D stations in 6 countries

Seed production



- Contract farming creates employment for farmers in rural areas
- Ensures steady supply of high quality seeds

Seed processing & QA



- State-of-the-art seed processing facility
- ISTA certified QA laboratory
- Seed technology to add value

Marketing & distribution



- Local distribution network
- Export to regional markets in 60+ countries

Knowledge Transfer



- Knowledge transfer to farmers on modern practices
- On-field demos
- Peer learning

Why we need knowledge transfer



- Lack of access to knowledge and skill development
- Poor farm practices or traditional cultivation techniques
- Limited access to improved vegetable varieties and agri-supply inputs
- Public extension barely functions in many countries
- Public extension excludes vegetables

Increasing the income of smallholder farmers

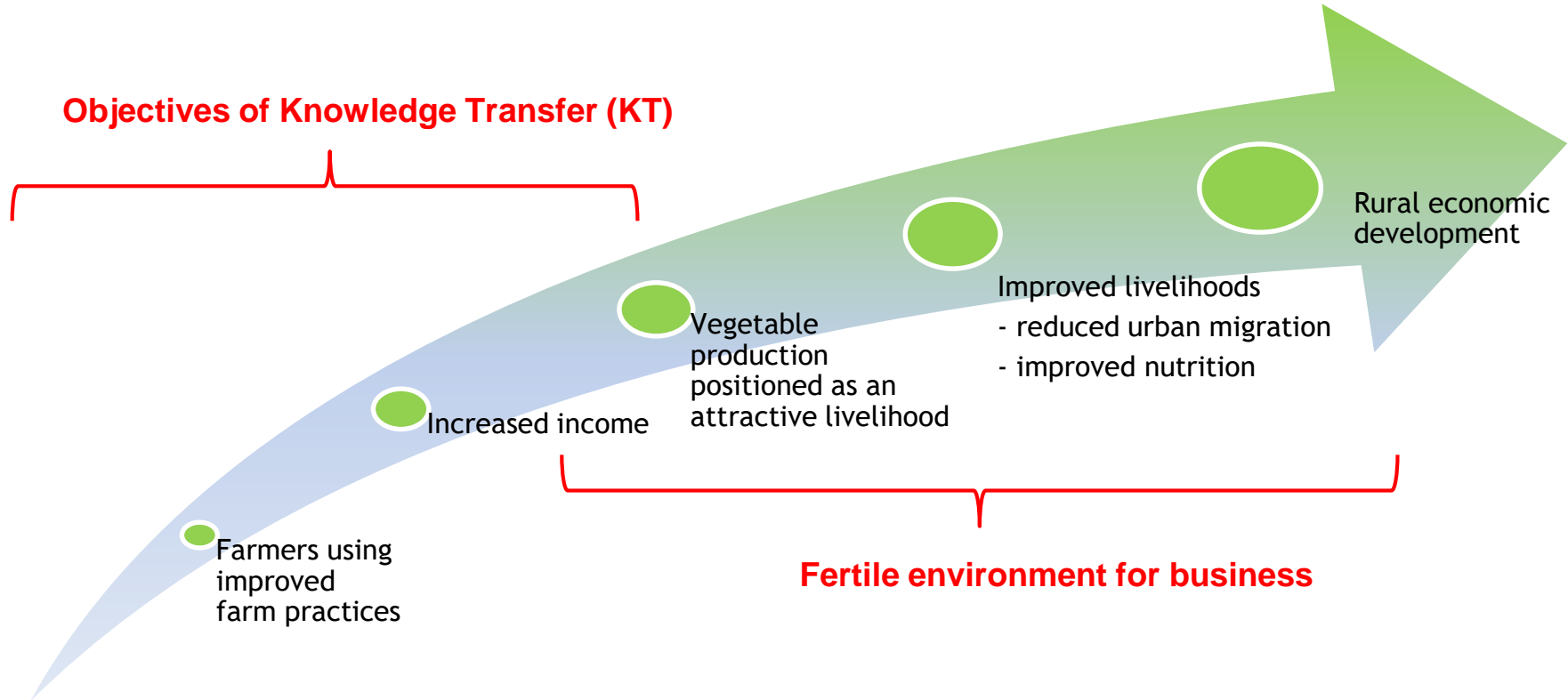


**Access to
quality
seeds**

**Higher income
and
productivity**

**Better
farm
practices**

Impact to the economy



VISION

To be the partner of choice in the development of a vibrant and sustainable vegetable sector, bringing widespread impact to smallholder farmers.

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MISSION

To improve the livelihood and income of farmers by sharing them unbiased and evidence-based knowledge and information.

- | | |
|-------------------|---|
| 1. Training | Sessions to discuss techniques linked to the growth stages of the crops |
| 2. Demonstrations | Showcase improved practices to inspire other farmers |
| 3. Field Days | Invite farmers from the area to learn, review and discuss the improved techniques applied |

- Use of hybrids seeds
- Use of trays and protected nurseries for seedling production
- Raised beds
- Mulching
- Proper field layout
- Integrated pest management
- Integrated crop management

KT operations across EWS group



AFRICA

- Ethiopia
- Ghana
- Nigeria
- Tanzania
- Uganda

ASIA

- Bangladesh
- Cambodia
- India
- Indonesia
- Myanmar
- Philippines
- Thailand

TRAINING (practical from land preparation to harvest)

PHILIPPINES



TANZANIA



CAMBODIA



INDIA



THAILAND



INDONESIA



MYANMAR



UGANDA



DEMONSTRATION





Knowledge Transfer as part of business strategy



1. WORK FOR

- Smallholder farmers
- Students in higher education

2. PARTNER WITH

- GO's and development agencies
- Educational Institutions
- Government Departments
- Local business

3. DIALOGUE WITH

- Donors
- NGO's
- Government

Direct outreach to smallholder vegetable farmers



Reaching directly to farmers:

- 23,000 in 2015
- 36,000 in 2016
- 70,000 in 2017
- 100,000 in 2018
- Long term target 200,000/yr

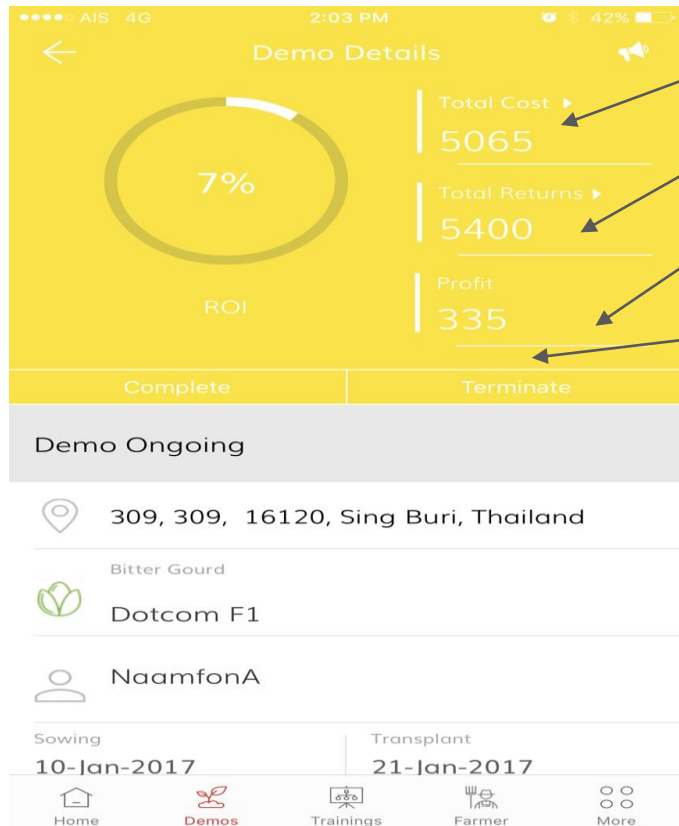
Wider indirect outreach through:

- Crop guides (agro dealers)
- Social media and YouTube
- Linking with existing platforms
- Training service providers (input dealers, NGOs, govt extension etc)

- Monitor on-going approaches (training, demo and field days) per area/ country
- Keep records of cost and return of farmers to generate analysis
- Directly of farmers and staff during visit
- Generate reports for all level of managers and technical specialists



KT app: screen of cost and returns per crop



Total costs on the demo, **actual costs**.

Total returns on the demo, **actual returns**.

Returns - Costs = profit

The color of the upper side screen changes as per the profit percentage as below ranges:

0-40% - Yellow, 41-60% - Orange, 61-100% - Green





- Knowledge catalyses innovation
- Competitive input markets
- Quality production aligned to local markets
- Sustainable production
- Higher incomes
- Vegetable seen as a rewarding livelihood

KNOWLEDGE TRANSFER MECHANISMS IN SMALL-SCALE FARMING FAMILIES: A FOCUS ON GENDER

CASE STUDIES ACROSS SOUTHEAST ASIA

From a research study by Johann Bonnand
Under supervision of Sigrid Wertheim-Heck
With Wageningen University and Research



GENDER AND EXTENSION

Extension services

- “Technology transfer” => strengthening of farmers’ ability and capacity
- Variety of actors
- Variety of extension services
- Empowerment of rural communities should optimize the use of inputs => increased income

Gender, extension and social capital

- Weak access and inappropriate extension services for female farmers
- Social capital: isolation of women
- Importance of peer learning to cope with knowledge gap



OBJECTIVES

Objectives

- Unveil the knowledge transfer mechanisms within a family, community or village
- Uncover the women's role and situation in this knowledge transfer
- Understand how to ensure a continuous transfer of knowledge in these communities





INDONESIA

Context in West Timor

- Limited gender gap
- Uncompetitive market
- Work in groups on common demonstration plots

Women's role and situation

- Proactive involvement of female farmers compared to wait-and-see behaviour from male farmers
- Strong link between members of farmers' groups reducing gender issues

Knowledge transfer mechanisms

- Enhanced peer learning through a collective work and mind-set
- Learn theoretically and in practice
- Before sharing, they want to gain confidence
- Challenges: experience, wait-and-see behaviour

THAILAND



Context

- Competitive market
- Access to modern inputs and information
- Vegetable, a side-activity

Women's role and situation in KT

- Low incentive from male farmers to attend trainings
- Common decision-making
- Defined activities in the field according to gender
- Relative gender equality/strong beliefs and rumours

Knowledge transfer mechanisms

- Observations but hiding information to each other
- Importance of success and pre-existent relationship for knowledge transfer between farmers
- Low trust in companies and theoretical trainings
- More interested in problem-solving support



CAMBODIA

Context

- Men working outside the farm
- Women working on small or home-gardening scale
- Labour scarcity, low market opportunities

Women's role and situation

- Most of participants are women
- Men take back the decision power when scaling-up the activity
- Preference for female trainers but importance of trust developed with the staff

Knowledge transfer mechanisms

- Observing and moving to other farms to gain knowledge, ask staff for new information
- Trust in more confident and experienced farmers
- Challenges: low mobility, low educational level, labour scarcity

MYANMAR



Context

- Situation of debt
- Diverse ethnicities
- Low market development

Women's role and situation

- Leader of the household is attending training
- High difference according to the ethnicity
- Knowledge transfer: Women -> Men OK! but Men -> Women \approx

Knowledge transfer mechanisms

- Low educational level is constraining gain of knowledge and farmers' exchanges
- Importance of experience and pre-existence of a relationship for knowledge transfer between farmers
- Challenges: low educational level, debts, resources access

ANALYSIS


Attendance to training

- Highly contextual but more women participating in training
- Men adopting more often a wait-and-see behaviour, lower interest in vegetable crops

Other factors influencing women's attendance

- | | |
|--|--|
| <ul style="list-style-type: none">• Low mobility• Pro-active behaviour• Household objectives• Educational level• Ethnicity | <ul style="list-style-type: none">• Household leadership• Main activity or source of income• Information from brokers• Organization of training |
|--|--|

Knowledge transfer at a family level

- Most of them share knowledge, verbally and in practice, shortly after training
- Men's leadership and women confinement to household chores => 

CONCLUSION

- In a competitive market, farmers **observe and discuss** with each other to adopt the **most profitable crops and practices**
- Importance of the **educational level** in farmers' **trust** and **exchanges**
- **Women** have sometimes an **important** role in **KT mechanisms** but it is highly **context-specific**

REFLECTIONS

- A more **participatory approach** to **combine theory** and **practice?** Requiring **group management**
- Encourage and enhance **exchanges between farmers** (key farmer certification?)
- Training of **more female extension officers**, make sure that **conditions** are **gathered** to make women **confident** to **participate** in training
- **Trainings** of **public** extension officers