

PD-ABD-995  
1527663

# ACDI

**Agricultural Cooperative Development International**

## **Farmer to Farmer Program**

**Mid Term Report**

  
March 9, 92  
J. Sola acdi.

**(June 1990 – November 1991)**

# TABLE OF CONTENTS

<b>I. INTRODUCTION</b>	
<b>II. CURRENT STATUS</b>	
- Core groups of farmers . . . . .	1
- Initial and follow-up visits . . . . .	1
- US volunteers . . . . .	2
- Training in the US and follow-up in Egypt . . . . .	2
- Technology transfer . . . . .	2
- Village meetings, on-farm demonstrations & video training sessions . . . . .	3
- Participation by non-core group farmers . . . . .	3
- Slide and video production . . . . .	4
- Project impact . . . . .	4
- Sub-projects . . . . .	5
- Institutional linkages . . . . .	5
- MOA involvement . . . . .	6
- Institutionalization of program . . . . .	6
- Target areas . . . . .	7
- Project beneficiaries . . . . .	8
<b>III. STRENGTHS AND ACCOMPLISHMENTS</b> . . . . .	9
<b>IV. ISSUES TO ADDRESS</b> . . . . .	12
<b>Appendix I : FTF audio visual materials</b> . . . . .	15
<b>Appendix II : Liaison with the MOA</b> . . . . .	16

## **I. INTRODUCTION**

November 30, 1991 marked the mid term point in Phase II of ACDI's Farmer to Farmer Program. With new project leadership in place and the upheaval of the Gulf War behind us, ACDI management initiated an internal assessment of the program: its current status, strengths and accomplishments, and issues needing to be addressed during the second half of Phase II.

The following pages highlights the strides and impact that FTF has achieved during the first 18 months of Phase II, but they also point to areas that need more attention. The FTF contract is an ambitious one, with some of the measurable outputs numbering in the thousands. While FTF staff are striving to meet all of the contract requirements - ranging from farm visits to MOA liaison - limited resources make this a challenging task indeed. Nevertheless, as the statistics, volunteer reports, and Egyptian farmers' feedback indicate, FTF is a valuable and popular program in Egypt.

An outside evaluation is scheduled for Spring 1992, and will provide ACDI and others with further insights into the Farmer to Farmer program. We look forward to applying the lessons learned and incorporating current strengths into a proposal for a third phase of the FTF program that could begin in Summer 1993, expanding this important program into other areas of Egypt.

## I. CURRENT STATUS

### Core Groups of Farmers

Contract requirement: 2 core groups of 300 medium- to large-scale farmers<sup>1</sup>, with each farmer receiving an average of 10 visits by US volunteers (a total of 3,000 visits).

	Alex <sup>2</sup>	Mansoura	Total
a) # farmers in core group	234	304	538
b) avg. # US volunteer visits per farmer	1.3	2.1	

To date in Phase II, all farmers who have been visited by a US volunteer one or more times are included in the "core group." These farmers became FtF participants either through MOA nominations or through individual requests for FtF assistance. FtF staff reviewed these nominations and requests, and then selected the core group of 600 farmers. The staff is now in the process of further refining this group by assessing members' willingness to participate actively in the program. Any who are not active will be eliminated from the group and replaced by farmers with a more serious interest in participation.

### Initial & Follow-up Visits

Contract requirement: 5400 initial & follow-up visits by US volunteers and/or ACDI staff.

	Alex	Mansoura	Total
a) # Visits by US Volunteers	320	646	966
b) # Visits by ACDI staff	390	550	940

---

<sup>1</sup>In the criteria for participant selection, a "medium size farmer" is identified as one who owns or manages no less than 5 acres of land or 20 heads of cows/buffalos.

<sup>2</sup>Numbers for the Alexandria office are consistently lower because it was established later than the Mansoura office. The Alexandria office was opened in November 1990, while the Mansoura office was opened in early 1988, during Phase I.

### US Volunteers

Contract requirement: approximately 180 US volunteer farm managers and technical specialists will be recruited.

a) # volunteers to visit Egypt: 40

### Training in the US and Follow-Up in Egypt

Contract requirement: 150 farmers and 30 extension agents to visit the US and to conduct farm visits, village meetings, and demonstrations upon their return.

	Alex	Mansoura	Total
a) # farmers to US	3	28	31
b) # extension agents to US	1	7	8
c) # farm visits by participants upon return to Egypt	2	58	60
d) # village meetings by participants upon return to Egypt	0	34	34
e) # demonstrations by participants upon return to Egypt	0	6	6

### Technology Transfer

Contract requirement: 100 new technologies to be transferred.<sup>3</sup>

	Alex	Mansoura	Total
# Volunteer recommendations implemented by FtF participants (see footnote)	28	74	102

---

<sup>3</sup>The FtF Program does not transfer "technologies" per se. Instead, FtF seeks to introduce new techniques, products, and practices through volunteer recommendations and US training. FtF staff thus measure success in meeting this contract requirement by measuring the number of volunteer recommendations actually implemented by the farmers.

Village Meetings, On-Farm Demonstrations, & Video Training Sessions

Contract requirement: 90 village meetings, 90 on-farm demonstrations, and 100 video training sessions.

	Alex	Mansoura	Total
a) # Village Meetings <sup>4</sup>	53	111	164
b) # On-farm demonstrations <sup>5</sup>	46	291	337
c) # Video Training sessions	42	82	124

Participation by non-core group farmers

Contract requirement: at least 4500 farmers outside the core groups will have participated in village meetings & farm demonstrations and/or video presentations conducted by US volunteers, FtF project staff, and/or returning Egyptian participants.

# Farmers <sup>6</sup> participating in:	Alex	Mansoura	Total
a) Village Meetings	421	3439	3860
b) Farm Demonstrations	1092	861	1953
c) Video Presentations	846	2879	3725

---

<sup>4</sup>According to the contract, village meetings are for "very small farmers" (page 7).

<sup>5</sup>The contract states that "The typical farm demonstration is intended for an audience of 25-30 farmers" (page 7).

<sup>6</sup>This number includes both core group and non-core group farmers, since the attendance lists at village meetings, farm demonstrations, and video presentations do not distinguish between core group and non-core group farmers. Moreover, non-core group farmers are not tracked on the MIS.

### Slide & Video Production

Contract Requirement: at least 30 slide and video training programs will have been produced.

	Alex	Mansoura	Total
# slide shows produced:	2	8	10
# videos produced:	1	8	9

A list of the topics of the slide shows and videos is included in Appendix 1. Some of them were produced by volunteers or FtF staff, so during the second half of Phase II, FtF staff will be reviewing these materials to assess whether they can "stand alone" as training tools; if not, they will be removed from the list. Also during the second half of Phase II, a professional video producer and photographer will be sub-contracted to assist with the production of additional materials.

### Project Impact

Contract requirement: a formal assessment will be made of the degree to which US volunteer recommendations were effectively followed, and an analysis will be made of increased Egyptian farm yields and incomes resulting from the use of new and improved farm practices.

A formal evaluation is scheduled for Spring 1992. In the meantime, FtF staff have made preliminary calculations of the project's impact. While MIS data input is not yet complete, an initial assessment indicates the following:

	Alex	Mansoura
a) % of recommendations followed <sup>7</sup>	57.3%	32.3%
b) % increase in farm yields	N/A	15 - 20%
c) % increase in incomes	N/A	25%

---

<sup>7</sup>Reasons for not applying recommendations include seasonal delays (e.g. a farmer is waiting until the appropriate season arrives before applying the recommendation), financial constraints, and a need for further explanation or follow-up.

### Sub-Projects

Contract requirement: 12 different technology transfer activities. (Please see footnote #3).

	Alex	Mansoura	Total
# activities	2	2	4

Four courses in Basic Herd Health and Management have been offered, reaching over 250 participants. Topics included: how to conduct a physical exam; use of basic medical instruments (thermometers, syringes); injection dosages, sites and methods; use of herbal medicines; conventional medicines and applications; parasite prevention and control; treatment for chemical poisons; mastitis prevention and control; nutrition; and hygiene.

### Institutional Linkages

Contract requirement: horizontal & vertical linkages will be strengthened between the National Agricultural Research Center, its extension department, governorate level departments of the MOA, Egyptian agricultural cooperatives, and private farm operations.

#### Description of Linkages:

**NARP Management:** Dr. Abdallah Nassib, Director of NARP, receives all of the FtF volunteers' final reports for distribution within NARP, and he meets some of the volunteers personally.

**NARP & MOA Extension Agents:** Extension agents receive training as they accompany US volunteers and FtF staff on farm visits, and during village meetings and seminars. In addition, extension agents who are particularly active are eligible to receive training in the US. During the first half of Phase II, eight extension agents participated in the US training.

**Cooperatives:** FtF staff provide ongoing assistance (farm visits, technical advice, booklets, etc.) to three cooperatives: the Potato Producers Cooperative in Minya; the General Cooperative for Developing Animal Wealth and Products in Cairo; and the Mostafa Kamel Cooperative in Alexandria. Members of the first two cooperatives are included in Mansoura's core group.

**Private Farms:** Most of FtF's work is focused on private farms; thus the vast majority of the 538 farmers in the core group, as well as the thousands of non-core group farmers, have private farms.

### MOA Involvement

Contract requirement: 8 MOA senior staff will assist ACIDI in the programming of FtF activities; 60 ARC extension agents and 6 support staff will provide part-time assistance to US volunteer farmers in the field.

Involvement from:	Cairo	Alex	Mansoura
a) # MOA senior staff	17	6	22
b) ARC extension staff	3	1	

Appendix #2 contains a list of MOA staff with whom FtF has regular contacts.

### Institutionalization of Program

Contract requirement: "Institutionalize the program by mobilizing Egyptian farmers, research personnel, and extension agents as active participants in the FtF technology transfer program."

While progress in the area of institutionalization is difficult to quantify, FtF staff believes that Egyptian agriculturalists are being successfully mobilized to participate in the FtF program. Indicators include the numbers of farmers attending village meetings, farm demonstrations, and video presentations, and the requests received for FtF assistance. In addition, extension agents participate actively in FtF as evidenced by the fact that they accompany US volunteers and FtF staff on 90% of the farm visits. And finally, Egyptian research personnel and MOA officials receive volunteers' final reports and often meet with the volunteers in person.

### Target Areas

Contract requirement: 6 governorates in the Old Lands (300 core group farmers in Dekehleya, Gharbiya, Sharkiya, Fayoum, Behera, and El Minia) and 6 governorates in the New Lands (300 core group farmers in Nubareya, New Amiriya, North and South Tahrir, Giza, Kafr el Sheikh, and Damietta).

	# Core Group Farmers
Dekehleya	112
Gharbiya	46
Sharkiya	31
Fayoum	8
Behera	74
El Minia	19
Nubareya	26
New Amiriya & Bangar el Sokar	36
North & South Tahrir	7
Giza	1
Kafr el Sheikh	3
Damietta	12

In addition to working in the areas listed above, FtF has responded to specific requests for assistance in the following areas:

Borg el Arag	7
El Nahda	29
Alexandria	32
Ismalia	49
Kalubia	26
Monofia	9

**Project Beneficiaries**

Contract requirement: Primary emphasis will be on fruit, vegetable, and livestock farmers.

Type of Farmers Assisted	Percentage
Dairy & Beef	28%
Beekeepers	11%
Potatos	19%
Greenhouses/Nurseries	7%
Grapes	12%
Tomatoes	10%
Citrus	6%
Apples & Pears	2%
Cantaloupe	3%
Bananas	2%

### **III. STRENGTHS AND ACCOMPLISHMENTS**

#### **Farmers' Receptivity to FtF**

Preliminary statistics for the first half of Phase II indicate that 51.7% of the recommendations resulting from FtF have been implemented, with farmers planning to implement additional recommendations once seasonal conditions permit and/or they have access to sufficient funds.

"These people are innovative as demonstrated by their willingness to apply new production techniques and seem especially receptive to try new ideas on their farms by experimenting with just a few rows of potatoes."

- William P. Rowe & Linda Rowe  
Potato Farmers/FtF Volunteers

#### **Project Impact**

An initial assessment of project impact during the first half of Phase II indicates that FtF participants have experienced a 15-20% increase in farm yields and a 25% increase in income.

"I was very pleased when I visited an excellent dairy farm to find that they were doing things just as I recommended in my outline and were producing many times as much milk as the average farmer. So we know that our recommendations do work well in Egypt."

- Joseph Ferris  
Dairy Farmer/FtF Volunteer

#### **Tailored Technical Assistance**

Because FtF volunteer assignments respond to specific requests from farmers and extension agents, and because the volunteers work with small groups while conducting on-farm demonstrations, the program allows technical assistance to be tailored specifically to the needs of the target group. Moreover, volunteers are currently active in agriculture themselves, through farming their own land, and thus have firsthand experience of most of the issues raised by Egyptian farmers.

"Farmers speak a universal language..."

- Burdette J. Staver  
Dairy Farmer/FtF Volunteer

"The Farmer to Farmer approach avoids the bureaucracy and relates to the people. Perhaps these visits will increase the desire for improvement because someone 'cares' about them...Farmers are responding to the recommendations made by volunteers."

- Howard Olson  
Dairy Farmer/FtF Volunteer

#### Low Cost Technical Assistance

Because US farmers and extension agents volunteer their time when providing technical assistance, the costs of the FtF program are considerably lower than they would be if consultants were contracted.

#### Grass Roots Focus

FtF volunteers and field staff work alongside Egyptian farmers and extension agents, establishing an ongoing rapport through initial and follow-up visits and assisting them in identifying and solving problems.

"Each farm visit often turned into an informal village meeting as family, neighbors and friends would come to observe what was occurring and often times would enter into the discussion...We found that communication evolved smoothly and informal conversation developed as we stood along the ditch banks or sat in the shade of the nearest tree."

- William P. Rowe & Linda Rowe  
Potato Farmers/FtF Volunteers

#### US-Egypt Ties

The FtF program provides an excellent opportunity for Americans and Egyptians to build both professional and social ties. US volunteers and host families often maintain their links with the FtF program through correspondence with Egyptian FtF participants and through the provision of materials (including seeds, small-scale equipment, technical journals, etc.) to the program. Similarly, Egyptian farmers, extension agents, and FtF staff host US volunteers during their assignments, providing increased opportunities for the volunteers to learn about Egypt.

"Even though two months have passed, we fondly remember the Farmer to Farmer experience we shared together...By

exchanging ideas with you, we gained an appreciation for your country, your culture, and your people. You left an impression with us that we will never forget."

- Tony Schlesier &  
Stephanie Meyers  
Eastern Milk Producers

Permanent Resources for Agricultural Extension

The production of brochures, slide shows, and video programs provides extension agents with a permanent collection of resources. Moreover, Egyptian participants and US volunteers often maintain correspondence and share information on issues of mutual interest.

"I have done my best to educate those with whom I had contact and I have promised to continue doing so, as I can, including the sending of literature and other material that may be helpful."

- Joseph Ferris  
Dairy Farmer/FtF Volunteer

#### **IV. ISSUES TO ADDRESS**

##### **Meeting the Contract**

1. Quantitative and Qualitative Assessments: While assessing where we stand in terms of numbers (i.e., numbers of volunteers, farm visits, etc.) is important, we need to ensure that these numbers are accurate, and that they represent high-quality activities. As time and resources allow during the second half of Phase II, FtF management staff plans to conduct regular spot checks to compare numbers in FtF reports and files with feedback from farmers and extension agents represented by these numbers.

2. Placement of Future Emphasis: The numbers in the previous section of this report indicate that the FtF program is close to reaching some of its goals, while other goals require continued emphasis during the second half of Phase II. For example, the number of core group farmers is almost at the targeted level of 600. Thus FtF staff can now focus more attention on working intensively with these farmers rather than expanding the size of the core group.

3. Contract Targets: Some of the numbers in the contract are excessively high (e.g., 5400 initial and follow-up visits) given the limitations on FtF resources (staff, vehicles, funds, etc.). Moreover, the Gulf War and the accompanying travel restrictions sharply curtailed FtF's ability to meet the targets established for Year 1 of Phase II. Overall project targets thus need to be re-assessed, and replaced by more realistic goals. The mid-term evaluation may be an appropriate mechanism for such a re-assessment.

##### **Follow-Up**

1. US Volunteers: A frequently-voiced concern from the Field Assistants is that they don't have time to follow up on volunteers' recommendations. Most of their time is spent accompanying the volunteers or writing reports, leaving little opportunity to do farm visits themselves. This creates problems as we try to meet our contract obligations and as US volunteers repeat the same recommendations over and over to the same farmers.

Other concerns related to follow-up include documentation of visits (ensuring that all visits -- including follow-up and non-scheduled visits are documented) and the quality of follow-up (ensuring that sufficient time is allotted for talking with the farmers and assessing whether volunteer recommendations have been implemented).

2. Egyptian Participants: The numbers in the previous section of this report indicate that more emphasis needs to be placed on Egyptian participants' activities once they return from the US. This could be done through the application materials and the

orientation/de-briefing meetings (i.e., more attention given to the requirement that the participants conduct on-farm demonstrations and seminars upon their return to Egypt), and by assigning field office staff to follow up with specific participants once they get back to Egypt.

### **Sub-Projects**

The concept of sub-projects is that they are to increase the impact of FtF by providing assistance in areas that build upon volunteers' assignments and farmers' participation in the program. In other words, they are intended to address problems identified by volunteers and program participants. The activities implemented so far (herd health and management training, and the demonstration feed lot) seem to be in keeping with this approach. More emphasis on sub-project ideas when conducting de-briefings will enable FtF staff to continue identifying sub-project ideas in keeping with the contract guidelines, and may generate possibilities for non-livestock related sub-projects.

### **Lab Facilities**

The need for soil and animal lab facilities has been repeatedly mentioned by FtF staff and volunteers. While AID has rejected the proposal for such a lab, many of the components have already been donated (e.g., a site, equipment from the US, etc.). If sub-project funds are not sufficient to cover the outstanding costs, perhaps another donor can be identified for this project.

### **MIS**

While the MIS program has been installed in Cairo and the field offices, it is still not fully operational. The main problem seems to be computer access and staff time. Existing FtF computers are used almost full-time for producing volunteers' final reports, participants reports, correspondence among offices and with the US, scheduling, USAID and MOA reports, and so on. Secretaries devote most of their time to this work, leaving little time for MIS data entry. Moreover, Field Assistants encounter obstacles in obtaining some of the information required for the MIS. Time is a constant constraint, and farmers' reluctance to talk about income, yields, and expenses makes data collection even more challenging.

During the second half of Phase II, FtF staff hope to address the computer access problem by purchasing additional computers for the Cairo and field offices, contingent upon USAID approval. A temporary secretary may need to be hired to assist with data entry. And finally, once data entry is more complete, FtF staff may need

refresher training to ensure that the MIS can be used appropriately for data retrieval and analysis.

### **Institutional Linkages**

The contract requires substantial involvement from MOA and NARP representatives. While FtF staff have established and maintain strong linkages with a number of government officials, the contract requirements are not being met in this area. FtF staff need to assess the requirements and decide whether they are achievable given the realities in the field, and then work toward the goals developed. Attention might also be given to new ways of encouraging involvement from cooperatives and agriculture-related NGO's.

## **APPENDIX I**

### **FtF Audio Visual Materials**

#### **Slide Shows**

**Cantaloupe Diseases**  
**Basic Herd Health**  
**Greenhouse Diseases**  
**Dairy Farming (3 separate slide shows)**  
**US Grape Production**  
**Beekeeping**  
**Potato Production.**  
**Insecticides**

#### **Videos**

**Honey Production**  
**US Dairy Farms**  
**Greenhouse Diseases (seminar)**  
**Beekeeping (3 separate videos)**  
**US Potato Farming**  
**US Grape Production**  
**Honey Bees and Pesticides**

Some of these audio visual materials were produced during Egyptian participants' study tours in the US, or during US volunteers on-farm visits and seminars. During the second half of Phase II, FtF staff will assess whether these materials can stand alone as training materials, or whether they need to be upgraded. In addition, production of new audio visual materials is ongoing.

## APPENDIX II

### Liaison with the Ministry of Agriculture

Following is a list of MOA staff with whom FtF deals on an almost daily basis:

**Mr. Mohamed Dessouki** (FtF Selection Committee Member): Consultant to the MOA; Supervisor of ACDI Liaison; ACDI's prime contact at MOA's Foreign Affairs Department

**Dr. Mandouh Riad** (FtF Selection Committee Member): Under-Secretary for the Afforestation Department and FtF Program Coordinator at MOA

**Mr. Mostapha Abu Rayia** (FtF Selection Committee Member): General Manager of the Department of Agriculture, Dakahlia Governorate.

**Mr. Abdel Aziz El Saghir** (FtF Selection Committee Member): Under Secretary of Agriculture, Kalyobia Governorate.

**Dr. Fouad Kamal Reda** (FtF Selection Committee Member): Consultant to the Ministry of Agriculture.

**Mr. Galal Sami** (FtF Selection Committee Member): General Manager of MOA's International Agreements Department.

**Mr. Hassan El Manzely** (FtF Consultant): Responsible for the Department of International Agreements for the African continent.

#### ARC Extension Staff:

**Dr. Kamla Mansour:** Director of the Horticulture Institute; meets with US volunteers specializing in horticulture.

**Dr. Mokhtar Satour:** Director of the Plant Diseases Research Institute; receives reports from US volunteers specializing in plant diseases.