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MULTILINGUAL PUBLICATION IN AGRICULTURE

Workshop Report and Description
of Participating Agencies

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THE INTERNATIONAL RICE RESEARCH INSTITUTE
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INTERNATIONAL RICE RESEARCH INSTITUTE
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The International Rice Research Institute (IRRI) was established in 1960 by the Ford and Rockefeller Foundations with the help and approval of the Government of the Philippines. Today IRRI is one of 13 nonprofit international research and training centers supported by the Consultative Group for International Agricultural Research (CGIAR). The CGIAR is sponsored by the Food and Agriculture Organization (FAO) of the United Nations, the International Bank for Reconstruction and Development (World Bank), and the United Nations Development Programme (UNDP). The CGIAR consists of 50 donor countries, international and regional organizations, and private foundations.

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FOREWORD

Ineffective communication is the greatest single barrier to agricultural and rural development. Language differences limit the spread of our most altruistic ideals and the use of our most basic technologies even more than do differences in natural and human resources, or in education and research capabilities among nations.

A *world language* has been proposed periodically, but most agencies have given up prospects of its use — if indeed it was ever really desirable. But agricultural and rural development workers, whose mission and responsibility is to develop and extend the benefits of new technology, realize that we cannot let language differences deter us. During a 1979 conference at the International Rice Research Institute (IRRI), professional communicators from national agricultural programs and international agricultural research centers concluded that the language problem remained an acute barrier to the effectiveness of agricultural materials.

The recognition of the continuing difficulty of communication across language barriers led Canada's International Development Research Centre (IDRC) and IRRI to jointly sponsor, from 28 November to 1 December 1983, the international workshop *Copublication: Strategies for Multilanguage Publication in Agriculture*.

The workshop was probably the first to focus directly on alleviation of the language problem in agricultural development.

More than 60 communication specialists gathered at the IRRI research center to share their experiences in transferring agricultural knowledge from one language group to another. Workshop participants included agricultural editors, scientists, and administrators from national and international research and extension centers, private publishing houses, and development groups in Asia, Africa, and Latin America.

Some publishers of agricultural and rural development information have made modest gains in information transfer among languages through *copublication* — cooperation with national agencies and publishers in the translation of useful information into languages other than the original and its distribution to new audiences. Some publishers have also adapted materials to suit particular needs of local audiences. The original publishers have sometimes supported the second-language editions by making their artwork or colorplates available to the copublisher, and by waiving royalties or translation fees.

The recognition that copublication is not an end in itself, but a means to the wider exchange of agricultural information among people of different nations and languages, made this workshop so potentially beneficial. In only 4 days, workshop participants from a wide diversity of agencies and languages were able to form a cohesive group — yet retain their individual identities, needs, approaches, and goals — and find common ground upon which to work to

further increase the flow of information in various formats and languages to support agricultural research and development.

The dedication of the participants and the quality of their work is apparent in this summary report. A formal network has been recommended, but its nucleus was established at the workshop itself. The participants now constitute a working network that through individual and group action is determined to build upon the base established at Los Baños. A formal network might help information specialists cooperate in the production of multilanguage materials that will extend the benefits of new agricultural technology and ultimately improve the livelihood of rural people everywhere.

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INTRODUCTION

Language differences that block effective communication in agriculture are a world tragedy.

Most agricultural improvement agencies publish only in their national or regional languages, and most international agencies communicate in a world language (usually English). Yet only a fraction of the world's people use either English or any language other than their own.

Translation and publication in local languages are an obvious — but not an easy — solution to the problem. Although multilanguage publication has been done in some countries, there has been no *systematic* worldwide effort to stimulate and facilitate the process.

The need for local-language materials is most pressing among village-level extension workers and farmers — groups that are the least likely to have command of a foreign language. Agricultural research agencies also need more locally published scientific materials available in the languages commonly used by their researchers and students.

The language problem is not restricted to materials first published in English or other world languages. A bulletin published by a fishery scientist in Thailand may be equally valuable to a colleague in Malaysia — but the language barrier prevents its use.

Translation is only part of the solution. When materials are aimed at a large general audience such as extension workers or farmers, the diversity of local cultural and agroclimatic conditions further complicates the problem. Local needs and situations vary so greatly that literal translations are usually unsuitable. The content of the publication itself often must be adapted if extension workers and, ultimately, farmers are to benefit from its use.

Adaptation may also be necessary when primary research results are translated. The problem may be less acute, however, because reports of primary research, by their nature, give specific findings based on specified conditions.

Cost factors, which include the purchase of foreign publishing rights, royalty payments, and manufacturing expenses, also deter or prevent local publication of translated editions. Even if the original publisher waives royalty or rights payments and a translation is available at no cost, the publisher still may face prohibitive production costs. Small local publishers may easily reproduce black-and-white line drawings, but major problems can arise if color printing is essential (for example, in identification guides for plants, insects, or diseases).

The lack of communication among publishers of agricultural materials is another major bottleneck. Agricultural publishers are often unaware of foreign materials that, once translated, would serve their readers. There is no practical mechanism by which publishers in the developing nations can share information about titles of potential interest.

Despite these difficulties some agencies have, through international cooperation, demonstrated that multilanguage publication can be made simpler and more efficient.

The International Rice Research Institute (IRRI), for example, has approached multilanguage publishing mainly through cooperation with national agencies and publishers. Thus nonEnglish editions of several IRRI books that were designed for easy and inexpensive copublication¹ have been translated and published in about 30 countries — at little direct cost to IRRI. This has resulted in as high as a tenfold increase in the availability of the information to readers.

Such examples, however, have been isolated and often based on personal initiative. Experiences in multilanguage publication have not been widely shared.

This interest in cooperative publishing ventures, coupled with a realization that other national and international agencies also have experience and interest in publishing in several languages, prompted IRRI to suggest to Canada's International Development Research Centre (IDRC) that the two agencies jointly sponsor a workshop of key agricultural communicators, focusing on the language problem. The international workshop *Copublication: Strategies for Multilanguage Publication in Agriculture* was held 28 November-1 December 1983 at IRRI.

Its purpose was to examine problems inhibiting translation and publishing, to consider policies and approaches used by various agricultural agencies and private publishers, and to discuss the feasibility of a global network to facilitate multilanguage publication. The 63 participants from Asia, Africa, and Latin America represented national and international agricultural organizations, donor agencies, private and governmental publishers, and various communication specialists (Appendix 1). The workshop included a continuing exhibition of agricultural publications, particularly extension and farm-level materials published by participating agencies. Participants were encouraged to review materials of other agencies for possible translation and publication in their own languages.

The two-day workshop featured the following:

Day 1

- Datus C. Smith, Jr. of The Asia Society gave an overview of scholarly publishing, emphasizing nonEnglish publishing in the Third World. Smith also shared his experiences as the former director of the Franklin Books Program — probably the world's most extensive system aimed at facilitating translation and publication of books.
- IDRC briefed participants on its program of multilanguage publishing and IRRI shared the results of a joint IRRI-University of the Philippines at Los Baños research project on factors that affect the translation and

¹For the workshop, the term *copublication* was operationally defined as a cooperative endeavor whereby the original publisher of a book or document grants a second agency permission to translate, publish, and disseminate that publication in another language. In some cases the original publisher may facilitate copublication through publication design or policies

publication of IRRI materials by national agricultural agencies and publishers.

- Participants from national agricultural improvement programs and private publishing houses in developing nations described their publishing programs, and their specific interests in local publication of the materials of other agencies as well as having their own materials published in other languages.

Day 2

- Design techniques to facilitate translation and multilanguage publication of IRRI materials were presented.
- National and international agencies and publishers discussed their policies (royalties, rights, etc.) on multilanguage publishing.
- Several international agencies reviewed their multilanguage publishing programs.

The remainder of the workshop was devoted to discussions of strategies to facilitate the multilanguage publication of agricultural materials.

SUMMARY OF RECOMMENDATIONS

The primary objective of the workshop was to review constraints to effective multilanguage communication in agricultural development and to suggest strategies and policies to encourage and facilitate the translation, adaptation, publication, and distribution of agricultural materials in languages other than the original.

Participants discussed the problems and reached several conclusions.

Participants agreed that publishing in unfamiliar languages is costly and difficult and that cooperation with local agencies is often a more efficient approach. A lack of communication among agricultural publishers was seen as a constraint.

Participants suggested that some sort of *international clearinghouse* was essential to inform publishers of the availability of materials for translation and local publication. As a first step towards such a clearinghouse, they provided summaries of their organizations, copublication experience, copublication intentions, and anticipated problems (Appendix 2).

Because of the interdependence necessary for communication media to be effective, all forms of communication would be the subject of this clearinghouse. Although most of the communication examples at the workshop were printed media, participants agreed that audiovisuals, films, video, radio, and television must be considered. A 1-year test of a *Multilanguage Communication Network for Agriculture* was proposed.

The network would inform interested individuals and institutions of relevant materials available for adaptation, translation, and publication in a form that suits local conditions and priorities.

An international newsletter to announce the availability of certain publications for translation and local publication was considered essential to the success of the network.

The newsletter would include details on

- the intended audience and objectives of a publication,
- the countries and agroclimatic zones for which it might be relevant,
- the original publisher's policies on translated editions (royalties, fees, copyright, distribution rights, restrictions, etc.), and
- incentives the original publisher might offer to encourage other agencies to translate and publish local editions (purchase of copies, use of illustrations or color separations, etc.).

The network would computerize a data bank of information on translators and agricultural agencies involved or interested in multilanguage publishing, their languages and subject areas, and their distribution channels. Translated editions of agricultural publications might be publicized through the network.

The network could also facilitate the exchange of information on design and production techniques and policies that encourage multilanguage publication.

In certain cases, the network might coordinate the inexpensive manufacture of multilanguage editions of printed materials that are translated, adapted, and typeset by national agencies. Such projects can be particularly useful when several agencies want to publish local editions of a single publication that includes numerous color illustrations. Taking advantage of the cost savings inherent in large press runs can significantly reduce production expenses for all cooperating publishers.

The network could also share national evaluations of the effectiveness of copublished products in communicating vital messages and of dissemination techniques.

For convenience, the original edition of each network newsletter would be published in English. But from the outset, network cooperators would take responsibility for its translation into languages of national or regional importance. Participants indicated that they would cooperate in the publication and dissemination of editions in Chinese, French, Spanish, Portuguese, and Indonesian.

The network would also coordinate the display of cooperators' agricultural materials in international book exhibitions and fairs.

To ensure that the proposal becomes a reality, an international steering group was established to develop a strategy for a 1-year pilot program to test the feasibility of the network, and to lay its foundation if it were considered useful.

The steering group (Appendix 3) was composed of delegates from Brazil, China, Indonesia, Senegal, The Asia Society, the Food and Agriculture Organization of the United Nations, the International Development Research Centre, the International Livestock Centre for Africa, and the International Rice Research Institute.

Steering group members were asked to begin collecting information of interest to potential network cooperators, to set priorities for the objectives proposed at the workshop, and to seek funding for the formal creation of the network. At the conclusion of the pilot project, the steering group would advise on the need for, feasibility of, and availability of funding for the establishment of a permanent international Multilanguage Communication Network for Agriculture.

The steering group drafted a proposal for the 1-year pilot project. Several donor agencies that are strongly involved in international agricultural improvement indicated an interest in its support.

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ASIAN DEVELOPMENT BANK (ADB)

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The Asian Development Bank (ADB), Manila, is an international development finance institution owned by 45 member countries, of which 28 are developing nations in Asia and South Pacific and 17 are industrialized countries in Europe, North America, and the region.

ADB's basic mandate is to promote economic and social progress in its developing-member countries, primarily by lending funds for high-priority projects and by providing technical assistance.

ADB's activities cover the entire spectrum of development. These can be grouped under nine major sectors: agriculture and agro-industry, industry and non-fuel minerals, development banks, transport and communications, water supply and sanitation, urban development, education, health and population, and multiprojects.

The primary audiences of ADB publications are specialists interested in these sectors of development, development bankers and financiers, government officials, and the general public.

Copublication experience

ADB has had no experience in copublication, as defined. Its interest in multilingual dissemination of agricultural research and technology to the grassroots level would probably be confined to professional staff directly involved in the formulation and design of ADB-assisted agricultural projects.

ASIAN VEGETABLE RESEARCH AND DEVELOPMENT CENTER (AVRDC)

EDWARD W. SUJLZBERGER

The Asian Vegetable Research and Development Center (AVRDC) is responsible for the improvement of vegetable crops in the lowland tropics. Its mandate commodities are tomato, Chinese cabbage, sweet potato, mung-bean, and soybean.

The scope of AVRDC activities is international. Bilateral programs are presently being conducted in the Philippines, Korea, Thailand, and Taiwan, China, and a similar program will be inaugurated in Indonesia in 1984. AVRDC scientists cooperate with researchers in about 100 countries through the exchange of improved germplasm, training, publication distribution, and sponsorship of scientific symposia. More than 50 AVRDC-developed cultivars have been released to farmers in 24 countries.

AVRDC's information service provides communication support for the center's various research units. The unit employs nine people, including editors, photographers, printers, and distribution personnel. All AVRDC publications are available free of charge to researchers and development personnel in developing countries.

Copublication experience

AVRDC is presently cooperating with a major local agricultural magazine in the copublication of Chinese-language materials. English-language text from AVRDC is translated into Chinese by the magazine's editorial staff for publication. The translations are then used by AVRDC to prepare its own Chinese-language pamphlets and flyers.

Future intentions

During the next 3 years AVRDC will publish a series of field guides suitable for copublication in local and regional languages. Although this project will be the focus of the center's future copublication efforts, several other AVRDC publications are presently available for this purpose. These include symposium proceedings, technical bulletins, and small pamphlets on subjects concerning the center's five mandate crops.

THE AUSTRALIAN CENTER FOR INTERNATIONAL AGRICULTURAL RESEARCH (ACIAR)

JOHN P. BRIEN

The Australian Centre for International Agricultural Research (ACIAR) is a statutory authority recently established by the Australian Government to encourage and support research into the agricultural problems of developing countries. ACIAR commissions research by Australian institutions and individuals in partnership with developing country research groups, to be carried out in Australia and in developing countries.

ACIAR's approach is problem-oriented. It is aimed at identifying problems and finding solutions. The center's objective is to improve agricultural production in the developing countries, and the well-being of their people.

ACIAR does not, itself, conduct research. However, part of its mandate is to communicate to interested individuals and institutions the results of the research it commissions.

The center has formulated a number of priority program areas within which sets of projects, possibly interrelated, will be developed. The selection and characterization of the areas are based on an effort to match Australian research capabilities with needs of developing countries. The areas are soil and water management and land use, plant improvement, plant protection, plant nutrition, animal production, animal health, farming systems, post-harvest technology, forestry, agricultural economics, and communications.

Future intentions

ACIAR has only recently awarded its first research grants, therefore, results will not be forthcoming for some time. At that stage, ACIAR will disseminate the findings to relevant people and agencies in developing countries, thereby meeting its legislated function in communication.

BANGLADESH RICE RESEARCH INSTITUTE (BRRI)

MOHAMMAD H. R. TALUKDAR

The Bangladesh Rice Research Institute (BRRI) was established in 1970 as a fully autonomous body with its own Board of Governors responsible for policy formulation and implementation.

BRRI's primary mandate is to develop rice varieties and cultural practices that are appropriate for diverse physical and economic conditions, to increase rice production, and to promote other development objectives of Bangladesh. This mandate is carried out through research on rice, development of appropriate technology, and training of extension officers (and through them, farmers) in improved rice production techniques.

BRRI's publication program was initiated soon after the establishment of the Institute. BRRI has issued 66 agricultural publications for scientists, planners, administrators, donors, extension workers, educated farmers, and students.

The present publication program is directed at farmer and extension-worker technologies developed at BRRI. Several leaflets showing symptoms of rice problems such as sulfur and zinc deficiency, insects, and diseases on BRRI varieties and recommendations for their solution have been published. The plan for 1983 lists 11 publications as part of BRRI's copublication effort.

Copublication experience

Copublication started in Bangladesh in 1972, when BRRI translated the first edition of IRRI's *Field Problems of Tropical Rice* and printed 100,000 copies with financial assistance from a Dhaka-based foreign voluntary agency.

BRRI is now copublishing Dr. B. S. Vergara's *A Farmer's Primer on Growing Rice*, and the revised edition of *Field Problems of Tropical Rice*. These two publications have been modified to fit the special needs of Bangladesh, with additions to and omissions from the original text. For example, in the revised edition of *Field Problems* several rice pests and diseases not found in Bangladesh were omitted and others that are prevalent were included. Cultural practices to control insects, pests, weeds, and soil problems were also included. There is also a plan to list recommended chemicals and doses for control of each insect at the end of the publication.

Six pages of the local edition of *A Farmer's Primer on Growing Rice* were deleted and six pages on fertilizer use were added. Information capitalizing upon religious interests of Bangladeshi farmers was also included.

Difficulties

BRRI's three major problems in copublication are funding, cumbersome local bidding procedures, and a lack of trained personnel. Short training courses for communicators have been started but their scope should be enlarged to include MS and Ph D courses for communicators of national institutes.

BHRATARA KARYA AKSARA PUBLISHERS

A. JAYUSMAN

Bhratara Publishers is a private publishing house located in Jakarta Timur, Indonesia. Our publications are primarily aimed at middle level and newly literate (or possible illiterate) audiences.

Examples of our publications include:

1. A book series for rural development, such as instructional materials for farming, community health, home and village industries, and information on cooperatives;
2. An instructional series for transmigrants, providing information concerning their new environments such as sanitation, poisonous snakes and plants, and edible plants;
3. A series of publications for Boy Scouts in Indonesia, who are involved in rural development and instruction to rural people; and
4. A series of handbooks for university students training for agricultural extension work.

Copublication experience

We are in the process of editing and publishing IRRI's *A Farmer's Primer on Growing Rice*. We plan to publish the entire work in five smaller volumes, so that the price will be within the reach of farmers. It will be translated into Indonesian, Javanese (Central and East Java), and Sundanese (West Java).

Future intentions

We are looking for titles on home industries, fisheries, livestock, food processing, and other agricultural methods and processing technologies.

BRAZILIAN AGRICULTURAL RESEARCH CORPORATION (EMBRAPA)

UBALDINO DANTAS MACHADO and ZENETE FRANCA

The Brazilian Agricultural Research Corporation (EMBRAPA), has been in operation since 1973 and assumes the overall responsibility for promotion and coordination of agricultural research within the country.

EMBRAPA is a public enterprise with approximately 7,000 employees and is attached to the Brazilian Department of Agriculture.

EMBRAPA set up the National System of Agricultural Research. This is a new institutional and operational model which instituted broad cooperation and integration between states, extension services, universities, and private organizations.

EMBRAPA represents a constantly growing network and has 80 research units across Brazil. This network operates through 13 product centers, which coordinate the national research activities.

Research units at the state and territorial level conduct regional research and are coordinated by the product centers and three additional resource research centers. The resource centers study the problems of three regions: "Cerrados" or Savannah, at Brasilia, our national capital; "Semi-Arid," in the State of Pernambuco; and "Humid Tropics," in the State of Para.

Within EMBRAPA, we have the Department of Technology Diffusion (DTD).

One of our responsibilities at DTD is the publication of EMBRAPA's scientific research to inform extension agents and farm leaders through the extension service about innovations and/or new technologies in agriculture.

EMBRAPA has designed a series of publications to offer its research scientists alternative ways to disseminate their ideas. These are:

1. *The On-Going Research Publication*, a brief and objective publication to inform the scientific community about problems being studied;
2. *Research Bulletin*, which informs the public about research results;
3. *Technical Communication*, which presents practical recommendations to improve production systems and emergency advice to solve critically urgent problems;

4. *Technical Circular*, which includes a series of practical recommendations based on experimental results to complement farm production systems already in use;
5. *The Agricultural Meteorology Bulletin*, which diffuses climatic data and their relationship with agriculture;
6. *Annual Technical Report*, which documents all research activities of EMBRAPA's units during the year; and
7. *Documentos*, a special publication for information that could not be included under the first six special subject area publications.

DTD also publishes a monthly periodical called *Pesquisa Agropecuaria Brasileira* (PAB), with about 20 scientific articles/issue. It documents unpublished works from Brazilian research institutions within and outside of EMBRAPA.

An additional DTD publication is the *Informative Abstract*, where the main objective is to gather and diffuse agricultural knowledge generated in Brazil, utilizing bibliographic reference indexes.

Future intentions

EMBRAPA's publications will be available for possible copublication programs. Because foreign publications can provide agricultural information to our research scientists and extension workers, we are interested in copublication of those materials.

Difficulties

Lack of competent editors is EMBRAPA's main problem.

CENTRAL RESEARCH INSTITUTE FOR FOOD CROPS (CRIFC)

MAHYUDDIN SYAM

The Central Research Institute for Food Crops (CRIFC) is a national Indonesian research institute on food crops, including rice, maize, soybean, peanuts, mungbean, cassava, and sweet potato. CRIFC manages six research institutes, each with its own national mandate. The Bogor Research Institute for Food Crops (BORIF), for example, has a mandate of carrying out fundamental research on food crops, while the Sukamandi Institute is responsible for research in irrigated lowland areas.

The CRIFC central office in Bogor includes a Research Communication Department (RCD) which is responsible for communicating research findings to extension workers, farmers, policy makers, teachers, students, and scientists. This is done through publications such as annual reports, research highlights, technical guides, and symposia proceedings; seminars; workshops, field days; meetings; and other means.

Copublication experience

RCD has copublished *Field Problems of Tropical Rice* with IRRI and translated and adapted *A Farmer's Primer on Growing Rice*, which was published by the extension agency.

We expect to widen copublication of materials suited to Indonesian needs with other IARCs and national research centers.

RCD operates a small offset press and various simple audiovisual equipment. We want to improve RCD staff skills and capability, especially in editing, layout, printing, photography, and audiovisual skills.

Future intentions

We need color printing equipment. Because of CRIFC's various guests and visitors — key farmers, extension workers, policy makers (Indonesian and foreigners), and scientists — RCD wants to improve its staff capability in audiovisual aids.

CHINA POPULAR SCIENCE PRESS

ZHU XIU-HENG

China Popular Science Press (PSP) is a national, scientific, and technical publishing agency. It is administered by the China Association for Science and Technology, which includes more than 100 societies for natural and applied sciences. Our main task is to distribute scientific knowledge and basic technology and techniques among the vast masses of lower- and middle-level workers, peasants, school children, cadres, and technical personnel.

PSP publishes 200 to 250 book titles of popular science annually, plus more than 10 popular science periodicals. Press runs average at least

50,000/title, with more popular books topping figures of 200,000 to 500,000 for the first printing. Topics are mainly related to mathematics, physics, and chemistry for high-school students; basics of agricultural technology; medicine and hygiene; total quality control; scientific works for children; scientific-technological dictionaries; handbooks; and picture books.

Copublication experience

In addition to vigorous development of domestic publishing, PSP has been steadily promoting and increasing copublication with other countries. We have had contact with publishing companies in the US, FR Germany, Japan, Singapore, and Hong Kong region. One example is with Time-Life Inc. (US) where 700,000 copies of a Chinese edition of *Children's Treasure of Knowledge* (10 volumes) and quarterly press runs of 20,000 copies of a Chinese edition of *Discover* magazine have been published. Chinese responses to these copublication efforts have been encouraging.

PSP has translated and is currently publishing the second Chinese edition of *A Farmer's Primer on Growing Rice*. This book, designed identically to the original IRRI edition in both format and cover illustration, is estimated to reach 20,000 copies in its first printing. We regard this as the first step in our cooperation with international agricultural research centers. I believe we have a broad prospect for cooperation.

Future intentions

We are sure that the international centers have accumulated abundant valuable experience which we can learn from and use for our reference, and we are excited about future contacts for copublication.

Difficulties

China is still a developing country, so the purchasing power of an average farmer must be considered.

CHINESE ACADEMY OF AGRICULTURAL SCIENCES (CAAS)

JIN RENYI

The Chinese Academy of Agricultural Sciences (CAAS) has 33 institutes (divisions) with more than 3,400 scientific personnel. Through the agricultural extension system, along with the development of extension services at different levels, consultative services are established. These play an important role in the development of agricultural production through the "responsibility system."

CAAS scientists not only utilize foreign scientific literature in their research work, but also introduce new knowledge to China through translations.

Copublication experience

CAAS has published many translations, summaries, abstracts of foreign literature, photos, and other foreign agricultural materials for agricultural, scientific, and technical workers.

An example of our publications is the monthly journal *Foreign Agricultural Science and Technology*, with a circulation of 12,000-15,000 copies/issue. Since 1978, the journal has published more than 50 translations of IRRI and CIMMYT papers and journal articles, as well as book reviews of selected works. Articles from ICRISAT, IBPGR, and AVRDC are also reported.

Our scientists welcome publications of the international agricultural research centers and are particularly interested in crop varieties, cultural practices, and research methods.

CAAS also cooperates with publishing houses in translation.

Future intentions

We intend to continuously carry out copublication work by publishing full and abridged translations of agricultural materials originally published in foreign languages; and cooperating with publishing house in the translation and publishing of foreign publications.

Difficulties

The two primary difficulties facing CAAS at present are a lack of translators and a lack of information on materials available for possible copublication.

THE CHINESE AGRICULTURAL PUBLISHING HOUSE (CAPH)

YING YUE-LIAN

The Chinese Agricultural Publishing House (CAPH) is a national agency that publishes theoretical works, popular science books, reference books, and multilanguage dictionaries in agriculture, animal husbandry, and fisheries. It also publishes translations of foreign books on agricultural science and technology. The CAPH now publishes about 250 new titles per year, with an average of 25,000 copies per title. From 20 to 30% are translations with average press runs of 5,000 copies.

China's vastly different agricultural needs make it inconceivable to publish a technological book that is applicable throughout the country. Therefore, the CAPH allows provincial publishing houses to publish books of particular interest to farm production in their own areas while the CAPH publishes books that will have wide readership. For translation of foreign works, it stresses monographs that show depth of theory and analysis and are well written and easy to translate.

Copublication experience

The CAPH has cooperated in the copublication of six IRRI publications: *Upland Rice*, *Rice Improvement in China*, *Rice Diseases*, *Climate and Rice*, and *Fundamentals of Rice Crop Science*. It will soon publish a Chinese edition of the proceedings of the *Rice Blast Workshop* (1979). *World Agriculture*, a monthly publication by CAPH, has also carried articles introducing IRRI and varieties such as IR36.

Future intentions

We hope to continue this fruitful cooperation and establish more contact with other IARCs. It is, however, difficult for a single publishing house to translate and publish books of many different languages. We would like to exchange publications or title catalogs with foreign publishing houses so that we can choose what we need most.

DEVELOPMENT ACADEMY OF THE PHILIPPINES (DAP)

MARILYN CAYABYAB

The Development Academy of the Philippines (DAP) was founded in 1973 as a development-assistance institution. It is simultaneously a "think-tank," a mechanism for mobilizing expertise and resources for nonconventional projects, and a workshop for testing new concepts and programs.

DAP operates under an autonomous charter to foster and support human resources development, management consultancies, action programs, and information dissemination.

DAP promotes programs for three kinds of clients: government agencies, communities and political units, and industry and enterprise sectors.

We publish development literature and scholarly works written at DAP as well as works from other sources when related to DAP's area of concern.

DAP publications consist of technical monographs, journals, manuals, bibliographies, and data compilations. They are directed principally to agencies and institutions concerned with public policies and development programs. Our publications are intended as references for researchers in academic and professional fields, university teachers and students, and others who wish to keep abreast with current studies and new findings on developmental issues such as agricultural productivity.

Future intentions

The DAP Press has not yet ventured into copublication, but we plan to accept this challenge in the future. The DAP Press hopes to stimulate copublication through close coordination with its Community Management Development Group, which focuses on the development of rural communities.

FOOD AND AGRICULTURE ORGANIZATION (FAO)

KEITH RICHMOND

The Food and Agriculture Organization of the United Nations (FAO), based in Rome, is a specialized international agency forming part of the UN system.

FAO has a worldwide interest in all fields of agriculture, fisheries, and forestry and in all economic and social aspects of development in its broadest sense. FAO publishes a number of statistical yearbooks, periodicals, and technical monographs aimed at a wide audience from undergraduate and graduate students to researchers, technicians, agricultural specialists, and policymakers. Some publications, including training materials generated by field project activities, are specifically aimed at the grassroots and intermediate levels.

Copublication experience

FAO publishes in the five languages used by the organization: Arabic, Chinese, English, French, and Spanish.

However, in recent years member governments have instructed FAO to encourage translation of its published materials into local (nonFAO) languages to ensure greater diffusion of this material to the vast mass of researchers, technicians, and rural workers (including extension workers, community leaders, and farmers). Token subsidies have been given for the translation of FAO material into such languages as Portuguese, Hindi, Tamil, Bengali, Thai, Kiswahili, and Bahasa Indonesia.

Future intentions

Recently FAO's Publication Division has been instructed to intensify the production and diffusion of FAO training materials at the grassroots and intermediate levels, with particular attention being given to three nonFAO languages: Bahasa Indonesia, Kiswahili, and Portuguese. As a first step, a catalogue of FAO materials already available or suitable for adaptation has been drawn up (and will be updated periodically), and additional titles are planned for the existing FAO series *FAO Better Farming Series*, *FAO Rural Home Techniques*, and *FAO Training Series*.

Difficulties

Production difficulties are often encountered in publishing Arabic editions of FAO publications. These are due partly to the excessive length of Arabic

translations, which can range from 25 to 40% over the first language (usually English), and partly to the need to reverse the layout to accommodate text running from the right.

Connected with both of these is a tendency for graphic artists who do not know Arabic to design charts, diagrams, and drawings without sufficient space for the Arabic legends. Acronyms do not exist in Arabic so extra space must be allowed in planning the base layout. Such problems not only lead to extra costs but also to inevitable delays.

FRENCH RESEARCH INSTITUTE FOR TROPICAL AGRICULTURE AND FOOD CROPS (IRAT)

MICHEL ARRAUDEAU

The French Research Institute for Tropical Agriculture and Food Crops (IRAT) is a national research institute for food crops with headquarters at Nogent, near Paris, and laboratories at Montpellier, southern France. IRAT, a public institute, has close relations with research institutions in French-speaking countries of western Africa such as Senegal, Upper Volta, Ivory Coast, and Mali. IRAT laboratories are also in Reunion, Guadalupe, Martinique, Guyana, and Polynesia. IRAT also works with agencies in non-French-speaking countries such as Cameroon, Brazil, and Venezuela, and with international institutes.

IRAT field research is exclusively to tropical food crops, mainly rice, maize, sorghum, pearl millet, and cassava, but studies are also conducted on wheat, legumes, oats, and vegetables.

IRAT publishes the quarterly *L'Agronomie Tropicale* in French, with English and Spanish summaries. *L'Agronomie Tropicale* accepts contributions from IRAT scientists and from other research agency scientists. Articles are sometimes published in English or Spanish.

Copublication experience

IRAT has little experience in copublication, except for occasional joint publishing with WARDA and with some public and private French publishers.

Future intentions

IRAT's future intentions and objectives in copublication are:

- To encourage translation from English into French, and vice-versa, of materials published by national and international food crop research institutes.
- To participate actively, as coauthor and copublisher, in the publication of books of general interest on food crops, particularly maize, upland rice, and sorghum.
- To increase linkages with potential or actual copublishers.

Difficulties

IRAT's special production-oriented difficulties and needs are of two types:

1. Translation is the main problem. It is difficult to find professional translators who are proficient in scientific terminology to translate from English to French. In some fields it is preferable that scientists do the translation. In such cases, time is a constraint. The expense of hiring translators is a related problem.

2. The high cost of publishing — particularly of color printing and mailing.

IRAT is ready to cooperate actively in copublication with other institutions. We would not ask for royalty payments and we would actively participate in an international network to transfer agricultural knowledge and technology to developing countries.

GERMAN AGENCY FOR TECHNICAL COOPERATION (GTZ)

PETER KELLER

The German Agency for Technical Cooperation (GTZ) is commissioned by the Federal Republic of Germany to undertake specialized technical planning and implementation of measures for technical cooperation with developing countries. This mandate is based on a general agreement with the federal government. The guidelines for development policy are formulated by the federal Ministry for Economic Cooperation (BMZ). GTZ uses facilities available from both private and public sectors, whichever are more conducive to the expedient and cost-effective fulfillment of its objectives.

GTZ's foremost tasks are:

- planning, implementation, control, and monitoring of technical cooperation projects and programs with partners in developing countries;
- recruiting, selecting, preparing, and assigning expert personnel; and
- planning technical details of the material for the projects, including the purchase of equipment and its dispatch to developing countries.

Most tasks are fulfilled on a nonprofit basis, commissioned by the government, and based on international arrangements with partner countries.

Experience gained in GTZ projects is made available through GTZ publications; 144 titles of the *GTZ Series*, and some special issues, have been published.

Copublication experience

GTZ materials are generally published in German, English, French, and Spanish. A few books from the *GTZ Series* have been translated and published in English or French. Only one — the *Handbook on Animal Traction in Africa* — has been published in both languages.

Future interests

A few GTZ publications are suitable for copublication. More handbook-type publications and agricultural extension-oriented brochures could be valuable aids for GTZ projects.

Difficulties

All GTZ publications have been published in Germany. Publication in English, French, or Spanish is difficult and expensive, and impossible in other languages. GTZ had no contacts with foreign publishers until the 1983 Frankfurt Book Fair. Communication with potential copublishers is difficult from headquarters in Germany, and GTZ's project administration offices in partner countries are not in a position to arrange copublications. Our greatest need is to have a capable partner in a given region who can manage our copublication interests from translation to distribution.

INDIAN COUNCIL OF AGRICULTURAL RESEARCH (ICAR)

V. S. BHATT

The Indian Council of Agricultural Research (ICAR) is an autonomous body responsible for promotion and coordination of research and education in agricultural science, animal science, and fisheries in India. ICAR headquarters are in New Delhi, with a network of 37 research institutes and about 200 regional stations across India. ICAR has more than 70 All-India coordinated research projects dealing with various specific crops and allied subjects, animals, and fisheries.

The ICAR network is manned by 30,000 scientific, technical, and administrative staff who are jointly responsible for the development of scientific information. The ICAR institutes and projects publish annual reports, leaflets, brochures, technical reports, extension pamphlets, and others, and carry out information dissemination and extension work within their own programs.

ICAR has a Publications and Information Division with a staff of about 230. ICAR publishes scientific journals, semitechnical periodicals, reports, technical books, and miscellaneous publications in English and Hindi.

The Publications and Information Division also submits translated feature stories, news releases, and articles to newspapers across India. Features are now issued to 25 newspapers in Assamese, 44 in Bengali, 200 in Hindi, 85 in Kannada, 23 in Uriya, and 32 in Punjabi.

Copublication experience

The Publications and Information Division has considerable copublication experience in English and Hindi. The annual report, research highlights, and the quarterly newsletter *ICAR Reporter* are published in both English and Hindi. Some semitechnical magazines are also published in both languages. Of 131 titles published so far in Hindi, 117 are translations from English; another 10 titles are being translated. Some translated books have been reprinted two or three times. The *Handbook of Agriculture*, ICAR's most important publication, has been translated into Assamese, Bengali, Hindi, Punjabi, Tamil, and Telugu. Bulletins under the series *Technologies for Better Crops* are being published simultaneously in English and Hindi. Publication of original or translated books in other languages is usually the responsibility of the states. ICAR institutes and agricultural universities in different states publish extension literature in the languages of their extension programs. ICAR encourages copublication activities in a selective manner, and proposes to release Hindi versions of its low-priced books.

Difficulties

Our experience over the years has shown that it requires special care to ensure that the titles selected for translation are suited to a well-defined user community.

INTERNATIONAL CENTER FOR AGRICULTURAL RESEARCH FOR DRY AREAS (ICARDA)

LARRY CHAMBERS

The International Center for Agricultural Research for Dry Areas (ICARDA) is an international agricultural research center primarily concerned with rainfed agriculture in a region that includes much of the arid and semiarid areas of North Africa and West Asia. ICARDA's primary objective is to develop improved farming systems that are acceptable to traditional farmers and that will improve farmer productivity and income, while conserving or enhancing soil and water resources.

ICARDA has programs for the improvement of three principal groups of food crops: basic cereals, including bread wheat, durum wheat, barley, and triticale; legumes, including lentil, chickpea, and faba (or broad) bean; and forages.

Copublication experience

Our experience in copublication has been limited to three books that were printed by commercial publishers in highly developed nations, with overruns supplied to ICARDA for distribution in developing countries.

Future intentions

ICARDA's future intentions include:

- To determine local needs for interpreting and disseminating scientific information to extension workers, and then print field manuals, posters, training modules;

- Coordinate with related organizations such as the Arab Center for SemiArid Development (ACSAD), in collaborative projects (31 cooperators with specific international research centers such as CIMMYT in durum and barley and with ICRISAT in chickpea); and
- Cooperate with ancillary organizations such as FAO, IDRC, CAB, and World Bank.

Difficulties

1. The distance from printers who are capable of the quality we require. We are building our own limited capabilities while working with regional printers to upgrade their results for us.
2. Slowness of results in the Middle East.
3. Incompetent or nonexistent telephone communications and postal delivery systems (including customs delays). We can overcome these difficulties — it just takes longer in the Middle East and north Africa. Our department is in a lengthy rebuilding process and will not reach a reasonable level until July 1984.

THE INTERNATIONAL CENTRE OF INSECT PHYSIOLOGY AND ECOLOGY (ICIPE)

ROSE WASHIKA

The International Centre of Insect Physiology and Ecology (ICIPE) was established in 1970 in Nairobi, Kenya. The prime concerns of ICIPE are research on integrated control methodologies for crop and livestock insect pests and other related arthropods, and research on insect vectors of tropical diseases crucial to rural health in the tropics.

The crop pests under investigation include the crop borers of maize, sorghum, and cowpeas. The livestock pests being studied are tsetse, the vector of trypanosomiasis, and ticks, the vector of several debilitating cattle diseases, including East Coast Fever. Much of the research on medical vectors has been phased out, except the ongoing work on leishmaniasis, an important disease transmitted by sandfly in the semiarid rural areas.

ICIPE's research programs are supported by four research units that provide assistance in chemistry, fine structure, sensory physiology, and biostatistics. The chemistry unit is also involved in independent investigations on natural products of African plants that may influence insect behavior or have insecticidal properties.

ICIPE's mandate is international with emphasis on tropical pest problems, particularly those affecting the rural communities in Africa. The constituency spans English, French, Portuguese, and Spanish-speaking regions of the world.

Difficulties

So far, ICIPE publications have been in English, but there is an urgent need to break the language barrier by publishing a number of ICIPE publications in the mentioned languages. However, the problems of finding translators who have the necessary language skills and agricultural science background, as well as funding for them, are particularly acute in Africa.

Future intentions

ICIPE is interested in having existing publications translated into the languages mentioned.

INTERNATIONAL CENTER FOR LIVING AQUATIC RESOURCES MANAGEMENT (ICLARM)

JAY MACLEAN

The International Center for Living Aquatic Resources Management (ICLARM), Manila, Philippines, is the only international agricultural research center dealing with fish. ICLARM carries out research in aquaculture and fisheries in developing countries.

ICLARM publishes research results and conference proceedings, and commissions reviews in technical series and a quarterly newsletter. All publications are produced in English, but there is one series, *Translations*,

designed to promote dissemination of important research across the language barrier.

Researchers and administrators are the main audiences of all ICLARM publications. We reach them through the quarterly *ICLARM Newsletter*, which is also used to advertise ICLARM publications. Our sales of the reports and books in the ICLARM technical series are 1,600 to 2,000 copies each.

Copublication experience

Only two translations have appeared in the technical series so far, both in English. One was translated in English by the original Thai author, the other was translated from German by an ICLARM scientist. Production is by photocopy on demand — we charge for the cost of copying plus postage.

ICLARM's audience of researchers is primarily from nonEnglish-speaking countries such as China, Indonesia, Thailand, and Malaysia.

FAO has produced two ICLARM titles in three languages. Two titles, copublished with Taiwanese institutions, appeared in Chinese versions before production of English editions. Popular items from the ICLARM newsletters have occasionally surfaced in German and Italian magazines. At present there are plans for copublishing one title in Bahasa Indonesia and interest in several others.

Difficulties

ICLARM's exposure to copublication has been limited, but adequate enough to highlight a basic difficulty in the translating and copublishing of research material as opposed to extension booklets. Because the number of potential readers of translated research is small, funding is difficult to find.

INTERNATIONAL CENTER FOR TROPICAL AGRICULTURE (CIAT)

SUSANA AMAYA

The International Center for Tropical Agriculture (CIAT), one of the 13 international agricultural research centers under the CGIAR system, is located in the Cance Valley, Colombia. CIAT has been in operation for almost 15 years and its four areas of research are bean (*P. vulgaris*), cassava, rice,

and tropical pastures. It has a world mandate in bean research, and recently started research on bean in eastern Africa. CIAT is also the world's research center in cassava and has extended its operations to Southeast Asia with a scientist stationed in Thailand. Rice research in cooperation with IRRI is carried out on a regional basis in Latin America. Tropical pastures research for the arid, infertile lowlands of tropical America is done in cooperation with ICAR in Colombia and EMBRAPA in Brazil, and the main research activities take place in the Llanos of Colombia and Cerrados of Brazil.

CIAT's research activities are aimed at increasing the productivity and production of the mentioned four commodities to help alleviate world food problems. Activities are in such fields as genetic improvement, research on pests and diseases, agronomy, cropping systems, and economic studies. Training of national researchers in these and other disciplines is one of the main means of transferring technology generated at the center for the national professionals, extension workers, and farmers.

In support of all these activities, a Communication and Information Support Unit at CIAT produces different types of publications in both English and Spanish. It also produces a series of audiovisual units composed of a set of slides, cassette recording, study guide, and script designed for self-teaching purposes. In addition, it provides library and documentation services for the staff, visiting researchers, and students.

Copublication experience

No experience in copublication, as defined in the workshop, can be reported. The main reason is that Spanish, one of the languages in which materials are published, is the language spoken in the majority of countries in the region, except Brazil. Only in two instances did CIAT copublish materials with EMBRAPA (Brazil), whereby the latter did the translation into Portuguese and the production of the publication for their use. Otherwise, copublication principles are applied internally in CIAT for simultaneous production of English and Spanish publications.

Future intentions

We are interested in the coproduction of materials originating at the center and reproduced by national programs in different countries, with the necessary adaptations to suit their needs. This trend is most likely to take place in the future as more and more research results and technological contributions become available and are adopted by the various countries.

Also, multilingual publication may become necessary in countries of Africa and Asia where CIAT is initiating activities.

Difficulties

One specific need of CIAT regarding copublication is information from national programs about their capabilities of production for the various

media, commercial printers potentially interested in publishing CIAT materials, and, especially, an assessment of their needs and interests, which could be met through copublication endeavors. In this area assistance from the proposed network for multilanguage communication will be most welcome.

INTERNATIONAL CROPS RESEARCH INSTITUTE FOR THE SEMI-ARID TROPICS (ICRISAT)

SUE FEAKIN

The main mandate of the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) is to improve the yield, stability, and food quality of five crops basic to life in the semiarid tropics, and to develop farming systems that will maximize use of the region's human and animal resources and limited rainfall. The crops researched by ICRISAT are sorghum, pearl millet, pigeonpea, chickpea, and groundnut.

ICRISAT is headquartered at Patancheru, India, 26 km northwest of Hyderabad, but it has scientific staff posted in eight African countries, Mexico, Syria, and at six cooperative research stations of agricultural universities in India. Principal operations in Africa are in Niger, Upper Volta, Mali, Senegal, Nigeria, Sudan, Kenya, and Malawi. The main base for ICRISAT's future work in Africa will be at the new Sahelian Center now being developed near Niamey, Niger.

Since its foundation, ICRISAT has realized the importance of communicating its research findings and production technology via a wide range of publications: general-audience publications such as research highlights, annual reports, books, bibliographies, research bulletins, information bulletins, workshop and symposia proceedings, and newsletters.

Copublication experience

Several ICRISAT publications are regularly published in English and local languages, and some in Spanish. Our only experience in copublication has been in Spanish; *The Guide to Sorghum Breeding*, by L. R. House, was

translated, published, and distributed by the Universidad Autonoma, Chapingo, Mexico.

ICRISAT hopes its publications will reach a wide audience. We have published four Information Bulletins in a format similar to IRRI's *Field Problems of Tropical Rice*: No. 2 *Sorghum and pearl millet disease identification handbook* (English, French, Spanish); No. 3 *Diagnosis of some wilt-like diseases of chickpea* (English, Spanish); No. 12 *Sorghum insect identification handbook* (English, French, Spanish); and No. 15 *Striga identification and control handbook* (English, French).

We are producing an operating manual for the Nikart, an animal-drawn wheeled carrier developed at ICRISAT. The manual will be simultaneously published in English and Telugu for Andhra Pradesh farmers.

Future intentions

ICRISAT is keenly interested in copublication and welcomes inquiries on the publications listed in our catalog.

THE INTERNATIONAL DEVELOPMENT RESEARCH CENTRE (IDRC)

MICHAEL GRAHAM

The International Development Research Centre (IDRC) was established in 1970 by the Parliament of Canada as a mechanism to foster and encourage the use of science and technology for the benefit of the developing world. Its activities are centered in developing countries and are focused on the application and adaptation of scientific and technical knowledge using indigenous human resources for economic and social advancement of these regions. The ultimate objective of these activities is to assist developing countries to build their research capabilities, to develop their innovative skills, and to establish the institutions essential to the resolution of their own problems.

IDRC supports research in fields that directly affect the day-to-day lives of people, for example: agriculture, nutrition, education, health, and the impact of technological change on traditional society. In addition, it attempts to

"twin" Canadian and developing country research institutions to carry out cooperative research programs and to provide fellowships for both Canadian and Third World researchers.

The Communications Division of IDRC has a mandate to ensure that the research results produced from IDRC-funded projects are appropriately packaged and widely disseminated, thereby heightening awareness of the ways that scientific and technological advances can help solve many of the Third World's problems.

The publishing program assists with the publication of the results of IDRC-supported research in one of the center's official languages: English, French, and Spanish. These publications can be produced directly by the center, through a commercial publisher, or by the recipient organization.

The Communications Division produces scientific monographs, technical studies, and more general publications to inform nonspecialists of research findings and their significance. Films are also produced for education and training, to demonstrate research techniques, and to illustrate work supported by the center.

Copublication experience

IDRC has had some experience with the production of its materials in languages by outside organizations. When permission is sought to publish another language version of an IDRC-published text, a letter of agreement is drawn up that spells out specific principles to be adhered to, the main thrust of which is that IDRC is not responsible for the quality or accuracy of the translation.

Future intentions

Recently, more emphasis has been put on having IDRC manuscripts published in developing countries by indigenous publishing establishments. Multilanguage publishing of IDRC material is seen as one way IDRC can better fulfill its mandate to disseminate the results of the research it supports as widely as possible in the most appropriate and useful form.

Information on specific policies and titles can be addressed to:

Associate Director (Publishing), Communications Division, IDRC, P. O. Box 8500, Ottawa, Canada.

INTERNATIONAL INSTITUTE OF TROPICAL AGRICULTURE (IITA)

JACK KEYSER

The International Institute of Tropical Agriculture (IITA), established as an autonomous, nonprofit corporation in 1967, is an agricultural research and training center sponsored by the Consultative Group for International Agricultural Research. The Nigerian Government allotted 1,000 ha of land north of Ibadan for the IITA site, and the Ford Foundation provided initial capital for buildings and development.

The institute has three primary activities: research, training, and collecting and preserving plant genetic resources. The research mandate, which accounts for the greatest part of the institute's work, is to develop viable alternatives to shifting cultivation and the genetic improvement of seven food crops for the humid and subhumid tropics.

IITA has a global mandate for research on the improvement of cowpea, yam, and sweet potato. The Institute also conducts research in Africa toward the improvement of maize, rice, cassava, and soybean.

Copublication experience

Although IITA publishes in English and French, it has had no copublication experience in which IITA materials have been translated, published, and distributed by a secondary publisher.

Future intentions

The future interests and objectives of an IITA copublication program are to promote and increase the communication of its research results, especially through national programs, to farmers. IITA will attempt to work with national agricultural research programs and publishers in developing countries to help translate and copublish local-language editions of IITA materials and publications.

INTERNATIONAL LIVESTOCK CENTER FOR AFRICA (ILCA)

RICHARD STEWART

The International Livestock Centre for Africa (ILCA), which began operations in 1976, seeks to improve livestock production of sub-Saharan Africa. It is one of the CGIAR-supported research centers and its mandate includes communication of research results throughout Africa. ILCA has an active documentation group, which collects scientific information on all aspects of African and world livestock research and development.

Copublication experience

ILCA's experience of copublication has been limited to English and French publications. Most of its publications have been produced in-house, with all translations being done by ILCA staff. The ILCA publications department includes two senior English-to-French translators and one French-to-English translator. ILCA aims to produce all publications in both languages.

Future intentions

While most ILCA publications are specific to Africa, some are written for a broader audience and can easily be copublished outside Africa in other languages. Examples include the *Bibliography for Animal Traction Research*, the bulletin on *Pastoral Systems Research*, and the *Condition Scoring Handbook for Cattle*. Future ILCA publications may be aimed at extension workers in Africa; ILCA would then consider editions in other African languages such as Kiswahili, Arabic, Amharic, and Portuguese.

ILCA also plans to produce video films and slide/cassette modules for use in ILCA training courses, which would eventually be made available for production in African languages. Video film will also be produced as extension aids for appropriate technology in Ethiopia and other African countries.

Difficulties

Special production difficulties at ILCA include the lack of color separation facilities for printing, both in-house and in East Africa. Commercial printing in Addis Ababa is expensive, thus ILCA may consider color printing in the Far East for future color editions.

INTERNATIONAL MAIZE AND WHEAT IMPROVEMENT CENTER (CIMMYT)

CHRIS DOWSWELL

The International Maize and Wheat Improvement Center (CIMMYT) is a nonprofit research and training organization dedicated to increasing the quantity and quality of maize and wheat production in the developing world. CIMMYT supports and complements efforts of national institutions involved in research on maize and wheat production. Headquartered in Mexico, CIMMYT serves as the hub for several global research networks involving collaboration with scientists from almost all maize- and wheat-producing countries. CIMMYT fulfills its mandate through a range of products and services to national research clients including the development of improved germplasm, innovative and appropriate research procedures, training of national research personnel, information services, and consultation to national institutions on the organization of maize and wheat research programs.

Copublication experience

CIMMYT produces some publications in English, Spanish, and French. CIMMYT also encourages other nonprofit collaborating organizations to translate CIMMYT materials — as they deem fit — into their own national languages and to publish such materials, with appropriate credit to CIMMYT and the originating author, under local imprints. Several CIMMYT publications have been copublished under this arrangement, including:

1. *Maize Diseases: A Guide to Field Identification*. Published by CIMMYT in English, Spanish, and French, and by collaborating institutions in Turkish, Portuguese, and Nepalese (in press).
2. *Common Disease and Pest Problems of Wheat: A Guide to Field Identification*. Published by CIMMYT in English, Spanish, and French and copublished in Turkish.
3. *From Agronomic Data to Farmer Recommendations: An Economics Training Manual*. Published by CIMMYT in English, Spanish, and French, and copublished in Arabic, Bengali, Japanese, Indonesian, Turkish, and Spanish (Colombia).
4. *Planning Technologies Appropriate to Farmers: Concepts and Procedures Manual*. Published by CIMMYT in English, Spanish, and French, and copublished in French (Upper Volta).

5. *Common Diseases of Small Grains: A Guide to Identification*. Published by CIMMYT in English, Spanish, and French, and copublished in Chinese (Mandarin).

Future intensions

CIMMYT is embarking on a major communications program to develop a series of manuals describing concepts and procedures either used at CIMMYT or advocated by our staff, complemented by a series of supporting instructional materials (audiotutorial packages, classroom visual aids, workbooks).

CIMMYT wishes to help facilitate copublication of any of our reference and training-related materials into languages other than English, Spanish, and French. Our intention is to design materials in such a way as to provide as many cost-saving benefits as possible to copublishing partners.

CIMMYT is also interested in copublishing arrangements for our more scholarly titles, such as proceedings from major state-of-the-art conferences and various scientific papers and research bulletins. We are particularly interested in copublication of scientific materials (two-way) with the People's Republic of China and other countries where language barriers stand as a major impediment to the exchange of useful and relevant research information.

INTERNATIONAL POTATO CENTER (CIP)

HERNAN RINCON

The International Potato Center (CIP) has the mandate to develop, adapt, and expand the research necessary for developing the technology needed to solve priority problems that limit potato production in developing countries. The mandate includes adapting the collective knowledge that has contributed to the stepwise increase in potato production in developed countries. The World Potato Collection accumulated by CIP provides ample opportunity for research progress through the exploitation of this large quantity of previously unavailable genetic resources.

Copublication experience

CIP has published the book *Compendio de Enfermedades de la Papa* in cooperation with the American Phytopathological Society, the publisher of the original English edition.

CIP Technical Information Bulletins have been translated and published in Hindi and Bengali. CIP provided the original text and illustrations and asked no royalties.

Future intentions

CIP is interested in copublishing technical information bulletins and other CIP publications in different languages, and in participating at book fairs. CIP will send, upon request, samples of specific publications to interested copublishers.

INTERNATIONAL RICE RESEARCH INSTITUTE (IRRI)

THOMAS R. HARGROVE

The International Rice Research Institute (IRRI) is a nonprofit research and training organization dedicated to increasing production of rice and of food from rice-based farming systems. IRRI publishes about 20 books/year, plus 4 periodicals and an audiovisual series.

Copublishing experience

IRRI publishes almost exclusively in English but cooperating agencies had copublished at least 43 non-English editions of IRRI books in 29 languages by late 1983, and another 40 are being published. We do not charge royalties on translated editions published in the Third World. Our most successful copublication projects have presented simple, basic information in books designed for easy and inexpensive copublication. Local editions of *A Farmer's Primer on Growing Rice* and *Field Problems of Tropical Rice* account for almost 90% of the total IRRI books published in languages other than English.

Future intentions

Ideally, we would like to work with both the private and public sectors within a language region. We are initiating research projects to determine more about the effect of making materials available in local languages. Copublication is not specific to rice. Many of the agencies that have copublished IRRI materials would be equally receptive to similar arrangements for other commodities. We will suggest potential copublishers to other agencies. IRRI

would fully support an international network to facilitate the copublication of agricultural materials.

Difficulties

Design of materials for copublication requires the close cooperation — from inception through publication — among the author, designer, editor, artist, and printer. Equally important is communication and cooperation between the original publisher and potential copublishers.

Our policies on the granting of copublication rights are too informal. We have not sufficiently tapped the potential of the private sector — largely because they lose interest when they learn that nonprofit agricultural agencies are distributing nonEnglish editions at low cost or free. Inadequate supplies of essential publishing materials such as paper, ink, and negatives are stifling to all publishing in the Third World.

INTERNATIONAL SOYBEAN PROGRAM (INTSOY)

BONNIE IRWIN

The International Soybean Program (INTSOY) seeks to improve human nutrition and economic development throughout the world through increased use of soybean, a legume rich in protein and calories. Cooperating with national and international organizations, we work toward this goal through collaborative research in soybean germplasm improvement, production and utilization activities, sponsorship of conferences and workshops, training courses, and study programs.

Copublication experience

An integral part of INTSOY's educational program is its growing series of technical publications and its quarterly newsletter. The INTSOY Newsletter is available in English, Spanish, and French, contains information on current INTSOY activities and research, and features news items of interest to soybean workers everywhere. The INTSOY publication series provides information on the production, protection, marketing, and use of soybean. INTSOY series number 25 (July 1983), on the first China/USA soybean symposium and working group meeting, was translated and published in

Chinese by the Chinese Ministry of Agriculture, Animal Husbandry, and Fisheries.

Future intentions

INTSOY is especially interested in copublishing titles in the areas of field problems and production, processing, and utilization practices.

We invite cooperation in INTSOY publications, research projects, conferences, and other programs.

ISLAND PUBLISHING HOUSE, INC.

STEPHEN J. BANTA and PROSPERO HERNANDEZ

Island Publishing House, Inc. is a fully registered Filipino corporation that performs a variety of publishing and management activities, including textbook publishing, scientific and technical editing, printing management, consultancy, and conceptualization and production of printed promotional and marketing materials.

Island's publications include two college chemistry laboratory manuals; *Working Overseas*, a guidebook for Filipino overseas workers copublished with a national bank servicing Filipino workers overseas; the *Island Personal Financial Record*, copublished with two banks; a driver's manual for educating jeepney drivers, written in Pilipino (the national language), copublished with a tire and battery company; and *Low-Cost Farming in the Humid Tropics: An Illustrated Handbook*. We are looking for copublishers in other languages.

Low-Cost Farming focuses on home gardens in South Asia, Southeast Asia, and Africa. It is written in English, but we are exploring other language editions.

Island's specific interests are: crops and technology that thrive and have application in the humid tropics; and publications (books and pamphlets) for farmers, students, extension workers, and teachers. We are interested in copublishing through prepublication purchases, and translation arrangements with royalty payments.

Future intentions

Our purpose in attending this conference is to explore the field of copublication of agricultural materials and to look for works similar to *Low-Cost*

Farming in the Humid Tropics that would be appropriate for publication in the Philippines or elsewhere. We feel we are in an ideal situation to take advantage of high-quality and low-cost printing services available in the Philippines to help make scientific and agricultural materials widely available in a region that has a real need for them. We have the capability to take raw manuscripts through to finished books, or to provide piecemeal services such as editing, design, artwork, printing, or distribution. We work through major bookstores with distribution outlets throughout the Philippines.

LAY VOLUNTEERS INTERNATIONAL ASSOCIATION (LVIA)

ROBERTO PAGLIETTA

Lay Volunteers International Association (LVIA) is a nonprofit, nongovernmental Italian organization that operates in many African countries: Burundi, Kenya, Ethiopia, Tanzania, Upper Volta, and Senegal.

LVIA is part of the University of Peace, recently organized in Italy to satisfy the fundamental needs of man such as health, work, and culture.

Volunteers, who are specialized in fields such as agriculture, carpentry, health, home economics, and water supply, live in various countries to help village people improve their way of life through better knowledge, utilization of natural resources, and appropriate technology.

Future intentions

Easily understood literature, possibly in local languages or dialects, is most needed to help people in poor villages.

LVIA is interested in copublication, and will assume responsibility for translation into local languages when national agencies or private enterprises are unable to. We are looking for books suitable for translation into languages such as Wolof (Senegal), More (Upper Volta), Kirundi (Burundi), Kiswahili (Tanzania, Uganda, and Kenya), and Amharic (Ethiopia).

LES NOUVELLES EDITIONS AFRICAINES (NEA)

MAMADOU SECK

Les Nouvelles Editions Africaines (NEA) was established in 1972 by the Senegalese Government in association with private partners; the Ivory Coast and the Republic of Togo joined later. NEA is headquartered in Dakar, Senegal, with offices in Abidjan, Ivory Coast, and Lome, Togo.

From these three African capitals, NEA covers all African countries. NEA books are available in North Africa, Europe, and (in small quantities) the USA.

NEA also participates in the world's principal book fairs (Frankfurt, Moscow, Bologna, etc.).

Government participation in the NEA should not be interpreted as a means to control what we publish. Generally, in Africa, only the governments have enough resources to help establish new activities such as publishing. Governments provide accommodation, help with formal matters, and make contacts between publishing and educational services.

The goals of NEA are

1. Promotion of African culture through printed documents. We have published 300 titles of general literacy, including novels, theater, poetry, history, essays, and theses.
2. Publishing of school books. This sector comprises 60% of our activities, and generates profits that help achieve the first objective.
3. Development of awareness and promotion of African heritage and traditions through tourist guides, encyclopedias, etc.

Future intentions

NEA is ready to discuss possible copublication of materials, particularly those which concern African culture and interests, and is willing to discuss publishing NEA materials with other interested groups. We hope that permanent contacts will be made with similar groups, including those at this conference.

Difficulties

Difficulties include communication among African governments, illiteracy, a lack of interest in books, few libraries, and a lack of training and experience in all publishing activities (writing, editing, printing, and distribution).

OXFAM

BRIAN PRATT

OXFAM is a nongovernmental organization set up primarily as a funding agency, but it also devotes 5% of its income to public education in the UK.

The three primary audiences for OXFAM publications include:

1. UK-Europe and other English-speaking countries for works of public education and campaigning;
2. international development agencies for technical materials, especially in water engineering, small-scale development, etc.; and
3. developing countries for use of funding/copublishing material by NGOs and governments, especially in health, agriculture, and economic and social development.

All applications must be presented through OXFAM's field offices (addresses available through Brian Pratt, OXFAM).

Copublishing experience

Our copublishing experience includes

- a refugee health manual with the Somali Government, in English and Somali;
- technical books with Intermediate Technology Development Group Publications;
- funding of, translation into about 18 languages, and publication of *Where There Is No Doctor* by David Werner (originally published in Spanish); and
- funding of numerous translations of non-OXFAM books and pamphlets.

Future intentions

Future copublication intentions include the expansion of works already published by OXFAM and the translation or copublication in English and other languages of OXFAM publications of *Bitter Pills, Drugs in the Third World* and *A Growing Problem, Pesticides in the Third World*. We also plan to work with Intermediate Technology Development Group Publications on a forestry manual, and plan a handbook for development field workers.

Difficulties

We have our own printing facilities for the UK, but distribution outside of the UK is limited to about 1,000 groups that receive OXFAM funding. Distribution is too limited to justify translation and publishing in languages other than English. Therefore we are interested in possible translation and production arrangements in the Third World.

OXFORD, IBH PUBLISHING CO.

RAJU PRIMLANI

Oxford, IBH Publishing Co., has offices in New Delhi and Calcutta. Our publishing activities are divided into two categories: general publishing and publishing of Russian, German, Japanese, and French books in English.

We publish original Indian works through our general publishing program. Our areas of specialization are agriculture, life sciences, and engineering. We have about 1,100 books in print; about 150 are in agriculture. Our books are primarily meant for students studying for bachelor's or master's degrees in agriculture, field agriculture officers, and agricultural organizations.

Future intentions

We are willing to offer our publications for translation into other languages. Our books may be able to fill the gaps that exist in texts for agriculture education particularly in developing countries of Asia, Africa, and Latin America.

We are also interested in translating and publishing English editions of high-level books originally published in other languages. Research monographs that are now available only in national languages could reach the international scientific community if translated into English. For this, however, assistance in technical and financial matters must be arranged through international agencies.

PAKISTAN AGRICULTURAL RESEARCH COUNCIL (PARC)

ZIA H. SOOFI

The Pakistan Agricultural Research Council (PARC) is a national research organization that conducts, promotes, and coordinates agricultural research; distributes research results; and arranges the training of agricultural

scientists. It also generates, acquires, and disseminates agricultural information and maintains a reference library.

PARC's main research fields are in crop, animal, and social sciences, natural resources, agricultural machinery, and arid-zone research.

Copublication experience

Urdu editions of *Field Problems of Tropical Rice* and *Major Weeds of Rice* have been copublished and an Urdu edition of *A Farmer's Primer on Growing Rice* is in production.

Future intentions

We hope to copublish additional materials for farmers and extension workers. We are interested in producing slide sets and video films in Urdu and regional languages.

We feel that audiovisual materials (slides for projection with sound track and videofilms, possibly using mobile projection units) are an effective, low-cost way to communicate with farmers. We are interested in translation and dubbing in the audio portion of such materials.

THE PHILIPPINE COUNCIL FOR AGRICULTURE AND RESOURCES RESEARCH AND DEVELOPMENT (PCARRD)

ROGER CUYNO

The Philippine Council for Agriculture and Resources Research and Development (PCARRD) is the national research system in agriculture and natural resources. Its functions include: prioritizing the national research agenda, mobilizing and coordinating research and research-development efforts of individuals and organizations, monitoring research activities, granting research funds, and communicating research results.

PCARRD is involved with research on crops, livestock, fisheries, forestry, farming systems, and socioeconomics.

PCARRD is a network of research agencies throughout the country (mostly university and ministry based), with a secretariat to deal with administrative matters. Within the secretariat is the Applied Communication Department, which coordinates and leads activities related to research communication.

PCARRD has a large publication program for audience groups such as administrators and policy makers, subject-matter specialists, extension specialists, researchers, and producers.

Copublication experience

PCARRD's closest work to copublication is the development of communication prototypes for the Ministry of Agriculture extension program. In the arrangement, PCARRD produces the master copies of such materials as teaching slides-tapes illustrated materials, comics, posters, and manuals. After these prototype materials are produced, they are sent to the Ministry for mass production and distribution.

PHILIPPINE MINISTRY OF AGRICULTURE

ELSA LAGUNZAD

The Agricultural Information Division (AID) of the Ministry of Agriculture (MA) is the information arm of the latest agricultural technologies. It also serves as the Ministry of Agriculture Communications Coordinating Council (MACCC) of the six bureaus under the Ministry and attached agencies.

The MA-AID concentrates its information dissemination efforts on the production of information-support materials for the three main thrusts of the Ministry: the Masagana 'corn' program, food and nutrition, and the Masagana 99 rice program. In addition we produce backup information materials on azolla, compost, fertilizer use, and recommended pesticides.

The Ministry's primary target audience is farmers. Hence, most information materials are pamphlets, leaflets, posters, and mimeographed handouts. Technical bulletins and annual reports are intended for technical personnel and policy administrators.

Copublication experience

IRRI's *A Farmer's Primer on Growing Rice* by Benito Vergara, was translated

into Pilipino (or Tagalog), magazine style, and retitled *President Marcos's Manual on Rice*, funded and printed by the National Media Production Center, a government printing outfit under the Office of the President. This brochure, translated by AID and printed in black and white newsprint, was distributed free to rice farmers throughout the country. The Samarón-Leyteño version of the same brochure, with a different cover and layout, was funded by the Ministry of Agriculture-AID and printed by the National Media Production Center. It was translated by the MA Regional Office in Tacloban City.

The revised version of *A Farmers's Primer on Growing Rice* has been translated by the AID into Pilipino, Hiligaynon, and Ilocano and submitted to IRRI for publication.

The revised version of *Field Problems of Tropical Rice* has been translated with the coordination of FAO and printed in Pilipino. Ilocano, Hiligaynon, and Cebuano translations are in press.

Future intentions

Since azolla culture in the Philippines is relatively new, the technology in northern Vietnam or China would be useful if translated into the major Filipino dialects.

Materials from other countries on organic fertilization, compost, and biogas would be welcome and would be considered for publication.

Difficulties

Because of budgetary constraints, AID cannot shoulder printing costs of its intended publications, and may try to seek funding support, especially for copublication, from the National Extension Project.

SHANGHAI SCIENTIFIC AND TECHNICAL PUBLISHERS

WANG PEI-LIN

Shanghai Scientific and Technical Publishers is a comprehensive publishing house, founded in 1956. The primary subject areas of books published include natural sciences, engineering, agriculture, medical science, popular

science, and an encycloped... of medical science. We also publish more than 20 periodicals and journals, as well as popular books.

We annually publish about 250 new book titles and 250 reprinted titles, with a total impression of 20 million. The agricultural editorial department has 21 editors, who annually edit and publish about 50 book titles in the agricultural sciences. It also produces *Scientific Farming*, a monthly periodical with a total impression of 200,000 copies issue. Its main readers are primary agricultural technicians and workers in the communes and production brigades.

Because of China's diversity, we have planned several series of books on agriculture for wide distribution. For example, *The Life Cycle of Main Crops* is a popular series explaining the morphology and growth of China's agricultural crops.

Examples of other popular books from the series are *How to Plant Different Types of Crops* and *Answers to Questions on Different Kinds of Main Crops*.

The agricultural department has recently published several books specifically on rice, such as *Cultivation and Physiology of Rice*, *Research and Practices of Hybrid Rice*, and *The Faddy Soil of Tai-Hu Region in China*.

Copublication experience

Some of the books we have copublished in the past 4 years have also dealt specifically with rice. These are *Rice Breeding*, *The Growth of Rice — An Anatomical Diagram*, *The Growth and High Yielding Physiology of Rice*, *The Physiology and Morphology of Rice*, and *Climate and Rice*. Most of these books were translated from Japanese and English.

We have had wide contact with foreign publishers in Japan, F. R. Germany, USA, Yugoslavia, Italy, and Singapore, and also with publishers in Hong Kong. We have copublished more than 10 scientific and technical books.

Future intentions

We plan to publish the following titles: *Genetics and Breeding of Rice*, *Hanging Chart of Pests and Diseases of Rice*, and *Handbook of Rice*. Generally speaking, in China, the first press run of a special work that emphasize theory is about 10,000 copies, and that of translated books, 5,000 to 6,000. But the first printing of popular agriculture science books and pamphlets is much larger. For example, we printed 500,000 copies of the popular series book *Answers to Questions on Rice Production*.

Difficulties

A primary difficulty with copublication has been a lack of experience, but we plan to pursue this endeavour, and hope to learn and share with other publishers throughout the world.

SOUTHEAST ASIAN FISHERIES DEVELOPMENT CENTER (SEAFDEC)

MARILYN SURTIDA

The Southeast Asian Fisheries Development Center (SEAFDEC) was established in 1967 as a regional technical body to accelerate fisheries development, primarily in Southeast Asia. SEAFDEC was founded through an agreement with the Philippines, Japan, Malaysia, Singapore, Thailand, and Vietnam.

The center has six major functions: 1) train fisheries technicians of Southeast Asian countries; 2) study fisheries techniques; 3) develop fishing grounds; 4) investigate fisheries resources and oceanography; 5) collect and analyze fisheries information; and 6) provide member countries with results of studies.

The Marine Fisheries Training Department (MFTD) in Thailand and the Marine Fisheries Research Department (MFRD) in Singapore were established first, and the Aquaculture Department in the Philippines was approved during the fourth SEAFDEC Council Meeting in 1971.

The Aquaculture Department in the Philippines promotes, undertakes, and coordinates aquaculture research relevant and appropriate for the region, develops human resources for aquaculture development, and disseminates and exchanges information in aquaculture.

The department has an information dissemination program that produces research publications as well as training and extension manuals. Among the regular publications are *Asian Aquaculture*, a monthly newsletter containing information on current activities, policies, plans, programs, and accomplishments in aquaculture; and *Aqua Farm News*, a monthly news service for students, extension workers, and technicians.

To assess the extent of available aquaculture information in the Philippines, the Department conducted an aquaculture documentation survey (AQUADOC Project) of libraries of aquaculture and fisheries research organizations and teaching institutions. The results of this documentation work are the Aquaculture Scientific Literature Service. Selective dissemination of information and publication of the quarterly *Aquaculture Abstracts* are now activities of the department library.

SWISS CENTER FOR APPROPRIATE TECHNOLOGY (SKAT)

URS HEIERLI

The Swiss Center for Appropriate Technology (SKAT), is a Swiss nonprofit, nongovernment organization. Its aim is to provide information on appropriate technology to individuals and organizations in developing countries. Its functions are

- to maintain documentation on appropriate technology in energy, water and sanitation, agriculture, food processing, small-scale industry, building and construction, and health;
- to maintain a technical query-answer and technical consultancy service in the above-mentioned fields;
- to support activities and organizations of appropriate technology in developing countries;
- to participate in networks of appropriate technology;
- to publish proven technical experience on appropriate technology and disseminate this information through copublication; and
- to run a mail order bookshop with about 500 titles on appropriate technology.

Copublication experience

Several publications have already been edited as copublications with the aim of reaching a broader audience by using the marketing channels of publisher and copublisher. For SKAT, a small organization, this experience has increased circulation substantially and drastically reduced printing costs.

Currently, copublication is used for local editions and translations into Spanish and French. Examples:

- *Manual for Rural Water Supply*, published in English and French by SKAT. The Spanish version will be edited by SEMTA, La Paz, Bolivia.
- *Appropriate Building Materials*, copublished by SKAT and Intermediate Technology Publications, London.
- *New and Renewable Energies*, English and French versions copublished by SKAT and ENDA, Dakar, Senegal.
- *Local Experience with Micro-Hydro Technology*, English version published by SKAT; Spanish version copublished with CETAL, Valparaiso, Chile.
- *Wood-stove Compendium*, French translation copublished by SKAT; Association Bois de Feu, France; Edisud, France; and ENDA, Senegal.

Future intentions

SKAT intends to copublish with private publishers on a national scale to reduce printing costs; and with official bodies and international organizations to achieve better dissemination.

Difficulties

All copublication activities should be complemented by comarketing activities with organizations with similar interest. Common publication lists and mutual selling of publications are a basic need of small organizations without a worldwide base.

An example of such efforts is the common "SATIS list of AT publications," which contains the publication of 24 member organizations, with about 700 titles of appropriate technology.

TANZANIA AGRICULTURAL RESEARCH ORGANIZATION (TARO)

JANET KAAVA

The Tanzania Agricultural Research Organization (TARO) was established by an Act of Parliament in 1980. Its main objective is to initiate, organize, and establish priorities to promote the carrying out of basic and applied interdisciplinary research into all aspects of crops, soil, and farming systems in the United Republic of Tanzania. TARO has eight research institutes and 19 centers; each research institute and some centers provide research services to their zone and specialize on specific crops. The primary audiences are extension staff and farmers.

Some of TARO's functions and objectives are

- to monitor and coordinate basic and applied agricultural research activities within Tanzania and evaluate the findings of that research;
- to establish a system of documentation and dissemination of research findings through technical and advisory services, and to promote their practical application in crop development;

- to provide advisory, consultancy, and other services to the government, public institutions, villages, or persons engaged in agriculture on all matters affecting crop industry; and
- to promote and provide facilities for the training of local personnel to conduct agricultural research.

The organization may also

- prepare and execute agreements with other organizations within or outside Tanzania;
- establish in the country a library for reference by agricultural and veterinary scientists in cooperation with the government or any organization or person or body of persons within or outside Tanzania; and
- enter into agreements with firms or organizations engaged in other allied scientific research activities to establish systems of information exchange.

The Documentation Department of TARO compiles research data and published materials from outside and within the country. In the future it will also deal with publication activities. However, our current publication program is not sufficiently developed and we can only publish annual research reports in pamphlet form.

Future interests

TARO is very much interested in copublication, which will make knowledge contained in non-English publications available to a larger number of readers.

TARO is particularly interested in translating published materials for researchers, extension staff, and farmers into Swahili, a language used by about 80 million persons in Africa. TARO has started to translate English publications from IRRI for rice producers in Tanzania and other parts of eastern and southern Africa.

TARO's future plans include the initiation of a press unit. The press has been agreed to in principle, but has not yet been implemented because of a lack of funds. Its short-term plans include contracts with publishing companies within and outside the country to publish different materials.

Difficulties

Funding is TARO's major problem.

THAILAND MINISTRY OF AGRICULTURE

SOMCHIT CHAIPAKDEE

The Agricultural Communications Division (ACD) is part of the Department of Agricultural Extension (DAE), Ministry of Agriculture and Cooperatives, Thailand. The Department of Agricultural Extension is a national government organization to advise farmers in all commodities and to act as a link between research agencies and farmers. ACD's major responsibilities are publications, public relations, audiovisuals, production, exhibits and contests, and agricultural radio broadcasting.

Copublication experience

The Department has had limited experience in copublication because the type of data generated in Thailand is usually aimed at local needs. For example, *Extension Notes* produced by DAE is based on impact points identified at the provincial level.

Future intentions

At present DAE has no specific copublication plans but copublication may become part of the organization's future information activities, especially for sharing Thai experience with other countries.

Difficulties

ACD is decentralizing its communication support activities to the regional and provincial levels but our skilled specialists and equipment to do this are limited.

TYCOOLY INTERNATIONAL PUBLISHING LTD.

TOM WALSH

Tycooly International Publishing Ltd. was established to assist clients in information dissemination with special emphasis on development needs for scientific and technical communication.

As a publishing company, the organization provides rapid, high-quality publishing services and a cost-effective means for institutions to arrange the publication and distribution of their materials.

Tycooly consultant services provide publication searches, advice on information content level for specific programs, identification of substance, training, and marketing assistance. These "information brokerage," activities are now an essential part of Tycooly's activities and range from recommending a variety of technologies other than print, to catalyzing and organizing grassroots information programs for rural development.

The company's areas of interest include environmental issues, rural development, agriculture, food and nutrition, water resources, energy, human settlements, development cooperation, health, information technology, and industrial development. Tycooly primarily publishes scientific books and journals, but plans to increase production of popular books and magazines.

Tycooly operates a network system that caters to worldwide markets and needs, and regional, cultural, and language requirements. It has developed the network in three main areas: the establishment of, or assistance in establishing, Tycooly units (East Africa); partnerships (French West Africa); and regular or ad hoc contractual arrangements.

Copublication experience

Tycooly has had copublication experience with the following bodies and organizations: UNEP, UNESCO, UNU, ILO, IWRA, East-West Center, ISS, and Ui IITAR. Arrangements have been primarily, but not exclusively, for English-language publications.

Future intentions

Tycooly is making arrangements in Brazil, India, and elsewhere to provide a wide range of information support and play a coordinating role for activities involving nonprint production, use of language other than English, innovative dissemination techniques, etc.

Tycooly seeks to increase its activities and extend its support to development institutions copublishing in any reasonable form within the present context. Its approach is sufficiently flexible to cater to the widest possible needs, and its publishing and dissemination facilities will consider specific requests from publishing partners.

THE UNITED NATIONS UNIVERSITY (UNU)

SHIGEO MINOWA

The United Nations University (UNU), a U.N. organization, is a new type of academic institution. Its mandate is to meet the needs for mobilizing international scholarly resources for collaboration on global problems that transcend national boundaries. Therefore, it is established not in one place but on a worldwide network basis. It does not have students and faculty in the traditional sense, but links and coordinates the work of scientists and scholars throughout the world.

UNU's main aims are

- to maximize intellectual cooperation among world scholars to help understand and solve urgent problems beyond the scientific and scholarly capabilities of single nations or regions;
- to increase the practical impact of research and advanced training by organizing networks of collaborating individuals and institutions;
- to increase the ability of developing countries to solve their own problems by strengthening their research and advanced training capabilities; and
- to improve the outreach of institutions all over the world by involving them in international cooperative efforts to deal with problems of concern to all nations.

The University's priority concerns are defined by five themes that range across the modern world's most urgent anxieties:

1. peace, security, conflict resolution, and global transformation;
2. the global economy;
3. hunger, poverty, resources, and the environment;
4. human and social development and the coexistence of peoples, cultures, and social systems; and
5. science and technology and their social and ethical implications.

UNU publishes books, monographs, reports, and periodicals in its areas of concern and disseminates the information to scientists, policymakers, and the general interested public.

Copublication experience

UNU has published a number of books in collaboration with publishers who undertake all publishing work for the University; but this has not necessarily been copublication in the sense of the operational definition of this group. There have also been some cases in which several publishers have published various language editions of one of the University's books simultaneously;

but these have been scholarly publications with plain text pages, and no cooperative measures on the mechanical side were taken.

Future intentions

A primary mandate of the University is the dissemination of information and knowledge to the nonacademician for impact at the grassroots level.

The proposed network concerned with copublication should be extremely useful for the University, which is definitely interested in cooperation for copublication within the operational definition of the group.

Difficulties

The University has had no production difficulties other than language problems.

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)

RALPH EDWARDS

The United States Agency for International Development (USAID) administers U.S. foreign aid. U.S. policy, as stated by the Congress, is "to assist the people of less developed countries in their efforts to acquire the knowledge and resources essential for development and to build the economic, political, and social institutions that will meet their aspirations for a better life, with freedom, and in peace."

AID's current policy for carrying out its mandate rests on four "cornerstones" for development:

1. sound host-country economic and social policies at all levels;
2. growth of productive, self-sustaining, income- and job-producing private sectors;
3. effective institutions to ensure that development continues after assistance ends; and
4. capacity to develop and apply a continuous stream of technology designed to increase productivity, employment, and income.

Copublication experience

AID has had considerable copublication experience. Starting in the late 1950s, when the RTAC (or CRET) series was started, more than 100 publications on agriculture, health, rural development, etc., mostly from U.S. organizations such as USDA, were translated and copublished in languages other than English. Those publications were used by USAID missions worldwide to support or reinforce development projects. Decisions on numbers needed and distribution were made by USAID mission staff members and their counterparts in national research and extension programs.

Copublication activity continues but at a slower pace than the RTAC activities of the 1950s and 1960s. Many of those early publications were reprinted in French for African USAID missions in 1982. Only a few publications for copublication are handled centrally (through regional bureaus in Washington) and those are required to pass a review and approval by a Communications Review Board.

A survey of USAID missions would be required to determine the number of copublished books. These would be publications where mission funding is used to assist a Ministry of Agriculture in translation and printing.

Future intentions

AID's copublication objectives relate directly to the "cornerstones" previously listed. There is need to identify audiences, their needs, and the publications that would be most useful to them. AID is aware of a continuing need for copublication, is a potential supplier of materials for copublication, and remains committed to assisting national programs in their efforts to deliver useful information to development programs.

VIETNAM AGRICULTURAL PUBLISHING HOUSE (VAPH)

NGUYEN TRUONG TU

The Vietnam Agricultural Publishing House (VAPH) is an official agency under the Ministry of Agriculture of the Socialist Republic of Vietnam. VAPH can assume responsibility for translation into Vietnamese, and production of print or slide materials.

Books published at VAPH cover all branches of agriculture, forestry, and fisheries. VAPH publishes about 60 titles/year, with some titles reaching 500,000 copies. These books introduce advanced techniques of production into different parts of the country.

Copublication experience

Materials that have been translated into Vietnamese include the IRRI books *Field Problems of Tropical Rice*, *Rice Diseases*, and *Symposium on Cropping Systems Research and Development for the Asian Rice Farmer*. Because agricultural technologies have characteristics of ecological areas, some adaptation has been made in some publications to make them more useful and attractive to Vietnamese farmers.

Future intentions

We want to receive agricultural materials in English or other languages, including educational materials, guides to agricultural technology, research results, and scholarly documents.

VAPH is willing to make technical agricultural materials of Vietnam available under contract with interested organizations and has the capability of translation into English, French, Spanish, or other languages.

Difficulties

Publishing of agricultural materials is currently limited in Vietnam because of a lack of materials, instruments, means, and capital. We now print on cheap paper with local materials. Although the books are not beautiful, we publish many copies and distribute them widely at low cost. Supplies that are particularly in demand are paper, ink, chemical products, and film.

THE WORLD BANK

GODDARD WINTERBOTTOM

The World Bank is the world's largest multilateral development lending agency, owned and governed by its 146 member countries. To support its lending operations and the needs of its members, it has become a large center for research and publication in all areas of development. Among these are agriculture and rural development in their broadest senses: from concern with the science and technology of farming, rural credit, and land reform, through the entire infrastructure of rural work and life (including sociology), to agroindustry and patterns of distribution, consumption, and nutrition. Approaches range from nuts-and-bolts field manuals to issues of high-level national policy.

Copublication experience

The Bank's experience with multilanguage copublication of its research is limited to subvention of French and Spanish editions of a quite small proportion of its output, principally general or policy works, or those with academic or teaching potential. It has also granted rights to national agencies and commercial publishers for rights to translate and publish without subvention in such developing countries as Brazil, Indonesia, Korea, Philippines, and Yugoslavia.

Future intentions

Because the greatest proportion of its output is directed to audiences who can usually be expected to read English — researchers, students, and policymakers, for example — but may be unable to pay western prices, the Bank also encourages another type of copublication: national or regional editions in English published locally and priced to reflect local market conditions.

The full range of Bank publications is available for negotiation directed toward either kind of copublication — by national agencies, NGOs, commercial publishers, or other parties. Because of the size and diversity of the output, the best medium for identifying potential copublications is the annual *Catalog of Publications* and its supplements. The annual *World Bank Research Program: Abstracts of Current Studies* and the thrice-yearly *Research News* identify forthcoming or recently issued working papers, books, and other documents. All three will be sent on request as they become available.

Considerations in copublishing arrangements include:

- First, film (including color separations) can sometimes be supplied. Other types of technical assistance may be made available in the future.
- Second, an examination copy of a document may be requested — on institutional letterhead only — by parties who are seriously interested in multilanguage or English copublication.
- Third, Bank mailing or customer lists may sometimes be made available to copublishers for one-time use.
- Fourth, the Bank will insist on a) retaining copyright, b) mention of original editions and authors, and c) guarantees of full and accurate translation (although adaptations of documents can be negotiated).
- Fifth, a token royalty (6% of list price, for example) may be requested, especially if the copublished work is to be sold.
- Sixth, geographic limits to rights may be imposed in certain cases.

All conditions for copublications will be laid out in a contract or letter of agreement signed by both parties.

APPENDIX 3. **International Steering Group**

- Michael Graham**, International Development Research Centre, Singapore
A. Jayusman, Bhratara Karya Aksara Publishing House, Jakarta, Indonesia
Ubaldo Dantas Machado, Brazilian Agricultural Research Corporation (EMBRAPA), Brasilia, Brazil
Hernan Rincon, International Potato Center, Lima, Peru
Mamadou Seck, Nouvelles Editions Africaines Publishing House, Dakar, Senegal
Richard Stewart, International Livestock Centre for Africa, Addis Ababa, Ethiopia
Datus C. Smith, Jr., The Asia Society, New York, USA
Wang Pei-Lin, Shanghai Technical and Scientific Press, Shanghai, China
Keith Richmond, Food and Agriculture Organization, Rome, Italy
Thomas R. Hargrove, International Rice Research Institute, Manila, Philippines



Participants in the international workshop on Copublication: Strategies for Multilanguage Publication in Agriculture, 28 November-1 December 1983.

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