



**- International Fund for Agricultural Development –
- Scouting and Sharing Innovation in Western and Central Africa –**

- Video viewing clubs for training cocoa farmers -

I- Background :

1. Name of innovation:

Video viewing clubs for training cocoa farmers

2. Country - Region:

Ghana, Cote d'Ivoire, West Africa

3. Organization:

International Institute of Tropical Agriculture/Sustainable Tree Crops Program (STCP)

4. Who is the innovator?

Sonii David

5. Actors involved:

-*Ghana*: Ministry of Food and Agriculture, Ans Media, Stratcomm Africa, CABI

-*Cote d'Ivoire*: ANADER, MARTIKA and GENERAL PROD

-*Both countries*: World Cocoa Foundation

6. Implementation date:

2006 to present

7. Type of innovation:

Knowledge sharing and Technological

II- Key issues :

8. Summary:

Across the West African sub-region, there is currently only a weak cocoa extension effort. Additionally, traditional cocoa extension methods in use typically focus on blanket technical messages or involve input driven strategies. While participatory training approaches such as farmer field schools (FFS) have proven effective in training cocoa farmers, the success of such approaches is highly dependent on the quality of facilitators. Recent experience in several countries suggests that ensuring good technical and facilitation skills among FFS facilitators is a key challenge.

The video viewing club (VVC) is a method for group learning using video coupled with guide books, guided discussion and field activities. Videos used in VVCs can either be developed in a participatory manner, with farmers involved in the conceptualization and filming or by video professionals. STCP is testing both approaches: in Ghana, participatory videos are used for training, while videos developed by communications professionals are used in Cote d'Ivoire.

VVCs run for 3-4 months and 2-3 training cycles are conducted per year.

Justification:

There is need for innovative farmer training and extension approaches to improve cocoa productivity in West Africa. The use of video as a tool for training farmers and rural people is not new in West Africa but there are few examples of its application for training of tree crop farmers. Using videos for training tree crop farmers makes it possible to:

- Visually show new techniques and practices
- Show in a short time something that takes place over a long period
- Standardize information so that it is transmitted accurately from technical sources to farmers
- Easily work with farmers who cannot read and write

9. What issue does the innovation address?

More effective ways to convey technical information and knowledge about cocoa production to small-scale farmers

10. Key success factors for replication:

- Motivated, well trained facilitators
- Regular supervision of facilitators
- Partially self-financed by the community/participants

11. Accessibility:

- Small-scale cocoa farmers;
- Women;
- Youth;
- Share croppers.

12. Difficulties encountered:

- Finding power sources to run the video equipment;
- Identifying suitable partners to scale up the innovation;
- Making the approach partially self-financing;
- Identifying suitable female facilitators;

13. Financial aspects:

In Ghana it costs approximately \$1125 to run a VVC over a period of 4 months, training 20 farmers. This excludes supervision costs which will vary depending on the implementing institution.

III- Technical Summary :

14. The VVCs focus on cocoa integrated crop and pest management. In Ghana, 5 videos were developed, while 13 videos were produced in Cote d'Ivoire. The following topics are covered in the training videos:

- Pruning
- Rational pesticides use for mirids
- Rational pesticides use for black pod
- Cocoa quality
- Planting (Cote d'Ivoire)
- Cocoa regeneration (Cote d'Ivoire)

IV- Follow up :

15. Key contacts:

Name	Organization	Email
Dr. Sonii David	IITA	s.david@cgiar.org

16. Useful web link:

www.treecrops.org

17. Key documents:

- S. David A manual for training on sustainable cocoa through videos (draft)
- S. David 2007. Improve your cocoa production: a guide for farmers. International Institute of Tropical Agriculture, Accra, Ghana