

Revisiting Rural Advisory Services in the Emerging Context of Agricultural Technology Transfer in Asia-Pacific

DR. VIRGINIA R. CARDENAS

*GFRAS Focal Person for Asia-Pacific Islands,
Regional Coordinator, Asia-Pacific Islands Rural Advisory Services*

*Professor of Extension Education and Community Development
Institute of Governance and Rural Development
College of Public Affairs and Development
University of the Philippines Los Baños*

Revisiting Rural Advisory Services in the Emerging Context of Agricultural Technology Transfer in Asia-Pacific

DR. VIRGINIA R. CARDENAS

*GFRAS Focal Person for Asia-Pacific Islands,
Regional Coordinator, Asia-Pacific Islands Rural Advisory Services*

Outline

- ☑ Introduction
- ☑ Changing Context of Agricultural Technology Transfer:
Emerging Realities in Asia-Pacific
- ☑ Technology Transfer within the Agricultural Innovation System
- ☑ Agricultural Extension in Agricultural Innovation System
- ☑ Supply Chain Management Approach and the Role of
Extension
- ☑ Five Major Areas for Mobilizing the Potential of Agricultural
Extension/Rural Advisory Services

Introduction

FOOD SECURITY: A global concern!

- The effects of climate change threatens food and nutrition security in Asia —————> critical in the attainment of MDG 1!
- Other forms of instabilities affect level of productivity of producers, consumers, distributors.
- Readiness of local institutions remain uncertain.

Introduction

- Improvement in the livelihood of beneficiaries and the creation of market linkages of rural producers and consumers require appropriate institutional development and institutional reforms...



To match demand of changing context of agricultural technology transfer in Asia and the Pacific.

Introduction

- Farmer adaptations can be undertaken by farmers through the agricultural technology transfer process within an agricultural advisory service or EXTENSION.

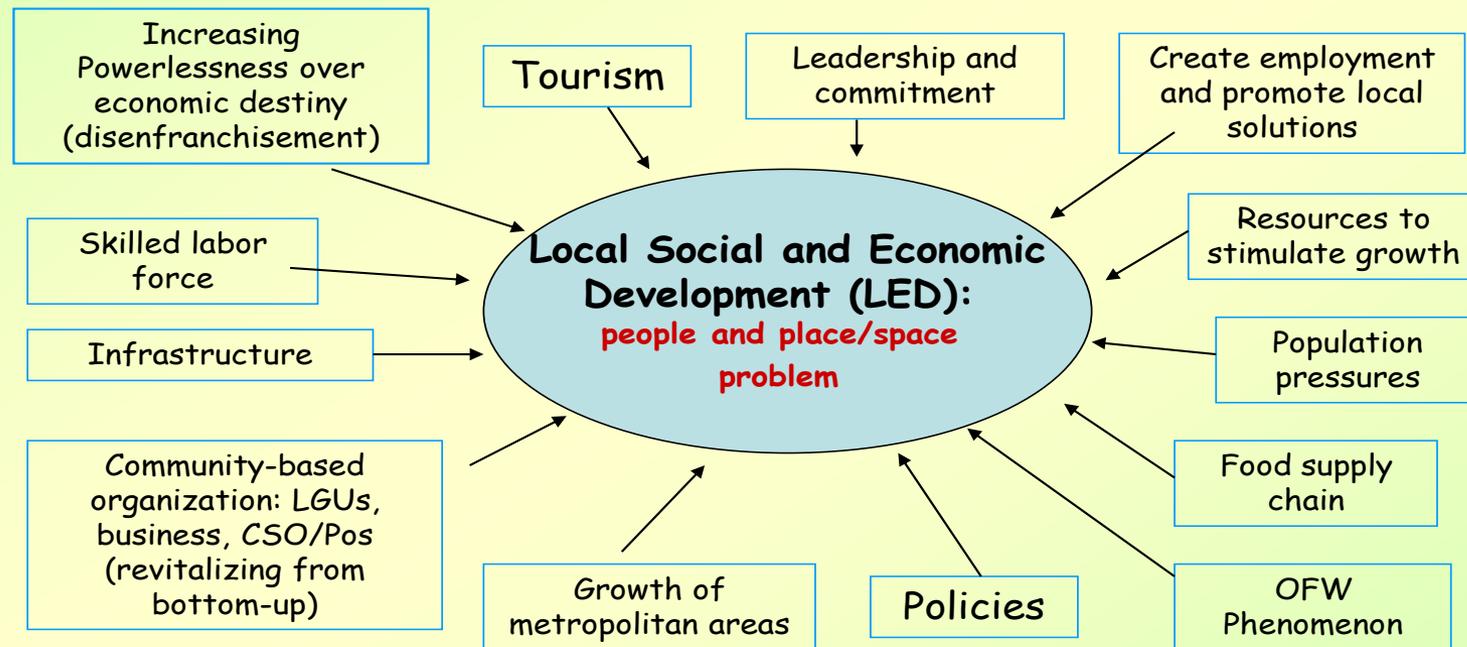
Extension – a strategic component of new institutional frameworks that may address climate change adaptation and mitigation, food security, and vulnerability.

Changing Context of Agricultural Technology Transfer: Emerging Realities in Asia-Pacific

- Asia-Pacific as the heart of explosive growth.
- Wide diversity among member countries.
- Food security and the rural poor.
- Rural poverty in the Region.
- Growing urbanization and demands.
- Food security under threat.
- Renewed interest in agriculture and agricultural extension.
- New functions in agricultural technology transfer/extension services.

Challenges in communities in transition:

Scoping Rural-Urban Transition



Technology Transfer within the Agricultural Innovation System

TECHNOLOGY – information put to use to accomplish some task.

TECHNOLOGY TRANSFER – the process of moving technology from the source to its intended users

- ✚ R&D institutions and universities are sources of technologies extended to end-users via extension delivery services.
- ✚ LGUs, NGOs and other RAS providers serve as intermediaries.
- ✚ Strategies include mass media channels, face-to-face interaction, electronic-mediated cyber techniques.

Technology Transfer within the Agricultural Innovation System

- ❖ TOT has often been criticized for being linear, one way, no provision for feedback.
- ❖ The artificial separation of technology from institutional structures has been a major conceptual and policy mistake.
- ❖ To speed up adoption using TOT requires paying attention to the cognitive, utility, and institutional dimensions.
- ❖ The **agricultural innovation system** (AIS) provides a consistent conceptual framework for integrating key science, technology and innovation institutions into economic development.

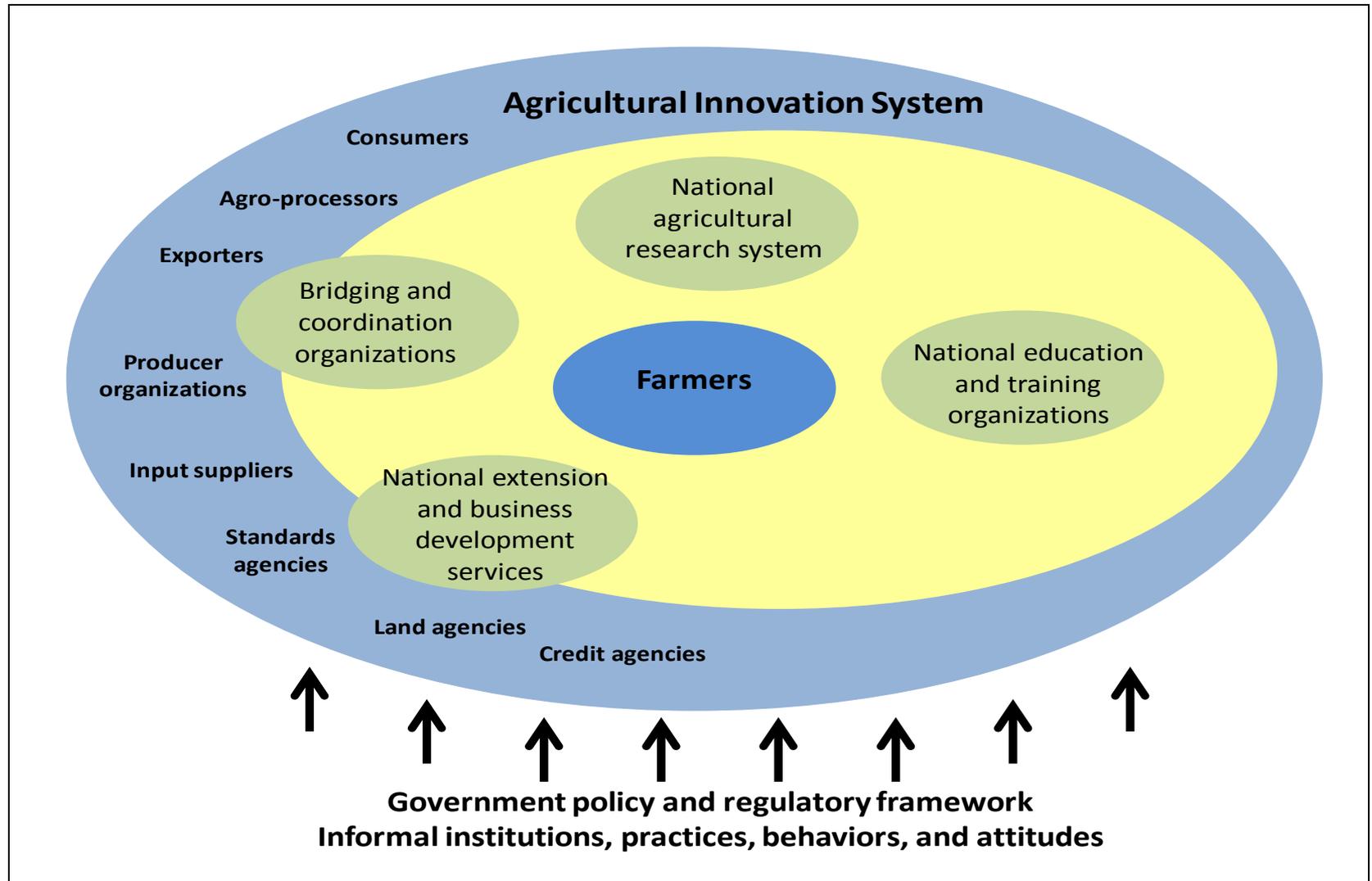
Agricultural Extension in the AIS Framework

- ❖ Research, education, and extension no longer sufficient to bring knowledge, technologies and services to farmers, entrepreneurs to innovate.
- ❖ Innovation requires more interactive, dynamic, and flexible process in which actors deal simultaneously with many conditions and complementary activities that go beyond the traditional domains of R&D and extension.
- ❖ An AIS looks into the multiple conditions and relationships that promote innovation in agriculture.

Agricultural Extension in the AIS Framework

- **INNOVATION SYSTEM** – a network or organization, enterprises, and individuals focused on bringing new products, new processes and new forms of organization into economic use together with the institutions and policies that affect their behavior and performance.

An Agricultural Innovation System:

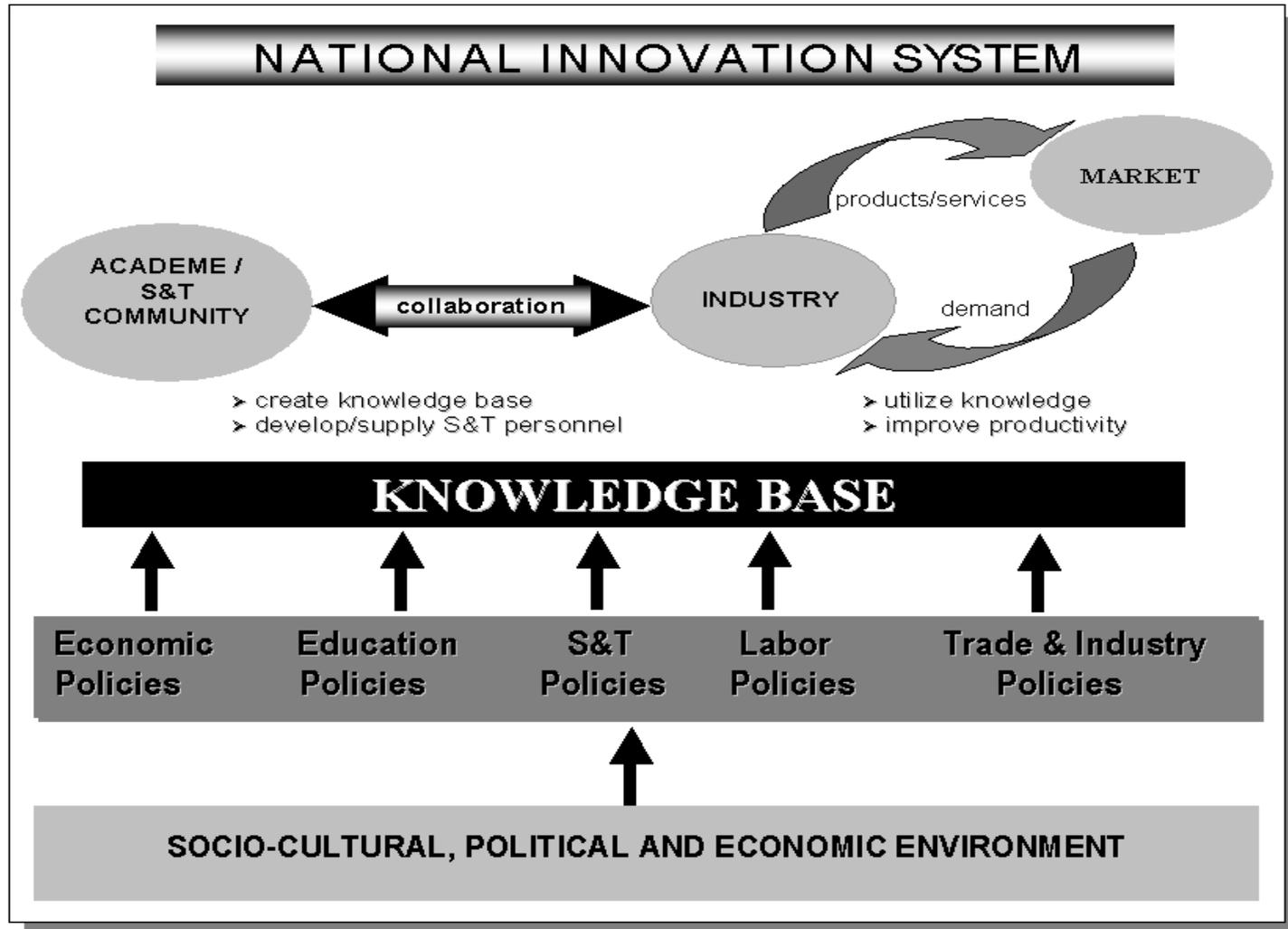


Agricultural Extension in the AIS Framework

Extension within the AIS framework is defined as ...

“systems that should facilitate the access of farmers, their organization and other market actors to knowledge, information and technologies; facilitate their interaction with partners in research, education, agri-business and other relevant institutions; and assist them to develop their own technical, organizational and management skills and practices”
(FAO, 2010).

The National Innovation System:

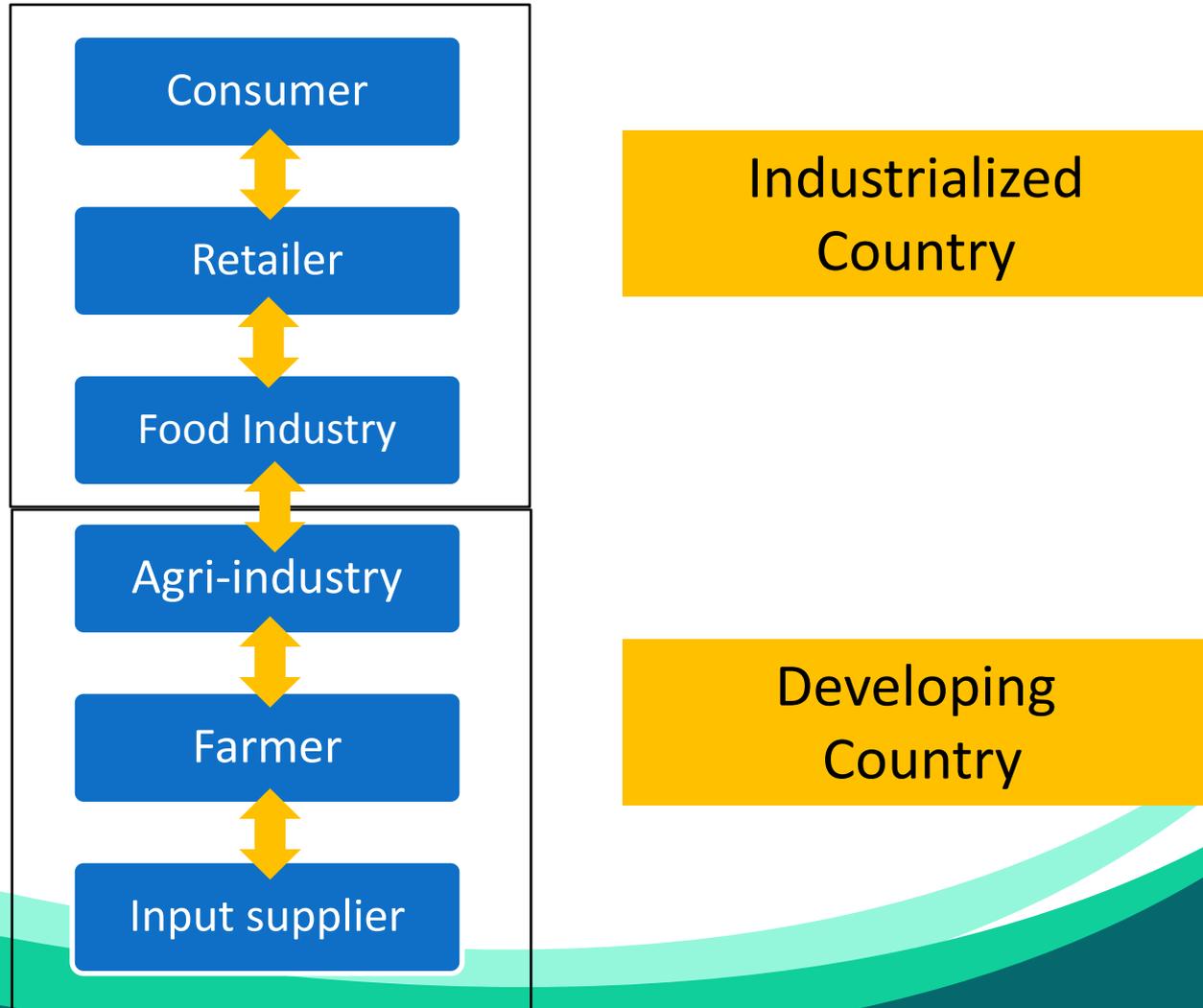


Supply Chain Management Approach and the Role of Extension

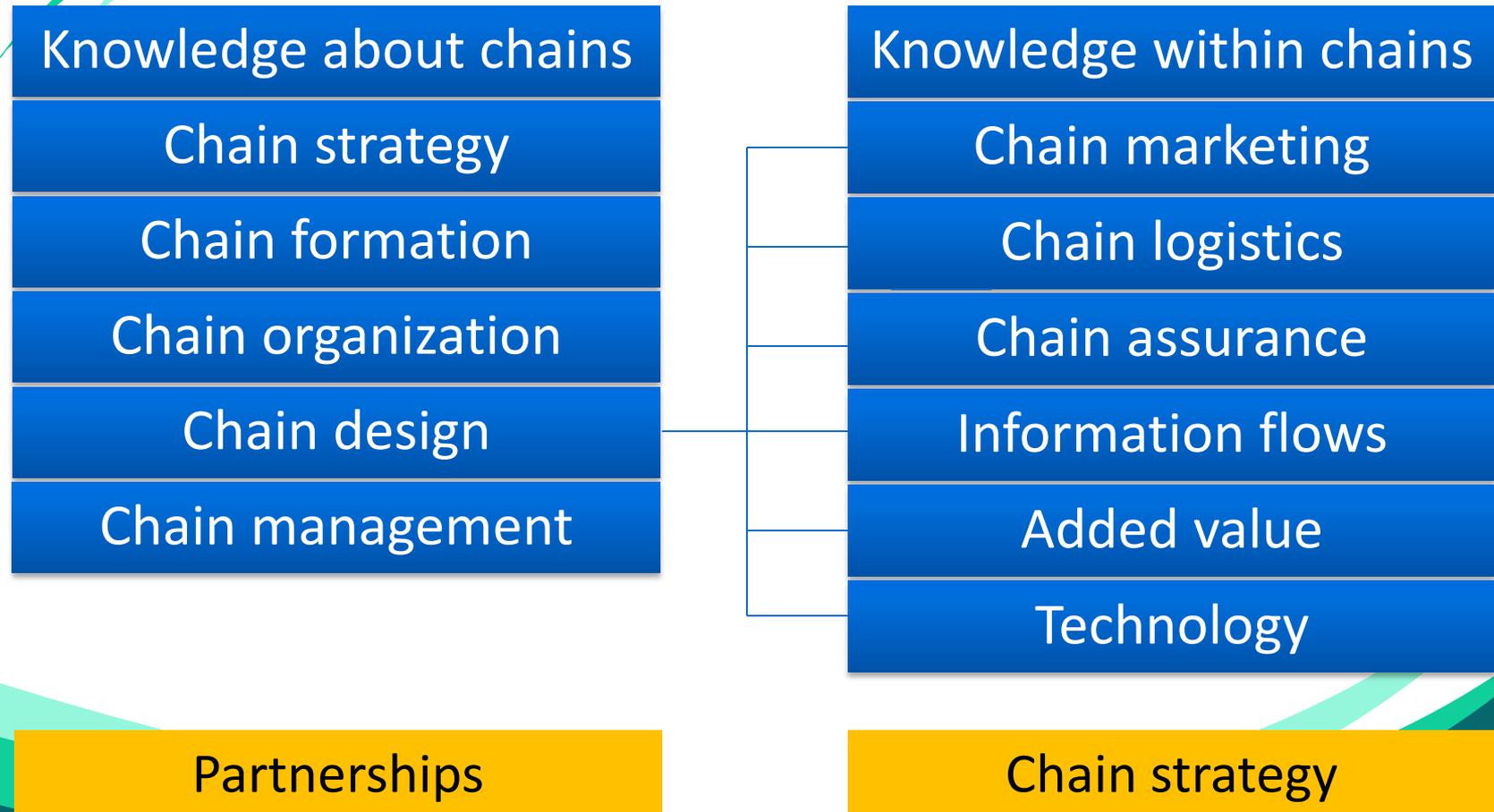
➤ **SUPPLY CHAIN** – the sequence of processes and flows that aim to meet customer requirements, that take place within different stages along a continuum, from production to final consumption (van de Vorst et al, 2007).



Cross-border supply chain:



Extension information required about and within chains:

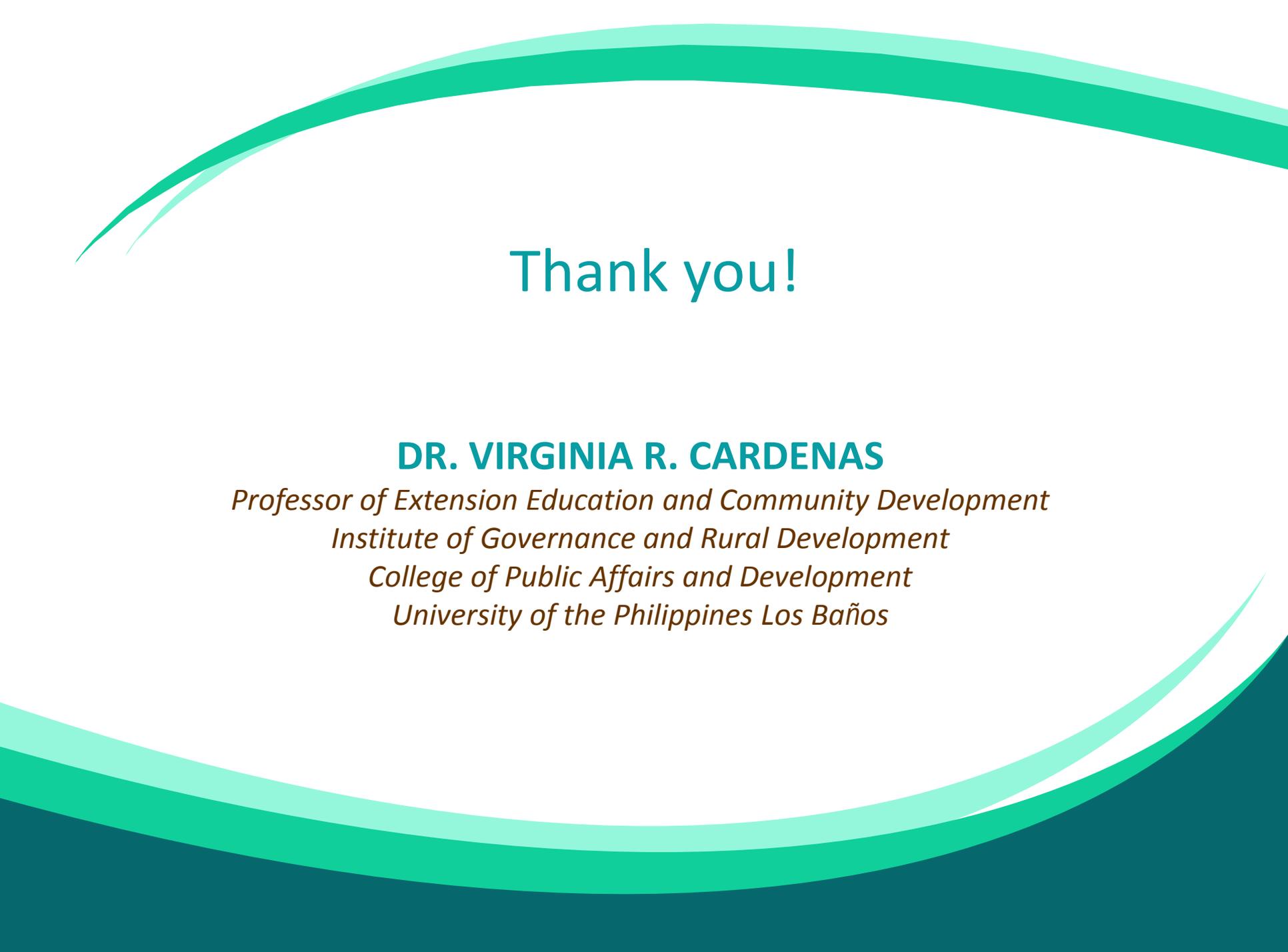


Major Areas for Mobilizing the Potential of Agricultural Extension/RAS

- Determining “best fit” approaches to rural advisory services.
- Pluralism in extension services provision.
- Capacity development.
- Monitoring, evaluation, networking and advocacy.
- Institutional responsiveness to the requirements of changing roles of extension beyond technology transfer.

Extension's Roles in Support of Food Security

- Tackle long term chronic insecurity.
- Deal with post-harvest losses.
- Address support to agricultural rehabilitation and risk reduction efforts.
- Increase rural employment and income.



Thank you!

DR. VIRGINIA R. CARDENAS

*Professor of Extension Education and Community Development
Institute of Governance and Rural Development
College of Public Affairs and Development
University of the Philippines Los Baños*