



**មីន្ទកសិករ**

# **HANDBOOK**

## **FOR PROVINCIAL DEPARTMENTS OF**

### **AGRICULTURE, FORESTRY, AND FISHERIES**

Version 1.0  
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# Introduction

## Context

Since 2004, innovative cropping systems and practices based on the principles of Conservation Agriculture (CA) have been designed and tested in different agroecosystems of Cambodia. Results from these scientific studies showed that CA Production Systems (CAPS) improved soil fertility, reduced labor, conserved water, and increased yield and smallholder farmer's income. However, for a sustainable change to occur in farming systems, these cropping systems and practices have to be supported by private companies as they play a crucial role in providing technologies, operational know-how, and information needed for different value-chains. Different sectors, such as agricultural machinery and technology along with the availability and accessibility of plant genetic diversity, should be targeted to enhance adaptation to climate change and market shocks.

From 2018 to 2020, Mekong Inclusive Growth and Innovation Programme (MIGIP) & Conservation Agriculture Service with a Fee (CASF) project collaborated in an intervention called MetKasekor to disseminate and promote the practice of CA in Ratanak Mondul district of Battambang province. The agricultural extension was carried out through close engagement with service providers and smallholder farmers in the target locations, as well as private companies, in order to promote the practice of CA. The MIGIP and CASF experience has proven to be a successful and efficient model to provide extension on CA in Cambodia.

However, some gaps need to be addressed in the model. The current implementation is still project-based, which is not a sustainable way to provide extension to farmers. The lack of technical expertise is one of the main concerns of the existing model, followed by limited contribution from and engagement with private companies. Lastly, although it is proven to be a successful model for extension on CA, it is not integrated into the existing official extension system of the government.

Thus, the new model emphasises the involvement of diverse institutions including three departments at the national level—the Department of Agricultural Engineering (DAEng), the Department of Agricultural Land Resources Management (DALRM), and the Department of Extension of Agriculture, Forestry and Fisheries (DEAFF)—the provincial administration, and private companies, all centred around the Provincial Department of Agriculture, Forestry, and Fisheries (PDAFF) in order to carry out a successful extension on CA (See Figure 1).

DAEng, DALRM, and DEAFF act as the key institutions to transfer technical knowledge to PDAFFs on their respective fields related to conservation agriculture. Once PDAFFs are trained and well-equipped with CA knowledge, they will work together with private companies to provide extension to cooperatives, and early adopters—potential groups that could further disseminate the CA knowledge to smallholder farmers. The three central departments then become “Advisors”, providing assistance as requested by the PDAFFs.

During the implementation phase (2021-2024), Swisscontact and CIRAD (French Agricultural Research Center for International Development) will provide necessary technical and financial supports to pilot the new model in Battambang and Preah Vihear province. The implementation of MetKasekor model is crucial because—when done successfully—it induces the government system to ensure the dissemination of CA in the country in the long run, with a private sector ready to support the practice, even without the assistance of external institutions.

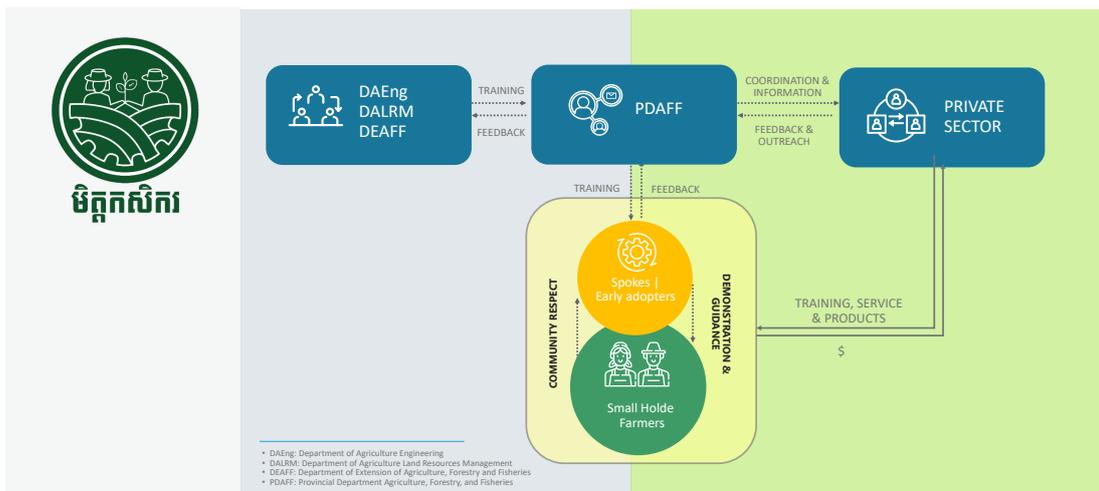


Figure 1: Overview of MetKasekor Model, showing technical knowledge transfer to small holder farmers

## Overview of the MetKasekor Model Handbook for PDAFFs

MetKasekor Handbook is comprised of six stages of guidelines for a PDAFF to implement MetKasekor Model at their target locations. These include: Identification (Stage 1); Demand Creation Meetings (Stage 2); Field Showcase (Stage 3); Commercial Demonstration (Stage 4); Annual Meeting (Stage 5); and Promotional Meetings with Private Companies (Stage 6). It should be noted that although in MIGIP's implementation and Figure 1 involvement with the three departments at the national level and the provincial administration is strategic, this Handbook aims to focus on the PDAFF's interaction with farmers, service providers, and—especially—the private sector. The Handbook is structured into stages that make it easy for readers to follow. Each stage is broken down into detailed steps, based on the sequence of activities. In addition, guidance on how to conduct each step and necessary tools are also elaborated to ensure proper implementation of the model.

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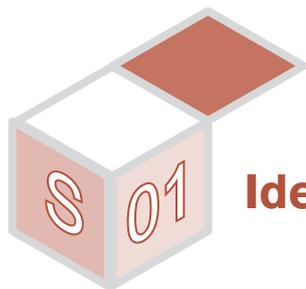
## DESIGN

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# STAGE 1

## SEARCH AND IDENTIFICATION



## Identification

This first stage involves identifying the right group of farmers (or agricultural cooperatives), and service providers to whom to introduce CA practices, beginning with identifying the right communes and villages.

### Purpose

To find the right group of farmers (or agriculture cooperatives) and service providers who will be invited to attend the demand creation meetings.

### The Steps

No.	Methodological Step	Purpose	Output
<b>1</b>	<b>Identify target communes and villages</b>	To identify the villages and communes most suitable for CA adoption.	A list of potential communes and villages
<b>2</b>	<b>Contact the commune and village chiefs for information</b>	To collect a list of potential farmers (or agricultural cooperatives) and service providers with their basic information.	List of potential farmers (or agricultural cooperatives) and service providers with information
<b>3</b>	<b>Interview potential farmers (or agricultural cooperatives) and service providers</b>	To evaluate their suitability to be invited to the demand creation meetings.	Profiles of interviewed farmers (or agricultural cooperatives) and service providers
<b>4</b>	<b>Enter the information into the MetKasekor IT platform</b>	To record the potential farmers (or agricultural cooperatives) and service providers into the platform	Dataset of potential farmers (or agricultural cooperatives) and service providers



## Guidance on the Steps

### 1. Identify target communes and villages

Identifying the right communes and villages is important to promoting CA in this early stage. CA is suitable for lowland and upland farms that have poor soil fertility and low productivity and are facing runoffs and limited water supply. Thus, it is important to start with the villages that need the new technology as the target locations.

### 2. Contact the commune and village chiefs for information

Once the right communes and villages have been identified, a meeting with each of the commune and village chiefs to get a name list of potential farmers (or agricultural cooperatives) and service providers can be arranged. In this meeting, information (such as land size and types of crop grown) about the commune/village generally, as well as about farmers specifically should be collected (Tool 1). These pieces of information can be used to decide which farmers and service providers should be interviewed at the next step.

### 3. Interview potential farmers and service providers

In this step, the PDAFF team should meet each potential farmer (or agricultural cooperatives) and service provider individually to gather their data. The data is related to the size and practices of their farming and service provisions, as well as their interests in new practices and technologies (Tool 2 & Tool 3).

### 4. Enter the information into the MetKasekor IT platform

To orderly retain information for later use, enter the data collected from Steps 2 and 3 into the IT platform (Tool 4).

## Tips

-  Meet the commune and village chiefs in person.
-  Use the list of potential farmers (or agricultural cooperatives) and service providers to facilitate decision regarding which of them to interview.
-  Explain briefly about CA to farmers (or agricultural cooperatives) and service providers to gauge their interests during the interviews.
-  Some examples of suitable service providers to engage with: (1) service providers who are fully involved in their business, (2) service providers who are under-using their tractor and (3) farmers with larger cultivating areas and their own machinery who provide services to their neighbors.

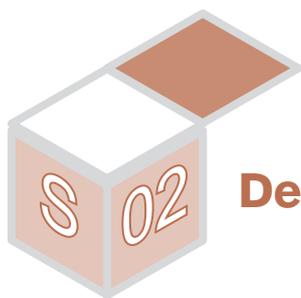
## Tool

-  Tool 1: List of Questions to Ask Commune & Village Chiefs
-  Tool 2: List of Questions for Interviewing Potential Farmers/Agriculture Cooperatives
-  Tool 3: List of Questions for Interviewing Potential Service Providers



**STAGE 2**

**CONDUCT THE DEMAND  
CREATION MEETINGS**



## Demand Creation Meetings

This stage involves preparing demand creation meetings with potential farmers (or agricultural cooperatives) and service providers to explain CA to them in details and to concretely understand their interests in adopting and investing in CA practices. There should be two meetings, the first with only service providers, focusing on showing them the CA-related business opportunities. The second meeting, on a separate day, involves both farmers (or agricultural cooperatives) and service providers to show farmers the benefits of CA and to show service providers that there will be a demand for CA machinery. As such, the demand creation meetings pave the way for connecting supply (service providers) and demand (farmers) so that CA practices can be adopted and sustained. Ideally, a few farmers will become interested in trying CA services at the end of this stage, thus creating a necessary starting point for later stages.

### Purpose

To introduce CA to farmers (or agricultural cooperatives) and service providers and initiate service provisions for farmers who are willing to receive CA services.



## The Steps

	Methodological Step	Purpose	Output
<b>1</b>	<b>Prepare for the demand creation meetings</b>	To ensure optimal venue and setup to deliver the message about CA and inspire early adopters.	Confirmation on selected plot with the owner
<b>2</b>	<b>Coordinate with private companies for the demand creation meetings</b>	To ensure private companies' participation in the event and support with machine planning.	Confirmation on participation and machine planning with private companies
<b>3</b>	<b>Invite potential farmers (or agricultural cooperatives) and potential service providers</b>	For them to participate in the demand creation meetings.	Potential potential service providers and potential farmers (or agricultural cooperatives) near them are invited.
<b>4</b>	<b>Conduct the demand creation meetings</b>	To convince potential farmers to receive CA services and potential service providers to consider investing in the machinery.	A number of farmers willing or decide to try CA services.
<b>5</b>	<b>Private companies market their products</b>	To give private companies a chance to promote their products to farmers (or agricultural cooperatives) and service providers.	Service providers have seen CA products and met with private companies representatives.
<b>6</b>	<b>Enter farmers' (or agricultural cooperatives') and service providers' data into the IT platform</b>	To record changes in their behaviours towards the adoption of CA, and to register new attendees.	Information for existing and new farmers (or agricultural cooperatives) and service providers is recorded.
<b>7</b>	<b>Identify early adopters and service providers</b>	To find out which farmers and service providers are willing to receive CA services and invest in CA machinery.	A list of early adopters and service providers
<b>8</b>	<b>Coordinate with the relevant companies to provide CA services to early adopters</b>	To ensure that private company provides services to the early adopters.	Early adopters receive CA services.

## Guidance on the Steps

### 1. Prepare for the demand creation meetings

- a. Venue: Location is an integral part of the demand creation meetings. If there is a successful pre-existing adopter of CA in the target geography, and if feasible, the meeting should be conducted at the successful pre-existing adopter's plot as they will testify to their experience in practicing CA. It will add to persuading potential farmers to try out CA services, which is the main outcome of this stage. If there is no pre-existing CA adopter in the area, the PDAFF team should secure a clean and levelled plot (to facilitate machinery showcase) located on one of the main roads in the target geography (for participants' ease of access) for the meetings.
- b. Venue Setup: Before the event, the venue needs to be prepared for the purpose. There will be two parts to the venue. One is an open space for the machinery showcase, and another one is a set up of tent and chairs for farmers to attend the CA presentation. Some refreshments should be provided if possible.
- c. Presentation: Prepare an easy-to-understand presentation for the participants of the demand creation meetings.

### 2. Coordinate with private companies for the demand creation meetings

Relevant private companies are those selling CA machineries or CA cover crops. It is important to ensure that private companies are available during the demand creation meetings as they play an important role in promoting and providing CA services to potential farmers. Confirm the date with them. Also, plan with the relevant company with regards to machine setup for the machine demonstration (e.g., coordinate between the company and the plot's owner to station the machine before the day of the event).

### 3. Invite potential farmers (or agricultural cooperatives) and potential service providers

Invite the potential farmers (or agricultural cooperatives) and service providers from the list created in Stage 1 to the demand creation meetings. It is important to take into consideration the farmers' proximity to the potential service providers because at the end of the day, we would like the service providers to see the demand for CA services within their areas.

### 4. Conduct the demand creation meetings

There should be two meetings as explained in the overview. In the meetings, CA presentation and field showcase are important agenda. The presentation should be simplified to allow potential farmers (or agricultural cooperatives) and service providers to grasp the important concepts. In addition, the field showcase must be conducted as it plays an important role to get the potential farmers interested in receiving CA services.



## 5. Private companies market their products

During the demand creation meetings, there must be a session for private companies to promote their products. As we would like service providers to purchase CA machineries and cover crops, the demand creation meetings are a good chance for them to understand the products and meet the companies' representatives. This section also incentivises private companies to participate in and support the demand creation meetings.

## 6. Enter farmers' (or agricultural cooperatives') and service providers' data into the IT platform

Register the existing farmers (or agricultural cooperatives') and service providers' attendance in the platform. This allows the tracking of changes in their behaviours with regards to CA adoption. Although the invitees are mostly those from Stage 1, there may be other farmers joining with their peers. Also register the new farmers or service providers.

## 7. Identify early adopters and service providers

After the demand creation meetings, reach out to all the participants to find out which of them are interested in receiving CA services. The potential farmers who agree to receive CA services at this stage are called the early adopters. There may also be service providers who are seriously considering investing in the machinery. Their names should be noted down as well. Compile a list of these early adopters and service providers.

## 8. Coordinate with the relevant companies to provide CA services to early adopter

The list compiled from the last step can be sent to relevant private companies. Help the early adopters by coordinating with the relevant private companies to help the early adopters start receiving CA services from the companies.

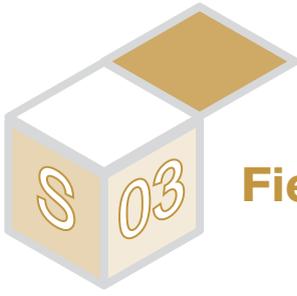


Location selection shall be strategic. It would be good to conduct the demand creation meetings at successful CA farmer's plot.



**STAGE 3**

**FIELD SHOWCASE**



## Field Showcase



This stage showcases CA service provisions by the private company for early adopters to farmers near them. A showcase should be done for each of the 4 stages in the CA cycle:

1. Land preparation: Use of a land leveler to level the farmland.
2. Sowing the cover crop: Use of no-till planters to plant cover crop on the farmland.
3. Cover crop maintenance & Sowing the main crop: Use of a roller crimper to terminate the cover crop and no-till planters to plant the main crop at the same time.
4. Harvesting: Harvest and planning for the 2nd crop or the next cycle's cover crop planting.

### Purpose

The showcases aim to gauge the interests of new nearby farmers in trying out the CA services. In addition, they allow interested service providers to see the demand of CA services within their area before investing in CA machineries and cover crops.



The showcase for each stage of the CA cycle shall follow Steps 1-8 below. Step 9 is to be adopted after the 4 showcases.

## The Steps

	Methodological Step	Purpose	Output
<b>1</b>	<b>Agree with an early adopter to conduct the field showcase</b>	To obtain a suitable venue and valuable testimony for the field showcase.	One of the early adopters provides their plot for the showcase.
<b>2</b>	<b>Finalize the date for the field showcase</b>	To select a suitable date for all parties involved.	Suitable date selected and agreed with field showcase partners.
<b>3</b>	<b>Plan for machine demonstration with the relevant company</b>	To ensure the private company will be well-prepared for the demonstration.	The relevant company is ready to provide machine demonstration.
<b>4</b>	<b>Invite 60 interested farmers (agriculture cooperatives) and service providers</b>	For them to participate in the 4 field showcases.	Confirmation of attendance from 60 interested farmers & service providers
<b>5</b>	<b>Prepare the venue for the showcase</b>	To get the venue ready before the showcase.	Necessary arrangements are made and verified.
<b>6</b>	<b>Carry out the field showcase</b>	To convince more farmers to receive CA services and to show service providers that there is machinery demand in their areas.	More farmers are interested in receiving CA services, and service providers willing to invest in CA machinery.
<b>7</b>	<b>Private companies market their products</b>	To allow private companies to promote their CA products and services.	CA products and services are presented during the field showcase.
<b>8</b>	<b>Enter farmers' (or agricultural cooperatives') and service providers' data to the IT platform</b>	To document those farmers and service providers and track changes in their behaviours towards CA.	Information of new farmers and service providers is recorded, and relevant existing profiles are updated.
<b>9</b>	<b>Provide technical support to farmers through a communication channel</b>	To support farmers when they need assistance.	Farmers get sufficient technical support.



## Guidance on the Steps

### 1. Agree with an early adopter to conduct the field showcase

Each showcase must be conducted at an early adopter's plot so the early adopter can share their experience in practicing CA. When selecting the farmer/plot, consider a number of factors, including the farmer's success so far, the number of nearby farmers and service providers, and the ease of access for these participants.

### 2. Finalize the date for the field showcase

You need to set a specific date according to the crop calendar in order to carry out each showcase. It is crucial that most farmers and service providers are available on that day as they are important actors who will continue to spread the information about CA practices to others. Of course, make sure relevant companies are available on that day.

### 3. Plan for machine demonstration with the relevant company

You need to set a specific date according to the crop calendar in order to carry out each showcase. It is crucial that most farmers and service providers are available on that day as they are important actors who will continue to spread the information about CA practices to others. Of course, make sure relevant companies are available on that day.

### 4. Invite 60 interested farmers (or agricultural cooperatives) and service providers

The 60 interested farmers (or agricultural cooperatives) and service providers to be invited should be based on the participant list of the demand creation meetings. It is indispensable that the invited farmers and service providers participate in all the field showcases for the 4 CA stages.

### 5. Prepare the venue for the showcase

As the participating farmers see the process of each CA stage, they will be more likely to adopt the practice. Hence, the early adapter's plot needs to be well prepared both for the demonstration and communication in general. A tent and chairs need to be set up near the plot. Also, make sure that the sound system is set up and working.

### 6. Carry out the field showcase

The field showcase is the platform for demonstrating the actual process of CA practice, and its goal is to convince more farmers to receive CA services and to show service providers that there is machinery demand in their areas. Each stage of the CA cycle is an opportunity for explaining the technical aspects related to it, as well as the technology related to that particular stage.

### 7. Private companies market their products

During each field showcase, there should be a session for private companies to promote their products. As we would like service providers to purchase CA machineries and cover crops, it is a good chance for them to know about the products.



## 8. Enter farmers' (or agricultural cooperatives) and service providers' data into the IT platform

As in Stage 2, enter the data about each farmer or service provider (with an existing profile) into the platform to help with analysis at a later stage. If a new farmer or service provider happens to join, create a new profile for them and record the collected data as well.

## 9. Provide technical support to farmers through a communication channel

After carrying out the 4 field showcases, a communication channel should be set up with the farmers in order to support them when they have any concern or face any issue during the process of each stage of CA practice.



At this stage, in order to persuade more farmers to receive CA services, the importance of CA practice and the benefit of CA to both farmers and service providers should be included and clearly highlighted during the presentation in each showcase. It is essential to raise up points about business calculation since it is the best way to attract service providers to invest in CA machinery and technology.



Tool 4: Communication channels for providing technical support to farmers



**STAGE 4**

**COMMERCIAL  
DEMONSTRATION**



## Commercial Demonstration

This stage involves the coordination with one of the successful CA farmers to conduct a large-scale demonstration, with the assistance from private companies in carrying out machine planning. Like Stage 3, this stage is intended to get more farmers interested in adopting CA practices. However, the large-scale demonstration is different in two major ways. First, it is bigger (i.e., more participants). Second, the focus is shifted from the technicality of the 4 stages of the CA cycle towards the machinery and technology themselves.

### Purpose

The aim of carrying out the large-scale demonstration is to promote CA to more farmers in targeted locations, particularly farmers from the area of successful early adopters. Additionally, it provides private companies an opportunity to promote their products and brand themselves as the companies currently providing CA services and products.



## The Steps

	<b>Methodological Step</b>	<b>Purpose</b>	<b>Output</b>
<b>1</b>	<b>Coordinate with a successful early adopter to conduct the demonstration</b>	To obtain a suitable venue and a partner farmer representing a success story.	A successful early adopter agrees to provide their plot and their time for the demonstration.
<b>2</b>	<b>Finalize the date for the event</b>	To select a date suitable for all the players involved.	Suitable date selected and agreed with demonstration partners.
<b>3</b>	<b>Coordinate with private companies to carry out machine and technology planning</b>	To ensure private companies will be well-prepared to pitch and showcase their CA products.	Private companies ready to pitch and showcase the CA machinery and technology.
<b>4</b>	<b>Invite 140 new farmers to the event</b>	For them to attend the large-scale demonstration.	Confirmation of attendance from 140 new, nearby farmers.
<b>5</b>	<b>Prepare the venue and flow for the event</b>	To ensure the event can progress smoothly.	The venue is properly set up for the event.
<b>6</b>	<b>Carry out the Large-Scale Demonstration</b>	To promote CA practices and the early adopter's success story to more farmers in targeted locations.	More farmers know more about CA, and some will be interested in adopting CA for their farms.
<b>7</b>	<b>Private companies market their products</b>	To give the floor to private companies to promote their CA products and services.	CA products and services are presented during the demonstration.



## Guidance on the Steps

### 1. Coordinate with a successful early adopter to conduct the demonstration

A successful early adopter, together with their plot showing the success, plays an important role in the large-scale demonstration given the promoting of a new technology needs testimony of the early adopter to convince new farmers. The successful early adopter can also provide consultation for nearby farmers in the future. In choosing the right plot, also consider the ease of access for the participants.

### 2. Finalize the date for the event

Make sure to select a suitable date with not just the successful early adopter but also the private companies who will take part in the demonstration. It is also important that most farmers and service providers are available on that day because they are the knowledge recipients who will adopt and help disseminate the CA practice.

### 3. Coordinate with private companies to carry out machine and technology planning

Cooperation between the private companies and the hosting early adopter is needed for successfully showcasing the machinery and technology at the selected venue. Therefore, detailed information about the event, including the exact location and the time allocation for each company to present its products, should be shared with the companies. Early preparation should take place as necessary.

### 4. Invite 140 new farmers to the event

The 140 new farmers should be the ones who live nearby or around the area of the successful early adopter. The aim is to get nearby farmers to see that their fellow farmers have tried a new technology to implement CA practices and that it has resulted in more efficient and sustainable farming.

### 5. Prepare the venue and flow for the event

The general preparation is similar to the 4 field showcases. However, there are more participants this time and the focus is on the machinery and technology. Thus, the organising team should prepare accordingly. Make sure there is enough space and proper flow for all the participants to settle, view and try the products, observe the plot/crop, or gather to talk in smaller groups.

### 6. Carry out the Large-Scale Demonstration

At the event, there should be (1) a brief presentation about CA and the 4 stages of the CA cycle, (2) a range of machines on display and available for farmers to try out, and (3) information sources that help farmers find out where and how to access CA services if they so wish in the future.



In the large-scale demonstration, private companies are given the floor to promote their products. As we would like service providers to purchase CA machineries and cover crops, it is a good chance for them to market their products.



Interests amongst the large pool of new farmers who are participating in the large-scale demonstration event should be observed and recorded. Later, a list can be created of potential farmers who have expressed their interests in trying the CA services or even purchasing CA machinery. This list can then be provided to private companies.



# STAGE 5

# ANNUAL MEETING



## Annual Meeting



This stage involves the coordination with one of the successful CA farmers to conduct a large-scale demonstration, with the assistance from private companies in carrying out machine planning. Like Stage 3, this stage is intended to get more farmers interested in adopting CA practices. However, the large-scale demonstration is different in two major ways. First, it is bigger (i.e., more participants). Second, the focus is shifted from the technicality of the 4 stages of the CA cycle towards the machinery and technology themselves.

### Purpose

To show the progress of implementing MetKasekor Model, and to invite new partners, especially new private companies, to participate in implementing the model.

### The Steps

Methodological Step		Purpose	Output
<b>1</b>	<b>Invite the provincial administration, the three departments, and private companies</b>	For them to participate in the annual meeting.	Confirmation from the provincial administration, the three departments, and private companies.
<b>2</b>	<b>Conduct the annual meeting</b>	To show the achievement of MetKasekor Model, attract more private companies to support its implementation, and gather feedback for next year's implementation.	The provincial administration, the three departments, and private companies see the achievement; Feedback received for next year's implementation.

## Guidance on the Steps

### 1. Invite the provincial administration, the three departments, and private companies

Key actors, such as senior members of the provincial administration and the three advising departments, should be invited to participate in the meeting. It is also vital to identify and invite new private companies that are potentially willing to support the implementation of the model.

### 2. Conduct the annual meeting

During the annual meeting, besides indicating the progress of implementing MetKasekor Model, it is also necessary to get more private companies interested in participating. Therefore, the achievement of MetKasekor Model should be used to highlight the benefits that these companies can get from participating in its implementation.



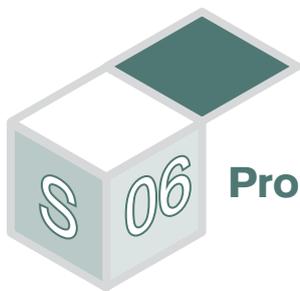
Present the achievement in alignment with the goals at the provincial and national ministerial level. The PDAFF Director can also raise the achievement at the Ministry's annual conference.



Tool 5: Content for the Presentation during the Annual Meeting

STAGE 6

PROMOTIONAL MEETINGS  
WITH PRIVATE COMPANIES



## Promotional Meetings with Private Companies

This stage focuses on getting new private companies to participate in the implementation of the model. It starts with identifying potential companies and involves taking their representatives on a field visit to see the achievement of the model on the ground.

### Purpose

To enlarge the pool of private companies supporting the model, particularly for the next cycle.

### The Steps

Methodological Step	Purpose	Output
<b>1</b> <b>Identify potentially interested private companies</b>	To decide which companies to invite to the field visit.	List of potentially interested private companies
<b>2</b> <b>Invite the private companies to the field visit</b>	To show the achievement of the model on the field and convince the companies to participate.	Confirmation from potential private companies to go on the field visit.

### Guidance on the Steps

#### 1. Identify potentially interested private companies

Identifying potential additional companies is important, because sustaining the model requires further diffusion of CA into the market. To identify potential companies, look at their characteristics, such as their type of business; whether it is related to agriculture; and what kind of benefits the model can provide them.

#### 2. Invite the private companies to the field visit

Set a date and inquire whether the private companies' representatives are available.

## Tips

-  Field visit should be done at the successful CA farmers' plots in the previous cycles.
-  The field visit can be an opportunity to arrange a meeting between new interested farmers and local service providers with the private companies in order to get the information of machinery demand or farmers practices of cover crops.

## Tool

-  Tool 1: List of Questions to Ask Commune and Village Chiefs
-  Tool 2: List of Questions for Interviewing Potential Farmers
-  Tool 3: List of Questions for Interviewing Potential Service Providers
-  Tool 4: Communication channels for providing technical support to farmers
-  Tool 5: Content for the Presentation during the Annual Meeting



# ANNEX



**Tool 1: List of Questions to Ask Commune and Village Chiefs About farmers (or agricultural cooperatives) in the commune/village:**

1. How many farmers are there in the commune/village?  
\_\_\_\_\_

2. How many potential farmers are there in the commune/village?  
\_\_\_\_\_

3. What type of crops do most farmers plant in the commune/village?

*Check all that apply.*

- Rice
- Corn
- Cashew
- Cassava
- Rubber
- Other: \_\_\_\_\_

4. Farmers' contact and address:

Name	Gender	Type of Crop	Land Size (Ha)	Contact Number	Address

About service providers in the commune/village:

1. How many service providers are there in the commune/village?  
\_\_\_\_\_

2. Service providers' contact and address:

Name	Brand of Tractor	Tractor HP	Land Size (Ha)	Contact Number	Address



## Tool 2: List of Questions to for Interviewing Potential Farmers (or Agricultural Cooperatives)

Questions for Potential Farmers (or Agricultural Cooperatives)

1. Name  
\_\_\_\_\_

2. Gender  
*Mark only one oval.*

- Female
- Male
- Prefer not to say
- Other:

3. Age  
\_\_\_\_\_

4. Contact number  
\_\_\_\_\_

5. Address  
\_\_\_\_\_  
\_\_\_\_\_

6. Total Size of Land  
*Mark only one oval.*

- Less than 1 ha
- 1 ha - 3ha
- 4ha - 6ha
- 7ha - 10ha
- 11ha - 15ha
- 16ha - 20ha
- More than 20ha

7. Which crop are you planting?  
*Check all that apply.*

	< 1ha	1ha-3ha	4ha-6ha	7ha-10ha	11ha-15ha	16ha-20ha	> 20ha
Rice	<input type="checkbox"/>						
Corn	<input type="checkbox"/>						
Cashew	<input type="checkbox"/>						
Cassava	<input type="checkbox"/>						
Rubber	<input type="checkbox"/>						
Other:	<input type="checkbox"/>						



8. What are the problems of planting these crops?

*Check all that apply.*

	Pests	Diseases	Labor	Weather	Financial Support	Yield Prices	Input Cost (Fertilizer and Pesticides)
Rice	<input checked="" type="checkbox"/>						
Corn	<input checked="" type="checkbox"/>						
Cashew	<input checked="" type="checkbox"/>						
Cassava	<input checked="" type="checkbox"/>						
Rubber	<input checked="" type="checkbox"/>						
Other:	<input checked="" type="checkbox"/>						

9. Have you ever heard of Conservation Agriculture?

*Mark only one oval.*

Yes

No

10. Are you interested in practicing Conservation Agriculture?

*Mark only one oval.*

Yes

No



### Tool 3: List of Questions for Interviewing Potential Service Providers

1. Name  
\_\_\_\_\_
2. Gender  
*Mark only one oval.*
  - Female
  - Male
  - Prefer not to say
  - Other:
3. Age  
\_\_\_\_\_
4. Contact number  
\_\_\_\_\_
5. Address  
\_\_\_\_\_  
\_\_\_\_\_
6. What type of machines do you have, right now?  
*Check all that apply.*
  - Tractor
  - Implement
  - Others:
7. Number of each type of machines:  
\_\_\_\_\_
8. Are you willing to buy a new tractor and implement?  
*Mark only one oval.*
  - Yes
  - No



## Tool 4: Communication Channels for Providing Technical Support to Farmers

Leaflet

Phone Call

Telegram

Messenger Group



## Tool 5: Content for the Presentation During the Annual Meeting

- I. The progress of PDAFF's implementation of MetKasekor Model
- II. The achievement from the implementation
- III. How is it relevant to private companies? Why should they support the model's implementation

