



# Extension Officers, Youth Development and Emerging Farmers 2020

23<sup>rd</sup> November 2020

**One Day LIVE Event (Southern Sun Protea Hotel Centurion)**

24<sup>th</sup> November 2020

**(WEBINAR Live Streaming Sessions) 09:00-13:00 -SA Time**

## WEBINAR TRENDING TOPICS INCLUDES:

- Deploying digital tools for agricultural extension support amid covid-19
- What are the opportunities and challenges of digital extension strategies, especially under covid 19 circumstances?
- Create a shared understanding of sustainable development and the role of agriculture
- Covid-19 poses a challenge to agricultural extensions –exploring challenges and solutions
- Understand the farmers demand side for agricultural extension services
- Share different extension service providers approaches and contribution to sustainable development
- Celebrate success stories of extension innovations and innovators

Kindly find the attached COVID19 protocol in the link down below

<https://clean.marriott.com/>

*A dialogue like never before addressing the Global Pandemic Challenge whilst ensuring food security....*

*Hosted by Empire Training and Conferencing*

## From Response to Recovery and Resilience

Agricultural extension in the 21st century

Agriculture in the 21st century is marked by complex challenges requiring new skills and innovative institutional arrangements. Increasing global population, increasing food demands, double burden of malnutrition, climate change, dwindling natural resources, technological advancement, rural urban migration, and other complex socio-political aspects and some of the global trends that pose both challenges and opportunities for the sector. Agricultural extension remains undoubtedly critical in boosting the overall productivity of agriculture; addressing issues of food security and as an engine for economic growth in emerging economies.

**Extension and advisory services: at the frontline of the response to COVID-19 to ensure food security**

Agricultural extension and advisory services (EAS) systems play an indispensable role at the frontline of the response to the pandemic in rural areas. However, to adapt to the emergency context within the government regulations, EAS providers need to rapidly change their way of operating.

## COVID 19 impact on agricultural extension and the Global Food System

Empire Conferencing is providing a discussion conference and webinar to discuss the role of extension and advisory services in the context of the COVID-19 pandemic.

The approach extension officers should be taking towards emerging/rural farmers

## Speakers:



**Petunia Setumo**  
Industry Affairs  
Manager,  
Fruit South Africa



**Tsakani Ngomane**  
Deputy Director General at  
Presidency  
Department of performance  
monitoring and evaluation



**Tawanda Mthintwa Hove**  
Head of Digital Agriculture/  
ICT4D (Agriculture Value Chain  
Development, Market systems &  
Innovation) ZIMBABWE



**Dr Wilma Van Staden**  
Post Doc Research Associate,  
Environmental Learning Research  
Centre, Rhodes University in South  
Africa



**Geoffrey Nyamota**  
Head  
Market Engagement  
Farm KENYA



**Boniface Akuku**  
Director of Information and  
Communication Technology (ICT),  
Agricultural & Livestock Research  
Organization (KALRO) KENYA



**Jonathan A. Akinwale**  
PhD Lecturer, Department of Agricultural  
Extension and Communication , Federal  
University of Technology, Akure, Ondo  
State, NIGERIA



**Dr Hlamalani Ngwenya**  
Lecturer, Centre for Sustainable  
Agriculture, Extension and Rural  
Development, University  
of the Free State

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# Who should attend?

- Agricultural Extension and Advisory Officers
- Emerging/Small holder Farmers
- Research Officers in the Agricultural and Food Industry
- Head of Digital Agriculture /ICT
- Government Officers/Private Sector/ NGO/Researchers and Universities within the Agricultural discipline
- Government Analysts
- Policy Officers
- Financial Officers
- Agricultural Economists
- Food and Security Officers
- Crop Specialists /Climate Change Specialists
- Associations for extensions officers
- Business Development Managers

Crises such as COVID-19 require timely provision of a wide range of services, and the concentrated action of different types of EAS is key:

## In terms of the areas

- Go digital: digital tools and technologies enable information flow in spite of physical distancing and mobility constraints. Explore simple, available and accessible, and easy-to implement Information and Communication Technologies (ICT) solutions such as short message service (SMS), Interactive Voice Response (IVR), radio and TV, drones, online marketing, e-extension platforms, social media, etc.
- Take advantage of **existing formal and informal contacts**, mechanisms and local networks, such as cooperatives, producer organizations, community and farmer leaders, self-help and religious groups. These are crucial to ensuring timely and widespread information and advice when measures constraining mobility are in place.
- Provide timely preparation of EAS providers as necessary. Raise awareness and inform frontline providers on most urgent topics such as prevention measures, ICT use, conflict management and effective communication as they deal with the context under high stress
- Join forces with emergency response actors at national and local level: health authorities, civil protection, early warning, and others in the frontline.

**Regularly update the government on the situation in the field and challenges facing farmers, and implement the response in partnership with private sectors and other agencies on the ground.**



- **Pluralistic Extension:**

Agricultural Extension pluralism recognizes the diversity of farming systems and farmers needs and the co-existences of different service providers. These include public, private-sector, non-governmental organisations (NGOs), input suppliers, research institutions, academia and others with different types of services, multiple approaches and funding streams. While coordination and harmonization of services should be a pre-requisite to better support the farmers, often the different service providers work in silos' and sometime with conflicting approaches.

- **Farmer centred extension:**

The ultimate aim of extension should be to improve the livelihoods of the farmers they serve. It should contribute to increasing productivity, creating profitable agri-business, access to markets and generation of decent income.

- **Sustainable Development:**

Achieving sustainable development calls for triple wins approaches with a balance between economic growth, while preserving the environment and respecting the social aspect.

- **A call for a dialogue like never before:**

This is a multi-stakeholder platform that brings the different Agricultural Extension Service providers along the agricultural value chain under one roof to have a dialogue on how they can innovate and be more responsive to improving smallholders' access to innovation and pluralistic, demand-driven extension services towards Sustainable Development. With the principle of "Nothing about the farmers without the farmers", the farmers' needs and voice will be at the centre of the dialogue. The aim is provide a 'safe space' for pluralistic extension actors to have a dialogue and harness their inherent potential to meet the demand for services and EAS can make critical contributions to minimizing the impact of COVID-19

*Themed, towards a professional extension and advisory services that contributes to the province's economic growth and development, the conference will see officers discussing matters relating to the performance of extension service in the province, challenges and opportunities facing extension, and the use of information communication technology (ICT) in empowering extension officers to provide farmers with best and relevant advices*

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08:45-09:00 Welcome Address by conference Chairperson

09:00-10:00 Opening session:

Understanding sustainable development and the role of agricultural extension

- An overview of sustainable development of goals and the role of agriculture innovation
- African Agenda 2063 and the role of agricultural extension by African Union Development Agency
- South African Development agenda and the strategic role of agricultural extension
- Why food systems should be strengthened during COVID-19

**Presenter: Dr Hlamalani Ngwenya** lecturer at the Centre for Sustainable Agriculture, Extension and Rural Development at the University of the Free State. She holds the following qualifications: PhD in Sustainable Agriculture (University of Free State); Master of Consumer Sciences (Specialising Community Nutrition) and Honours degree in Home Economics; both from the University of Potchefstroom (now known as North-West University); Bachelor of Education and Senior Secondary teacher's diploma, both from the University of Zululand (now known University of KwaZulu-Natal).

10:00-11:00 Strengthening agricultural extension and advisory systems (case studies and scenarios)

- A roadmap to how we can sustain food security through this approach

**Presenter: Modipadi Pertunia Setumo** Industry Affairs Manager, Fruit South Africa

Experienced Agricultural Economist with a demonstrated history of working in the banking industry. Skilled in Microsoft Office Suite, data analysis, Macroeconomics, Agricultural finance, and trend analysis. Strong research professional with a Master of Science (MSc) focused in Agricultural Economics from University of Limpopo.

11:00-12:00 How is the department providing an enabling environment to promote and support responsive extension service delivery system? Representative -Department of Agriculture

12:00-13:00 What are the global communities doing to innovate and change the face of Agricultural extension to address emerging trends?

**Presenter: Tsakani Ngomane** Deputy Director General at Presidency Department of performance monitoring and evaluation. Tsakani Ngomane completed her PhD (cum laude) in Agricultural Extension and Education in 2004 at the Pennsylvania State University, USA. She has extensive managerial and academic experiences in the disciplines of agriculture, rural development, education and civic engagement based on her work in South Africa, and internationally. Her profile includes Acting Superintended General and Deputy Director General, Mpumalanga Department of Education; Chief Director and Director for Agricultural Research and Extension, Limpopo Department of Agriculture; Senior Lecturer and Program Leader for Extension Services, Department of Agricultural Economics Extension and Rural Development, University of Pretoria. In July and August 2014, she was appointed Extra-ordinary Professor in the University of Mpumalanga for service as Council and SENATE Member, respectively.

13:00-14:00 Networking over lunch

14:00-15:00 PANEL DISCUSSION: Who is doing what in the extension space?

- Public extension
- Private extension
- NGO
- Input suppliers

Panelists to be announced

15:00-16:00 Transitioning to E-Learning to capacitate agricultural extension officers for sustainable agriculture during the current pandemic and beyond

**Presenter: Dr. Wilma van Staden.** Post Doc Fellow at the Environmental Learning Research Centre, at Rhodes University in South Africa and part of the Amanzi For Food team.

Wilma is a Post Doctoral Fellow at the Environmental Learning Research Centre at Rhodes University. She has a PhD in Environmental Education and a MSc in Environmental Management focused on limnology and aquatic ecology. Wilma's main research focus is the integration of Climate-Smart Agriculture into the agricultural learning system

16:00-16:45 Discussion (Q and A)

Understand the farmers' demand side for agricultural extension services.

- Regional Farmer organisation Perspective
- National Farmer organisation perspective

End of day one

Day two Webinar (live streaming)

COVID 19 impact on agricultural extension and the Global Food System

09:00-09:45 The influence of public-private sector leadership in the delivery of digital agricultural extension services a market systems approach"

**Geoffrey Nyamota** Head Market Engagement Farm KENYA

Experienced Head Market with a demonstrated history of working in the international trade and development industry. Skilled in Food Security, Budgeting, Corporate Social Responsibility, Analytical Skills, and Program Evaluation. Strong business development professional with a Masters in Business Administration focused in Project Planning and Management from Bugema University.

09:45-10:30 Maintaining critical extension services for smallholders during COVID-19

- Identifying and tracking farmers' needs via social media
- ICT tools provide e-advisory services to farmers
- Remote capacity-building of lead farmers and grassroots organizations
- Looking ahead: Ensuring continued access

**Tawanda Mthintwa Hove** Head of Digital Agriculture/ICT4D (Agriculture Value Chain Development, Market systems & Innovation) ZIMBABWE

Tawanda Hove is a passionate Agriculture Value Development, Innovation, Communications and Trade practitioner with experience extending for 10 years in the private and global development sectors. He is currently working for Welthungerhilfe a global development Agency where he is leading the Digital Agriculture drive in Zimbabwe. He has led the digitisation of Market linkages for smallholder farmers using mobile technology and led the development of the biggest extension and advisory App in Zimbabwe Kurima Mari. He is a global award winner with the World Food Program Innovation Accelerator in Munich where he's joint co-founded Innovation Agrishare is providing access to mechanised services for smallholder farmers through an "Uber" similar application focussing on Agriculture equipment sharing.

10:30-11:15 Building Resilience for the Future:

Preparing Farmers to Face New Crises Even as they recover from the impacts of COVID-19, farmers face risks associated with markets, changing climate and weather, crop disease, and other causes. So it's important to help farmers build back in a more resilient way.

Support and training programs can emphasize a number of strategies that will allow farmers to better weather future shocks, such as:

- Developing diversified revenue streams (where applicable);
- Implementing climate-smart agricultural practices;
- Funding models for emerging farmers and advisory services

**Boniface Akuku** Director of Information and Communication Technology (ICT), Agricultural & Livestock Research Organization (KALRO) KENYA

Boniface has expertise in Information and Communications Technology (ICT) field, ICT innovation, data science, Big Data analytics, artificial intelligence, and research informatics. He formerly worked as Chief of Information Technology at United States Army Medical Research; Care International and Coca-Cola Equator Bottlers. At KALRO, he is the Director of ICT, and as the Chair of Committee on Data of the International Council for Science (CODATA)

11:15 -12:15 Celebrate Success stories of extension innovations and innovators

- Digital Extension
- SHEP Approach
- To share and discuss the progress, achievements, and challenges of the SHEP Approach applied in various African countries by 2016 and beyond.
- To introduce further analysis of the SHEP Approach's basic concept on motivation and a new "Cool Japan" brand-promoting tool, the SHEP Game

Dr. Jiro AIKAWA Senior Advisor for JICA/SHEP Advisor for DAFF, South Africa

12:15-13:00 The role of private extension in linking farmers to emerging markets

**Jonathan A. Akinwale**, PhD Lecturer, Department of Agricultural Extension and Communication,

Federal University of Technology, Akure, Ondo State, NIGERIA. Jonathan Akinwale obtained a degree of Doctor of Philosophy (PhD) in Agricultural Extension and Rural Development from the Nigerian premier University - University of Ibadan, Ibadan, Nigeria in 2016. He is currently a Lecturer in the Department of Agricultural Extension and Communication Technology at the Federal University of Technology, Akure (FUTA), Ondo State, Nigeria. Prior joining the employment of FUTA in 2016, Jonathan had at different points partnered with relevant actors to initiate linkages, interaction and learning among farmers along commodities value chain in some selected states in Nigeria. He has brought this wealth of experience to impact knowledge and learning among the students.

End of webinar day two

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23rd November 2020  
One Day LIVE Event (Southern Sun Protea Hotel Centurion)

Fill in the form and send to: Ryan

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### SUBSTITUTIONS:

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### DELEGATE ATTENDANCE FORM

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## FEE/ DELEGATE

Yes. [I / We] will attend the event

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Per Delegate

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**Registration fees above INCLUDES the following entitlements: Entrance to session, registration pack, lunch and refreshment breaks.**

**Registration fees above EXCLUDES the following entitlements: Travel costs and accomodation**

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