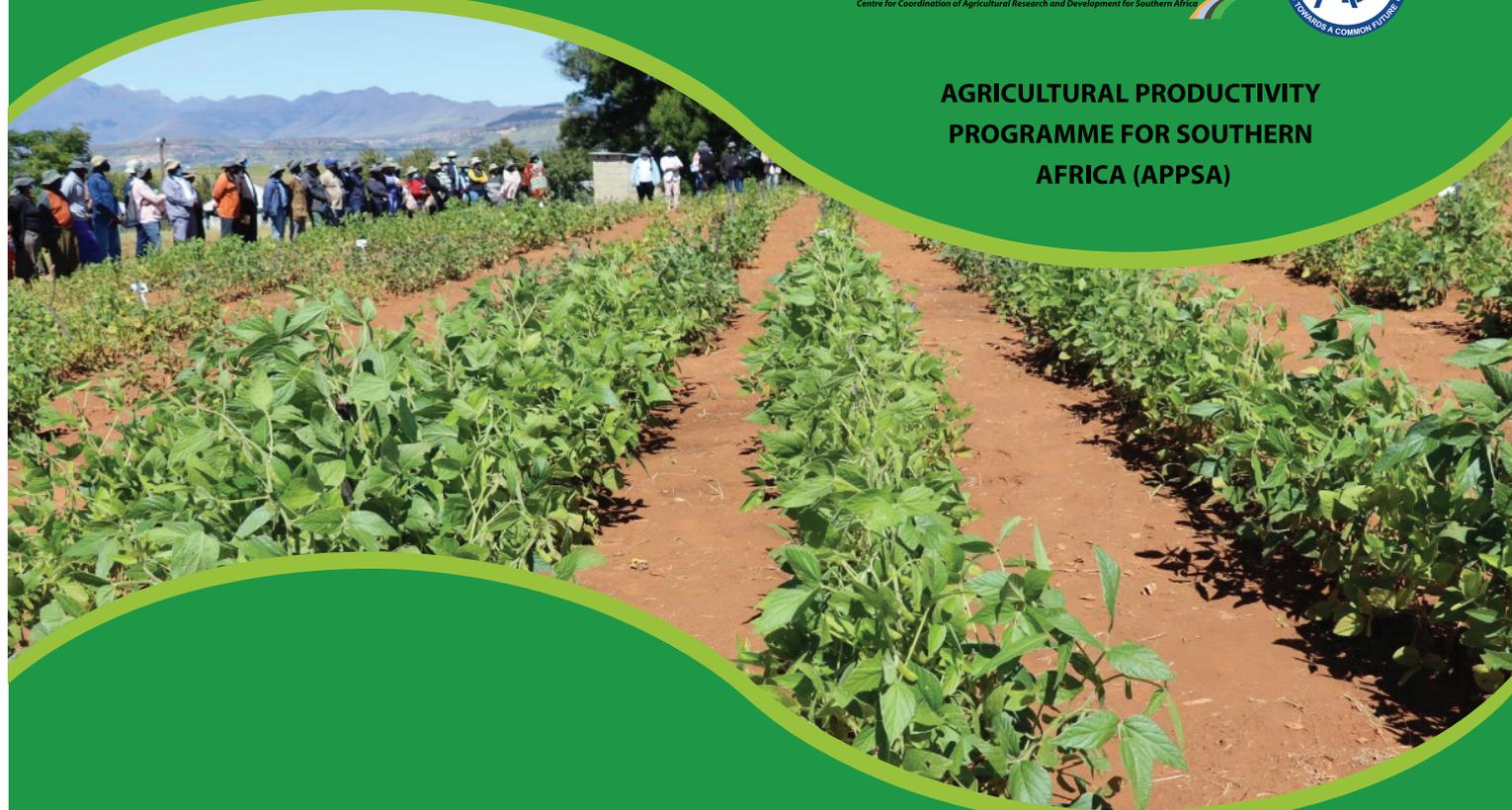


## APPSA R&D subprojects in dissemination

- Electronic and print media will be mobilized to communicate information about research and dissemination activities being supported by APPSA.
- Posters, brochures, pamphlets and other technical publications will be produced for use in technology transfer activities.
- Training manuals, booklets, policy briefs and scientific publications will be produced to facilitate knowledge transfer.



**CCARDESA**  
Centre for Coordination of Agricultural Research and Development for Southern Africa



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## Dissemination of Technologies



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## Brief background

The payoffs to investments in agricultural R&D made under APPSA will depend ultimately on the success of technology dissemination efforts, so promoting technology adoption remains an important long-term goal of the Project. While APPSA lacks the resources to finance dissemination activities on a large scale, it leverages existing technology transfer systems and focuses on supporting linkages between research and extension systems. It is expected that some of the R&D projects supported under Component 1 should focus exclusively on dissemination activities. During the first few years of Project implementation when few, if any, technologies developed with APPSA funding are ready for transfer to farmers, dissemination activities could involve technologies developed prior to the launching of the project and already available “on the shelf”.



## Technology dissemination bottlenecks

APPSA financing is used to address a range of bottlenecks known to slow technology dissemination: weak research-extension links; lack of human capacity within the national extension systems; inadequate technology reference manuals, bulletins, information leaflets at extension level; lack of harmonization of information packaging; inappropriate packaging of extension messages; limited information flow and feedback within the system; limited use of mass communication channels; and inadequate training. While it cannot and should not replace national extension systems, APPSA is playing a useful role in addressing some of the bottlenecks between technology generation and dissemination, for example by improving the content and accessibility of technology messages and knowledge products; improving the capacity of lead farmers, extension agents and advisory service providers; and improving farmer research-extension feedback mechanisms.

## APPSA R&D subprojects in dissemination

Through R&D projects, APPSA is supporting a range of activities designed to promote enhanced dissemination of improved agricultural technology including:

- On-farm participatory research will be carried out in collaboration with a range of partners, including researchers, extension agents, seed companies, and NGOs. The data generated will be used to improve plant breeding efforts and meet varietal registration requirements.
- Demonstrations, field days, and science fairs will be supported to promote interaction with the farming community, raise awareness of new technologies, and facilitate their dissemination.

