Pluralism and brokering as defining factors for rural advisory services in an AIS context

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Outline

• Rationale
• Status
• Key contextual issues
• Key areas of focus
• Examples
• Key policy and investment implications
• Areas for investment
• Recommendations for practitioners
Why Pluralism & Brokering?

• Changing agriculture/rural context
  • Diversity
  • Complexity
  • AIS approach

• Cost-sharing

• Meeting multiple objectives and demands (farmers and other chain actors)
## Pluralism: Who Provides?

<table>
<thead>
<tr>
<th>Public Sector</th>
<th>Private Sector: Companies, Individuals</th>
<th>Third Sector: NGOs</th>
<th>Third Sector: Groups, Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Governments • Sub-sectoral bodies</td>
<td>• Private businesses • Input suppliers • Agro-dealers • Embedded services</td>
<td>• Local &amp; international NGOs</td>
<td>• Producer &amp; farmer organisations • Cooperative enterprises • Village extension workers • Farmers</td>
</tr>
</tbody>
</table>
Brokering

- Catalyzing innovation by bringing together actors and facilitating their interactions
- Persons or organizations
- Ideally impartial third-party position

Source: McGaw/FARA
**Status**

- RAS is pluralistic, whether intended or not → But not always a system!
- Worldwide extension study 1988 and 2008: Shows extent of pluralism
- Brokering becoming more important
- Private sector involvement becoming more important
- Emerging issues
  - Exclusion by private service providers
  - Need for coordination of public and private sector in terms of different target groups, themes, capacity development
Contextual Issues

- Extension reforms
  - Governance and management
    - Decentralization
    - Accountability
  - Financing
  - Approaches
- New opportunities (e.g. ICTs)
- Services by farmers (cooperatives, agribusiness centres, shareholding in service providers)
Key Focus Areas

• Governance (registration, coordination, quality, knowledge management)
• Capacity and management (management, business development skills)
• Methods and techniques (ICT, vouchers, business centres)
Examples

- Pluralism in advisory service provision
  - DNEA Mozambique – pluralism
  - NAADS Uganda

- Brokering (often by research services)
  - Poultry Tanzania (by private sector: Muvek)
  - Vegetable Malawi (by Vegetable Task Force)
Policy and Investment Implications

- Capacity
- Infrastructure
- Institutional sustainability
- Social considerations
- Roles
  - E.g. Public sector:
    - Coordination
    - Regulation
Areas/Approaches for Investment

• Capacity development (coordination, management, alliance building, facilitation)
• Public-private-partnerships (e.g. outgrower schemes; agribusiness centres; farmer business advisors)
• Knowledge management (sustainable and demand- and market driven models and partnerships)
Recommendations for Practitioners

- Stimulate multi-stakeholder interaction
  - Value chains
  - Innovation platforms
  - Agribusiness clusters
- Develop capacity through action also
- Learn lessons on sustainability and inclusion