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Evolution of Producer Enterprise Agent (PEA Model)

Learnings & Insights

Cathy Phiri,

Senior Technical Advisor, Market Systems

cphiri@corusinternational.org

Initial Producer Enterprise Agent (PEA Model)

Burkina Faso, Niger, Uganda

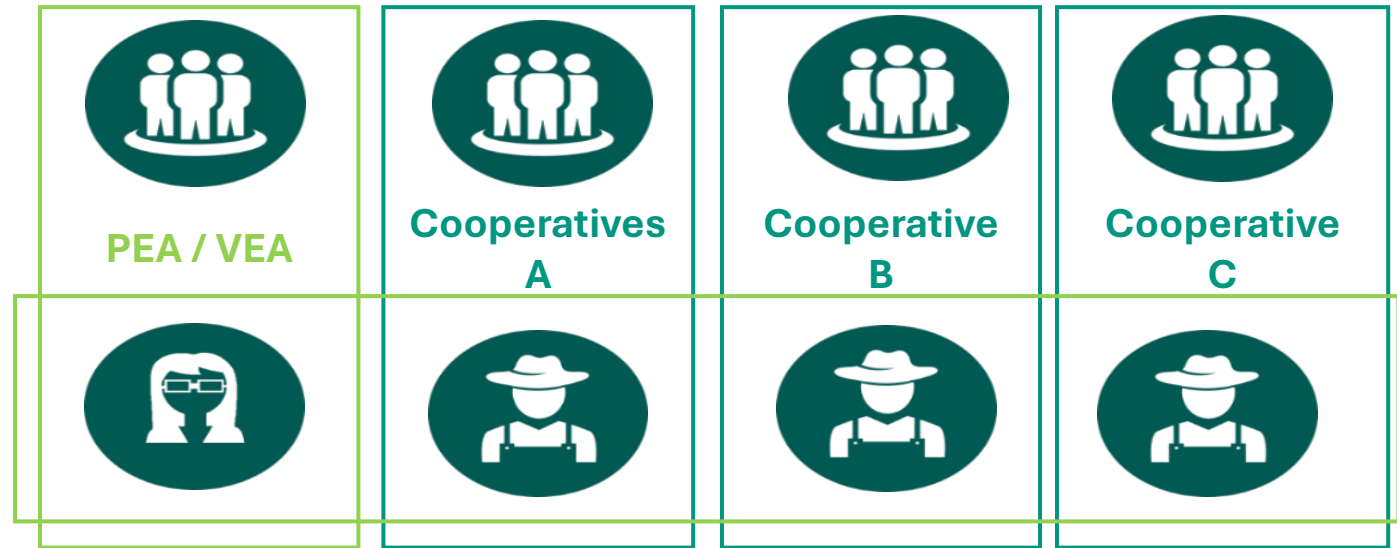
*PEA or VEA organizes
demo plots and
Farmer Field Days*

Provides TA to farmers

*Trained along with
project staff;*

*Attend technical
trainings advertising*

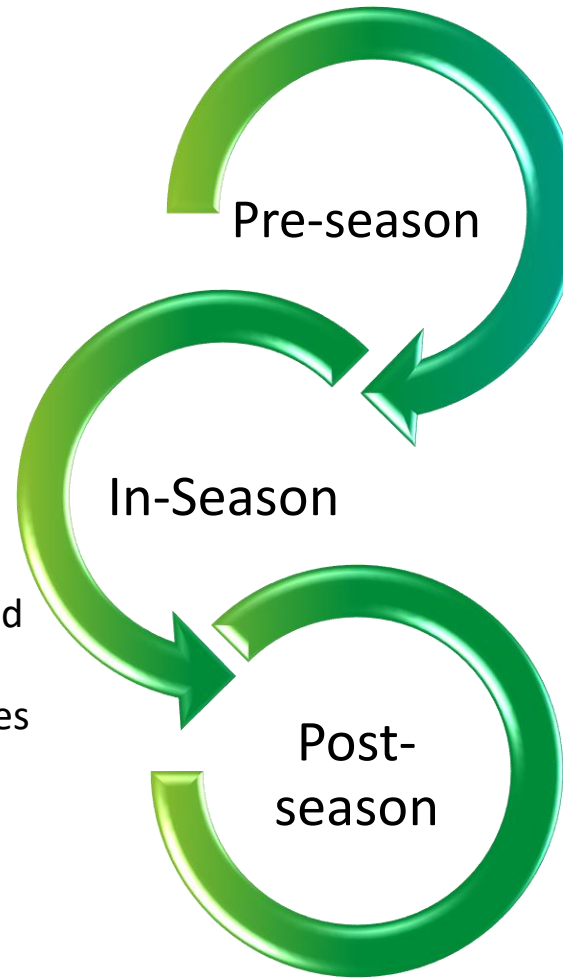
*Community and/or
cooperative resource*



Lutheran World Relief

Village Enterprise Agent

- Input supply
- Input application
- Crop management
- Crop inspection
- Extension services
- Farmer profiling
- Financial savings and credit
- Non-agriculture sales

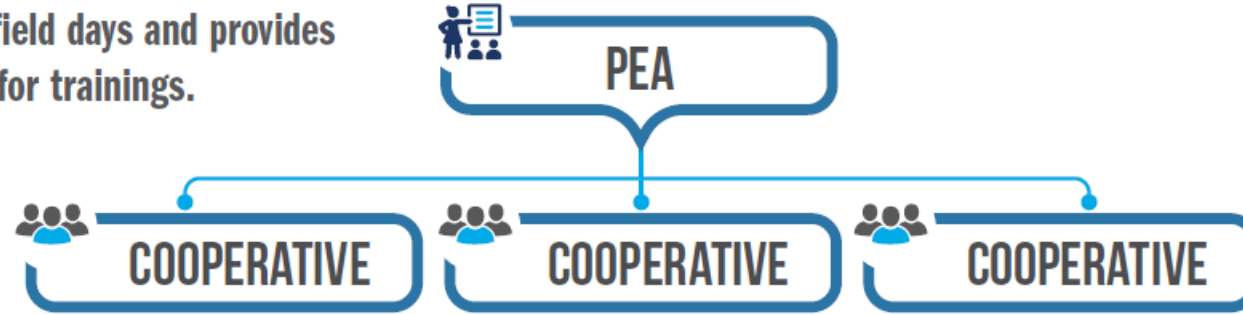


- Soil testing
- Crop insurance
- Farmer profiling
- Extension services
- Financial savings and credit
- Non-agriculture sales (i.e. mobile money)

- Financial savings and credit
- Collective bulking of produce
- Non-agriculture sales

Producer Enterprise Agent (PEA) Model

- 1** PEA organizes field days and provides TAs to farmers for trainings.



- 2** PEA provides:

PRE-SEASON



- + Soil testing
- + Crop insurance
- + Farmer profiling
- + Extension services
- + Financial savings and credit
- + Non-agriculture sales
(i.e. mobile money)

IN-SEASON



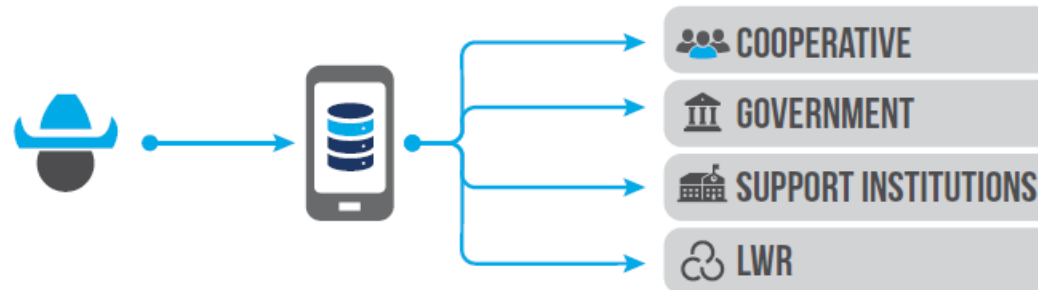
- + Input supply
- + Input application
- + Crop management
- + Crop inspection
- + Extension services
- + Farmer profiling
- + Financial savings and credit
- + Non-agriculture sales

POST-SEASON



- + Financial savings and credit
- + Collective bulking of produce
- + Non-agriculture sales

- 3** PEA collects and distributes data.



PEA Model Description:

- PEAs are producers / members of cooperatives selected by other producers to serve as liaisons between the project and village level producers.
 - PEAs are also local, private extension agents identified in each village (individuals who are literate, experienced with mobile technologies, trustworthy and entrepreneurial).
- **Role for women and youth as PEAs.**
- PEAs receive training on improving agricultural production practices and post-harvest processing, Farmer Business School training, business and marketing. Join project staff training sessions or group trainings.
- **PEAs provided with smartphones to help them access online information such as sesame agricultural practices, post-harvest processes, and marketing.**
- PEAs use smartphones to calculate field farm sizes. Knowing field sizes allowed PEAs to better estimate the quantity of seeds required for planting and potential harvest. One of the first activities of PEAs was to register all participating producers. Once registered, PEAs maintained up to date information on their phone devices.
- **PEAs received a motorcycle per person and a monthly stipend to cover motorcycle repairs and gas expenses. Project support was for first three years; at the end of the project, PEAs had to return the smartphones and motorcycles.**

PEA Model continued

- PEAs received project support to set up field demonstration plots. Served as a learning location for farmers. The harvest from demonstration plot is for the PEA and the field after the first year is to become the property of the PEA.
- Most PEAs interviewed considered the project investment in demo plots as a way to produce start up funds.
- Reasonable management of PEA; communicate consistently with both ministry officials and line ministry staff—line staff may not get the message from ministers, or it may not be correct
- PEAs initially receive incentives for data collection from their local farmer association (with financial support from USAID).
- Reasonable PEA-to-farmer ratios (180 farmers to 1 PEA is not realistic); give them status that their position deserves, and coordinate their activities with government extension services – all the interviewees for the MTE love the PEA model and see PEAs as the crux of the project

Farmer impressions of PEA model

Most farmers liked the PEA approach.

When asked if PEA will continue working for free or will start charging some fees for their services, one PEA responded,

- *“When I go measure sesame fields, people often ask me how much they owe me. I say you owe me nothing, you are family, and they end up giving me 500 Fr (\$1) to buy water. It is a good idea though to start charging some fees to support my activities, I never thought of that before. For me, it was just my availability that was on my mind.”*

- *“I have seen in different regions the increase in demand for PEA services, not only among project participants, but also among non-project sesame producers.”*

Challenges with the PEA Model

- PEAs must conduct themselves in a proper manner. Some PEAs were removed from their duties due to inappropriate behavior.
- Educational levels among PEAs differs. Requires efforts by the project to bring those who were behind to the same educational level as the others.
- Even though PEAs are well known in their communities and recruited by the producers they are serving, PEAs faced difficulties getting their messages accepted by the producers.

PEA Quote - “It was not easy for them (farmers in community) to accept. I established a demonstration field supported by the project where I invited all my producers to observe the techniques. It is there where they received the training from me, by seeing the reality in the field on how to sow, to use correct spacing, and practice good agricultural techniques. It was the way everything started, through the demonstration field.”

Open Dialogue