CONCEPT

Agricultural Extension and Rural Development: Farmer Advisory Services and Programme M&E

29 August – 2 September 2027
Dammam - Eastern Province five-star



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Ref: 544_17234 **Date:** 29 August – 2 September 2027 **Location:** Dammam - Eastern Province five-star **Fees:** 19500 SAR

Introduction:

Agricultural extension services often reach the same few farmers, repeat top-down messages that growers do not adopt, and report visits and trainings rather than changes in farm practice, yields or rural incomes. This Core Concept course helps agricultural extension and rural development teams choose delivery models, run farmer field schools, demonstration plots and lead-farmer networks, reach smallholders, women and youth, and link advisory work to producer organisations and markets. Participants leave with an Extension Programme Design and M&E Framework for a real or case advisory programme.

Course Objectives:

- Compare public, private, farmer-led and pluralistic extension delivery models and select a mix suited to a farming system and budget
- Plan farmer learning activities using adult learning principles, farmer field schools, demonstration plots and lead-farmer networks
- Segment and target smallholders, women and rural youth using participatory appraisal and a rural livelihoods assets analysis
- Connect advisory programmes to cooperatives, producer organisations, rural planning priorities and value chain buyers
- Design a results chain, practice-adoption indicators, baseline and farm household survey for an agricultural programme
- Prepare a financing and sustainability plan that keeps an extension service running after project funding ends

Target Audience:

- Managers responsible for planning and supervising agricultural extension services in ministries and public agencies
- Programme managers who design and fund farmer advisory and rural development projects for development agencies and donors
- NGO and community organisation managers who run field programmes with smallholder and rural households
- Monitoring and learning managers who report adoption, yield and income results for agricultural programmes
- Cooperative and producer organisation managers who organise member services and advisory support

Course Outline:

Day 1: Role of Agricultural Extension and the Rural Advisory Landscape

- Extension Definitions: Out-of-School Education for Rural People and Enabling Change
- Four Extension Paradigms: Technology Transfer, Advisory Work, Human Resource Development and Facilitation for Empowerment
- Rural Advisory Actor Map: Ministries, Universities, Input Firms, NGOs and Farmer Groups
- Lessons from the Training and Visit System and the Shift to Participatory Extension
- Extension Service Current-State Diagnostic: Coverage, Staffing, Mobility and Farmer Feedback

Day 2: Extension Delivery Models and Farmer Learning Methods

- Public, Private, Farmer-Led and Pluralistic Extension Model Comparison Matrix
- Adult Learning Principles and Experiential Learning Cycle for Farmer Groups
- Farmer Field School Design: Season-Long Curriculum, Agro-Ecosystem Analysis and Comparison Plots
- Demonstration Plot and Field Day Planning Checklist
- Lead-Farmer and Farmer-to-Farmer Extension Networks: Selection, Incentives and Supervision

Day 3: Reaching Farmers, Rural Livelihoods and Market Linkages

- Participatory Rural Appraisal and Rapid Rural Appraisal Tools: Seasonal Calendars, Transect Walks and Resource Maps
- Rural Livelihoods Assets Analysis: Natural, Human, Social, Physical and Financial Resources of Households
- Targeting Smallholders, Women and Rural Youth: Access Barriers and Inclusive Delivery Options
- Digital and Mobile Advisory Channels: Voice Messages, SMS Alerts, Call Centres and Farmer Video
- Cooperatives and Producer Organisations as Extension Partners and Value Chain Links to Buyers

Day 4: Programme Design, Monitoring and Sustaining Extension

- Rural Development Planning: Integrated, Community-Driven and Village Action Plans
- Extension Results Chain: Inputs, Advisory Activities, Practice Adoption, Yield and Household Income
- Agricultural Programme Indicators: Reach, Adoption Rate, Yield, Gross Margin and Women's Participation
- Baseline and Farm Household Survey Design with Sampling and Yield Measurement Methods
- Extension Financing Options: Public Budgets, Cost Sharing, Fee-for-Service and Producer Levies

Day 5: Case Work: Extension Programme Design and M&E Framework

- Case Review: Low Adoption in a Smallholder Horticulture Advisory Project
- Case Review: Rural Women's Livelihoods Programme with a Cooperative Partner
- Programme Build: Delivery Model, Farmer Learning Plan and Targeting Strategy
- Programme Build: Results Chain, Indicator Table, Survey Plan and Evaluation Questions
- Extension Programme Design and M&E Framework Presentation and Peer Panel Challenge

Skills You Will Gain:

- Extension Model Selection
- Farmer Field School Facilitation Planning
- Participatory Rural Appraisal
- Rural Livelihoods Analysis
- Inclusive Farmer Targeting
- Producer Organisation Engagement
- Agricultural Results Chain Design
- Farm Household Survey Planning

Why Attend This Course:

- Return with an Extension Programme Design and M&E Framework tested against peer challenge and ready for a funder or ministry
- Move advisory staff from counting visits to tracking what farmers change on their plots and what it earns them
- Reach farmers who are usually missed, including women, young people and remote smallholders, with methods that fit them
- Compare extension practice with ministry, donor, NGO and cooperative peers working in different farming systems

Conclusion:

Agricultural extension works when delivery model, farmer learning, targeting, market links and measurement are planned as one programme. The one week move from the role and paradigms of extension, through delivery models, farmer field schools, demonstration plots and lead-farmer networks, to participatory appraisal, rural livelihoods, digital advisory channels and producer organisations. They then cover rural planning, results chains, indicators, surveys and financing, and end with case work that produces an Extension Programme Design and M&E Framework for each participant.