

**Tokyo International Conference for African Development (TICAD9)
Official Side Event Webinar**

**Scaling Agricultural Extension in Africa
amid Emerging Technologies and Global Aid Shifts**

Held on Thursday, July 24th by 16:00 (Japan time)

Speakers' Presentation Materials
(in order of presentation)

1. Keynote Address

**Presented by Dr. Emmanuel Okogbenin,
Product Development and Commercialization Director
AATF**

Reimagining Agricultural Extension in Africa in the Era of AI and Global Aid Restructuring



A Keynote Address at TICAD9 Webinar

*Presented by: Dr. Emmanuel Okogbenin,
Product Development and Commercialization Director AATF*



Outline

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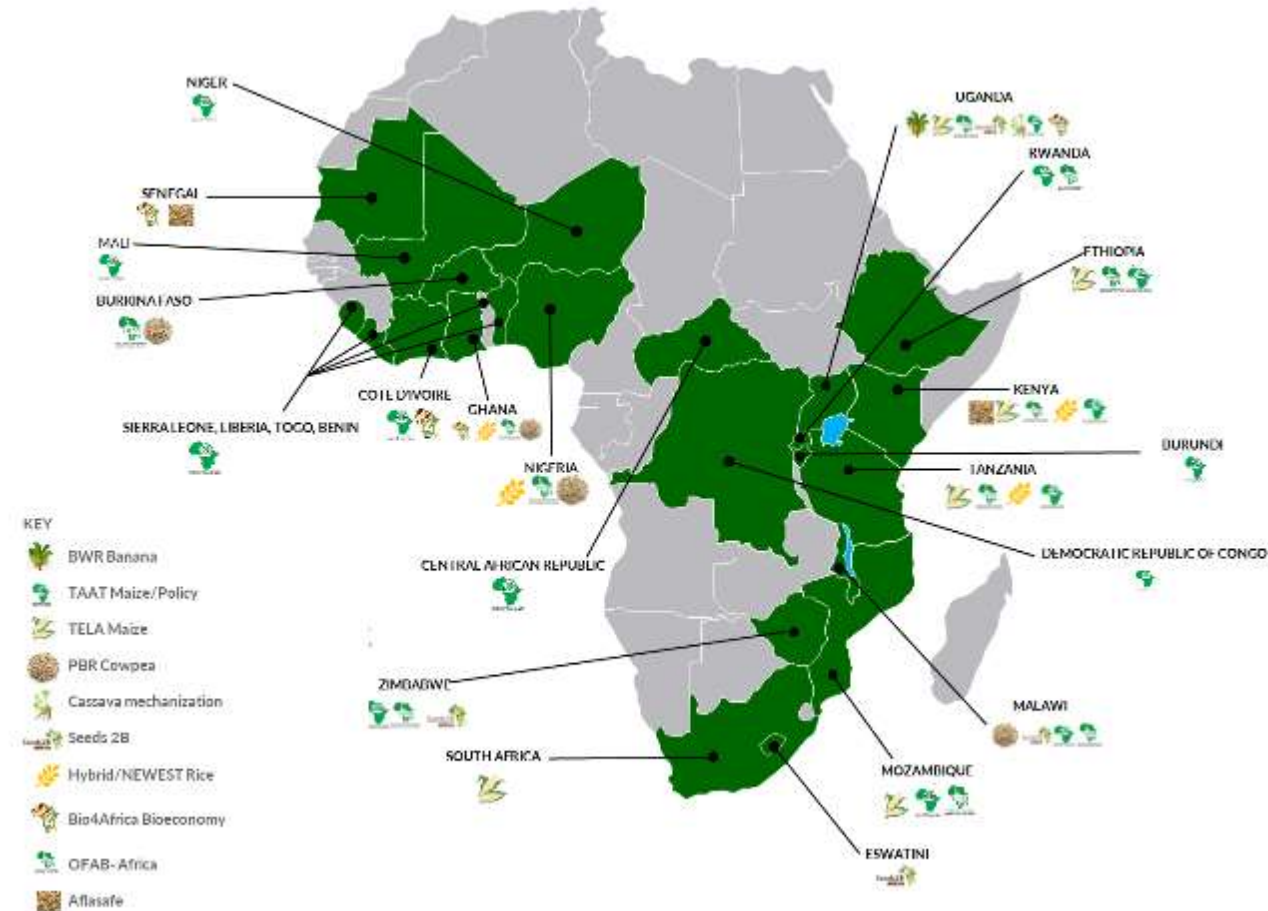
Immediate Changes needed in the Extension Landscape

AATF: Who we are

Emerging powerhouse in Agricultural technology deployment

- ✓ Empowering farmers across Africa
- ✓ Presenting a wide choice of agricultural innovations
- ✓ Contributing to food and nutrition security

We believe that the farmers in Africa will **become globally competitive** through use of the best **technology**, optimal agricultural practices, **strategic product value addition** and boosted **access to efficient markets** within and outside Africa



Our Footprint in Africa - 24 Countries on 13 crops

Three Strategic Objectives for Delivery of AATF Strategy

SO1:Diverify Agricultural Technologies & Expand Frontiers for next-gen Products in Africa

SO2:Accelerate commercialisation and scaling of agricultural technologies in Africa

SO3:Promote creation of a functional enabling environment for increased uptake of agricultural technologies and efficient markets in Africa

The strategic objectives will be implemented taking into account four cross-cutting priorities (CCPs)

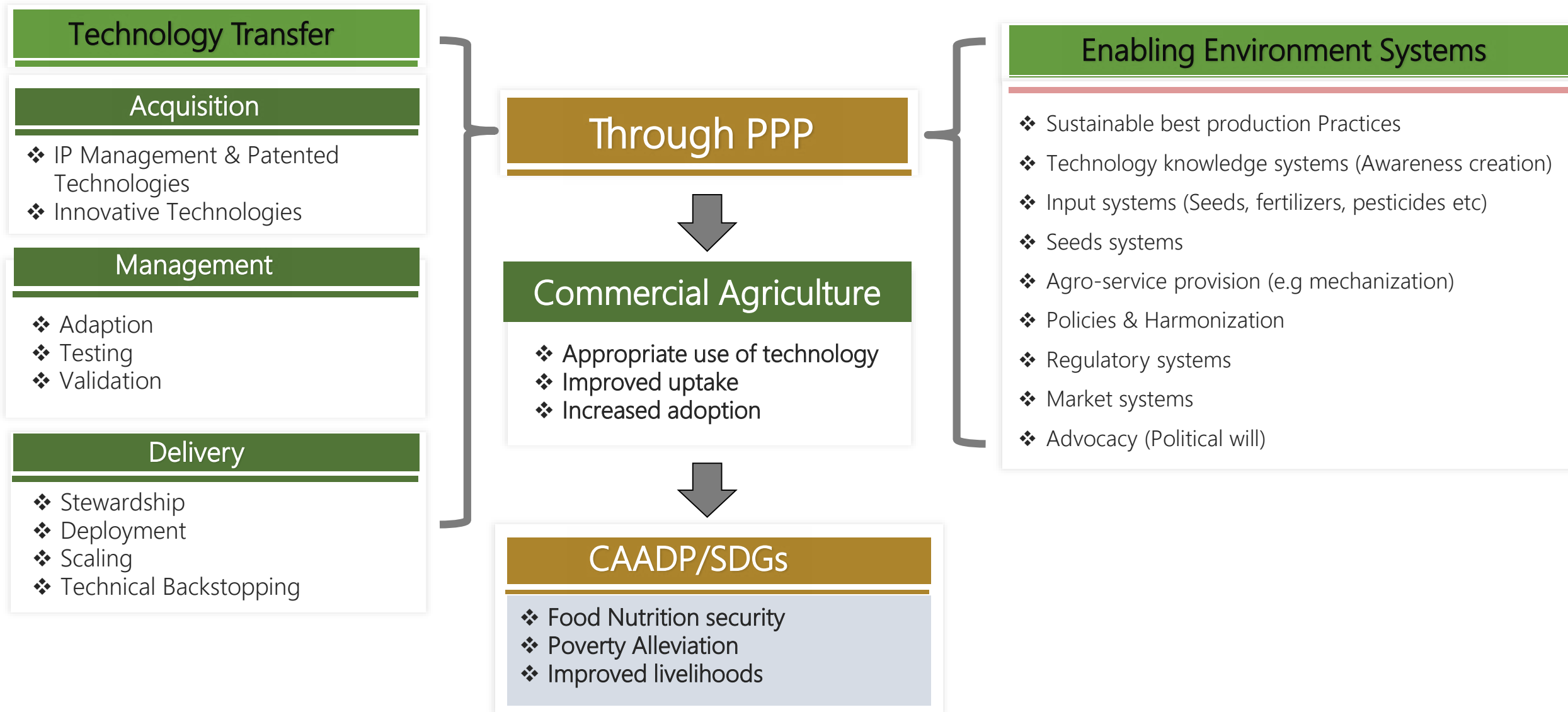
CCP1: Improve climate change resilience among farmers in Africa

CCP2: Enhance access to resources, agribusiness opportunities, and technology for women and youth

CCP3: Improved Nutrition of African Farmers and Consumers

CCP3: Build knowledge and foster evidence-based decision making

AATF's Unique Roles and Interventions



Key Issues Facing Africa's Agricultural Sector

- Low agricultural productivity - *despite abundant arable land*
- Over-reliance on rain-fed agriculture - *vulnerable to climate shocks*
- Degraded soils and declining land fertility
- Weak market access and value chains - *for smallholder farmers*
- Inadequate rural infrastructure - *roads, irrigation, cold storage*
- Limited access to quality inputs - *seeds, fertilizers, equipment*
- Aging farming population with poor youth participation
- Low public and private investment in agriculture.
- Weak policy frameworks and implementation.
- Poor integration of research, innovation, and farmers



Status of Agricultural Extension in Africa

- Extension systems are overstretched and outdated
- Tech exists but doesn't reach last-mile farmers
- Climate change and aid restructuring demand new approaches
- AATF is bridging this gap with innovation

Key Challenges:

- Traditional models often lacked scalability, inclusivity, and responsiveness - *gender and youth exclusion from services*
- Low extension-to-farmer ratios: *1 agent:3,000+ farmers*
- Limited investment: *poor infrastructures and aging extension workforce*
- Fragmented programs and inconsistent funding
- One-size-fits-all approaches that ignore local realities
- Analog systems – *slow information delivery, disconnected feedback loop leading to knowledge gaps*
- Limited training and capacity of extension workers



"To truly transform African agriculture, we must evolve our extension systems from analog and fragmented to intelligent, data-driven, and AI-enabled."

Changing Landscape of Agricultural Extension– A New Reality

- Rising demands for real-time, data-informed, and farmer-centric extension models
- Need for innovative approach of financing Extension services (blended finance, PPPs) - *Stronger alignment with national development goals*
- Socioeconomic transformation: *rising youth population, increasing demand for sustainable agriculture, and expanding value chains*
- Local ownership and sustainability are no longer optional—they're essential to ensure sustainability



Emerging Technologies Shaping the Future

Emerging Solutions:

- AI-powered advisory platforms (e.g., weather, pest detection, yield modelling).
- Big data analytics for personalized farming recommendations - *market and crop predictions*
- Satellite imagery, Drones, sensors and remote diagnostics - *real-time field monitoring and advisory services to farmers*
- Chatbots and USSD platforms for last-mile outreach
- Smart mobile and cloud-based platforms
- Blockchain for traceability and inclusion - *to improve transparency, trust, and participation in agricultural value chains*

Case Examples:

- Hello Tractor (Nigeria): *Predictive analytics for tractor services*
- AATF Climate smart weather stations - *integrates ground sensors with satellite data) for advisory to improve productivity in the face of climate change*
- Agridrive App – *cassava mechanization and processing advisory support to farmers – improving productivity and access to processing and market*

Benefits:

- Scalability and cost-efficiency
- Real-time, localized, adaptive extension
- Empowerment of digitally literate youth

Key Enablers to Scaling AI-Driven Agricultural Extension

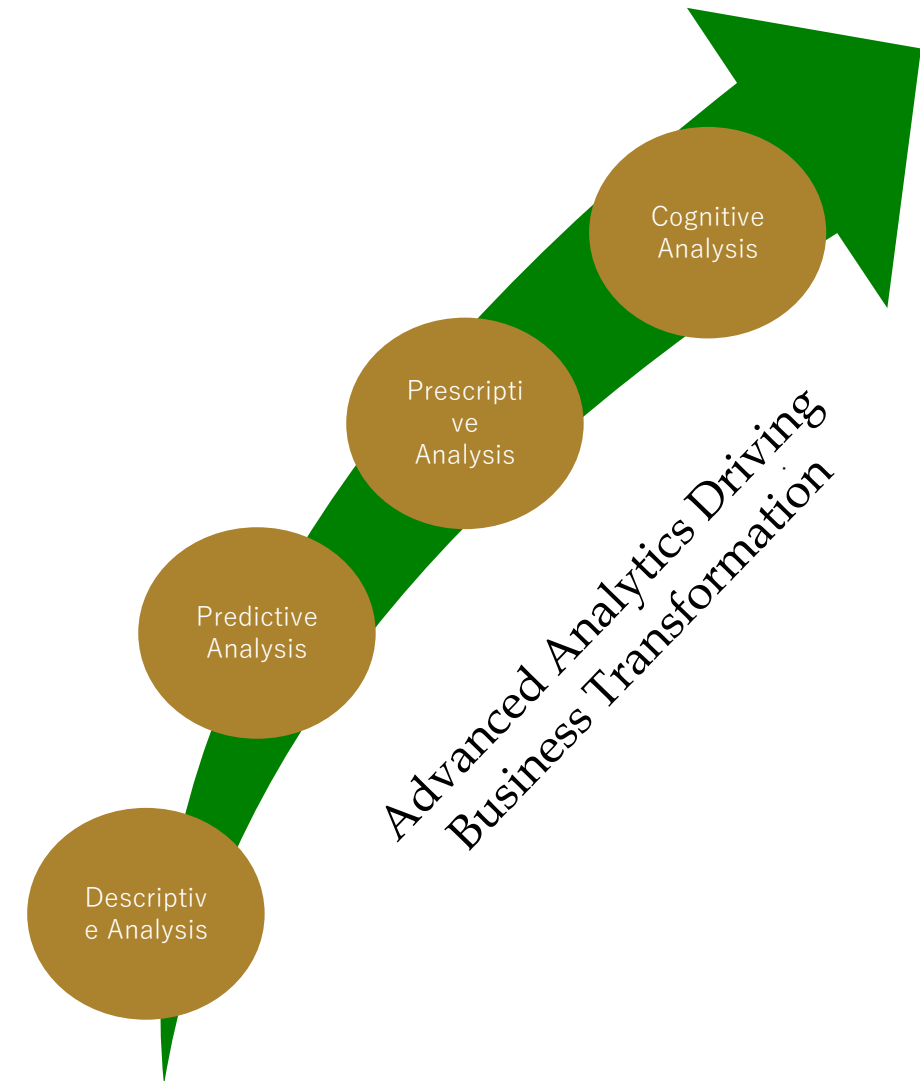
- Digital Infrastructure
 - *Rural internet, mobile, and energy access*
- Farmer-Centric Design of Accessible AI Tools
 - *Community-sourced, indigenous knowledge*
 - *Feedback loops for continuous learning*
 - *multilingual Interactive Voice Response (IVR) and Short Message Service (SMS)*
Local languages, low-literacy interfaces
- Capacity Building
 - *AI/digital literacy for farmers & agents*
- Policy & Regulation
 - *Ethical data use, digital infrastructure, PPPs*
 - *Government involvement and creating enabling environment is critical*
- Institutional Collaboration
 - *Gov't, NGOs, research, startups synergy*
- Sustainable Financing
 - *Donor, gov't, private sector investments*



"Tech is not the end; it's the enabler. Human capacity and systems must be at the center."

Immediate Changes needed in the African Agricultural Extension Landscape

- Migrate from analog to intelligent systems
powered by data, AI, and connectivity
- Transform subsistence to commercial farming
promoting value chains and entrepreneurship
- Connect isolated farmers
through digital platforms, networks, and markets
- Shift from blanket advice to precision guidance
tailored to each farmer's context
- Replace male-dominated with inclusive systems
empowering women and youth
- Advance from reactive to proactive services
leveraging predictive tools and real-time information
- Change fragmented service delivery to integrated ecosystems
uniting research, innovation, and policy



To truly transform African agriculture, we must evolve our extension services from analog and fragmented systems to intelligent, data-driven, and AI-enabled



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*Thank
you!*



2. Special Report

**Presented by Dr. Eliot Jones-Garcia ,
Natural Resources & Resilience Unit
IFPRI**

Harnessing AI to Scale Agricultural Extension: Opportunities and Emerging Pathways

Eliot Jones-Garcia | Natural Resources & Resilience Unit
IFPRI | 24 July 2025



Generative AI in Agriculture

Generative AI learns from massive datasets to produce human-like responses—text, images, or code—tailored to user questions.

 Claude



Deepseek R1



Opportunities for Extension

Scalable access to advisory services

GenAI can provide 24/7 support to farmers who are underserved by human extension systems.

Localized, language-sensitive responses

GenAI can be fine-tuned to local languages and agronomic practices.

Improved knowledge access and continuity

GenAI can recall previous interactions and personalize recommendations over time.

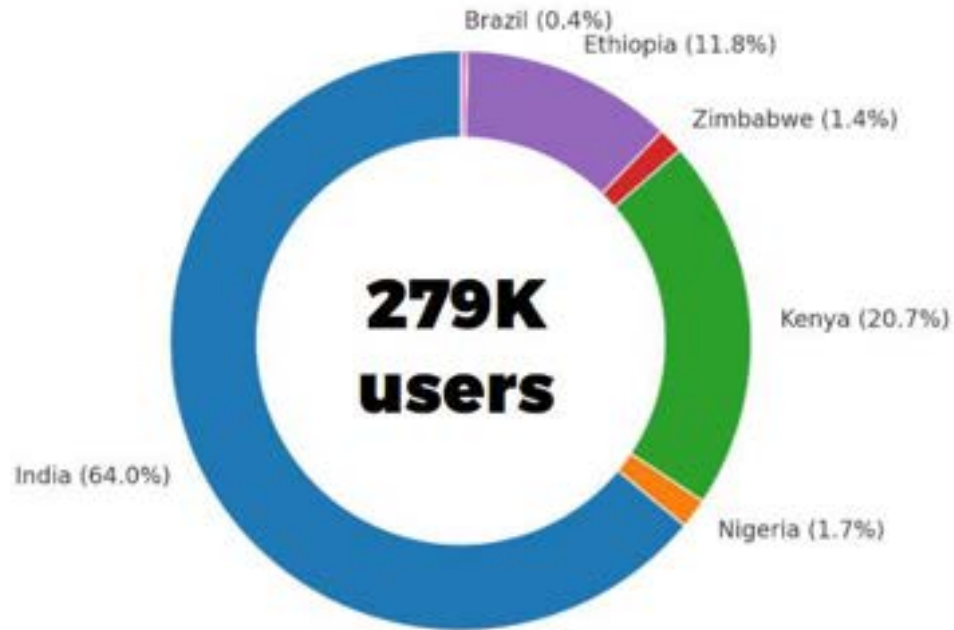
Cost-effective and rapid deployment

Once trained, GenAI can be deployed widely with minimal additional infrastructure.



Insights from Deployment

Farmer.Chat Highlights



*Data as of June 20, 2025

~3 Million

Queries asked on
Farmer.Chat

18.5 Queries

Per user/ in month
of June

27% women

(currently 21%
unknown)

~89% farmers

11% Extension
Agent & others

28% MAU

Monthly active use
Across key
geographies

36% WAU/MAU

monthly active
users returning
weekly

14X growth

In 9 months
[Oct-Jun]

7000 queries

New in Farmer.Chat
every day (June)



What We're Learning from the Field

Voice matters

Women and marginalized farmers ask questions they wouldn't ask a person

Built on WhatsApp

Familiar platform improves accessibility and trust

Trust is earned

Farmers validate advice on small plots, then share it

Continuous learning

Feedback loops from call logs and ratings shape ongoing updates



Challenges: Why Scale Alone Isn't Enough

Limited contextual data

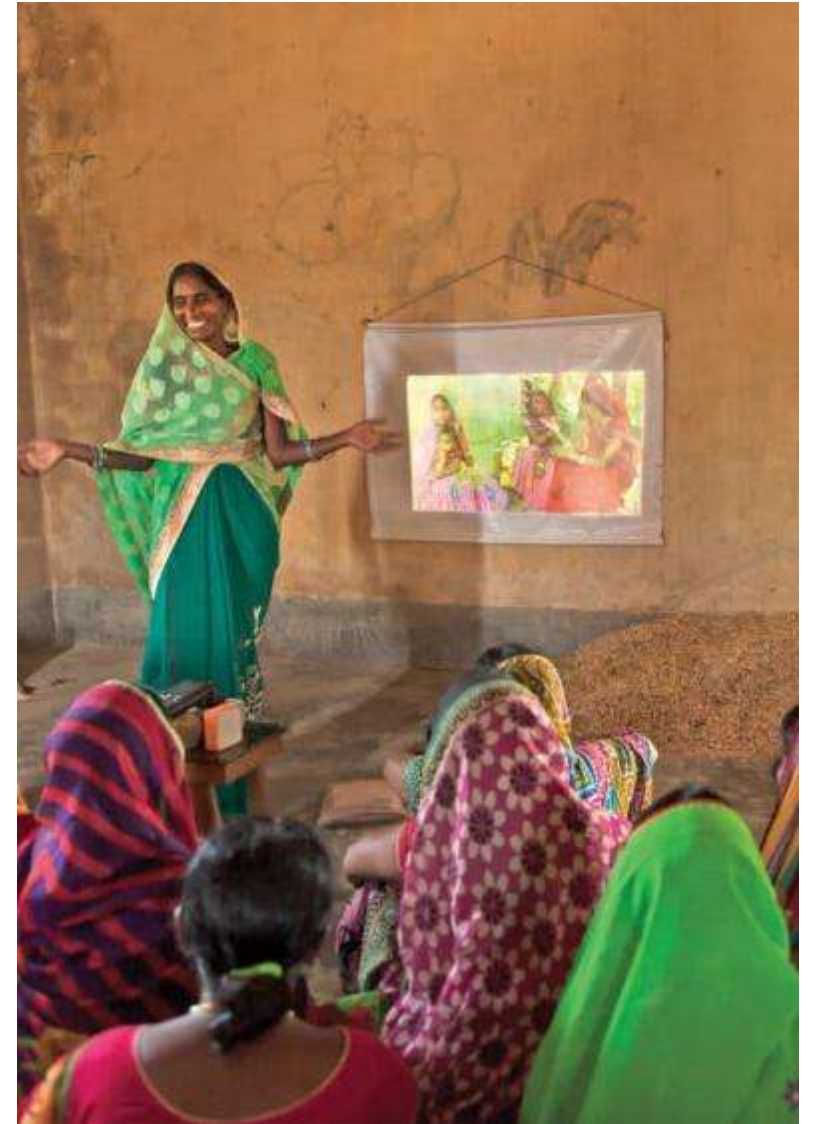
Gaps in local, machine-readable ag knowledge

Risk of harm

Misinformation from poor training data or lack of validation

Decision-making gap

Models don't reflect how farmers choose under real-world constraints



Designing the Next Generation of AI-Enabled Extension

Data innovation

Use farmer queries to surface and fill knowledge gaps

Human-centered design

Align reasoning models with how farmers think and decide

Language inclusion

Expand support for low-resource languages and dialects

Stress-testing

Red-team models to uncover failure points and unexpected uses



Thank you!

Eliot Jones-Garcia

Senior Research Analyst

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2. Status and Future of Extension in Africa
Presented by Dr. Kristin Davis,
Natural Resources & Resilience Unit
IFPRI

Sustaining and scaling multidimensional and digital agricultural extension in Africa

Kristin Davis | Natural Resources & Resilience Unit
IFPRI | 24 July 2025



Scaling and Sustainability

- Expanding impact of a project or program to greater levels
- 3 important dimensions to scaling:
 - impact benefits many people
 - system change
 - sustainability

Sources: <https://www.cimmyt.org/work/sustainable-agrifood-systems/science-for-scaling/>; <https://www.smartygrants.com/help-sheets/scaling-up-a-successful-program>;

Woltering et al. (2024)



Basic Scaling Lessons*

- Change mindsets to think of scaling as a process
- Context matters - scaling depends on enabling environment and actor dynamics
- Scaling is not linear; it happens in phases; different skills, capacities, networks are required to navigate through each phase
- Scaling is not always good



Program Sustainability

- Continuation of a program within an organization
- Ability to maintain program outcomes and benefits
- Capacity built to continue the program



4 Pillars of Sustainability



Source: RMIT [University](#) 2017



Additional Considerations

- Investment in science and data
- Climate resilience
- Gender equality and social inclusion
- Acceleration of innovation uptake
- Innovative financing models
- Partnerships for impact; multisectoralism



Thank you!

Dr Kristin Davis

Senior Research Fellow

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International Food Policy Research Institute

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4. Multidimensional extension: experience and lessons

**Presented by Dr. Rosemirta Birungi,
Africa-wide Technical Lead, AFAAS**

Tokyo International Conference for African Development (TICAD 9)

www.afaas-africa.org



Strengthening Agricultural Extension in Africa through continental initiatives and local innovations

Online Official Side Event: Scaling Agricultural Extension in Africa amid Emerging Technologies and Global Aid Shifts

Dr. Rosemirta Birungi (*PhD Agric. Value Chain Extension*)

Title: Africa-wide Technical Lead, AFAAS

Date: 24th July, 2025



with Funding from



Context of Africa's Agriculture

Natural Resource-based Consumables



Women Centrality



High-value Products



Youth-led Innovations



Agric. Enterprise Shift



Daunting Challenges to Africa's Agriculture Extension Landscape

- **Weak Extension Systems** -in terms of **effective and cost-effective extension** for context-specific **KITS** (Knowledge, Innovations, Technologies & Services) to farmers and other Agricultural Value Chain actors/agents-this is **worsened** by increasing costs of extension, including **Time Poverty & Digitalised Extension** (Soft & Hardware Digital infrastructure).
- **Low Investment** in **Africa's Agricultural TREDAGs** (Trade, Research, Education, Development Agencies, & Governments) –the situation is **worsened** by the shifts in Global Financing Mechanisms that are **getting more competitive**.
- **Complex and Changing Agrarian Landscape** of Africa's Agriculture- **worsened** by shrinking agricultural land, inverted demographics (more youth), climate-induced migrations (humans, livestock & farming systems); **wide extension agent-to-farmer ratio 1:3,000 - 1:10,000** (against the FAO recommendation 1:500 in response to UN SGD Indicator 2.a Target 14).



Impact of Challenges to Africa's Agriculture Extension Landscape

- Continuous **low productivity, low profitability & natural resource deterioration** of farming systems in African countries
- **Low and reduced attractive funding** for Africa's Agriculture priorities
- **Replacement of Agriculture as a core source of livelihoods**, especially for Rural Households in Africa.
- **Re-location of Production Resources to alternatives** use-e.g. Land relocation to Industrial/Manufacturing, Rare Earth Mineral Extraction, Housing, e.t.c.



Africa's Local Solution Initiatives /Innovations to Strengthen Agriculture Extension

- **Archetypes for Last-mile AEAS delivery-** these are **Institutional Mechanisms** for strengthening extension systems, digitization, and private sector engagement/investment in Agriculture. **AFAAS/AGRA On-going support**

(e.g., **Rwanda Customized Agriculture Extension Services (CAES); Burkina Faso (under designing)**)

- **Pluralist Extension Models** – **Comprising Public & Private Sector, NGOs, Farmer Organisations, Development Agencies, e.t.c.** Pluralistic Agricultural Extension Services (PAES) have the potential to overcome constraints related to funding, staffing, and expertise, and to make advisory services more demand-driven.

e.g., **Last-mile Delivery Models for Africa's Agriculture Investment AFAAS/AGRA profiled**

- **Ideology of “Silos-No-More” - Africa Extension Coalition** that involves AEAS Institutions that are oriented to Africa's Agricultural Development and Investment Promotion.

i.e., A shift of Africa's Agriculture Extension from a Pathetic Service to an Attractive Investment sector

(e.g., AFAAS, Sasakawa, AGRA, One Acre Fund, UN FAO, IFAD, Virginia Tech. Univ, & CGIAR, + more TBD)



Take-Aways/Recommendations for Strengthening Africa's Agricultural Extension

- **Institutional Alignment-** to **enable uptake of innovative** transformative Initiatives/Solutions e.g. Pluralistic and Business Models for Agric. Extension
- Shift in Perception Orientation of Africa's Agriculture-**from Pathetic Sector that "requires support"** to a **Domain that attracts Investment**
- **Pay attention to Demographic transformations** in Africa's agricultural context- Youth innovativeness, Women Entrepreneurship, Shortened Extension Pathways, **Digital Extension Solutions**
- **Reformulate Agricultural Research and Analytics** to rightly inform Agriculture Extension in Africa (for Policy. Planning, Practice, Education, Trade, e.t.c)

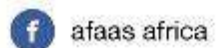




THANK YOU

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African Forum
for Agricultural
Advisory Services

5. Multidimensional extension: experience and lessons

**Presented by Mr. Anyang Robert Tabot,
Country Director. SAA-Uganda**



A Success Story of a Pluralistic Agricultural Extension Model in Uganda

**Presenter: Anyang Robert Tabot
Country Director. SAA-Uganda**

Walking with the farmer



STATUS OF EXTENSION IN AFRICA (2024)

Countries	≈ No of extensions Personnel (2024)	Number Employed in Agriculture (Millions)	Agriculture as a % of National Total Employment	Extension Personnel to Farmer Ratio
Ethiopia	≈ 72,000	33	66	1:458
Uganda	5,000	9.75	65	1:1950
Nigeria	7,000-10,000	40	35	1:4000
Mali	800-1,200	5.44	68	1:4530
Malawi	1,8000-2,379	4.27	61	1:1795
Mozambique	1,000-1,500	8.4	70	1:5600
Morocco	1,800-1,500	4.62	33	1:3080
Kenya	4,000-5,000	7.6	40	1:1520
Egypt	2,000-3,000	7.5	25	1:2500
South Africa	2,000-2,500	0.8	5	1:320

Recommended Rate: 1 Extension Worker: ≈ 500 farmers



Issues of accessibility faced by farmers regarding inputs, markets, and finance

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Access Challenges Overview:

Farmers in Uganda often struggle with limited access to essential agricultural inputs, affecting their production capabilities and market engagement.

Financial Accessibility Concerns:

Many farmers find it difficult to secure financing options, which are crucial for investing in productivity-enhancing technologies and practices.

Market Access Barriers:

Barriers such as inadequate transportation and unreliable market information further prevent farmers from maximizing their income potential.

Strategies for Enhancing Accessibility:

Implementing digital platforms and partnerships with financial institutions can significantly improve farmers' access to resources and markets.



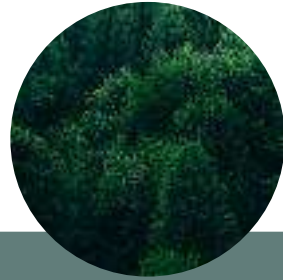
Overview of Uganda's pluralistic agricultural extension framework for diverse farmer needs.

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Pluralistic Extension Landscape

The Ugandan agricultural extension framework incorporates public, NGO, and private sector actors, promoting a collaborative approach to meet diverse farmer needs.



National Agricultural Policy

The 2016 National Agricultural Extension Policy establishes a comprehensive framework supporting pluralistic extension to enhance agricultural productivity.



Collaborative Framework

This model fosters collaboration across various sectors to address farmers' diverse requirements and improve agricultural services.



The Concept of CCBF –Last mile production and marketing services delivery for Smallholders farmers

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What if every rural community had a one-stop service agent farmers could trust and afford?

All you need to do is invest \$8 per farmer over two years...And the model sustains itself

The CCBF becomes a self-reliant, income-generating rural extension provider.

✓ Farmers gain reliable access to inputs, markets, and advisory services.

✓ Local ecosystems thrive from trust-based, business-driven delivery.

📈 High ROI. Low risk. Real impact.



By working with Local Government Extension Workers and NGOs, each Commercial Community-Based Facilitator (CCBF) can sustainably serve up to 200 farmers—redefining last-mile delivery with a ratio of 1:200.



- A local, trained, and mentored rural agri-preneur
- Selected with community and market actor input
- Trained in NSA, RA, PHM, agribusiness, digital tools
- What they offer (Combo Services):
- Inputs, mechanization, PHM, bulking, finance, digital tools
- Embedded in Cooperatives/OSCAs, linked to SAA, government, private sector



Description of the CCBF model focusing on community-based facilitators and their roles.

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Role of CCBFs

Commercial community-based facilitators, trained in agronomy and business, serve as rural agripreneurs offering bundled services to farmers.

Service Delivery Model

The CCBF model enables facilitators to provide essential services, enhancing productivity and market integration for farmers.



Training and Resources

Facilitators receive training on key agricultural practices and are equipped with tools and digital resources for effective service delivery.

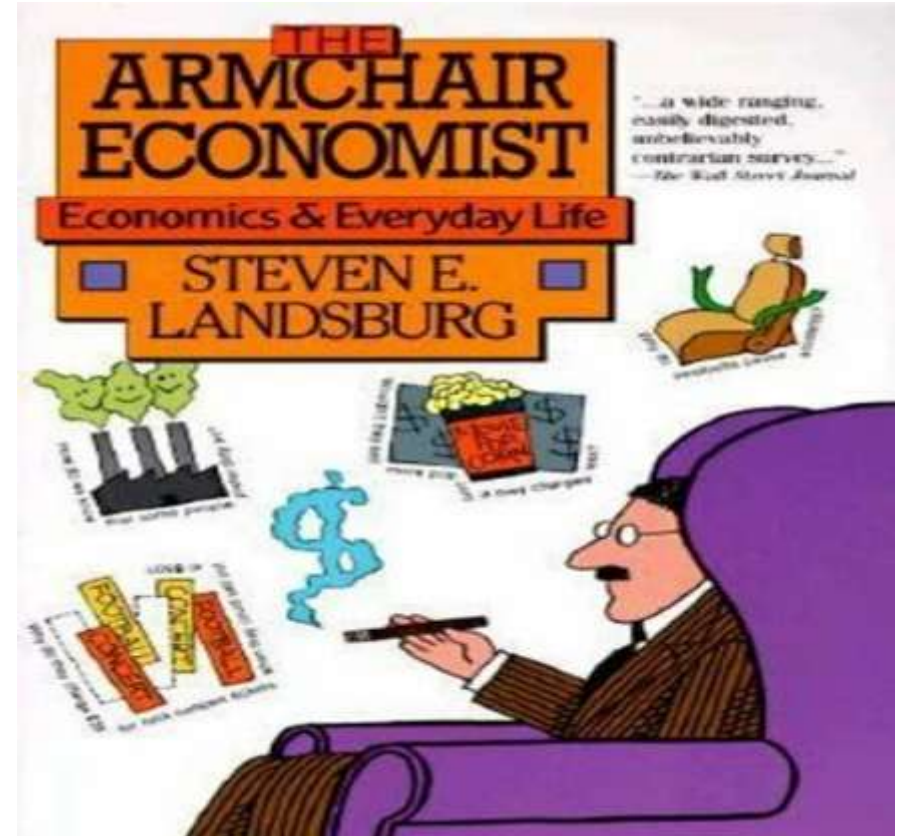


Incentivizing CCBFs to deliver affordable door-to-door extension services to farmers

Combo services is a set of 4-5 services from pre production to marketing that enabling's a CCBF to work approximately 185 days a year

Targeting \$42 per farmer/year commission

Serving 100–250 farmers = \$3,000–\$6,000/year



“People respond to incentives. All the rest is commentary.” – Steven E. Landsburg

Incentives That Drive Impact: Combo service approach

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Combo Services	Services Offered	Profit(USD) generated /Yearly(Estimate based on farmers served)			
		100	200	300	400
COMBO 1	Soil testing, input sales, planting, weeding, spraying	3,041	6,082	9,123	12,164
COMBO 2	Digital profiling soil testing, input sales, planting, weeding/spraying	2,364	4,729	7,093	9,458
COMBO 3	Input sales, planting, weeding, spraying & Bulking agent	5,004	10,008	15,012	20,017
COMBO 4	Crop insurance, input sales planting, weeding & bulking agent	2,907	5,815	8,722	11,629
COMBO 5	Soil testing/Crop insurance Weeding shelling, bulking,	3,982	7,963	11,945	15,927
COMBO 6	Digital profiling, crop insurance, spraying, bulking, shelling	3,645	7,289	10,934	14,579
COMBO 7	Digital profiling, , spraying, shelling, bulking digital financial services	3,695	7,390	11,086	14,781
COMBO 8-gender led	Digital profiling, crop insurance, bulking, drying, cleaning, shelling, digital financial services	4,685	9,371	14,056	18,742



The Three Amigos –Public –Private –SAA partnership

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Local Government
(Public Sector):
Provides technical
mentorship, extension
oversight, and alignment
with national
agricultural policy.

Sasakawa Africa Association
(SAA):
Acts as the catalyst identifying,
onboarding, and training
CCBFs while brokering
partnerships and facilitating
capacity-building.

Private Sector Actors:
Supply quality inputs,
mechanization services,
digital tools, and
structured market access
through partnerships with
CCBFs.

- Jointly Mobilize Ecosystem Partners: Bring in financial institutions, seed companies, processors, NGOs, and digital innovators to embed their services through the CCBF model.
- Create a Vibrant Rural Service Economy :CCBFs become trusted local hubs for last-mile delivery—driven by incentives, backed by institutions, and trusted by farmers



What's In It for Them? Motivations Behind Ecosystem Support for CCBFs”

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Stakeholder	Key Hidden Cost Without CCBFs	Value from CCBF Investment
Farmers	High input cost, low yields, poor market access	Increased yields, lower costs, improved market access and incomes
Private Companies	Costly distribution, low uptake, brand dilution	Expanded market, lower distribution cost, trusted product delivery
Seed Companies	Limited demo reach, poor seed replacement rates	Higher seed uptake, demand forecasting, farmer education
Insurance Firms	Poor enrollment, fraud risk, costly mobilization	Greater reach, reduced fraud, bundled offerings increase uptake
Financial Institutions	Risky clients, high due diligence, low coverage	Better client profiling, loan recovery, rural portfolio growth
Processors	Poor quality supply, inconsistent sourcing	Consistent quality supply, aggregation, and traceability
Government	Coverage gap, poor reporting, low adoption	Wider extension coverage, better policy delivery, real-time data
Cooperatives	Service failure, weak member engagement	Stronger services, member engagement, and

CCBF as a sustainable business model for rural communities in Uganda

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Innovative Service Models for Farmers

The CCBF model provides a reliable service agent for farmers, focusing on trust and affordability, ensuring sustainable agricultural practices in rural Uganda.

Transforming Last-Mile Delivery

Last-mile delivery in agriculture is redefined, transitioning from charity to a sustainable business model, supporting rural communities.

Community Engagement and Trust

Trust is built through local presence, with trained agripreneurs actively engaging and providing essential services to farmers.

Diverse Service Offerings

Combination of services including input supply, soil testing, mechanization, and digital advisory, tailored to meet farmers' comprehensive needs.

Yield Improvement Metrics

Training programs have led to yield increases of 40-70%, significantly enhancing farmer productivity and income.

Community Engagement

CCBFs, trusted agripreneurs, effectively engage local farmers, resulting in better farming practices and sustainable agricultural growth.

Waking with the farmer



720 CCBFs trained, impacting 102,000 farmers across 26 districts in Uganda

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Training Success Rate

A total of 720 Community-Based Facilitators (CCBFs) have been trained, in partnership with government PDM significantly enhancing agricultural extension services across Uganda.



Farmer Outreach

The program successfully reached 92,000 farmers, showcasing the extensive impact of the CCBF model on local agricultural practices.



Geographic Diversity

Implementation of the CCBF model spans 26 districts, demonstrating its adaptability to various agricultural contexts throughout Uganda.



Community Impact

Active engagement with local communities has built trust, leading to improved adoption of agricultural practices among farmers.





THANK YOU

.....*Walk with the Farmers*



6. Multidimensional extension: experience and lessons

**Presented by Dr. Tawanda Mthintwa Hove,
Senior Program Officer, Digital Agronomy,
Gates Foundation**

Gates Foundation

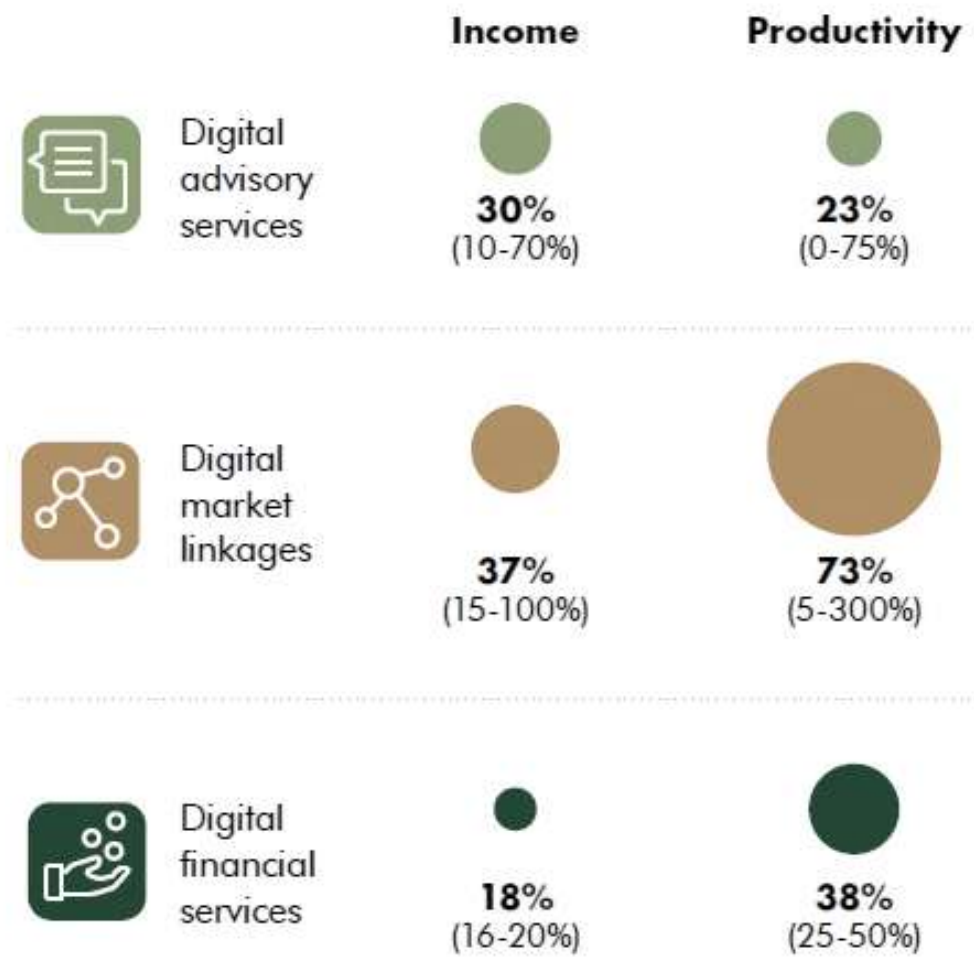
The Impact of Digital Agricultural Technologies and Innovation and the Public-Private Partnership (PPP) on Empowering Smallholder Farmers

TICAD9 SAA WEBINAR

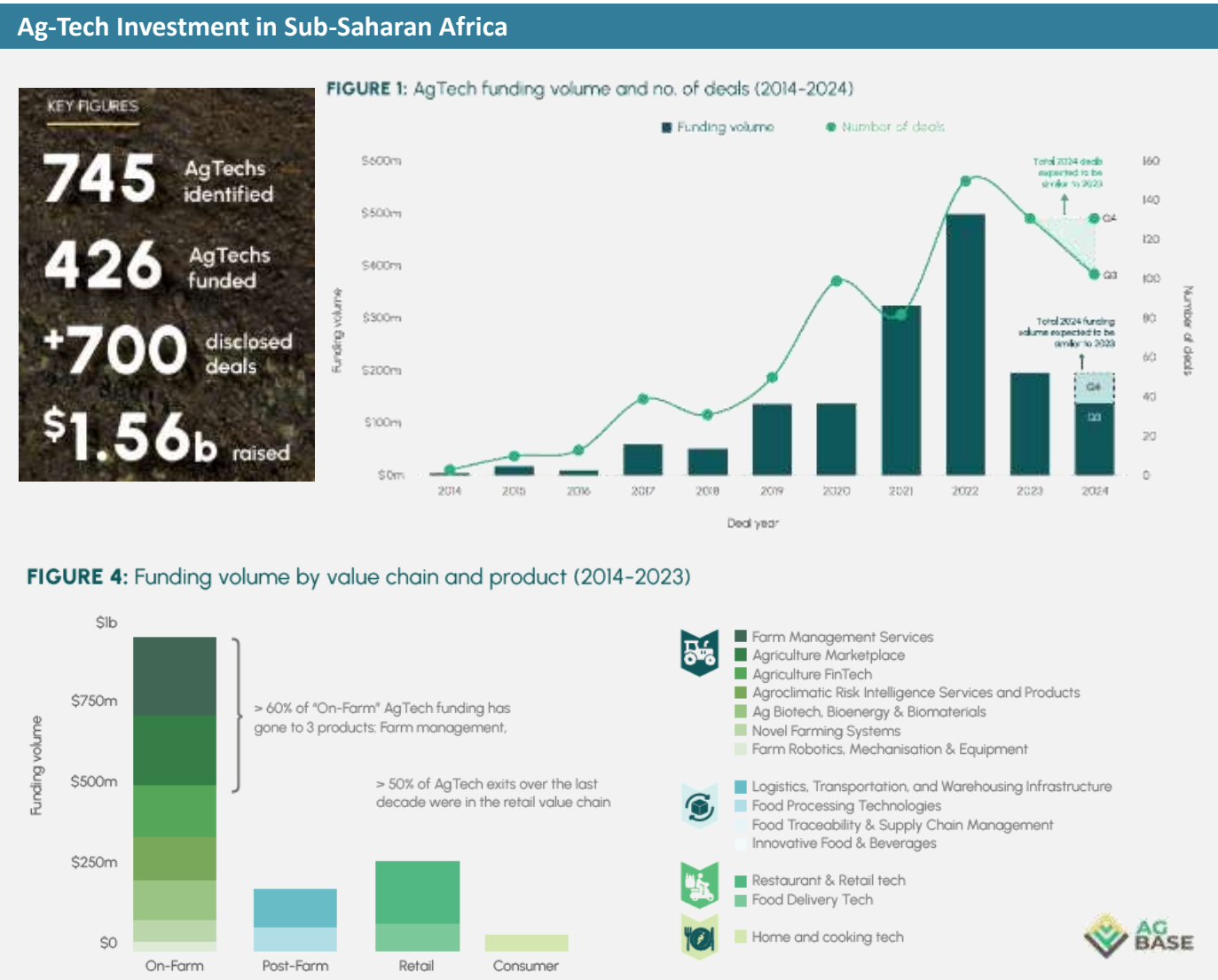
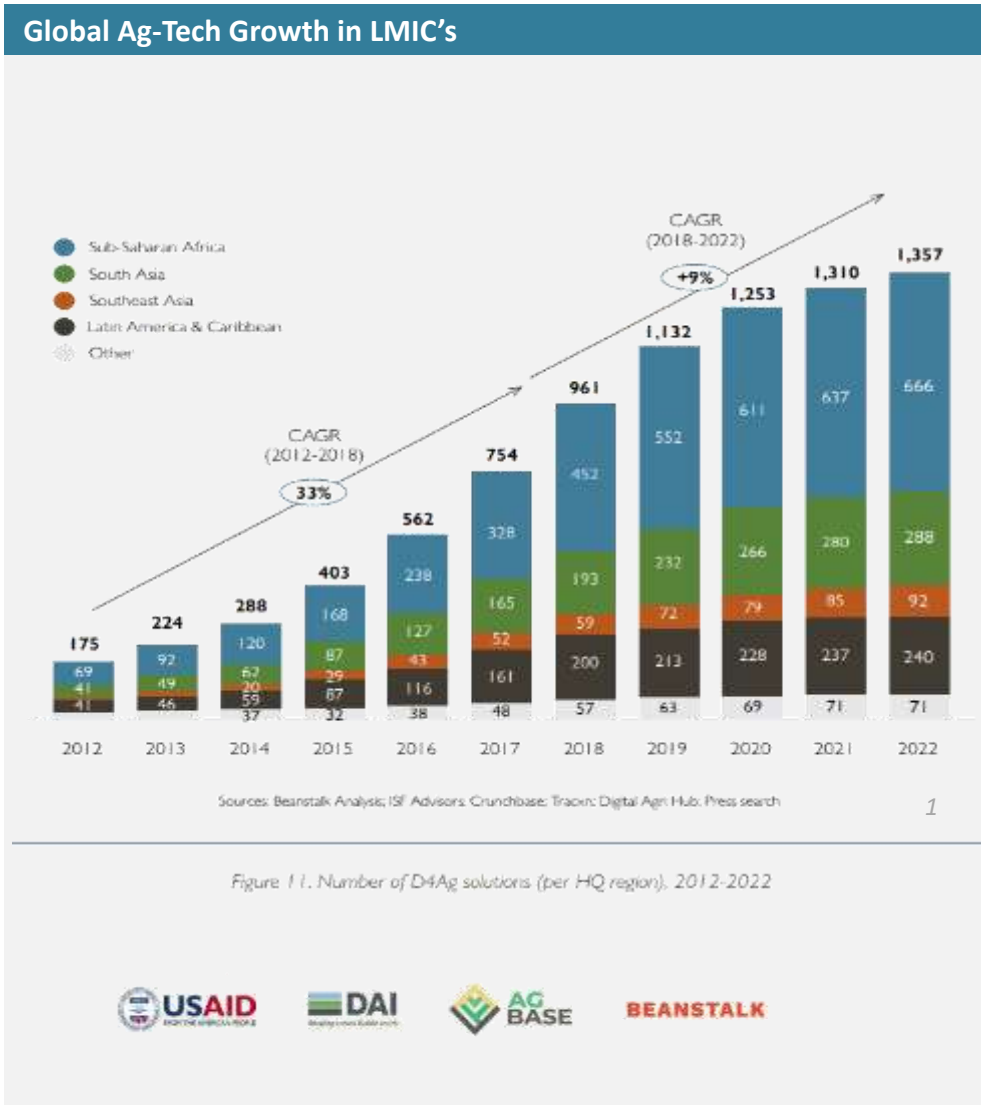
July 24th, 2025

Tawanda Hove

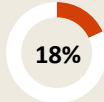
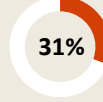




Digital farmer services have scaled but investment growth has stalled



Digital Farmer Services Reach: Status and Targets across India and Africa

India			Africa		
Relevant Impact Examples	2024 Reach ¹ # reached vs total SSP pop.	Projected 2030 Reach ¹ # reached vs total SSP pop.	Relevant Impact Examples	2024 Reach ¹ # reached vs total SSP pop.	Projected 2030 Reach ¹ # reached vs total SSP pop.
Ama Krushi RCT in Odisha (preliminary) for 2021-22 Season - Benefit-cost ratio of 14:1 - Higher incomes for farmers of ~\$61/farmer/year due to advisory on high rainfall events 8.5-10% increase in rice yield for farmers impacted by heavy rainfall (which was 27% of farmers) - Reduction in cost of services at scale from \$0.37/farmer/year at 2.7M farmers to \$0.18/farmer/year at 6.9M farmers	Odisha (6.5M of 7.5M)  87% 31% women, 3.5K agents	Odisha (7M of 7.8M)  90% 35% women, 7K agents	Kenya Digital Climate Informed Advisory Service survey shows greater resilience to pest and disease due to weather driven advisory Kenya AgriFin Digital Farmer ADF reaching 2.2M farmers (47% women) across 34 ag-techs registered. 1.7M active with 40% report increase in income and productivity Digital Green Telegram chatbot in Ethiopia incorporates NextGen site specific fertilizer advisory shown to increase wheat grain yield by up to 25% iSDA Virtual Agronomist Co-Pilot shows 3 to 4-fold yield and profit increases with sunflower, maize, and sorghum under good management	Kenya (4.8M of 7.8M)  62% 47% women, 6K agents	Kenya (7.4M of 8.1M)  91% 49% women, 22K agents
	Bihar (<1M of 17.9M)  <5% 20% women, 11.5K agents	Bihar (17.7M of 19.7M)  90% 60% women, 12.2K agents		Ethiopia (6.8M of 37.5M)  18% 27% women, 60K agents	Ethiopia (13.1M of 40M)  33% 38% women, 64K agents
	UP (1.6M of 23M)  6.9% 21% women, 6.5K agents	UP (22M of 24.4M)  90% 23% women, 10K agents		Nigeria (2.6M of 28.4M)  9% 32% women, 6.5K agents	Nigeria (10.3 of 33.5M)  31% 31% women, 7.5K agents
	Early Results from Virtual Assistants Kisan Mitra AI in UP reports 72% accuracy of 120 chatbot responses as scored by experts			Africa: DPI & AI Design & deployment of Farmer Registries in Ethiopia and Kenya	DPI as DPG's Farmer Registries in Nigeria, Ethiopia and Kenya plus other required India DPI's
	India: DPI & AI Agristack, VISTAAR & AI Pilots in 6 states	DPI as DPGs AgriStack, VISTAAR & AI solutions deployed across India & in SSA			

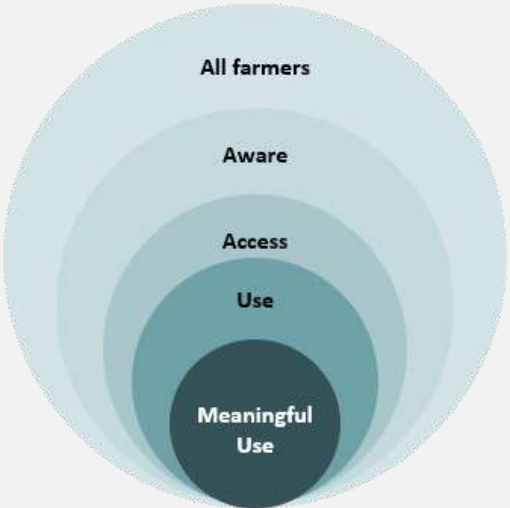
1. # reached = number of farmers interacting with one or more digital farmer service e.g. agricultural advisory, government scheme advisory, market access tools, finance & insurance tools etc. For detailed see Appendix June 2024

We have more evidence however reach and impact are still low globally

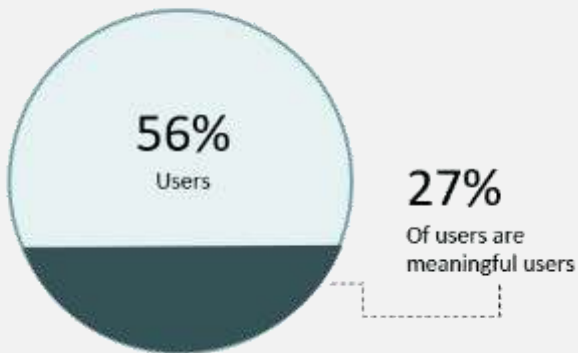
Reach: While much has been invested in digital farmer services, active use is relatively low and meaningful reach is lower still

	Sub-Saharan Africa	South Asia	Southeast Asia	Latin America and the Caribbean
No. of agri workers (USDA ERS)	202,769,129	252,831,323	96,671,241	38,798,551
Estimated proportion of active users (% of people employed in agriculture)	5%	10%	6%	17%
Estimated # of active users	10,876,687	26,498,311	6,152,794	6,621,297
Estimated # smallholder farmers ⁷	~ 190 million ⁸	~ 180 million ⁹	~ 100 million ¹⁰	~ 15 million ¹¹

Table 2. Current State of Reach and Adoption in LMICs

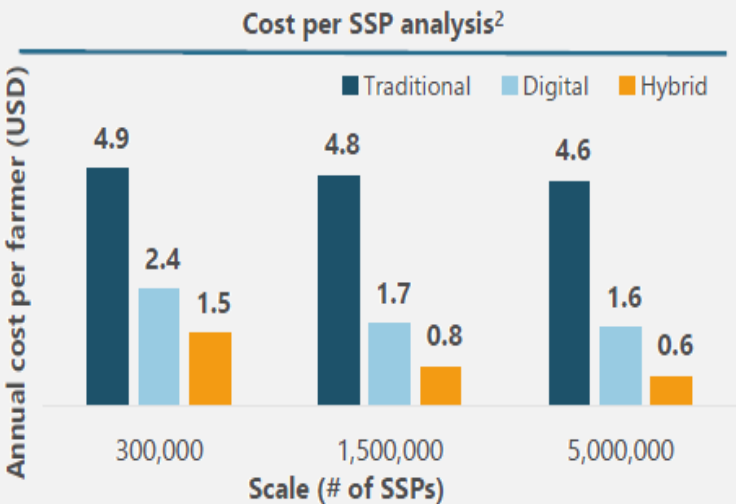


Meaningful Users in Kenya (n=1,484)

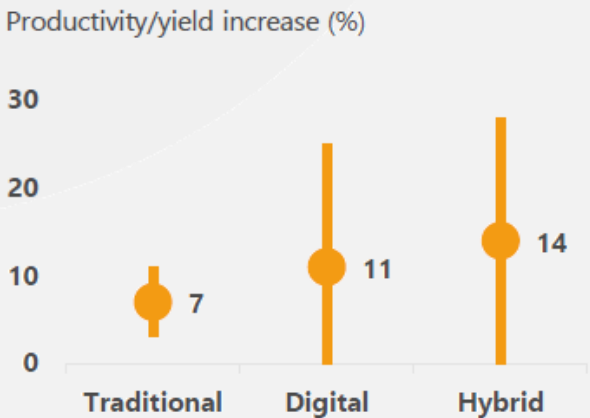


Evidence Synthesis³: Barriers to adoption remain digital literacy, language literacy, relevance of information, awareness and cost. Hybrid services perform better

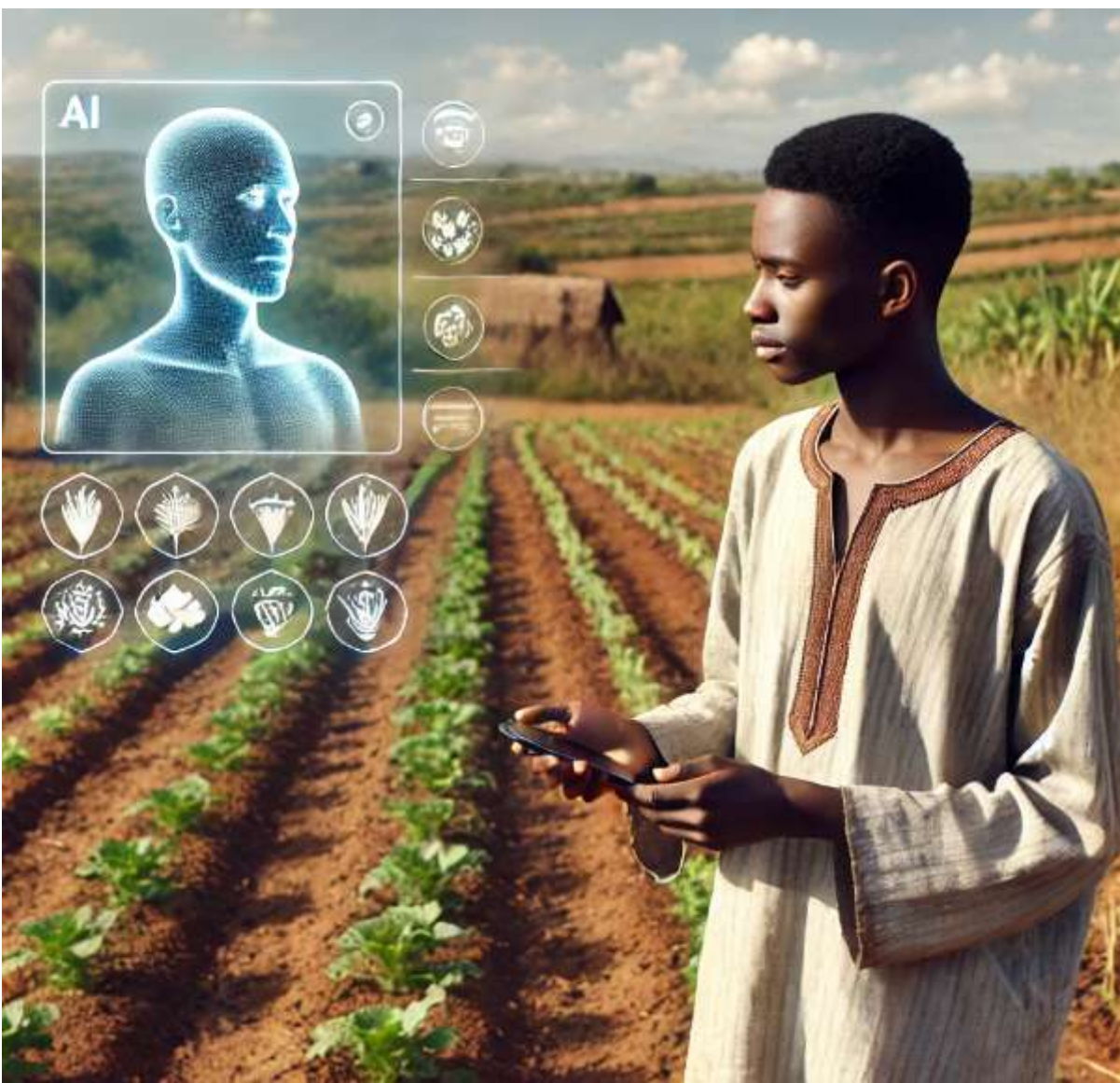
- 10% improved adoption of seeds
- 23% increase adoption of fertilizer
- **6% increase in yield** (13 studies: range: -11% to 68%)
- **6% increase in incomes** (9 studies: range: 0%-53%)
- Gender gaps persist with **26% of users being female**
- Cost of digital advisory extension services is lower than in-person extension **@ \$0.18 to \$2.40 per farmer per season**
- Hybrid (i.e. digitally enabled agents) have **twice the impact**, though ratios of agent to farmers remain low (most 1:1000 to 1:2000K)



Impact on productivity by delivery model¹
(n= 15, public sector = 5; min-average-max)



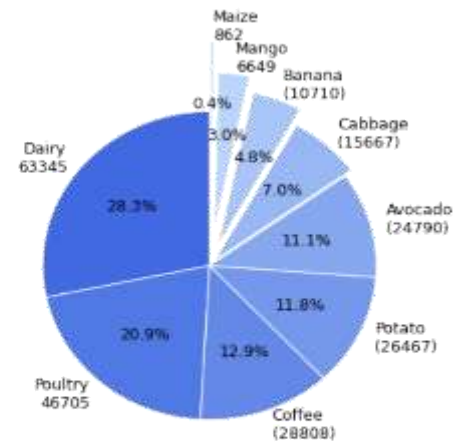
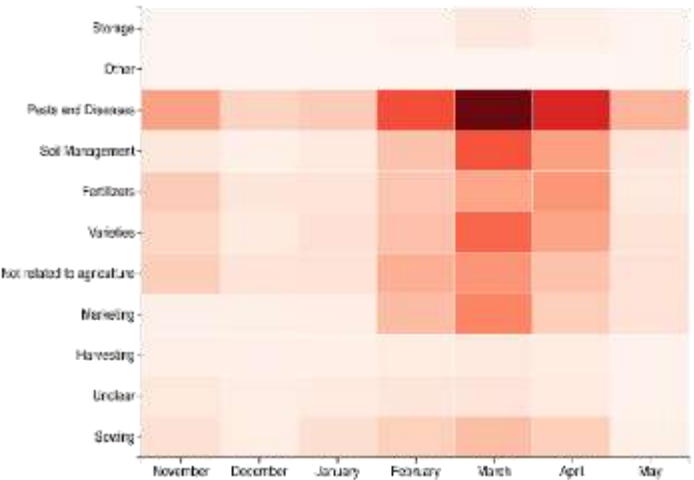
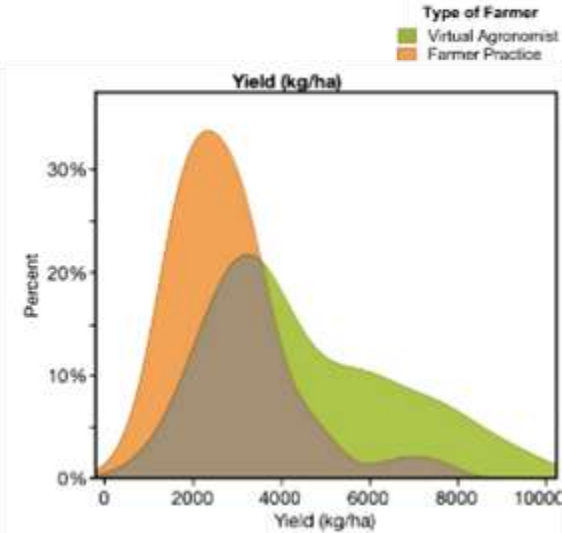
Early results from personalized AI advisory are promising



Deployed across 20K plots, 5 countries, 5 crops. Uganda maize farmers saw an average **increase in yield of 66%** or 1.8t/ha. **48%** achieved high yields of at least **4t/ha**, versus 10% using typical practices.



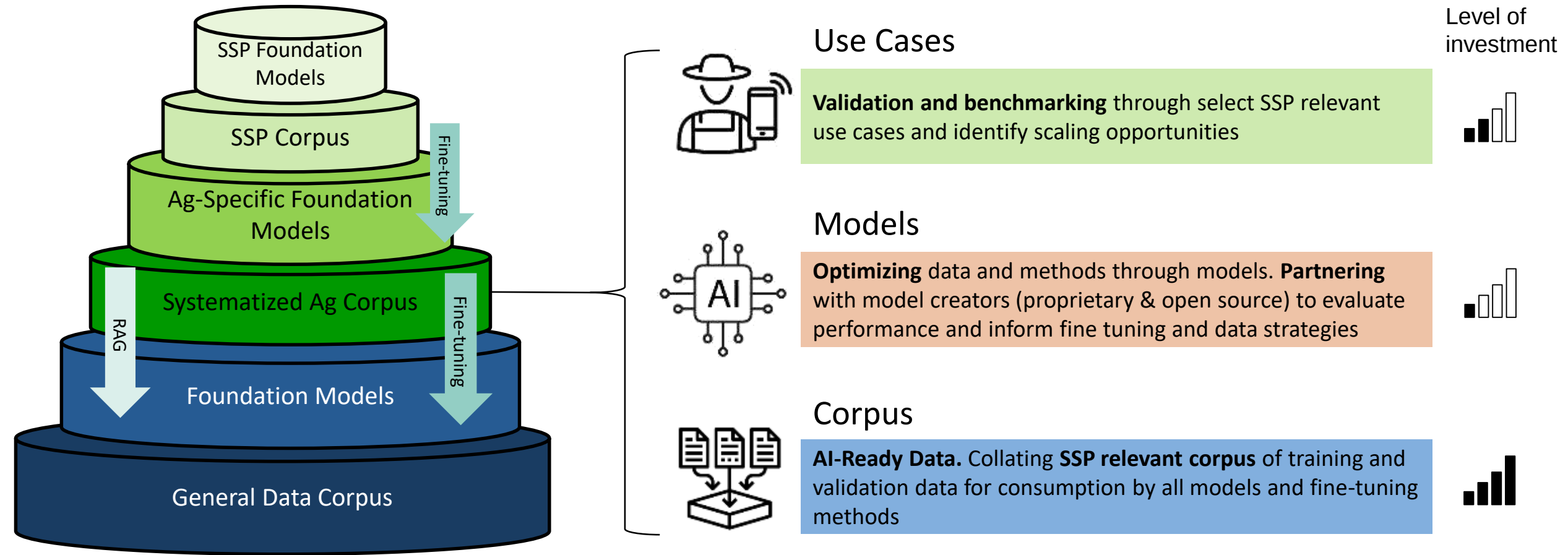
Deployed across 15K farmers, 5 countries and 6 languages, 40 crops. **75% of questions were successfully answered** and can be analyzed in near real-time.



(a) User Queries across Crops.

Our investment strategy has been a focus on Corpus and Validation

Development of Foundation Models (FMs) is limited to a handful of big-tech organizations due to cost and pace of innovation, though open source FMs are emerging. Open datasets with LMIC relevant data would enable fine-tuning or augmentation of FMs to benefit small scale producers, though questions remain as to data requirements, effective fine-tuning methods and future FM landscape (size, cost, domain specificity).



We are testing AI advisory to supplement physical extension agents

dynAg

Digital Green & Partners

Viamo & Partners

Tech For Her

Cohort



Bihar



Bihar and Kenya



Bihar and Kenya



Bihar and Kenya

Where?

Value Chains

Rice, Weat, Maize

Dairy, chicken, coffee, potato, avocado, cabbage, banana, mango, poultry, wheat

Beans, sweet potatoes in Kenya, Wheat, rice in Bihar

Tomato in Bihar, Cattle in Kenya

Channels

Chatbot/App (Android, Jio based), IVR (via ASR and TTS), SMS

App, Telegram (transitioned to app), IVR

Voice hotline/IVR, SMS, WhatsApp

IVR, WhatsApp, App

Technology

Retrieval Augmented Generation (RAG) Pipeline based on LLMs (GPT suite so far), machine translation to translate queries, speech technology (recognition and synthesis)

Retrieval Augmented Generation (RAG) Pipeline based on LLMs (evaluation of various models), machine translation to translate queries, speech technology (recognition and synthesis), image recognition, weather data

Retrieval Augmented Generation (RAG) pipeline based on LLMs (focus: GPT), query classification, machine translation to translate queries, speech technology (recognition and synthesis) enabled IVR

Intent and entity recognition through LLM for chatbot, speech technology (recognition and synthesis) enabled IVR, AI-based video generation

Languages

English, Hindi

English, Hindi, Swahili, Gikuyu, Bhojpuri

English, Hindi, Swahili

English, Hindi, Swahili, Bhojpuri

User reach

300

13 000

600

150

There are existing initiatives to aggregate and federate advisory content

Yet these have not yet gained traction, significant scale or are still in early stage of development



SPROUT
The Open Agriculture Platform

We envision a future where small-scale farmers have expert information and customized services in the palm of their hands.

We offer Farmer Facing Organizations expert, farmer-friendly digital-ready content and dynamic, customizable services for their farmers.



SPROUT OPEN CONTENT
DIGITAL AGRICULTURAL PLATFORM



<https://www.sproutopencontent.com/>

Generative Artificial Intelligence for Agriculture (GAIA)

Content Aggregation: Expand the advisory corpus developed in GAIA Phase I, which includes 45,000 CGIAR publications. IFPRI will continue to secure access to relevant content from new partners, including FAO, Agricultural Ministries of India, Ethiopia, and Kenya.

Data and AI governance: Lessons around content licensing and improving access and sharing from GAIA Phase I will be used to ensure that content sharing is done efficiently, but also with adequate transparency and attribution around content sources to induce trust in Gen AI models.

Dynamic Advisories: To improve AI-generated advisories for small-scale producers, GAIA will integrate various dynamic models (e.g., process-based, machine learning, reasoning) and incorporate real-time data like weather forecasts and soil information.

Evaluation and Benchmarking: GAIA will assess LLM tools' performance in agricultural extension services, focusing on accuracy, timeliness, gender-sensitivity, and contextualization. The project team will develop standardized benchmarking data, methods, and protocols to ensure consistent and reliable evaluation metrics.

OpenAgriNet (OAN)

OpenAgriNet (OAN) is a global network dedicated to transforming agriculture through Digital Public Infrastructure (DPI) and AI-powered solutions. By uniting governments, innovators, and farmer facing organizations around agricultural advisory content and knowledge, we aim to revolutionize agricultural practices worldwide, driving sustainability and inclusivity in the sector.



Open Data sets



Tools and reference code



Specifications and standards

<https://openagrinet.global/>

And there are many other AI chatbots and voice bots emerging

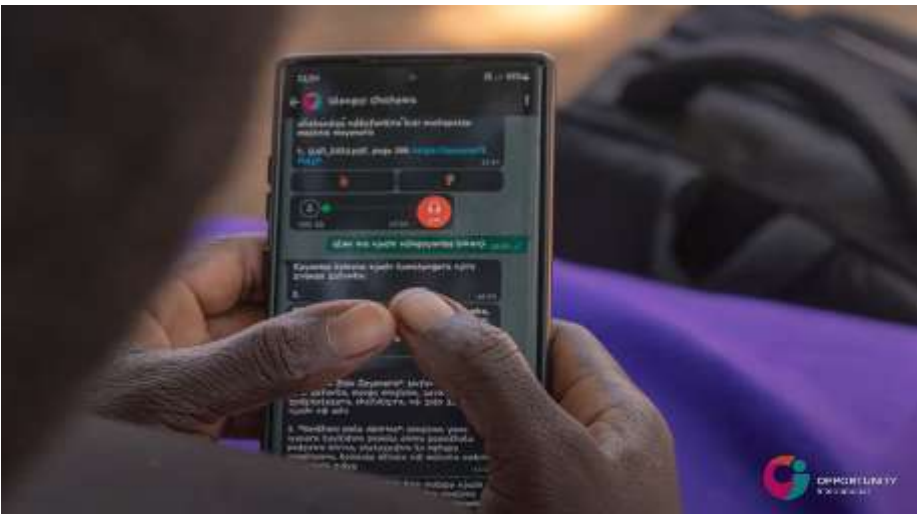
Yet many are challenged to build technically robust AI, GenAI and LLM solutions with their own resources and have limited depth



Mzee.ai was created by a game company using animated Avatars to represent different types of advisors that farmers may be able to relate to



Governments like Odisha quickly launched AI Advisors to demonstrate they are providing value to constituent farmers



NGO's like Opportunity International are leveraging AI pipelines to enhance their farmer facing services – such as financial inclusion tools

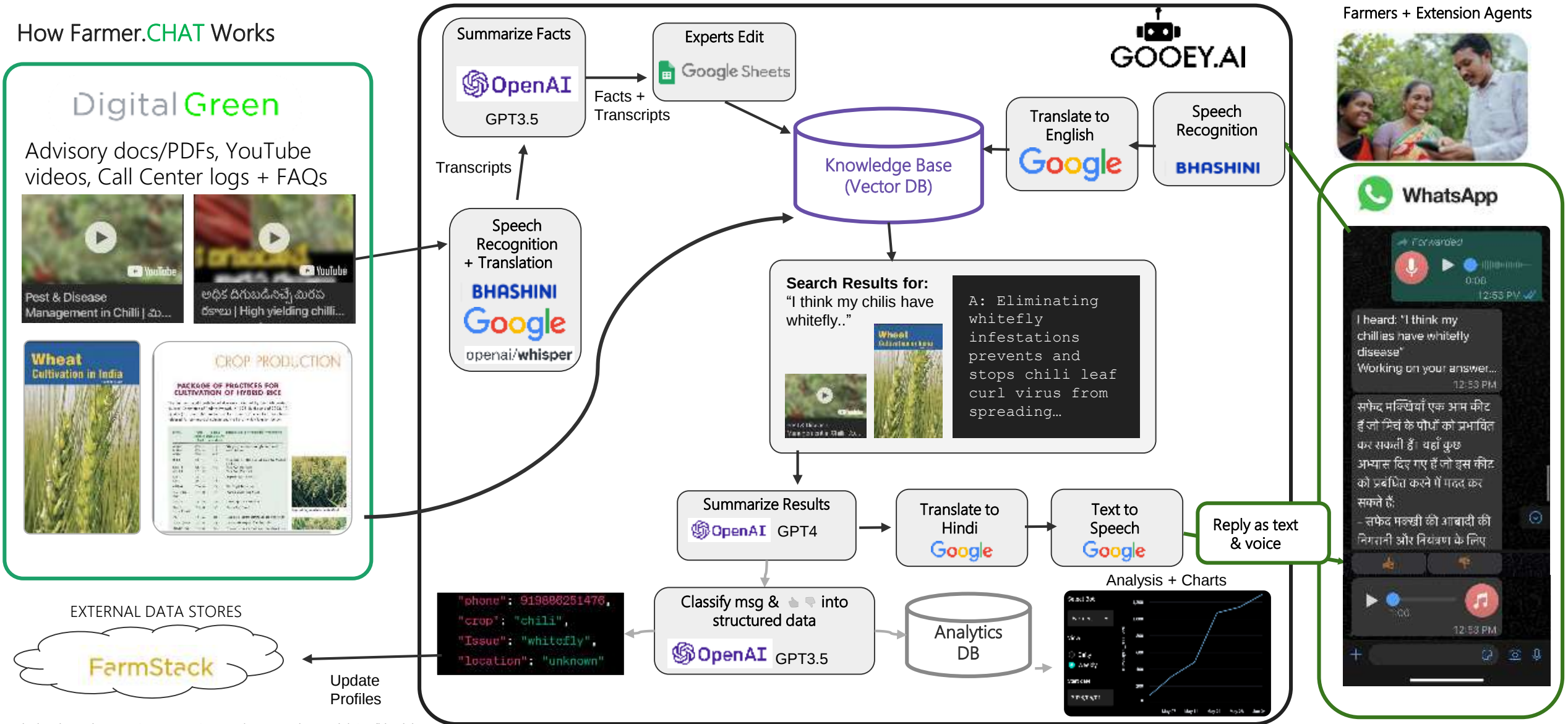
AI investment in AgTech Startups gains traction in number of deals, but not volume



The last year has seen a big increase with AI-related deals growing from 9% to 15%, but funding volume has been limited. The majority of these deals over the last twelve months have been at the very early-stage, accounting for less than 1% of the total funding to AgTechs over this period.

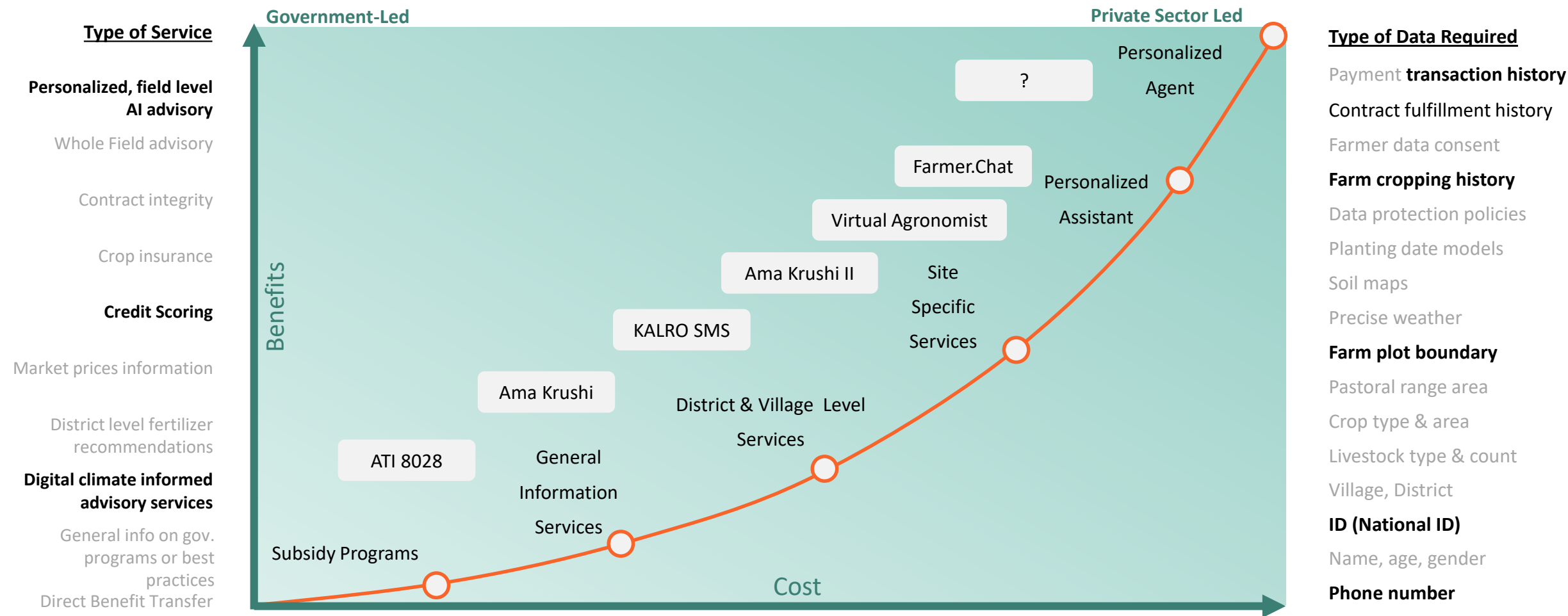
Gen AI systems are complex and require significant capacity and data corpus

How Farmer.CHAT Works



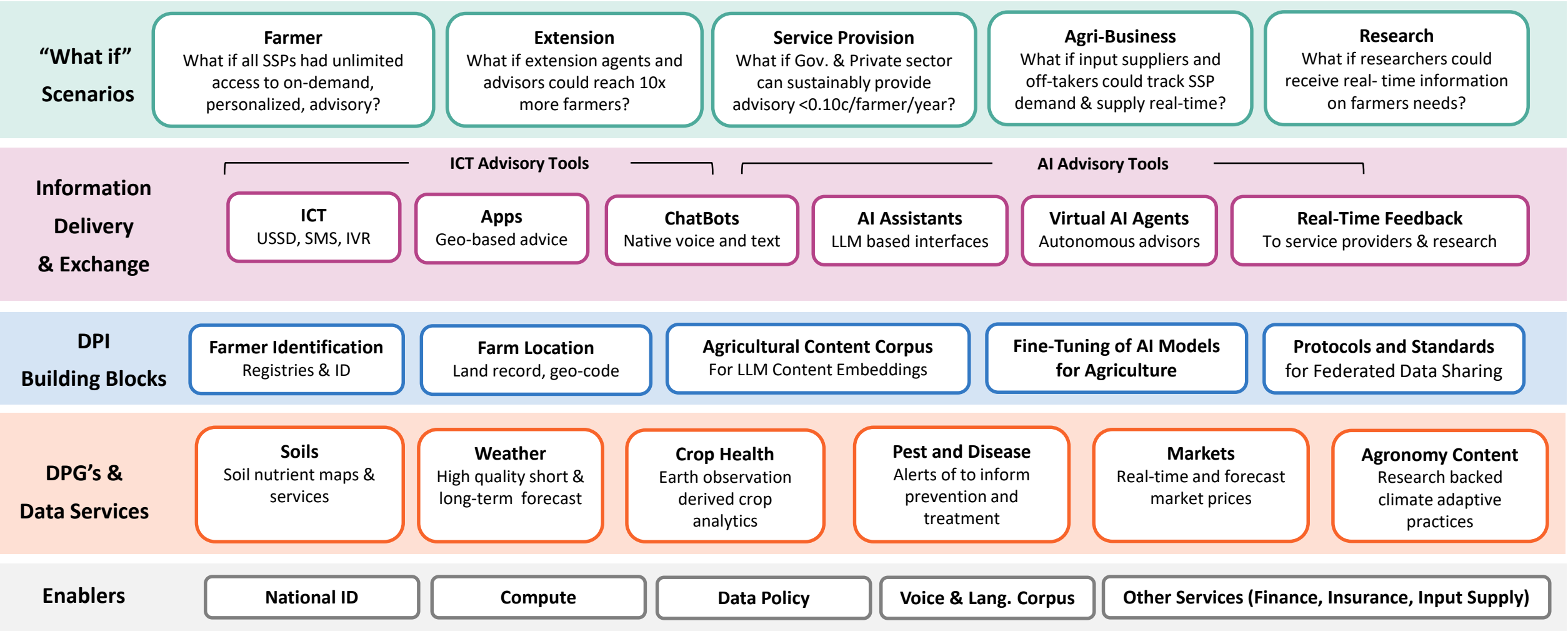
Increased value can be derived with more farm and farmer data

As you increase the amount of data known about a farmer and their assets, the greater the cost, but the greater the benefits



We have started developing a taxonomy for on-demand, personalized advisory

Our hypothesis is small-scale producers with access to personalized AI advisory can significantly increase productivity & incomes at scale



Importance of PPPs in empowering smallholder farmers

Moving to transformative impact



- Data is the new currency for scale and we cannot achieve it without a united front
- Digital public infrastructure is facilitated by government to enable private sector to innovate
- New revenue and cost recovery models are needed and PPPs offer a solution
- Duplication can only be addressed when you have conglomerating partnerships.



1

How DPI can benefit SSPs

Identify and enroll

Unique IDs & registries

- National ID
- Digital farmer registries
- Public registries (plot, crop, etc.) using same farm/farmer ID

Digital credentialing

Secure, Interoperable data infrastructure

- eKYC: contract history tracker, credit history, alternative credit score, contract integrity
- Consent management for SSP data
- Asset verification: land, irrigation, soil health, livestock, carbon credit certification
- Regulatory compliance: quality grade certification, regulatory compliance, proof of animal vaccination, etc.

Payments

Unified payment infrastructure

- Direct benefit transfers & subsidy payments
- Input supply payments and credit
- Offtaker payments

Broadcast and fulfill

Market discovery of small-scale producer products

- Platform-agnostic protocols for all market participants to broadcast info about products and services or discover collaborators
- Market fulfillment protocols

Tailored services

Open data about farmers and farms enable tailored services and enable AI advisors

- Digital farmer profiles that include farmer location and farm field boundaries
- Data exchange to enable farmers to share their data with public and private sector service providers
- Tailored services like credit, insurance, advisory, input supply and market offtake
- Advisory networks to access climate smart advisory content for integration into AI agents



1

AgriStack



Farmer

Who is a Farmer?
If someone is a Farmer?



Their Crop

What Crop has the Farmer
Grown?
How much area have they
grown?



And Land

What plots do they own?
Where are the plot?



A global network for agricultural knowledge and resources

Ag Research

Agribusiness

Finance

Advisors

Thank You



7. Panel discussion
Presented by Dr. Junji Koide,
Senior Researcher, JIRCAS



Data-Driven Decision Support for Scaling Farmer-Centered Technologies in African Extension Systems

Japan International Research Center for Agricultural Sciences (JIRCAS)
Junji Koide

TICAD9 Official Side Event Webinar
July 24, 2025

~ Background ~

Have farmers truly benefited from extension services as expected?

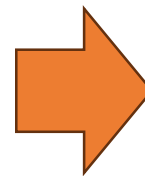
A widely-observed finding from empirical studies on agricultural technology and policy impacts in Africa

Specific production
outputs

✓ Improved



But



Household income or
welfare

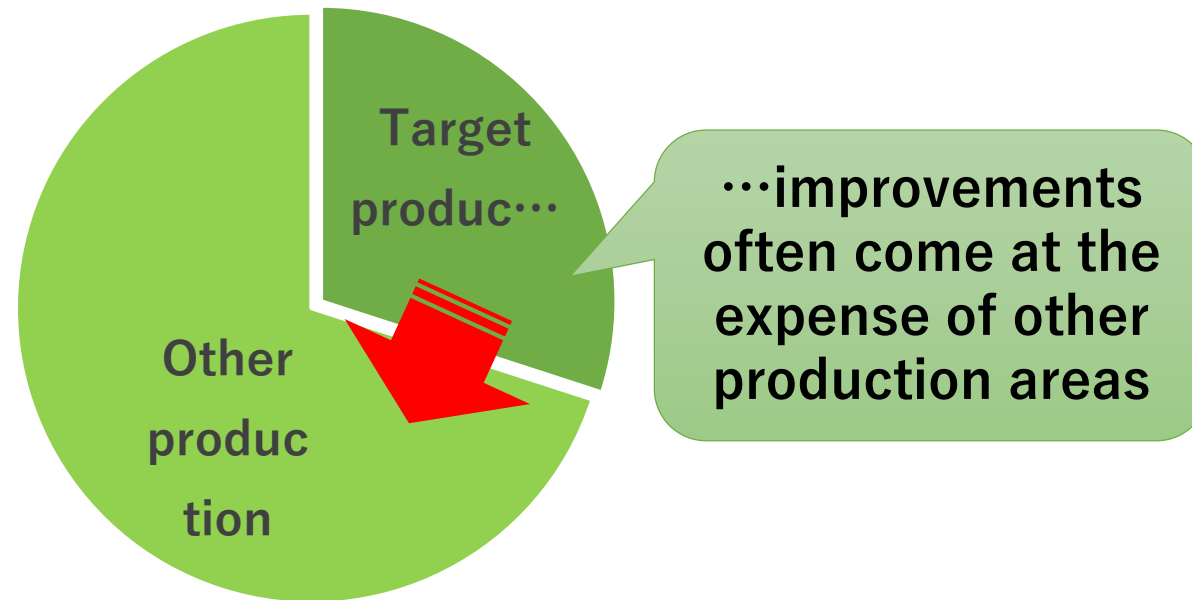
× Not
improved



e.g., ISFM (Adolwa et al., 2019), SRI (Takahashi & Barrett 2014), SHEP (Shimizutani et al., 2021), Subsidized fertilizer (Jayne et al., 2018), Microfinance (Van Rooyen et al., 2012)

Why is the overall impact limited?

A farmer's resource allocation



...We need to address the **trade-offs** farmers face when allocating limited resources across different production areas.

Resource allocation strategies vary significantly from farmer to farmer.

An example of tailored decision support

We developed a model that determines the optimal crop-technology mix that enhances food security and maximizes profit, tailored to each farmer's available resources, preferences, and performance.

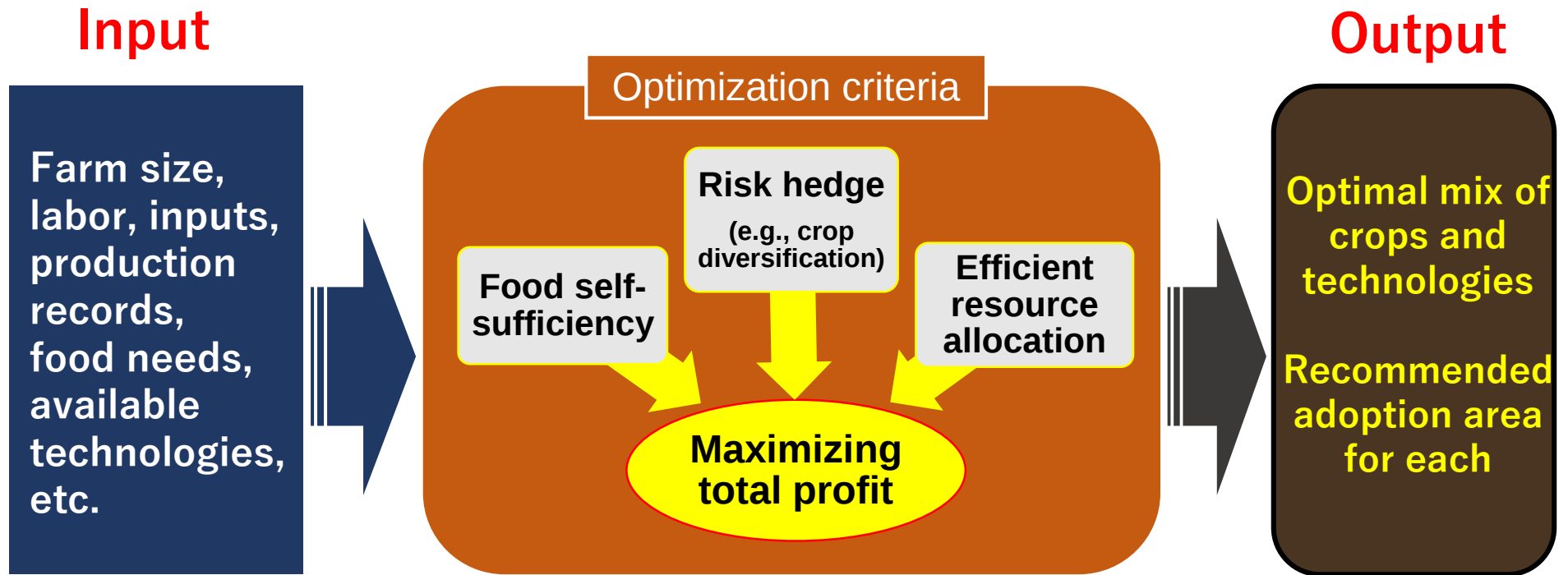
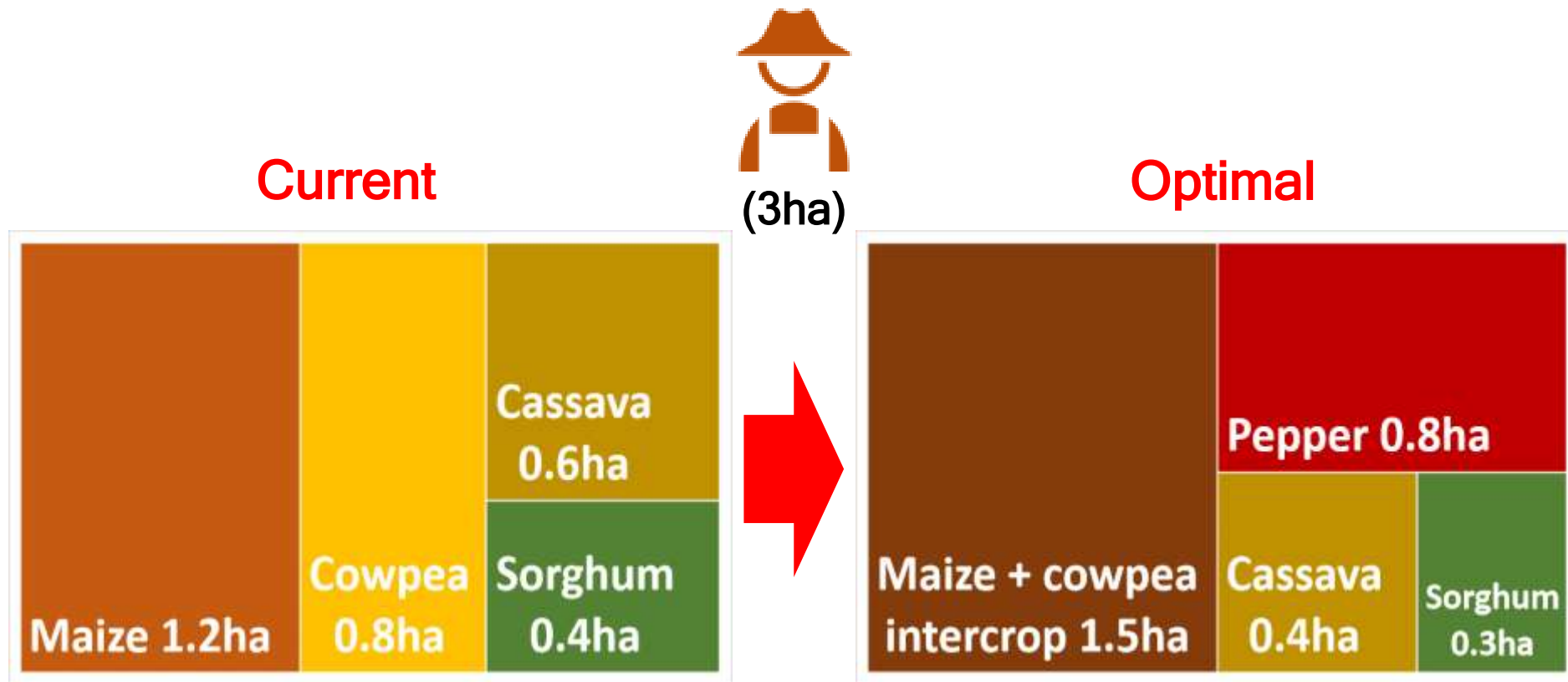


Image of model output (An example)

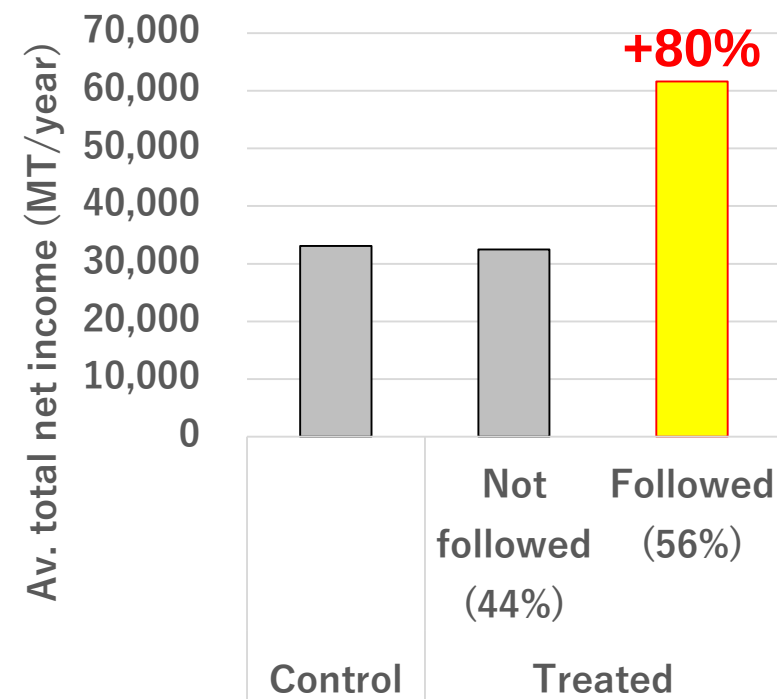


...can also assess whether to adopt alternative technologies (e.g., intercropping with legumes)

Model application in Mozambique

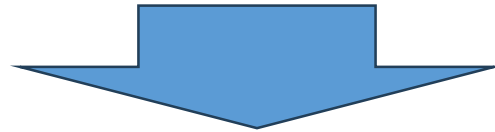
Impact assessment based on a randomized-controlled trial

Treated (n=130)	Received a tailored farm solution created by model
Control (n=130)	Not received the solution



Scaling model-based decision support

Applying the model in practice is costly, as it requires visiting each farmer, collecting data, running the model, and delivering results back to them.



Development of a user-friendly application that enables farmers to complete the entire process—from data input to optimal solution output—on their own.



Prospects for data-driven decision support

While farmers can make better decisions using their own knowledge, the impact of decision support can be significantly enhanced by incorporating additional data and insights from development agencies, extension services, and research institutions.



A collaboration meeting
with SAA local staff

Therefore, promoting collaboration among these stakeholders, alongside the digitalization of decision support tools, offers great promise for building extension systems that truly benefit farmers.

8. Panel discussion

**Presented by Ms. Yenenesh Egu Bezabih,
Lead Executive Officer, Agriculture and Horticulture
Extension, Ministry of Agriculture Ethiopia**



Overview of The Ethiopian Extension System

July, 2025
Addis Ababa



1

Overview of Ethiopia's Agricultural Sector

2

Key Policy and Strategic Emphasis

3

Agriculture Extension Advisory Service in Ethiopia

4

SWOT Analysis of Extension in Ethiopia

5

Pluralistic Agricultural Extension and Service

1. Overview of Ethiopia's Agricultural Sector



 **Primary Livelihood:** A major source of livelihood for approximately **80%** of the population.

 **Economic Engine:**

- 🌱 Contributes significantly to the national GDP: **32%** in 2022 (AfDB) and **34.9%** in 2024 (NBE)
- 🌱 Accounts for **80%** of the nation's exports.

 **Major Employer:**

- 🌱 Employs about **75%** of the country's workforce.

 **Land & Production (2024/25):**

- 🌱 Total cultivated farmland: **31.6 Million Hectares**.
- 🌱 Horticulture accounts for over **1.15 Million Hectares** and **4.6%** of total agricultural income.

 **Sector Transformation:**

- 🌱 The sector is undergoing rapid transformation, driven by: **Digitalization, Mechanization, Irrigation**

However, agricultural productivity is very low due to various factors:



Subsistence smallholder dominance

- ▶ ~12 million households, contributing to 95% of crop production

Low external input use

- ▶ Limited use of fertilizers, improved seeds, and agrochemicals



Environmental degradation

- ▶ Soil erosion, deforestation, and loss of biodiversity



Climate change & variability

- ▶ Frequent droughts, floods, and recurrent shocks



Pests and diseases

- ▶ Threatening both crops and livestock

Land fragmentation

- ▶ Small, scattered plots hinder mechanization and efficiency



Institutional constraints

- ▶ Weak market integration and limited extension service coordination



2. Key Policy and Strategy Emphasis

Major focus areas (2021-2030)

1. Irrigated agriculture
2. Agricultural mechanization services
3. Contract farming, cluster approach and land consolidation
4. Livestock development, animal feed & health services
5. Horticulture development (irrigation & urban farming)
6. Engaging private sector
7. Implementation capacity
8. Climate resilient sustainable agricultural development

10 in 10 Programs (2012 -2023)

Category	Program	Focus area
Grains	Wheat	Wheat
	Rice	Milled rice
	Oilseeds	Sesame, soyabean, Sunflower, ground nut, linseed, Nueg, E Mustard
Vegetables	Vegetables	Onion, Tomato
Perennials	Green legacy	Avocado, banana , bamboo
	Coffee	Coffee
Livestock	Poultry	Egg , chicken meat
	Dairy	Cow and camel milk
	Red meat	Beef, Mutton, Goat meat, camel meat
Enablers	Enablers	Policy, seed, fertilizer, feed, breed, mechanization, irrigation water

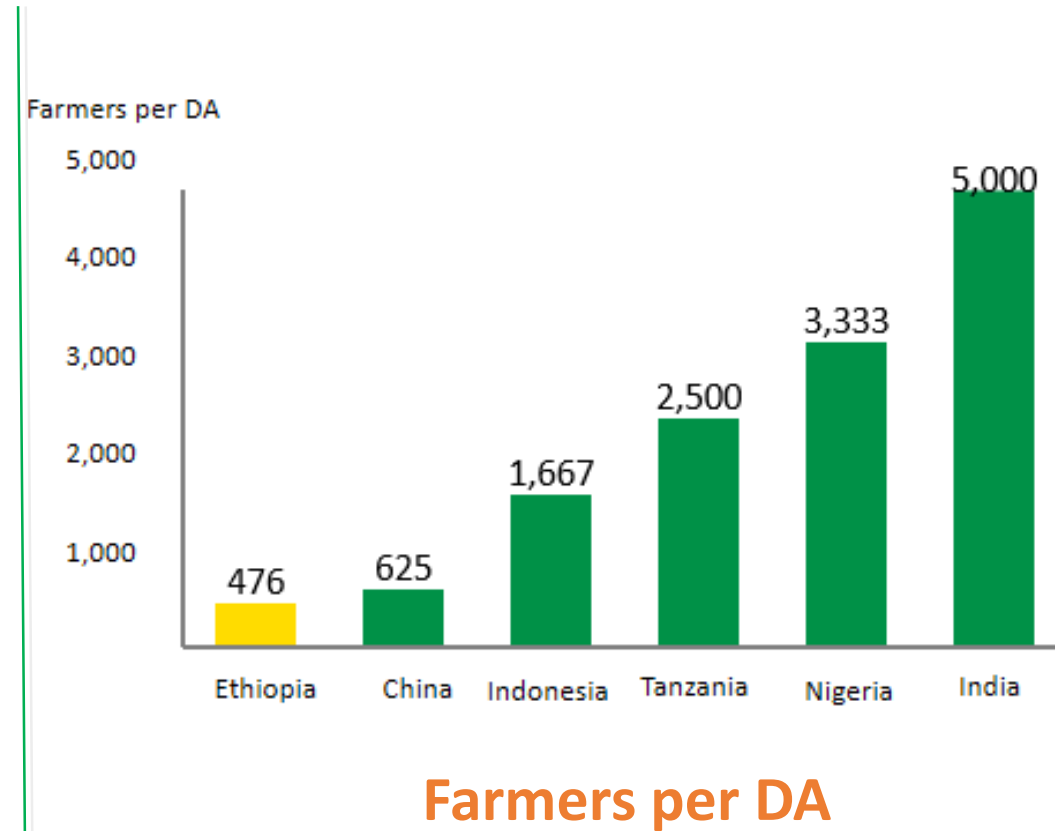
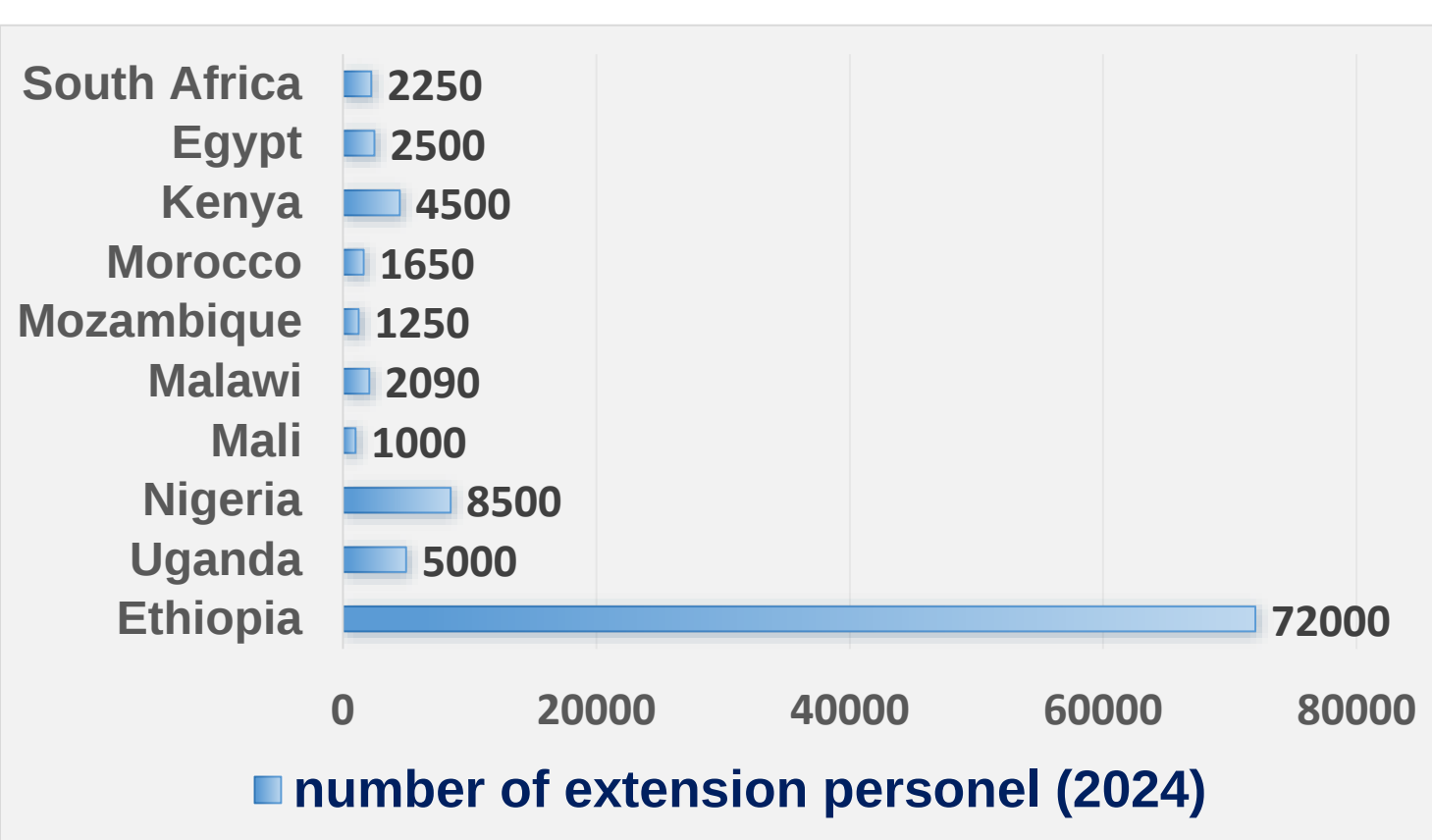
3. Agricultural Extension and Advisory Service in Ethiopia

- Agricultural extension serves as a **crucial bridge between research and farmers**, facilitating the transfer of knowledge and innovative solutions.
- These services **empower farmers to adopt new techniques and practices**, ultimately improving their livelihoods,
- Agricultural extension system comprises various actors and stakeholders which among others include public, private, civil societies, NGOs, development partners, and farmers organizations,
- So far, the public institutions play dominant role in Ethiopia



Agricultural Extension System of Ethiopia...

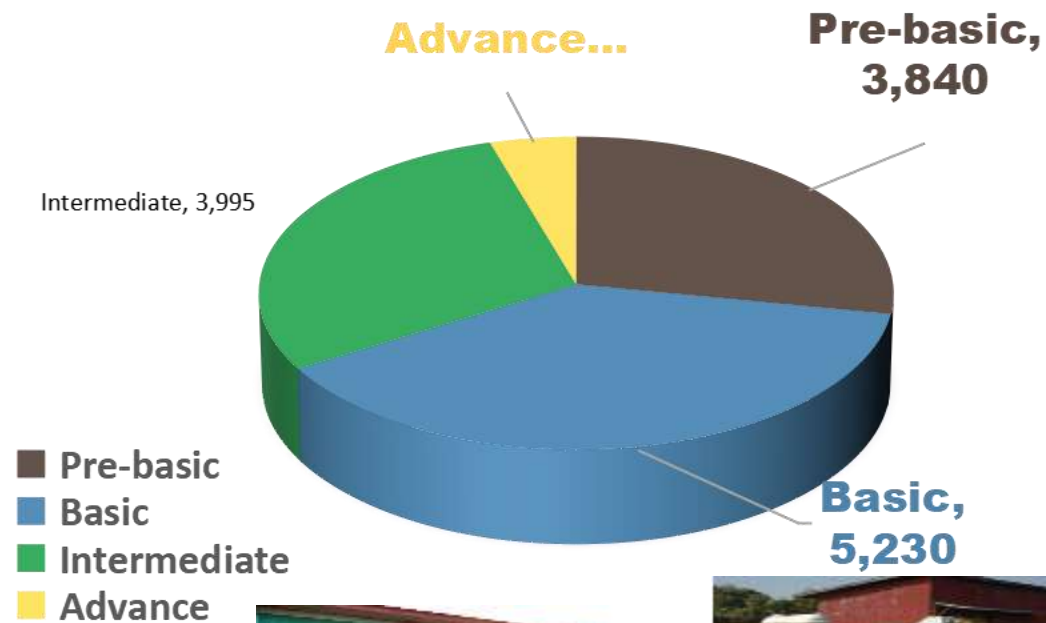
Staffing and Facilities: Staffing compared to some other African Nations



At least 3 DAs (crops, livestock, and natural resource management)
are assigned in one FTC

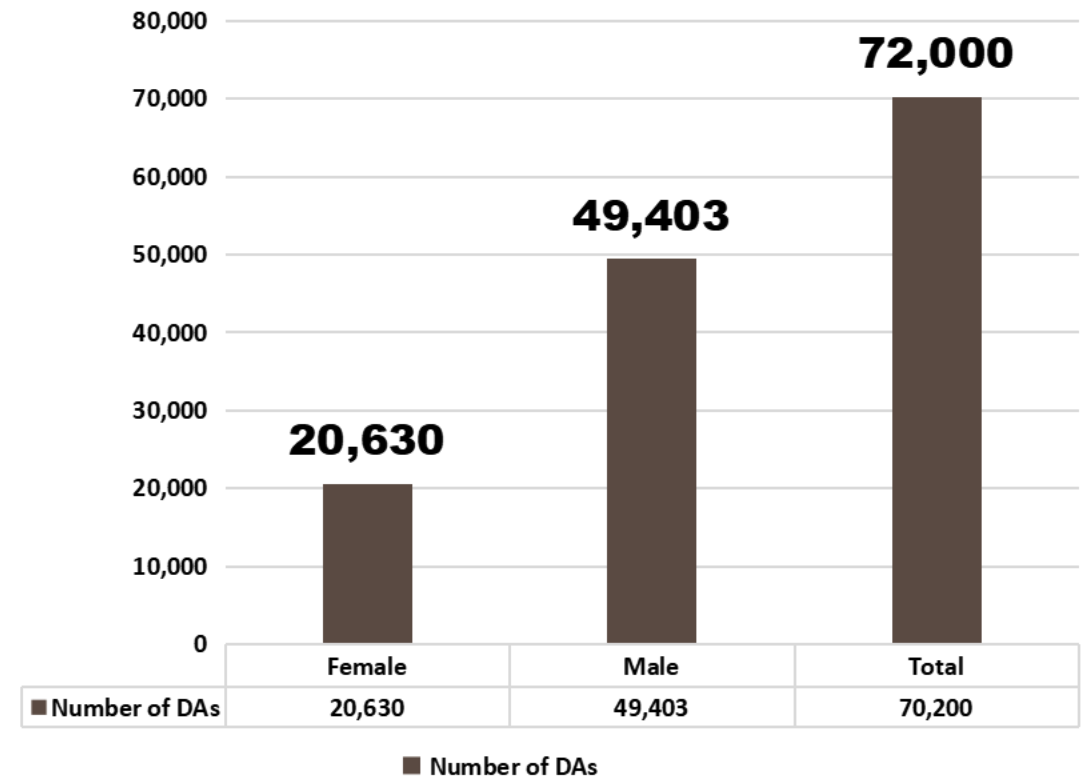
Staffing and Facilities: Number of FTC and Development Agents

Number of FTC



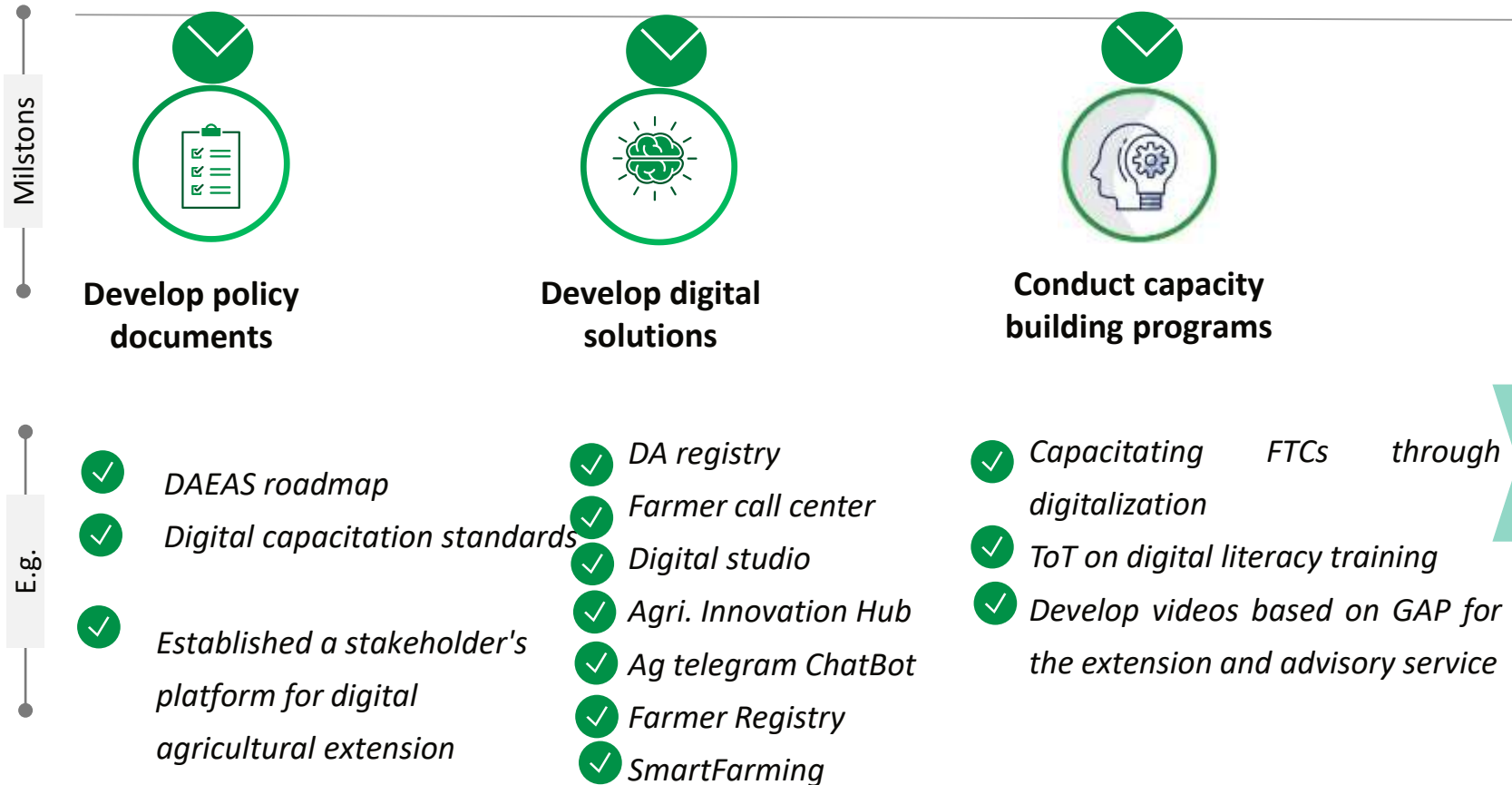
We have
13,699 FTCs

Number of DAs



Recent Key Initiatives

Going Digital in Agricultural Extension System



Today, we are at a key milestone of **digitalizing our agriculture extension and advisory services**

4. SWOT Analysis of Extension in Ethiopia



- ✓ Decentralized and well-structured extension system
- ✓ Deployment of large number of Development Agents
- ✓ Increased demands by farmers for improved technologies
- ✓ Establishment of agricultural training institutions (ATVETs, FTCS)
- ✓ Smallholder oriented extension service



- ◇ Limited resources and funding for extension.
- ◇ Accessibility issues in remote areas.
- ◇ lack of a continuous capacity development program
- ◇ Climate change impacts affecting agricultural practices.
- ◇ Weak coordination and linkage among actors Limited use of digital extension and advisory service
- ◇ Minimum involvement of the private sector

SWOT Analysis



OPPORTUNITIES

- » Conducive policy and strategy and high commitment of government
- » Emerging agro-processing industries for value chain development
- » Existence and growth of farmer cooperatives and unions
- » Existence of HLI and ATVETs to train extension agents in agriculture
- » Existence of different potential extension service providers

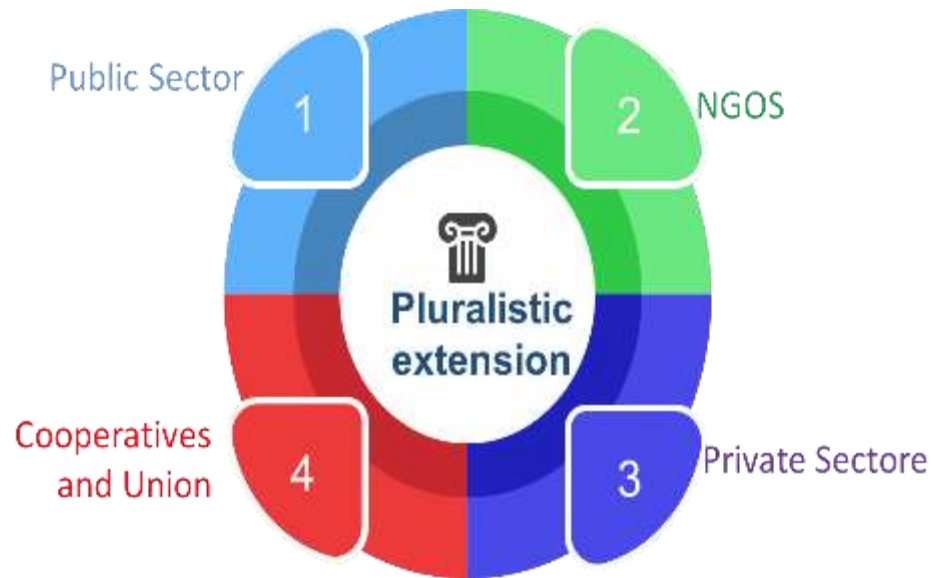


THREATS

- ☆ High turnover of experienced professionals,
- ☆ Limited technology availability
- ☆ Price fluctuations on input and output market,
- ☆ Climate change and recurrent drought,
- ☆ High dependence on GOV resources

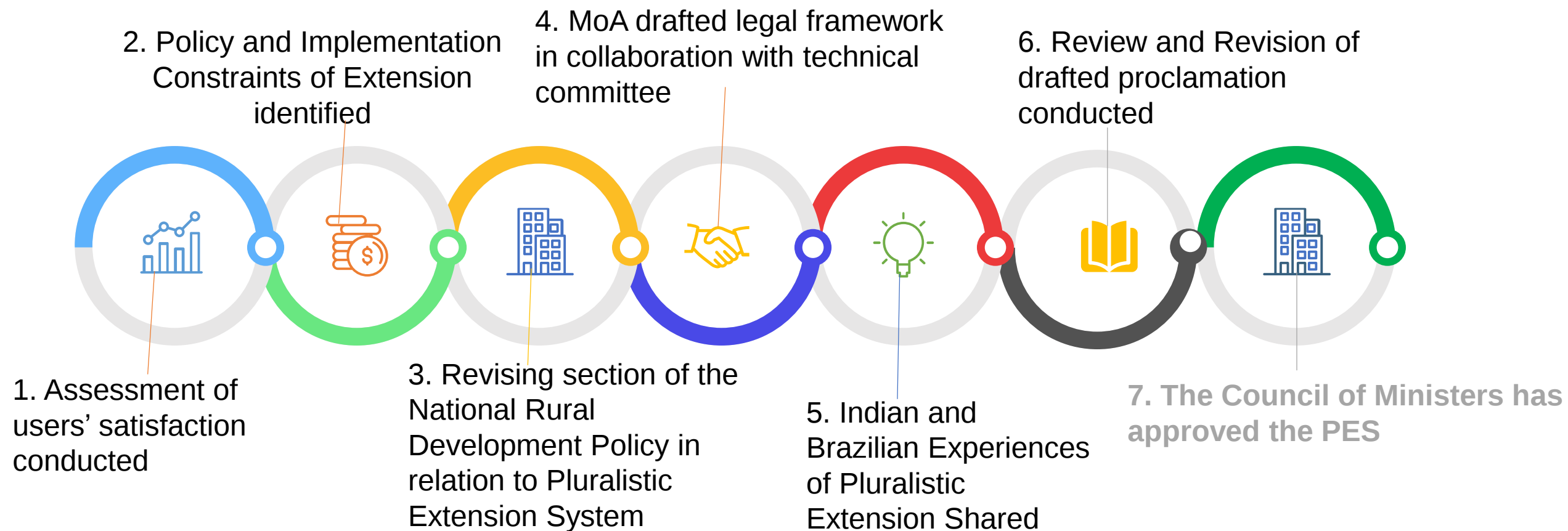
5. Agricultural Extension System of Ethiopia

Pluralistic Extension System designed



- **Pluralistic Extension System (PES)** is an appropriate mix of **public and non-public** institutions to cater for extension services
- PES recognizes need to address agricultural challenges with different approaches – **doesn't eliminate public extension,**
- Minimize burden on public system and enhance effectiveness and efficiency

Why Pluralistic Extension System in Ethiopia?



The Process...



Steering Committee Meetings



A Think-tank group deliberation session



A national Extension Capacity Building Task force meeting



6th Annual meeting conference of Ethiopian Society of Rural Development & Agricultural Extension



Stakeholders' Consultative Meeting with regions , HLI, Cooperatives and private sectors



National Stakeholders' Workshop



Technical Review and policy dialogue

Current Status

The Council of Ministers has approved the PES, and we are currently in discussions with the Parliamentary Agriculture Standing Committee

Number of Sections

7

Number of Articles

40

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FEDERAL NEGARIT GAZETTE
OF THE FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA

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አዋጅ ቁጥር _____

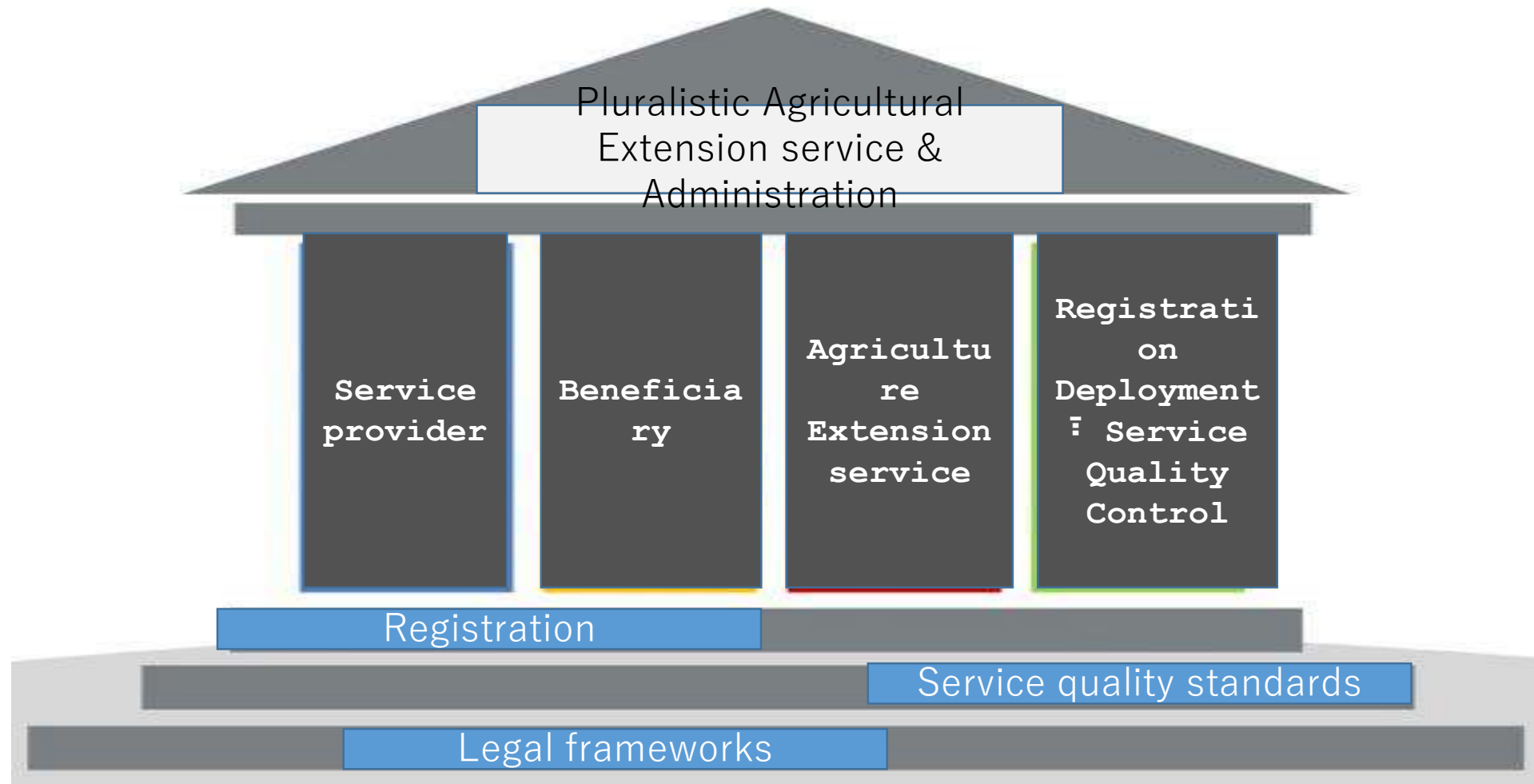
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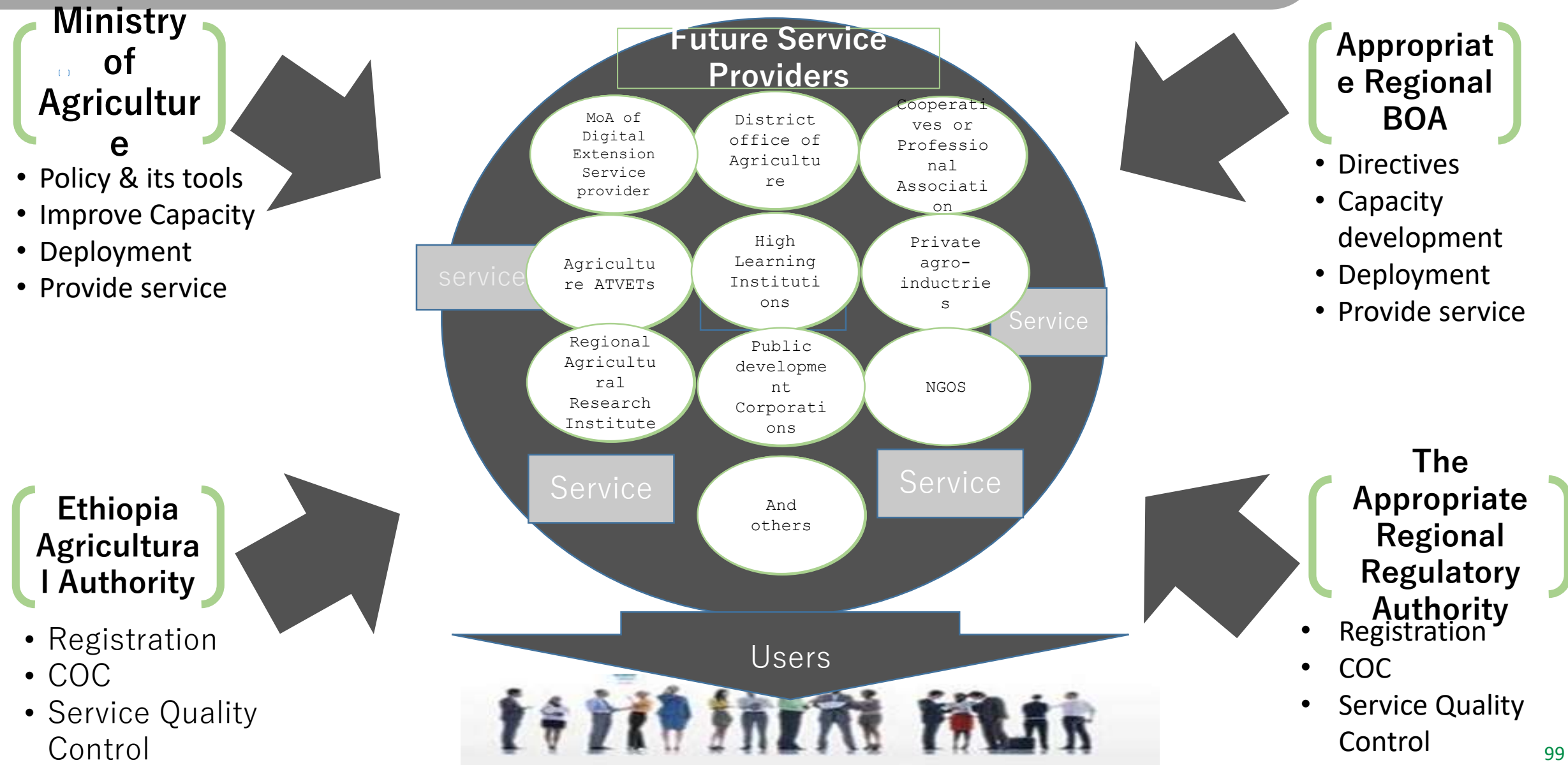
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Key features of the envisioned PES



Key features of the envisioned PES



Types of Services in PES

Every service provider will be entitled to deliver the following extension services either independently or jointly.

1. Promote agricultural technology
2. Scaling up of agricultural technology
3. Agriculture business development service
4. Agricultural marketing extension and information service
5. Training service
6. Event organization
7. Partners and stakeholders' linkage and coordination
8. Facilitating agricultural input and output market linkage, and access to agricultural finance
9. Providing services that will change the lifestyle and mindset of rural residents



Major Roles of Extension Service Providers in PES



Public

- ☆ Coordinate/oversee extension service deliveries
- ☆ Guidelines and training modules preparation
- ☆ Provide support services (human resources, logistics, infrastructure and capacity development)
- ☆ Promoting and Scaling of Agricultural technologies and good practices
- ☆ Organize learning and experience sharing events
- ☆ Establish data/information management system.
- ☆ Provide digital extension service

Non-Public

- ✓ Carryout agricultural technologies popularization/promotion
- ✓ Provision of advisory and agricultural information services
- ✓ Trainings
- ✓ Event organizing
- ✓ Promote linkages and partnerships
- ✓ Facilitating/brokering agricultural inputs, market and financial services access to users

- Public extension services **will continue to be provided for free for all users**
- **However, fees/payment could be considered for special service deliveries**
- **Research organizations, HLIs** (including private ones), **NGOs, public enterprises,** and **cooperatives** can provide extension services based on certification and regulation
- **Registration, certification,** and **regulation** of extension service provision
- **Public extension services will be provided by Woreda Offices of Agriculture using FTCs/PTCs**
- Federal (MoA) to Zonal Departments of Agriculture will have their own roles and responsibilities in building capacities of Woreda based Extension and FTCs/PTCs

- The **Public Extension will be regulated** to ensure quality, efficiency, and effectiveness of services
- **Project based Extension Service Delivery** is one of the peculiar part of the proclamation
- **Extension fund secretariat will be established** - in MoA and Regional BoAs
- **Incentives** for service providers and users will be introduced
- **Non-public extension** service providers are entitled **to provide services free of charge, fully paid, cost shared, or embedded**

Non-Public Agricultural Extension Service Provider

Public Agricultural Extension Service Provider

1. Free Service Delivery

- Public agricultural extension services provided by the Ministry and regional bureaus through woreda, kebele, or urban offices shall be delivered to all users at **no cost**.

2. High Investment Services

- Services requiring significant investment in technology, knowledge, and skill transfer will be defined by regulations set by the Council of Ministers.

1. Non-Payment Services

- Those who wish to provide agricultural extension services without payment shall not be prohibited.

2. Service Fee Modalities

- Non-public service providers may offer services under the following modalities:
 - a) With payment
 - b) Cost sharing
 - c) Payment embedded with agricultural technology or input

3. Government Intervention

- The government may intervene to stabilize any payment escalation for services provided by non-public providers.

Registration, COC, and Service Quality Control in PES

Registration and Acquiring COC

1. Regional Service Providers

- Any person serving as a provider in multiple regions must register and acquire a COC from the Authority.

2. Single Region Service Providers

- Any person serving within one region must register and acquire a COC from the regional authority.

3. Public Service Provider Registration

- When a woreda, kebele, or urban office of agriculture is registered as a public provider, it must register its associated training centers or health posts.
- Any domestic, continental, or international institution wishing to provide agricultural extension services must be registered

4. Application Procedures for COC Issuance

Application Procedures for COC Issuance

- To acquire a COC and serve as a provider, individuals must apply to the authority or regional authority using the designated application form and attach necessary documents.

Quality Control of Agricultural Extension Service

- Shall be conducted by the authority or a regional authority.
- The authority will assign inspectors for quality assurance.

The Council of Ministers 100% Voted to Forward the Draft Proclamation to the House of People's Representatives

The 45th Regular Session of the Council of Ministers

- The Council of minister deliberated on the Draft Proclamation for Multi-Stakeholder Agricultural Extension Service and Administration.
- Historically, agricultural extension services in Ethiopia have been provided dominantly by the government.
- There's a growing need to establish a system that allows for the participation of:
 - Non-governmental organizations (NGOs)
 - Private sector entities
 - Cooperative societies
 - Professional associations
- After thorough discussion, the Council of Ministers one hundred percent voted to forward the draft proclamation to the House of People's Representatives.



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Thank You



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MINISTRY OF AGRICULTURE

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