



Creating an Agenda for a Farmers Workshop

Use the following to design your farmers' demonstration workshop.

Background: Briefly state why there is a problem/need for this event, and who will participate and benefit.

Example: Farmers of Monloc are losing money as many melons (Cantaloupe) are harvested too early. As a result, farmers get lower prices at market.

Objectives: Briefly state what the workshop will achieve

Example: Increase farmer profits by demonstrating the correct time to harvest and sell melons. Discuss and address concerns that younger immature melons are actually better as they suffer less damage during transport to market.

Outputs: Identify what people will know or be able to do at the end of the event.

Example: Farmers will be able to identify the best stage to harvest melons for better returns.

Date: Indicate time and date for the event. Consider when will best suit people? Build on existing events whenever possible.

Example: Saturday July 19 at 9 AM (after market drop off).

Location: Identify a convenient and suitable location.

Example: The town hall (Considerations: The town hall is near the market, has a good sound system and multi-media facilities, and plenty of room for setting up demonstrations. Participants will have good visibility and temperature is comfortable.)

Promotion: Advertise (Example: Promote through local farmer groups.)

Program: Develop schedule. Who will do what, when to meet your objectives?

Example: 1.5 hours allocated

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|---|---|
| 1. Registration. visit demonstrations | experience - benefits and practices |
| 2. Welcome and Introductions. Paul | |
| 3. Opening. Local dignitary or farmer leader | 6. Discussion. Q&A – group – pros and cons of proposed technology |
| 4. Objectives of meeting and workshop structure. Mark | 7. Farmers visit displays and test their knowledge |
| 5. Demonstration. | 8. Closing |
| a. Highlight problem and options. Hussain | 9. Snacks/drinks |
| b. Personal experiences. Invited farmer(s) talk of personal | |

Program notes:

1. Informally collect farmer feedback
2. Be prepared to field questions on other topics



The event will help farmers pick Cantaloupes at the right stage– and increase profits

Support materials: Identify primary materials required.

Example: Demonstration melons, Fact sheets, posters, Flash cards, Snacks

For more information visit: International Programs ip.ucdavis.edu

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