
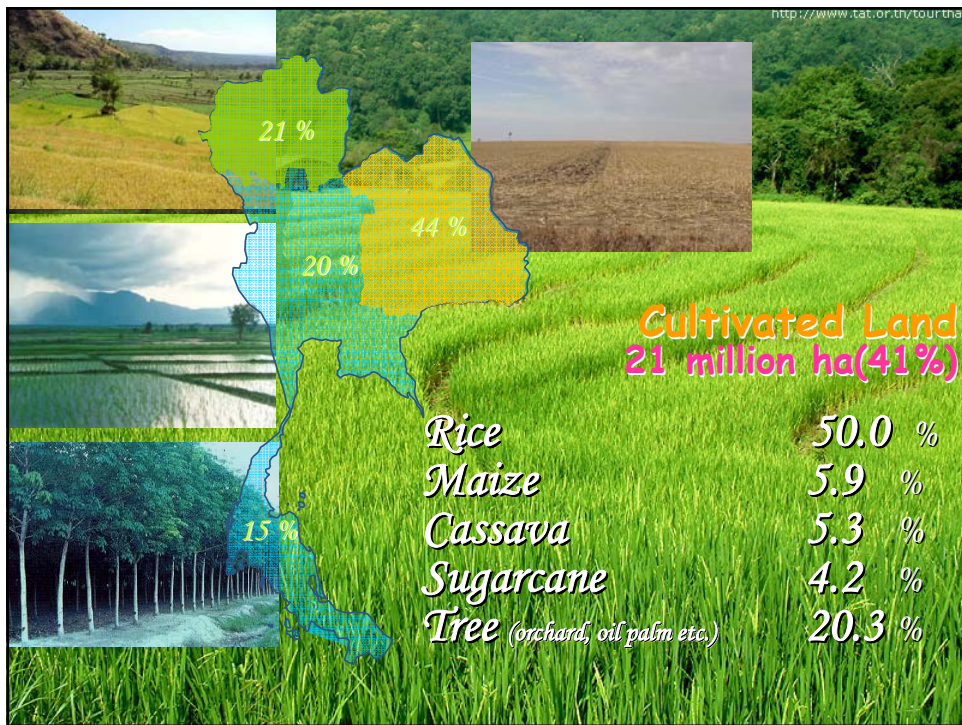


Changing farmer's behavior for a wider adoption of FBMP : Experience in Thailand

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Sawasdee 

- Area 513,600 km²
- 65 m Pop
- 76 Provinces
- 268 Districts
- 7,125 Sub Districts (Tambol)
- 67,300 Villages
- 15 m farm families



OBJECTIVE

To review experience in changing the behavior of farmers for wider adoption of Fertilizer Best Management Practices in Thailand.



1

behavior ?

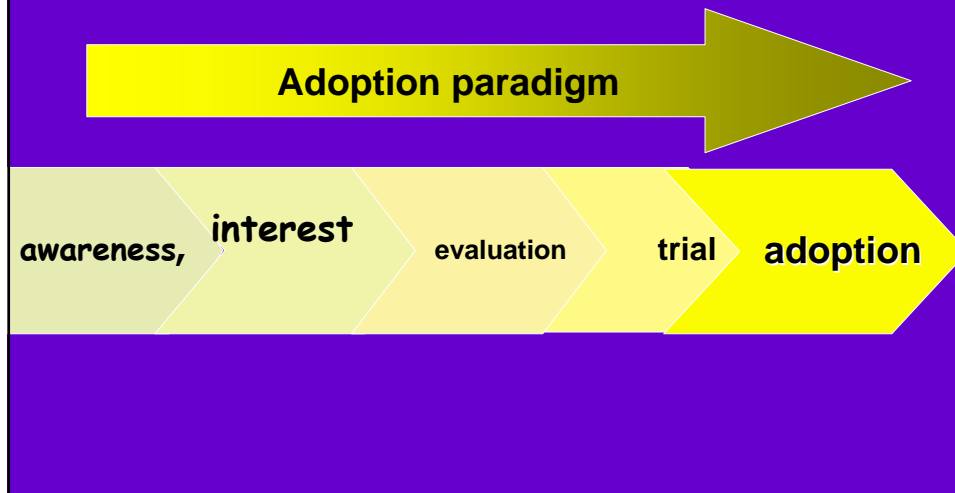
Factor Human's behavior

- **Attitude**
- **Social norms**
- **Perceived behavior control**

individual belief

2

ADOPTION PARADIGM



3

making wider adoption

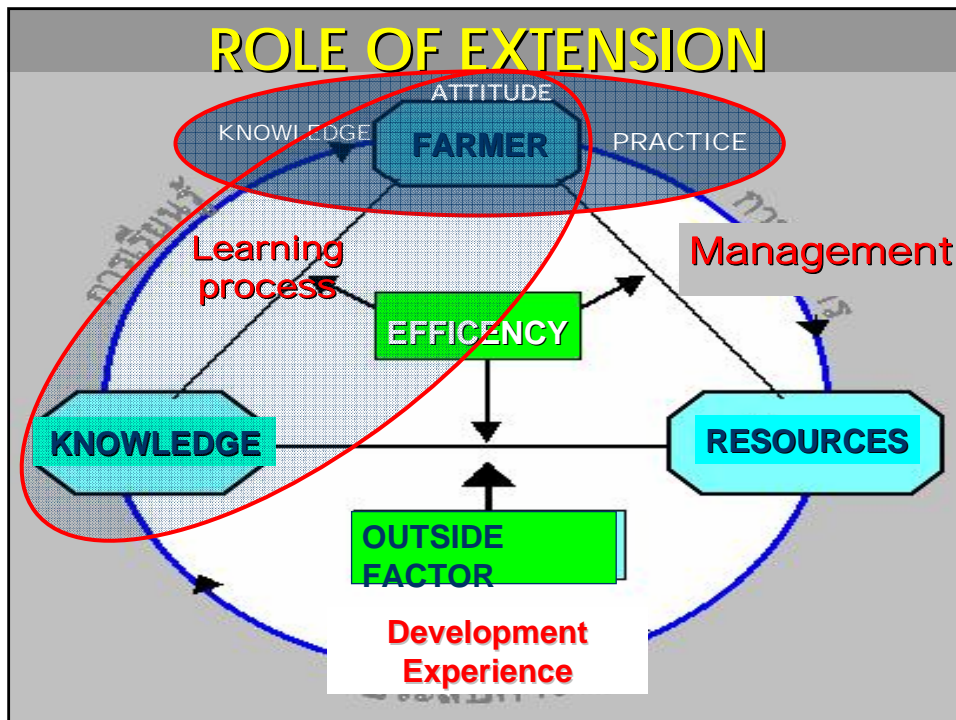
= Diffusion of innovation process

With four main elements:

- innovation communication
- over time,
- social system.

4

ROLE OF EXTENSION



**Wide spread Adoption
of FBMPs**

bottleneck

Adoption-Sustainable

**To change farmer's behavior for a
wider adoption**

Thailand Experience

- FBMPs Development**
- Participatory Approach**
- Knowledge Management**

The Best Fertilizer Management Recommendation for all stakeholders in Thailand



Is User Friendly Practices/Recommendation ?
Is it Easy to access for all ?

Fertilizer Best Management Practices & Recommendation Development in Thailand

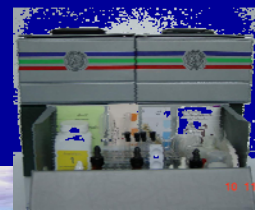
General Fertilizer Recommendation ↓

⇒ **Soil Test for Fertilizer Recommendation ↓**

⇒ **Site Specific Nutrient Management ↓**

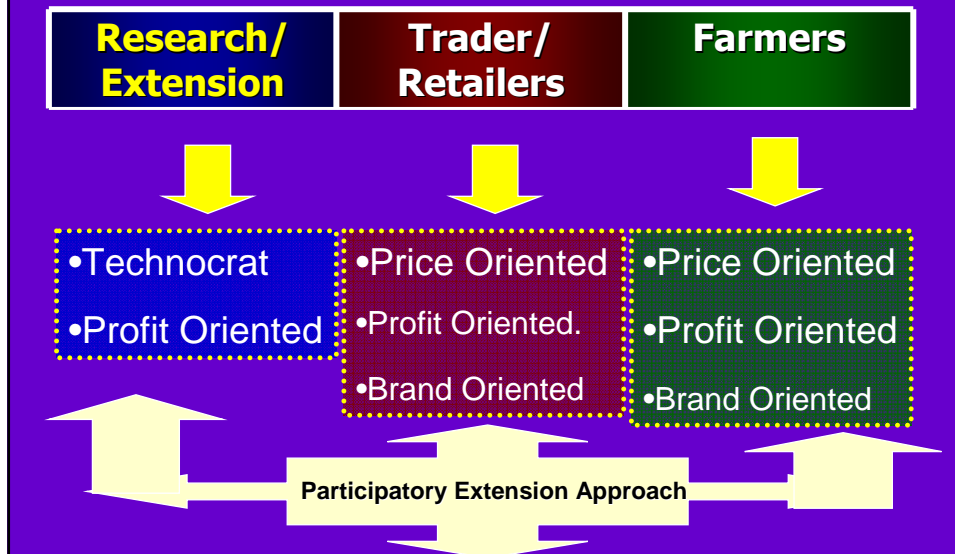
⇒ **using decision supporting system ↓**

- simplified soil test kit for local soil properties,
- simplified method to identify the soil series..



⇒ **Precision agriculture for sugarcane production**

Stakeholders' Hidden Agenda

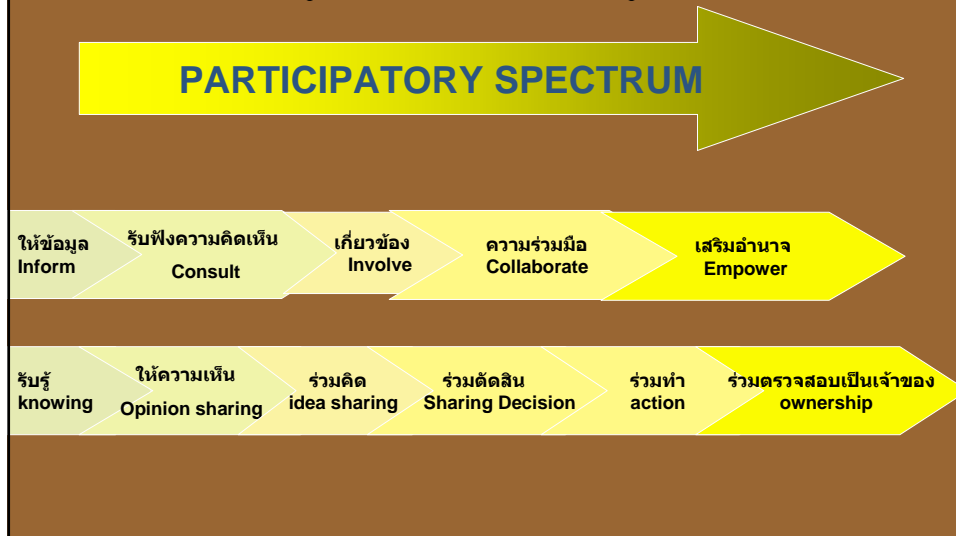


PARTICIPATORY APPROACH

The Selected Extension Approach

- To change : **Attitude**
- To change : **Social Norms**
- To change : **The individual Belief**

Participation Spectrum



Participatory Extension Approach PEA

- Decision making change
- to be a Partnership
- to share Lost and Profit

PEA concept

1. Develop **community core contact center ATTC**

2. **Capacity Building /Empowerment process**

Communities Forum

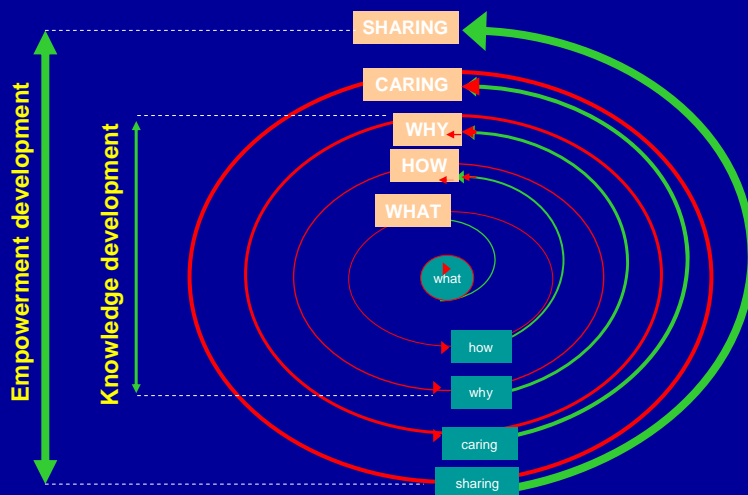
3. **Knowledge Management**

Participatory Extension Approach/HRD /Farmer field school

4. **Wide Spread Adoption**

Farmer to Farmer Extension Approach/Farmer Networking /ICT

Step 2 & 3 Capacity Building /Empowerment and Knowledge Management



Methodology and Result: 2. Capacity Building /Empowerment

Step 2 Capacity Building /Empowerment

Step of Farmer's Capacity Building through the use of
Community Plan Development as a tool



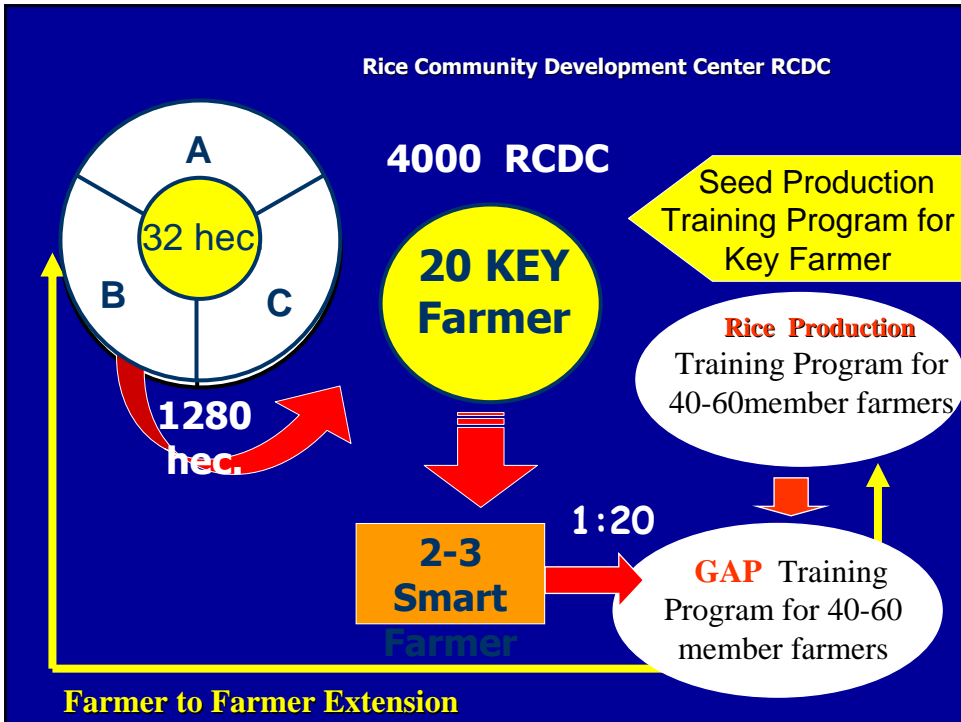
Methodology and Result: 2. Capacity Building /Empowerment

1. Develop community core contact center **ATTC**



Agricultural Technology Transfer Center -ATTC

Methodology and Result

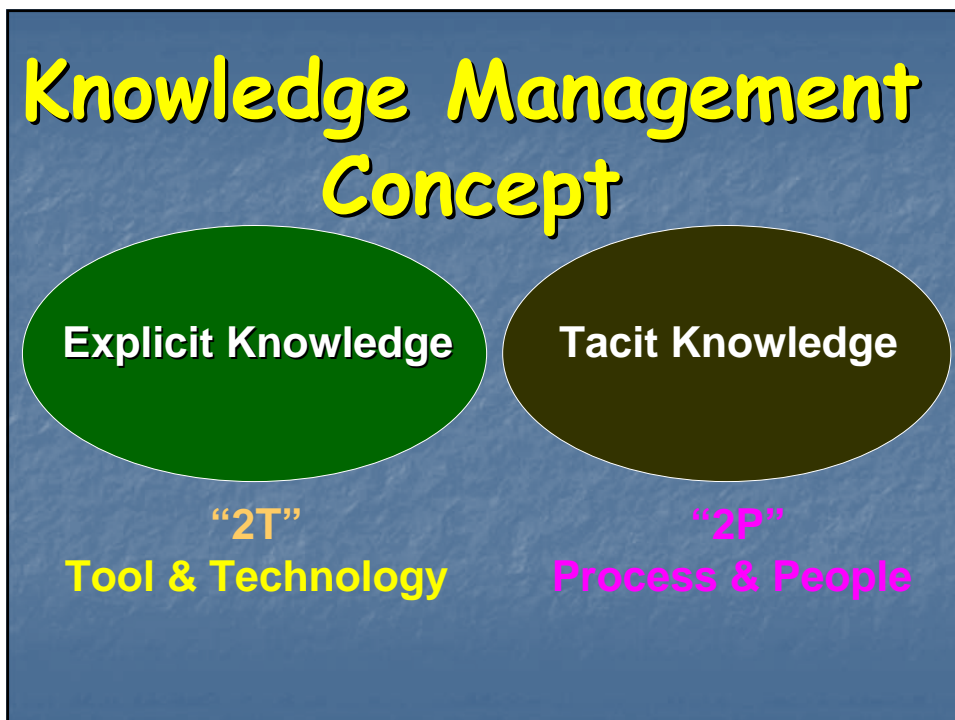




3. Knowledge Management

Participatory Extension Approach/HRD /Farmer field school

Knowledge Management Concept

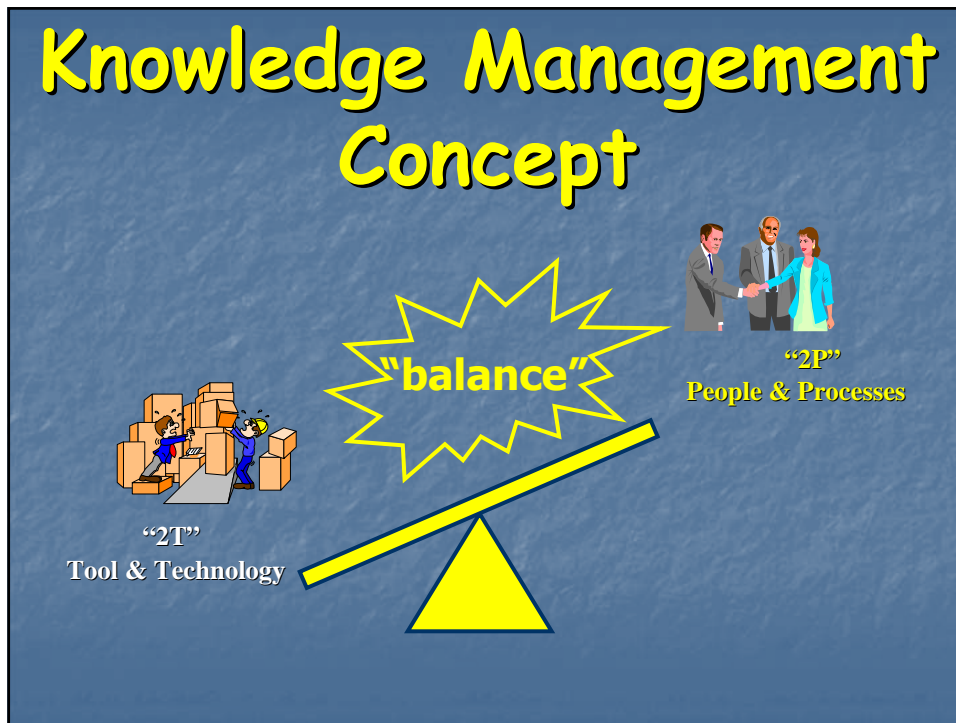


Explicit Knowledge **Tacit Knowledge**

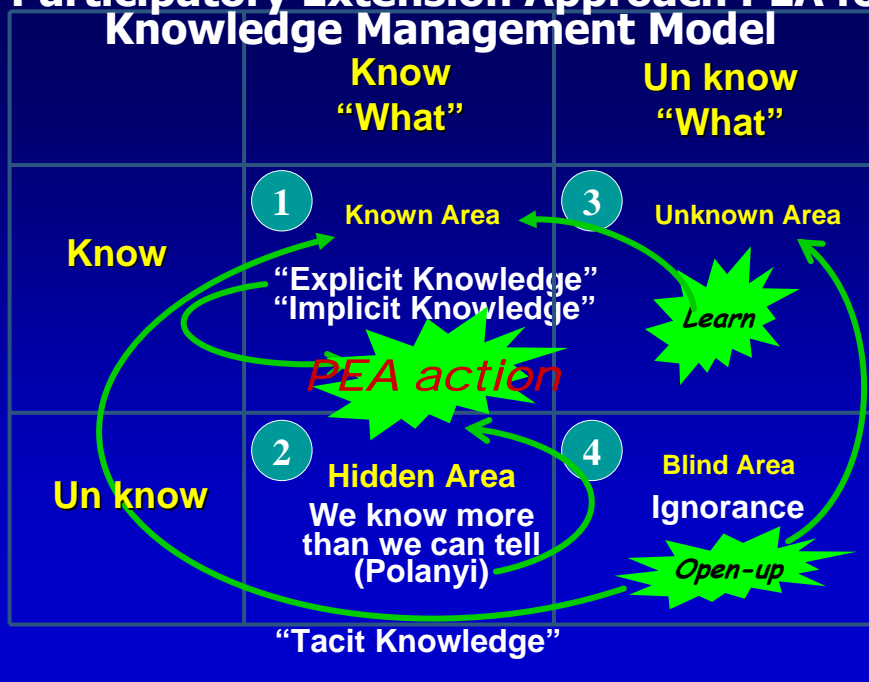
“2T” “2P”

Tool & Technology **Process & People**

Knowledge Management Concept



*Participatory Extension Approach PEA for Knowledge Management Model



PEA-step

1

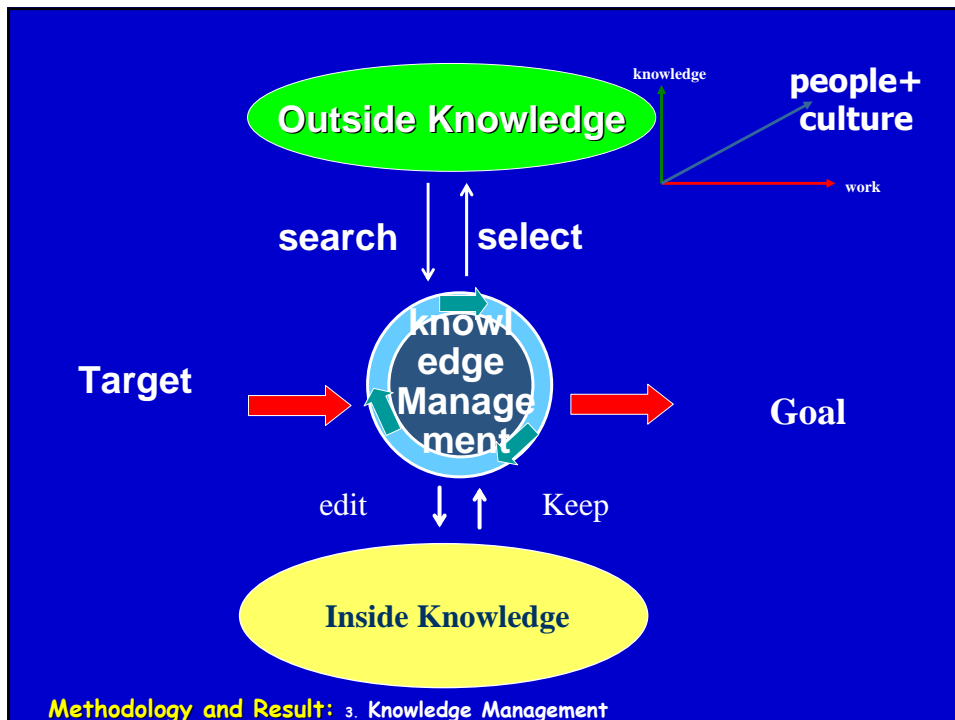


Classify and Farmers' Selection



Extension as facilitator

Methodology and Result: 3. Knowledge Management



Methodology and Result: 3. Knowledge Management

- **Farmer Training Program**



- **Field visit**



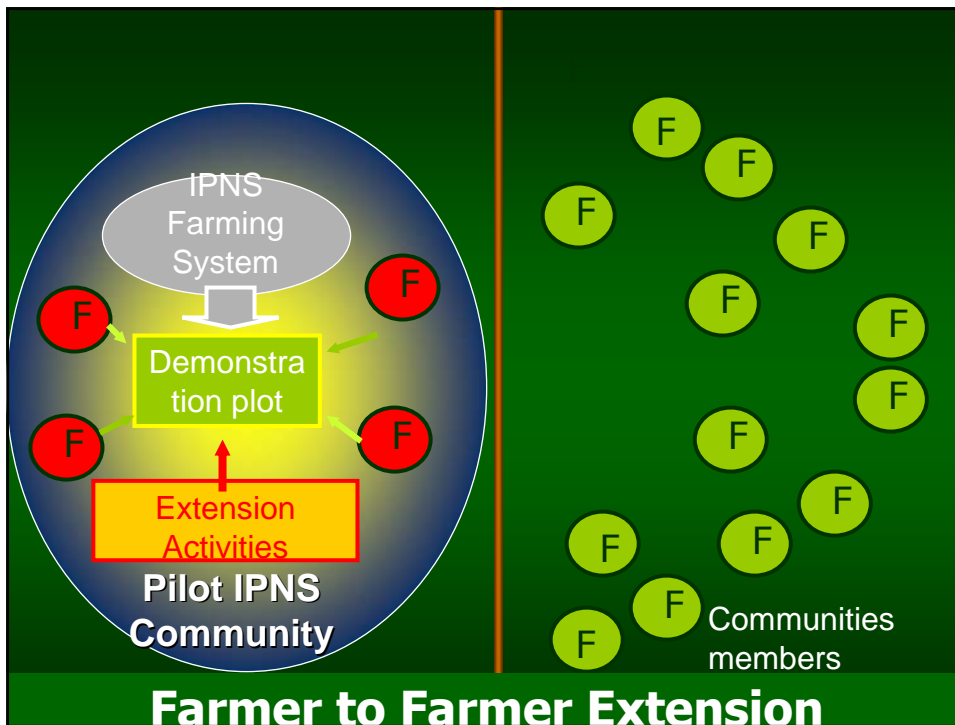
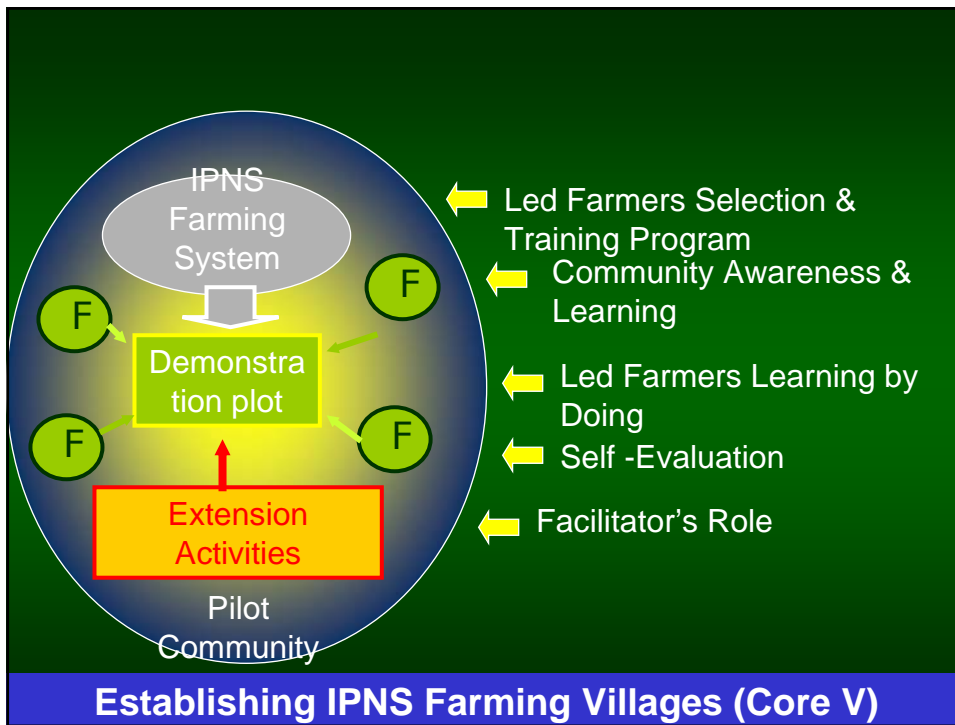
- **Field test**

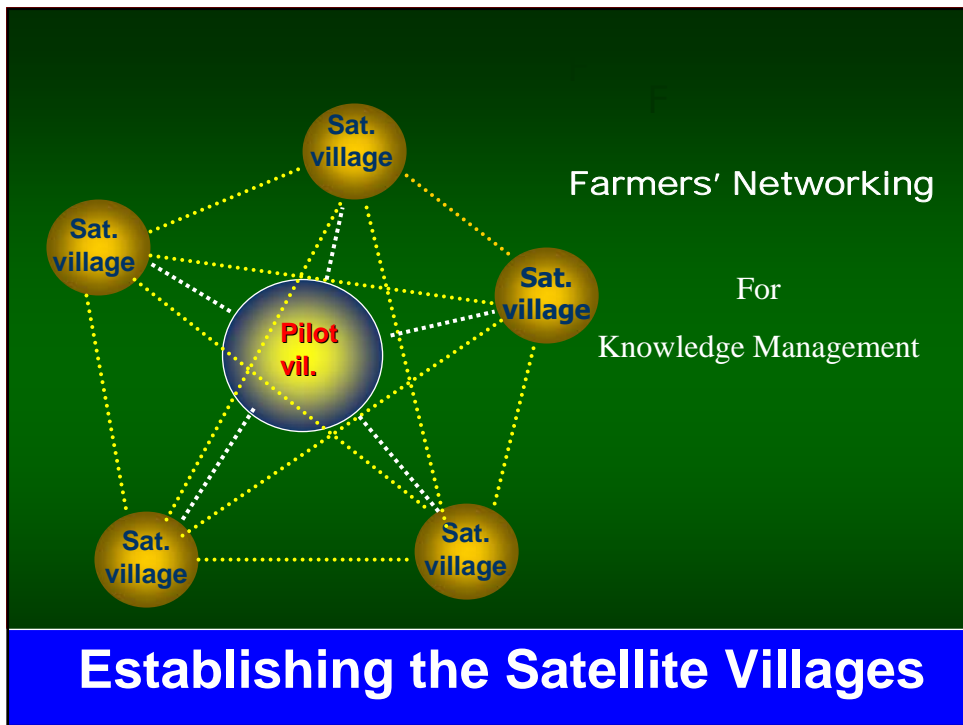
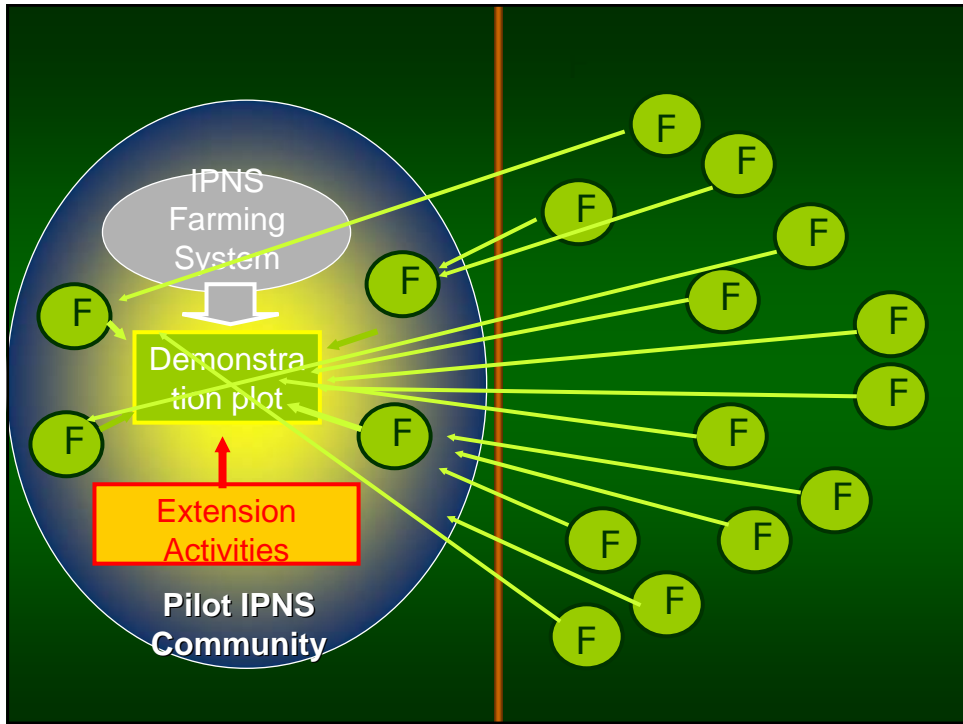
- **Learning by Doing**





WIDESPREAD ADOPTION STRATEGIES





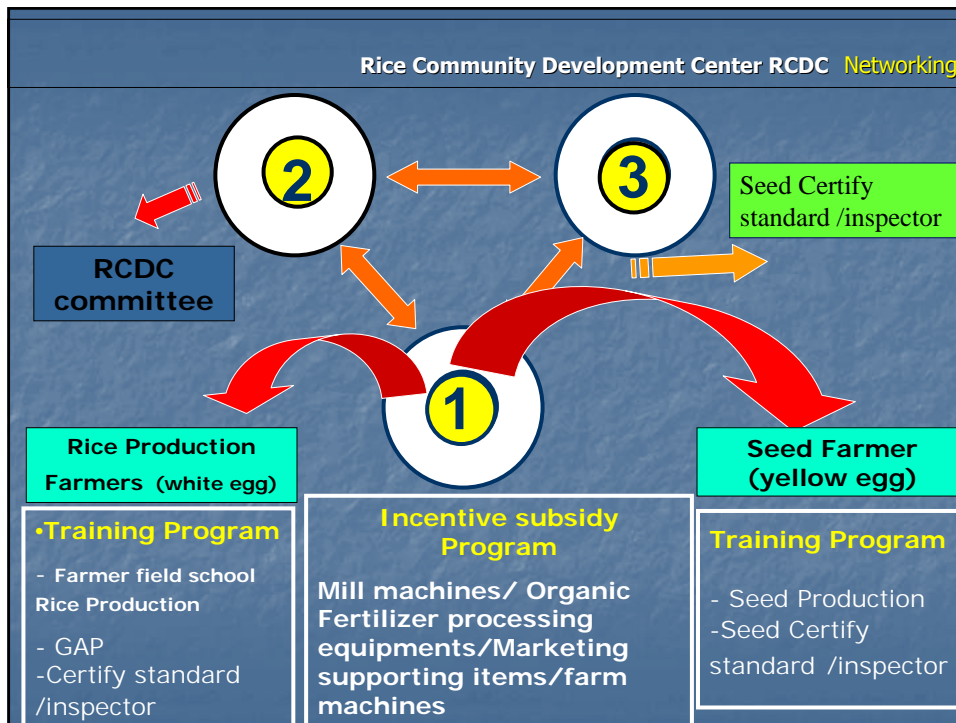


• Farmer-to-Farmer Extension Approach



Farmer Field School

- ❑ All crop season Learning program 8-16 classes
- ❑ On farm Trial as Learning/ field check



4500 Fertilizer Retailers the key gate for FBMPs wide spread adoption

- Retailers are the key end gate for FBMPs to farmers
- Fertilizer Retailers Training Program is a important step to change attitude of both farmers and retailers
- The retailers have to be trained under the fertilizer act.

Conclusion

To make wide spread adoption of FBMPs

The extension program should be able to change:

- Farmer attitude
- Community Norms
- Farmer's Belief

Conclusion

To make wide spread adoption of FBMPs

The extension program should be **done step by step** for better understanding and more adoption as the Adoption paradigm:

(Awareness- interest-evaluation-trial-adoption)

Conclusion

To make wide spread adoption of FBMPs

The FBMPs Technology should be

- simplified
- user friendly
- easy to access

Conclusion

To make wide spread adoption of FBMPs

The Extension program should be emphasized on Stakeholders Learning Process as to change :

- K-Knowledge
- A-Attitude
- P-Practice

Conclusion

To make wide spread adoption of FBMPs

The Knowledge Management process is one of the good samples activities to empower all stakeholders more adoption

Conclusion

To make wide spread adoption of FBMPs

The Networking system

proved to be quite effective in stimulating all participation and more functional to make it wide spread adoption .



PEA

*Participatory Extension Approach

- ☺ a way of improving the effectiveness of extension efforts-**knowledge Management**
- ☺ Facilitate the farmers adoption
- ☺ be promoted and farmers become the center of the extension process
- ☺ Improve institution Linkage performance at the interface between the service providers (extensions) / (farmers)