



# Farmer to Farmer (F2F) Videos:

## Leveraging Partnerships for Extension



**AGREACH**  
AN ILLINOIS PROGRAM  
FOR SMALLHOLDER EXTENSION +

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# WorldFish - Sierra Leone

- Feed the Future “Scaling Up Agriculture” (SAP) through aquaculture (i.e. fish farming)
- Identified need for more training materials
- Asked partners to develop farmer-to-farmer training videos that teach aquaculture techniques



# Why F2F Videos?

## AGRICULTURAL DEVELOPMENT:

- Relies on Information, Communication, and Technology (ICT) as an effective extension approach
- Benefits from better information available to farmers, which can lead to improved food security and nutrition

## F2F VIDEOS offer:

- Cost-effective scalability
  - A video reaches many farmers
  - Translatable into any language
  - Geographically flexible
- Accessibility
  - Overcome literacy barriers
  - Copyright-free
- Relatability
  - Farmers are trusted messengers of improved practices



# Partnership: University of Illinois, Njala University, Access Agriculture, & WorldFish

- WorldFish as client identified need for more training materials and provided consultation
- Partnership leveraged energies of study abroad students from Illinois and Njala students
- Technical videography expertise provided by Access Agriculture ([accessagriculture.org](http://accessagriculture.org))





# Video Production Process



## Training

- Access Agriculture staff train Illinois and Njala students on:
  - Story-telling through scripting
  - Professional videography methods



## Scripting/Filming

- Video topics are driven by farmer input
- Scripts are drafted carefully to be simple, and clear and are scientifically-verified to ensure accuracy



## Editing

- Video footage is artfully edited as a team
- Voice-overs are added in local languages



## Dissemination

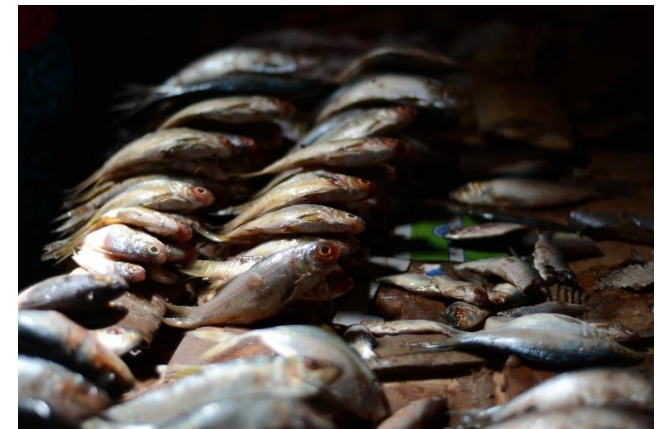
- Videos displayed on portable projectors or smart phones to reach many farmers

# F2F Video

## Example from Sierra Leone

January, 2018

### Fish marketing plan for better prices



# Future of F2F Videos

- WorldFish is utilizing fish farming training videos
- Illinois students, Ugandan students from Gulu University, and Access Agriculture are partnering to produce 3 more F2F videos in May in Uganda
- Potential to partner with other universities and private sector actors







# Thank you!

