

University of Salahaddin
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Agricultural Extension

Lecture one/2nd. stage
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2022-2023

Agricultural Extension Methods

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Individual

Group

Mass

Types of **Individual** extension methods:

1. Farm visits

Farm visits are the most common form of personal contact between the agent and the farmer and often constitute over 50 percent of the agent's extension activities.



Advantages:

1. familiarize the extension agent with the farmer and his family.
2. build up the agent's knowledge of the area, and of the kinds of problems which farmers face;
 - permit him to explain a new recommended practice or follow up and observe results to date

Dis advantage:

Need more time and cost



2. Office visits:

It is a visits made by a farmer or a group, on the extension worker, at his office for obtaining information or other help need for making acquaintance with him.



Advantages:

1. Office visitors recognizes there is a problem to be solved and has a strong desire to solve it.
2. The climate of readiness is more favorable for learning.

Disadvantages:

1. not identify the problems faced by the farmer in the right way.
2. This visits only do by conscious farmers or learner.
3. It need the availability of equipped Extension offices and competent agents.

3. Telephone calls



The telephone is another important means of person-to-person communication linking the agent to the community. The telephone is used to **request specific subject-matter information** and to facilitate other teaching activities.



The most important **advantage** of telephone calls is not requiring more cost, effort and time.

The most important **disadvantage** of telephone calls is Require Telephone communication network availability at the village level and the provision of telephones to rural households.

4. Informal contacts:

Informal contacts will occur continually during the agent's stay in a particular area. Market days, holiday celebrations or religious events will bring him into contact with the farmers with whom he is working who will inevitably talk about their problems.



Group extension methods :

May be defined as an aggregate of small number of people in reciprocal communication and interaction around some common interest. In this method, the Extension Agent communicates with the people in groups and not as individual persons.



Advantages:

1. Reach fewer people, but offer more opportunities for interaction and feedback.
2. Satisfies the basic urge of people for social contacts.

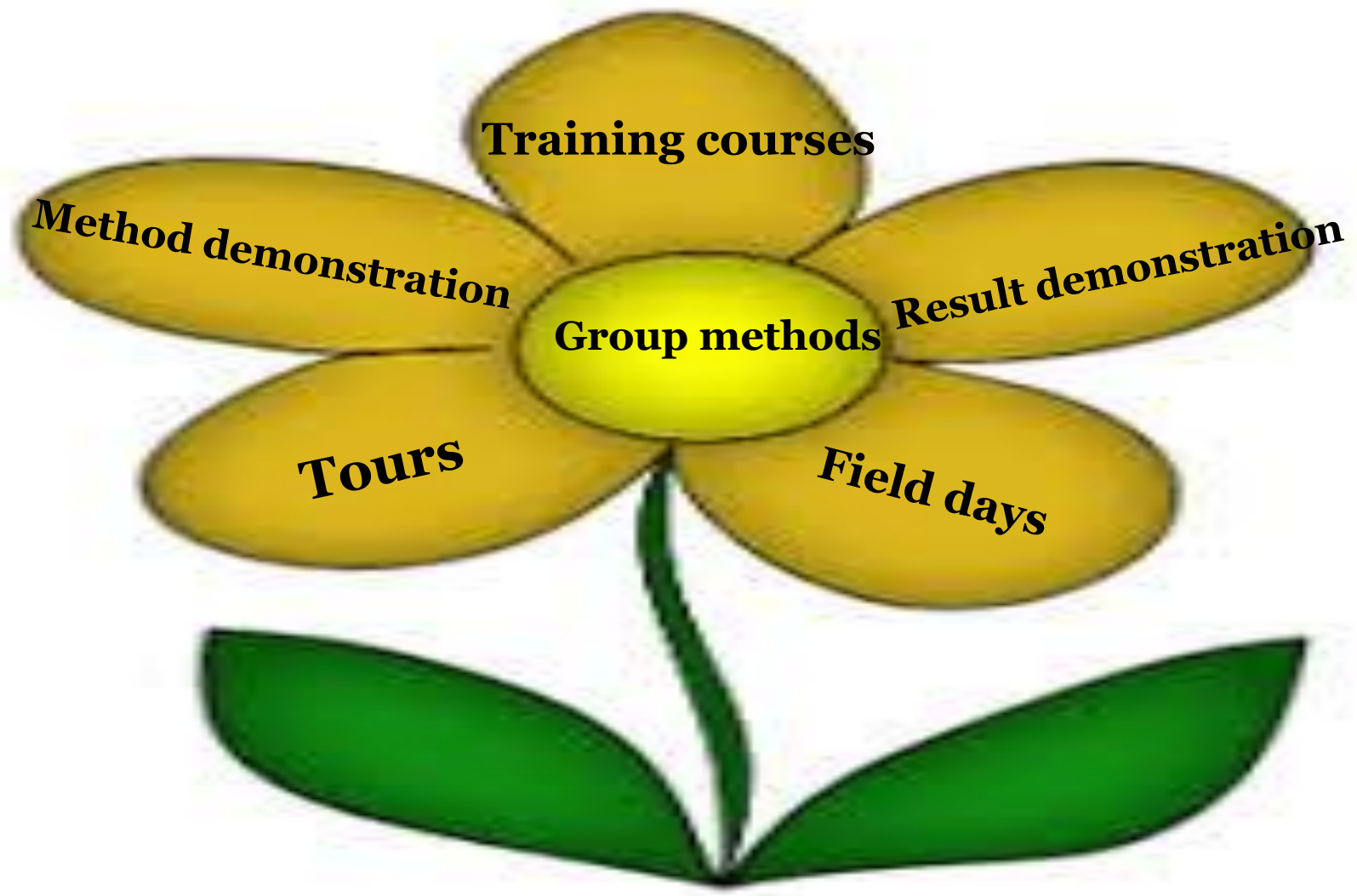


Disadvantages:

1. Wide diversity in the interest of group members may create a difficult learning situation.
2. Holding the meeting may be regarded as objective itself.



Types of group extension methods



Demonstrations

There are two principal types of demonstration used by extension agents - method demonstration and result demonstration.

Method demonstration

Method demonstrations basically show farmers how to do something. In the method demonstration, the farmer is shown step by step how.



- The main **advantage** of the method demonstration is that the extension agent can explain simple farming skills to a large number of people



- The main **limitation** of a method demonstration is that, if there are too many farmers present, only a few get a chance to see, hear and do.



Result demonstration:

The main purpose of a result demonstration is to show local farmers that a particular new recommendation is practicable under local conditions. **Comparison** is the important element in a result demonstration: comparison between compost and no compost, between poor seed and selected seed, or between use of fertilizer and no fertilizer. Its major **limitation** is that it takes a long time to mature and is thus a costly use of extension resources.



Field days

Field days are usually opportunities to hold method or result demonstrations on a slightly larger scale, and are usually run in a more informal and less highly structured manner. The purpose is often to **introduce a new idea and a new crop**, and to stimulate the interest of as many farmers as possible.



Tours:

- Farmers like to visit farms in other districts to see how they work, what they grow and what kinds of problems the farmers there are facing.
- A tour is a series of field demonstrations on different farms, or at different centers, and can often attract a lot of interest from local farmers.



Training courses:

It is a technique of imparting specific skills to a group of people who need them by creating an appropriate learning situation, the main Objectives of training courses is to impart the needed skills to a small group of people, thus to motivate people to adopt new practices through skills training.



1: Learning about boom sprayer calibration in the introduction to soy-bean course.
2: This is how you do calibration – dealt with in the introduction to maize course.

3: More on irrigation.
4: There was such a good spirit among the attendees on the welding course.
5: How to dig a profile hole – part of the introduction to maize course.

The **main Advantage** of the Training courses is that: In-depth learning of skills is possible.

Disadvantages:

1. Only a small number of people can be trained at a time.
2. Follow-up requires more staff and time.

Agricultural Marketing

Agricultural marketing generally means the marketing of agricultural products to the first handler.

Supply and Demand

- The price of a product is determined by the value that buyers place on the product
- When many buyers want a certain product the price will be higher
- If few buyers want a product the price will be lower

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer.

- Numerous interconnected activities are involved in doing this, such as
- Planning production,
- Growing and harvesting,
- Grading,
- Packing,
- Transport,
- Storage,
- Agro- and food processing,
- Distribution,
- Advertising and sale.

Importance of agricultural marketing:

1. Marketing plays an important role in society.

With the deferent populations. Think about how many transactions are needed each day to feed, cloth, and shelter a population of this size.

2. Marketing is important to business

- The fundamental objectives of most business are survival, profits, and growth.
- Marketing contributes directly to achieving these objectives.
- Marketing includes some activities, which are vital to business organizations:

3. Marketing offers outstanding career opportunities.

Marketing offers great career opportunities in such areas as professional selling, marketing research, advertising, retail buying, distribution management, product management, product development, and wholesaling.