



Media Events in the N2Africa project

Milestone 4.4.4: At least 3 mass media events (e.g., radio programs, video documentaries) organized per hub

Judith J. de Wolf

With contributions from Alastair Simmons

Submitted October 2013

N2Africa

**Putting nitrogen fixation to work
for smallholder farmers in Africa**



N2Africa is a project funded by The Bill & Melinda Gates Foundation by a grant to Plant Production Systems, Wageningen University who lead the project together with CIAT-TSBF, IITA and many partners in the Democratic Republic of Congo, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda and Zimbabwe.

Email: n2africa.office@wur.nl
Internet: www.N2Africa.org

Authors of this report and contact details:

Name: J.J. de Wolf Partner acronym: CIAT-TSBF
Address: P.O. Box MP 228
Mount Pleasant, Harare
Zimbabwe
E-mail: J.dewolf@cgjar.org

Name: Alastair Simmons Partner acronym: Taskscape
Address: Taskscape Associates Ltd.
Cumbria
UK
E-mail: alastair.simmons@taskscape.org.uk

If you want to cite a report that originally was meant for use within the project only, please make sure you are allowed to disseminate or cite this report. If so, please cite as follows:

de Wolf, J.J., 2013. Media events in the N2Africa project (Milestone reference number: 4.4.4), www.N2Africa.org, 41 pp.



Disclaimer:

This publication has been funded by the Bill & Melinda Gates Foundation through a grant to Wageningen University entitled "Putting nitrogen fixation to work for smallholder farmers in Africa". Its content does not represent the official position of Bill & Melinda Gates Foundation, Wageningen University or any of the other partner organisations within the project and is entirely the responsibility of the authors.

This information in this document is provided as it is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at their own sole risk and liability.



Table of contents

1	Introduction.....	5
2	Overview of media events per country.....	6
2.1	Introduction	6
2.2	Ghana	7
2.3	Nigeria.....	7
2.4	DR Congo	9
2.5	Rwanda.....	11
2.6	Kenya.....	14
2.7	Malawi.....	14
2.8	Mozambique	16
2.9	Zimbabwe	16
2.10	Internet.....	18
3	Project video and media platforms communications and knowledge management .	20
4	Conclusions	23
	Appendix I: “Support for African smallholder farmers”	24
	Appendix II: “Ten thousand farmers in Northern Ghana to benefit from N2 Africa Project”	25
	Appendix III: “Ten thousand farmers in Northern Ghana to benefit from N2 Africa Project”	26
	Appendix IV: Detailed overview of radio and TV broadcasts and assessment, Nigeria, 2011.....	27
	Appendix V: M&E records media interaction Nigeria, 2012-2013.....	30
	Appendix VI: Press Release AISAM-N2Africa Field Day	32
	Appendix VII: Making nitrogen fertilizer the natural way	33

Table of tables

Table 1:	Media coverage of the project over the first 18 months of project activities	6
Table 2:	Overview of media events, 2011, Nigeria.....	7
Table 3:	Coverage and estimated audience for radio and TV channels, Nigeria.....	8
Table 4:	Summary of media events conducted across the target zones in 2012.....	9
Table 5:	Overview of broadcasts on Radio Maendeleo, 2011-12, DRC	10



Table 6: Media interactions in Malawi, 2012.....	15
Table 7: Media information from CADS, Zimbabwe	17

Table of pictures

Picture 1: The N2Africa Farm Liaison Officer with the Minister of Agriculture at the launching ceremony of PICS bags technology during the national agricultural show, June 2013.....	12
Picture 2: RAB soyabean breeder explains about varieties released, July 2013.....	13
Picture 3: Participants of the release ceremony listening to the breeder showing the soyabean varieties	13
Picture 4: A woman explaining how they prepare soyabean milk during the open day, August 2013, Malawi.....	16
Picture 5: Tweet on N2Africa, November 2012.....	18
Picture 6: Taskscape film crew in action in Mozambique	21



1 Introduction

This report presents the different 'media events' that have taken place within the context of N2Africa in the eight countries. It reports on Milestone 4.4.4: At least 3 mass media events (e.g., radio programs, video documentaries) organized per hub.

It is one of the milestones under Activity 4: conduct collaborative legume and inoculant technology dissemination campaigns and create awareness in rural communities in all impact zones. In turn these activities and milestones contribute to achieving the overall objective of delivering legume and inoculant technologies to farmers throughout sub-Saharan Africa (Objective 4).

In order to raise awareness on legume production amongst farmers, agricultural extension, policy makers and others, publicity on N2Africa is very instrumental. N2Africa has devoted a lot of attention and resources to very active dissemination of legume cultivation to smallholder farmers in Sub-Saharan Africa. Yet the planned activities targeting more indirect beneficiaries such as the satellite sites in which the project would not intervene directly, have proven to be more challenging, as they often require different approaches. In line, media events can be a means to put the limelight on active participants in N2Africa and at the same time publicising the project to a (much) wider audience. Inviting media houses and journalists to N2Africa activities (particularly field days seem to have been used to engage with media) could be regarded as a first good step but to be more effective, use the right media, reach the appropriate audiences, generating useful interest it might require more specialist knowledge, experience and skills than was widely available within N2Africa. Of course Taskscope has been involved from an early stage onwards and this has generated a lot of video's (see also Chapter 3 of this report) and their staff has surely built some capacity, but within country teams the capacity to generate sufficient media attention has remained limited.

In the data collection for the regular monitoring and evaluation of the project, we included a data collection form for use in-country to capture all media events related to N2Africa. Unfortunately the information that has come through by way of these forms has been mixed; from some countries useful information was received, such as concerning the broadcasts from Radio Maendeleo in Bukavu, South Kivu, while from some other countries we obtained little information.

Several reasons can be identified for the limited feedback on 'media events' from the countries. Some publications or broadcasts might not be developed in consultation with the N2Africa staff in-country and therefore staff might not be aware – until something is published in a newspaper or magazine or broadcast on the radio or television. In other cases, it might be a partner organisation that initiated a publication and might not have reported this back to N2Africa staff. Also at times we see quite a delay in reporting on these media events and sometimes media events are reported on in country reports, but not through the regular M&E data collection. Whereas a lot of media events can be found in some form on the internet, for articles in local newspapers, broadcasts on local or national TV and radio it is much more challenging to find information from in hindsight.

Chapter two hereafter starts with a brief reference to the previously compiled milestone report on media events and then an overview per country is presented. Chapter three gives an overview of the activities undertaken by Taskscope Associates Ltd. and the report ends with a concluding chapter. In the appendices to this report, some illustrations of media reports can be found.



2 Overview of media events per country

2.1 Introduction

The milestone refers to **mass** media events and at least three events per year **per hub**; as such in total nine mass media events were to be conducted per year across the entire project. In the course of time, project implementation became much more focused per country rather than organised per hub. Hence it required effort from in-country teams to achieve this milestone instead of initiatives coming from the hubs in West Africa, East-Central Africa and Southern Africa.

In the milestone, examples of mass media events are given as e.g. radio programs and video documentaries. In implementing and in reporting, account has been taken of **all media** events conducted, be they large or small. On the other hand, there have been numerous other smaller media events, e.g. with a local newspaper, that have not been reported.

In the previous report on this milestone (Report no. 34, November 2011), we concluded that by month 18, 15 mass media events were held but not all countries participated in this effort (see Table 1). Most media messages were conducted via radio broadcasts, but also included newspaper articles and television news coverage. Yet, from subsequent reporting it became clear that not everything was captured in that milestone report. For example Ghana listed as having had no media events in the first 18 months of the N2Africa project, but from later reporting we have learned that during that time there were some publications on N2Africa – see below, Section 2.2 on Ghana.

Table 1: Media coverage of the project over the first 18 months of project activities

Country	Media messages
DR Congo	3
Ghana	0
Kenya	3
Malawi	2
Mozambique	4
Nigeria	0
Rwanda	3
Zimbabwe	0
Total	15

So in hindsight the information in the previous milestone report was not up-to-date and complete. Additionally, for the current report the response from some countries was minimal and even if a country team reports back, N2Africa staff might not be aware of all that has happened in the diverse media forums related to N2Africa. It is therefore relevant to recognize that the current report will also not provide a complete overview of all media events in all countries, but hopefully it gives a good impression of the sort of media interactions that have taken place.



2.2 Ghana

The M&E data collection in 2011 in Ghana generated information on eight media events in-country. All these events took place in October and November 2011. This is the period of the year when the crops have grown and are harvested.

Half of these media events were radio broadcasts, one was a repeated TV show and the others newspaper features. The radio is considered to be a useful medium to reach out to people in rural areas and particularly to women who quite often do not have access to other sources of information partly due to the fact that many of them are illiterate. In addition to this, most of the radio stations broadcast their programmes in the local language which makes it suitable for those who do not master English. Appendices I, II and III provide examples of articles that have appeared on the internet about the activities on N2Africa in Northern Ghana.

Later on, media firms were more actively approached and invited to attend field days. For example in the 2012 season, media firms were invited to attend nine of the field days, three in each of the three mandate regions.¹ Media houses invited included, MIGHT FM, Daily Graphic, Viasat one television, Citifm and Ghana Broadcasting Cooperation. Unfortunately we do not have more details of the resulting reports in the diverse media after these field days.

2.3 Nigeria

The M&E data collected in the 2011 season, shows that at least 21 media events took place in Nigeria in 2011, i.e. for these M&E data collection forms have been filled and these concern radio and TV only. It is quite likely that other publicity has taken place, such as articles in newspapers, mention on websites, etc., but no feedback was received from Nigeria regarding this. Table 2 gives a summarized overview of media events in 2011 in Nigeria (from country report, Appendix IV gives a more detailed overview) and in Table 3 the coverage and estimated audience of the radio and TV channels used is given.

Table 2: Overview of media events, 2011, Nigeria

State	Activities (covered)	Number of times aired		
		Radio	TV	Total
Kaduna	Input distribution	6		6
Kaduna	Mid-season training	1		1
Kaduna	Field days	12	5	17
Kano	Input distribution	12		12
Kano	N2Africa filming crew		4	4
Kano	Field days	10	3	13
Total:				53

Target population of the radio and television broadcasts were the general public, rural population specifically or focussing on the participating group members. For eight of the media events, initiative is reported to have been taken by SG2000 and N2Africa, six of the Local Government Areas (LGA) took initiative (Dawakin Kudu LGA, Garko LGA, Gaya LGA,

¹ In a different report, there is mention of the covering of field days in Goriyiri (Nadowli district), Loggu (Wa East district), Nyangua (Kassena-Nankana East district), Tiili (Bawku West district) one at Nyankpala (SARI) and these events have been broadcasted on radio and TV and published on the internet or in the local print media.



Tudun Wada LGA, Warawa LGA, Wudil LGA), while KADP with N2Africa initiated four of the media events. Feedback mechanisms indicated are through the extension agents by personal contacts and phone calls.

Table 3: Coverage and estimated audience for radio and TV channels, Nigeria

Media	Coverage	Estimated audience
Radio Kano	Kano and Jigawa States; some parts of Kaduna, Katsina, Zamfara, Bauchi, Yobe States & Niger Republic	25 to 30 million people
Kaduna Radio	Kaduna, Niger, Katsina, Kano, Jos, Benue States and part of Jigawa State	30 to 33 million people
CTV	Covers Kano and Jigawa States; some parts of Kaduna, Katsina States	10 to 15 million people

The suitability to reach women and youth was rated as good to excellent for all events. It was noted that women and youth have relatively easy access to the radio and they have time or make time to listen to the radio (see Appendix V for details).

As part of learning from such media events, similar to what is done with monitoring field days and trainings, the monitoring form included questions about what went well, what did not go so well and what lessons were learned.

In evaluation of the media events, there was appreciation for the participation of and interaction between farmers, (local) government officials, partner organisations, traditional leaders, researchers and private sector. Sometimes there were issues around timing, such as late arrival of people, training schedule being too tight, timing of the field days within the season or visitors not having enough time to interact with farmers.

However, as with other events and other countries, the questions on lessons learned was interpreted literally as for example the subjects covered, what messages were conveyed to farmers rather than lessons learned in terms of what would be done differently next time around.

In the 2012 agricultural season, most of the reported media events were covering field days held on N2Africa activities (see Table 4). Media were invited to these field days, resulting in reports on radio, TV and in newspapers. Again, particularly radio was considered a suitable medium to reach women and youth, especially when broadcasts are in the local languages. Some broadcasts are specially for women.

One of the partner organizations SG2000 has also had extensive coverage on the radio, TV and in the newspapers of the field days they organized in Jigawa State after they had brought inoculant (Legume Fix) and SSP fertilizers to farmers in this state (see also Appendix V).

Taskscape also filmed in Northern Nigeria which has resulted in four films that are featured on the N2Africa website (see Chapter 3 for more detailed report on Taskscape's activities).

The latest activities of the N2Africa team in Nigeria related to media is the production of a radio jingle on how to use inoculant and where to buy it in N2Africa mandate areas. At the time of compilation of this report, the team was also working on a documentary on the role of women Lead Farmers in the project.



Table 4: Summary of media events conducted across the target zones in 2012

Date in 2012	Media coverage	Event – Place	Program time
10 th October	ARTV; Television/Radio Kano/Freedom, Daily Trust	Bunkure State	7:00-7:30 pm
16 th October	4 media houses: 1 TV, 2 radios and 1 newspaper	Bunkure LGA, Kano State: - State Field Day - Training Events of the EAs and APCs on the followings days	Observations: About 260 participants; including representatives of KNARD, State Ministry, Local Government administrators, traditional rulers
30 th October	- Kaduna State Media Corporation (KSMC) - The media unit of the Kaduna State Agricultural Development Project (KADP).	Soba LGA, Kaduna State: - State Field Day - Training Events of the EAs and APCs 1 day after	Observations: The attendance was about 210 people including dignitaries from the Kaduna State Government and traditional rulers
3 rd November	Radio Kano	Gaya	7:30-8:00 pm
5 th November	Radio Kano; AM/FM	Doguwa	7:00-7:30 pm
6 th November	Radio Kano; AM/FM	Albasu; Garko	5:00 pm; Repeated at 7:00 pm
6 th November	CTV44; 101.1 /FM	T/Wada	7:00 pm-News
8 th November	Radio Kano-AM	Bichi	7:00 pm-News

2.4 DR Congo

The major 'media interactions' in South Kivu, DR Congo, have been the radio broadcasts with the popular station 'Radio Maendeleo' based in Bukavu (Maendeleo means 'development'). Radio Maendeleo is the radio station that is most widely followed in the region; it can be received everywhere in South Kivu (except in Fizi), also in a larger part of North Kivu and even in Rwanda (Cyangungu) and in Burundi (Bujumbura and Cibitoke). It is estimated that more than two million people listen to Radio Maendeleo.

N2Africa initiated most of these particular broadcasts on legumes – at times together with one or more partner organisation(s). The Farm Liaison Officer was always involved, assisted by different staff members from N2Africa and CIAT Bukavu. For most of the radio broadcasts, data had been collected with the M&E form for media interactions. For example, for the period June 2011 – August 2012, we have records of 21 broadcasts facilitated by N2Africa (see Table 5). Oftentimes, the same subject would be covered in more than one broadcast but then in different languages. Also broadcasts are repeated at different days and times; these repetitions of broadcasts have not been counted.

From interactions with listeners, farmers, and partner organisations, it has been observed that little by little the attention for these particular broadcasts has been increasing within all different audiences who are already accustomed to following radio broadcasts.



In terms of reaching out to the youth and to women, young people are said to have a 'taste' for learning innovations and are therefore much interested in the broadcasts. It was noted that women are much interested in nutrition and processing of legumes for consumption. The emissions in French are considered to be not so suitable to reach women since often women in rural areas do not master French so well. The emissions in Kiswahili and Mashi are therefore much better suited to ensure reaching women as it is reported that women in general do have a habit of following radio broadcasts.

The broadcasts had an immediate feedback mechanism: via telephone, people can react to the broadcasts by calling or sending an SMS. Often the number of phone calls and SMS was so high that not all could be responded to during the broadcast. Although it was indicated that this was something that did not go so well, of course it is also an indication of the success of these broadcasts.

Table 5: Overview of broadcasts on Radio Maendeleo, 2011-12, DRC

Date	Subject(s) covered
09 June 2011	Presentation of N2Africa project (French)
23 June 2011	Presentation of N2Africa project (Kiswahili)
04 August 2011	BNF (French)
23 August 2011	BNF (Mashi)
07 September 2011	BNF (Kiswahili)
24 October 2011	Soya: processing of soya into milk and cakes (French)
15 November 2011	Soya: processing of soya into milk and cakes (Kiswahili)
21 December 2011	Calculating the profitability of an agricultural activity (Kiswahili)
18 January 2012	Nodulation
25 January 2012	Response of legumes to inoculant
08 February 2012	Testimonials of farmers on the response of legumes to Sympal and rhizobium
21 March 2012	Commercialization of agricultural products
11 April 2012	The use of rhizobium and the process of dissemination
25 April 2012	Marketing of agricultural products (French)
02 May 2012	Marketing of agricultural products (Kiswahili)
08 May 2012	The importance of soya in the improvement of income in the households in the groupement of Karhongo/Nyangezi
13 June 2012	The nutritional value of soya (Kiswahili)
26 June 2012	The management of the fertility of soils
11 July 2012	Organisation of associations of producers/farmers for a good diffusion of the technologies (French)
25 July 2012	Organisation of associations of producers/farmers for a good diffusion of the technologies (Kiswahili)
08 August 2012	Some technologies that are diffused through different projects around CIALCA /CIAT Bukavu

In rural areas in Eastern DRC, people quite often organise 'radio clubs': they listen to the radio broadcasts together and may discuss the issues presented. These radio-clubs could possibly also provide an avenue to organize a more structured way of following up on these broadcasts. It could have been useful to increase the effectiveness and learning of radio broadcast; on the one hand to learn more – as a project – about the effectiveness of reaching farmers by means of radio broadcasts and on the other hand to ensure the messages from the broadcast are well understood and followed up with e.g. other sources of information people are interested in or targeted training.



It has also been suggested that it would be most helpful if professional equipment could be available to capture sound on the ground to use in the radio broadcasts.

The NGO Diobass, a partner organisation in the N2Africa project, engaged with another radio station: Radio Communautaire de Nyangezi. Together with facilitators of Nyangezi they produced nine broadcasts dealing with topics such as the contribution of soya to the household income, use and benefits of fodder legumes for livestock, benefits of use of inoculants on soyabeans, post-harvest processing of soyabean and the use of fertilizers on common beans and soyabeans.

N2Africa staff continued to produce radio broadcasts with Radio Maendeleo, on average around 14 to 16 per year, dealing with all different aspects of legume cultivation, ranging from presentation of the N2Africa project, access to inputs and reduction of losses in cultivation to post-harvest management, nutritional value of soyabean and commercialization of agricultural products.

2.5 Rwanda

In the previous milestone report, it was reported that in Rwanda, in July and August 2011, two radio broadcasts on soyabean cultivation were aired. One covered the participatory evaluation of agronomic trials, and the second one was on soyabean inoculation in general in an interview the Rwandan Farm Liaison Officer had with a journalist from a farmer radio station (Huguka Broadcasting from Muhanga District, Southern Province).

From the 42 month country report (activities up to April 2013), we learn that a radio program was conducted by DRD in collaboration with a local FM radio Musanze by visiting demonstration plots of beans where participating farmers were able to explain and disseminate their work. The show on the event was aired for 5 days consecutively.

Two radio shows were organized at the national Radio where the Farm Liaison Officer from N2Africa was invited to explain how to use the hermetic bags to store maize and bean grain.

An agricultural show took place from 11 to 16 June 2013. N2Africa was exhibiting new high yielding soyabean varieties, rhizobium and its inoculation process and PICS bags use. All participants in the agricultural show formed the target audience, but especially farmers. The show was considered to be an excellent way to reach women: due to advertisement, many people participated, people asked tangible questions, there was exchange of contacts and good decisions were taken after understanding the technologies under exhibition. The estimated number of people reached is 525. With visiting farmers it was agreed that when the season start, N2Africa will help them to get interesting technologies to be implemented by them.



Picture 1: The N2Africa Farm Liaison Officer with the Minister of Agriculture at the launching ceremony of PICS bags technology during the national agricultural show, June 2013

On 9 July 2013, there was a launching ceremony for the release of four new soyabean varieties Kamonyi district, Nyamiyaga action site. The event was organized by the N2Africa office in collaboration with all partners in Rwanda including RAB, Seed Co, COCOF, CARITAS, EPR, DRD, the district of Kamonyi, and many farmers beneficiaries from all action sites. The Guest of Honour was the Deputy Director General of RAB in charge of research. Hundreds of farmers from Kamonyi were present and the national radio, rural radio Huguka, and the Rwanda TV were also invited. The event was broadcasted on radio Huguka and Radio Rwanda, and Rwanda TV in the news.



Picture 2: RAB soyabean breeder explains about varieties released, July 2013



Picture 3: Participants of the release ceremony listening to the breeder showing the soyabean varieties



2.6 Kenya

In the 30-month country report from Kenya, it is reported that five media events were conducted during the period November 2011 through April 2012. These media events took the form of four local radio talk shows and a bi-weekly local newspaper column, and this format appears to reach the right audience for little or no money. Otherwise, the skill set and funds necessary for organizing a more sophisticated media event, such as a press conference or video documentary, are quite different from organizing a farmer field day.

It was noted that project achievements are newsworthy in themselves, and the Kenyan team should make a better effort to access local news coverage. While a proposal was developed to produce a video documentary in collaboration with Nation TV describing the soyabean revolution in Kenya, the funds were not available and this plan was not implemented.

2.7 Malawi

In the previous milestone report, it was reported that in Malawi, two radio programs were produced and aired with Farmer Voice Radio, which is also supported by the Bill and Melinda Gates Foundation. The programs were in the local language, Chichewa, and covered the following topics: the N2Africa project, Environmental Degradation and Nitrogen in the Atmosphere, Legumes and Fertilizers and Tips-CCPs in Crop Production in Every Legume. One challenge encountered in Malawi, however, was that whenever a state function takes place, the broadcast time for the radio program is changed, and farmers are often not informed of the new schedule, thereby limiting their access to the broadcasted information.

From November 2011 to the end of April 2012, N2Africa Malawi organized several radio broadcasts and news articles about project activities. The radio programs were supported financially by Farm Voice Radio. A total of five programs were broadcasted on Malawi Broadcasting Corporation Radios 1 and 2 in Chichewa, covering the following subjects:

- An overview of N2Africa (objectives and activities in Malawi)
- Use of legume crops and technologies to improve livelihoods and contribute to sustainable agricultural development
- The nitrogen cycle and biological nitrogen fixation
- Farming as a business

Additionally, an article titled 'Making nitrogen fertilizer the natural way' was posted on the Agfax website (www.agfax.net), and two local newspapers (The Nation and The Daily Times) published one article on field days conducted jointly by AISAM (members of which underwent N2Africa training in September 2011) and N2Africa (see also Table 6, Appendix V). Generally farmers and extension officers were the target audience for the diverse media interactions. Only for the website article, farmers are not targeted as farmers in Malawi do not have access to the internet (see also Appendix V and VI).

During the 2012-13 season, four radio programs were aired on one state radio station and three on private radio station after three field days in Dedza DAES, Lilongwe (World Vision) and Ntcheu DAES. The messages covered what N2Africa and partners showcased during the field days. Two messages covered the nutrition and grain legume household processing open day through a radio interview to two private radio stations. Nutrition and grain legume household processing activities are mainly graced by more women than men because traditionally, cooking activities are aligned to women. On this open day, on 29th August 2013, a total of 468 people participated (189 men, 162 women, 36 boys and 41 girls). In addition to farmers, stakeholders also participated such as Concern Universal, the Local Authority, teachers, community-based organization leaders, youth club leaders and Village Headmen. Many foods were prepared like cakes, local bread, main meals (nsima and relish), snacks, beverage and milk, porridge and many more, from soyabean, bean, maize, groundnut and cowpea crops. During the open day, a lot of people who had not yet participated in N2Africa activities had a chance of learning more about nutrition and food utilization practices.



Table 6: Media interactions in Malawi, 2012

No.	Date publication	Kind of media interaction	Subject(s) covered	Suitability of media interaction to reach women? 1=excellent; 2=good, 3=poor; Explain why?	Suitability of media interaction to reach youth 1=excellent; 2=good, 3=poor; Explain why?
1	14th February 2012	Radio Interview, Farmer Voice Radio	About N2Africa	2: General information	2: General Information
2	21 st February 2012	Radio Interview, Farmer Voice Radio	Improving livelihoods & sustainable agriculture with regards to legume crops	1: Tackles more on livelihood which is mostly executed by women	2: The livelihood issues are also being executed by the youth
3	14th February 2012	Radio Interview, Farmer Voice Radio	The nitrogen cycle and Biological Nitrogen Fixation	2: Not specific	2: Not specific
4	28th February 2012	Radio Interview, Farmer Voice Radio	The farming business	1: Tackles on issues that can help uplift the lives of women as farmers	1: Good for the youth to take up farming as a business & career
5	n/a	Website article, Farmer Voice Radio	Making nitrogen fertilizer the natural way, see www.agfax.net	3: Very advanced technology for the rural women	3: Very advanced technology for the Malawian youth
6	1st Week of March, 2012	Newspaper article/story, with AISAM*	Field day with AISAM (Salima, 1 st of March 2012), The Nation Newspaper	3: Few women can access newspapers & read in English	3: Not targeting the rural youth
7	2nd Week of March, 2012	Newspaper article/story, with AISAM*	Field day with AISAM (Salima, 1 st of March 2012), The Daily Times Newspaper	3: Few women can access newspapers & read in English	3: Not targeting the rural youth
8	2nd Week of March, 2012	Newspaper article/story, with AISAM*	Field Day with AISAM (Mchinji, 3 rd of March 2012), The Nation Newspaper	3: Few women can access newspapers & read in English	3: Not targeting the rural youth

* AISAM = Agro-Input Suppliers Association of Malawi



Picture 4: A woman explaining how they prepare soybean milk during the open day, August 2013, Malawi

2.8 Mozambique

In the previous milestone report, we reported that two radio programs were aired in Gurue district about better soybean crop management, one newspaper article on new soybean varieties was published (Noticias, 8 April 2011), and a 10-minute TV program on field day activities and soybean technologies was broadcasted on 20 May 2011 by TV Mozambique.

In the 30-month country report there is mention of one radio program that was organized in Angonia on basic practices farmers should follow to enhance soybean yield. No other information on media events is available.

2.9 Zimbabwe

In the earlier stages of the N2Africa project there were no mass media events carried out in Zimbabwe. It was considered rather challenging to do so in the political environment in the country which restricts NGOs to go public with their activities. Any activity by NGOs – be they local or international – attracts suspicion by authorities. Usually by investing time and energy, the government staff involved can be made to understand the true nature of the activities of the N2Africa project, i.e. nothing to do with politics. In the course of time, the collaboration with government staff at district level has much improved. At the same time, elections were held in July 2013, after a long period of anticipation in which tensions were increasing again. For N2Africa Zimbabwe, safety of staff members, NGO and Agritex collaborators and farmers has always been most important. The N2Africa team in Zimbabwe recognizes that it requires special skills to engage with media in a country and beyond and these skills were not much present within the team. Through one of the partner organisations in dissemination, Cluster Agricultural Development Services (CADS), some publicity has been done (see Table 7).



Table 7: Media information from CADS, Zimbabwe

<i>Date</i>	<i>Media and target groups</i>	<i>Occasion</i>	<i>Information related to leguminous products</i>
17 July 2013	ZTV Nationwide coverage for rural and urban population in Zimbabwe CADS staff and value added products featured on the evening's news bulletin, including the legumes	World Environment Day comprising a Seminar/Launch at Meikles Hotel and displays at Africa Unity Square, Harare. Guest Speaker: Minister Francis Nhema (Environment & Tourism)	Value Addition products displayed and their importance in providing a balanced diet through consumption of locally available and traditional food products. These included the legume products.
June to October 2013	CADS Traditional Food Fairs held in Harare and surrounding districts Farmer field days and district shows held in Goromonzi Targeted to institutions, special groups (e.g. Diabetes Association), schools, hospitals, researchers, consultants, farmer organisations Presence of general news media e.g. Herald, Daily News, News Day for publicity	Awareness creation through utilisation of group and member meetings Invitations to senior organisational members and government officials to influence decision-making.	Inclusion of legumes for nutritional requirements Awareness creation amongst organisations, youths and decision-makers. Contribution of leguminous plants to agronomy practices. Innovative value addition products through e.g. nyemba (cowpeas) pies
2012 – 2013	Targeted to partners and the community at large to highlight CADS activities	Internal CADS video developed	Clip showing inoculation process (as part of other CADS programmes and activities)



2.10 Internet

In this day and age, “the Internet” deserves separate mention. While it differs from country to country, generally speaking, smallholder farmers in Sub-Saharan Africa do not have easy access to internet. Yet it is an important medium and up to this day, its importance is still increasing. It is expected that people all over the world will have increasingly easy and affordable access to internet.



Picture 5: Tweet on N2Africa, November 2012

While this gives a project like N2Africa opportunities to be known and further promote the cultivation of legumes, it should also alert us on the necessity to ensure as much as possible that the correct information is disseminated through the internet.

A Google search on “N2Africa” gives a seemingly infinite list of references to websites with mention of N2Africa. Obviously these sources vary widely, ranging from thorough articles on the project to tweets, links to other websites, interviews, video materials, blogs, reference to a project report, and more.

The project has not consistently kept track of these ‘publications’, this would be a rather impossible task considering the large numbers of ‘hits’. In this report, we give a couple of examples of reference on the internet to N2Africa.

Reference to N2Africa in newsletters such as from IITA and on the CIAT blog:

<http://www.scribd.com/doc/185140973/IITA-Bulletin-No-2199#download>

<http://ciatblogs.cgiar.org/soils/putting-nitrogen-to-work-for-smallholder-farmers/>

Some examples of web-articles on N2Africa:

<http://ensia.com/features/beans-with-benefits/>

<http://www.cp-africa.com/2012/11/21/n2africa-project-introduces-new-farming-technology-to-smallholder-farmers-in-two-regions-of-ghana/>

<http://www.new-ag.info/en/focus/focusItem.php?a=1785>

<http://allafrica.com/stories/201309250578.html>

Examples of reporting on N2Africa phase I closure meeting:

<http://paepard.blogspot.com/2013/11/putting-nitrogen-fixation-to-work-for.html>

<http://www.africa-agri.com/africa-nitrogen-fixation-helps-double-some-african-farm-yields/>

<http://www.scidev.net/global/farming/news/nitrogen-fixation-helps-double-some-african-farm-yields.html#>

In addition to the ‘uncontrolled’ activity on the internet, N2Africa itself also initiated publications on the internet. From early on there has been a project website: <http://www.n2africa.org/>. On this website the project is introduced, including staff, partner



organisations, etc. and it gives access to project reports such as milestone reports and country reports are published. Also on this website the newsletter of N2Africa – the Podcaster – is published while this newsletter is also send out via email to a long list of addressees. More recently, a Facebook page was initiated, see: <https://www.facebook.com/N2Africa>. Finally, an internet website had been established on which the numerous different videos produced by Taskscape can be accessed: <http://www.n2africa.tv/>.



3 Project video and media platforms communications and knowledge management

From its outset, the N2Africa Project documented its operations through video productions produced by Taskscape Associates Ltd. Cumbria UK with the assistance of The University of Cumbria and led by Alastair Simmons. The purpose was to facilitate the communication of ideas, activities, knowledge capture and exchange.



Eighty videos were made of:

- Tools and techniques
- Technologies and methods
- Interviews of outcomes and lessons learned
- Particular crops and countries
- Training (and to train) farmers, project and extension workers
- Some user and in-country generated content.

Videos can be accessed via the N2AfricaTV Portfolio on the project website (<http://www.n2africa.tv>). or through an interactive map directory where videos were linked to location, intervention, activity data and photographs. Integration of media was important as the project narrative developed and Taskscape assisted with incorporation of video-led content across the N2Africa website (www.n2africa.org), Podcasters and Facebook (<https://www.facebook.com/N2Africa>). The Vimeo platform gave viewer analytics and the videos have provided a record of success.

Details of the planned approach taken to facilitate the communication of ideas, activities, knowledge capture and exchange are recorded in the documentation of the N2Africa Communications Workstream.

A selection of 23 videos organized by country follows.

DR Congo

- Introduction to N2Africa (DRC): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project in DR Congo. Length 2 minutes.
- Development of the Kalambo Research Centre (2009-2013). The construction and operations of a new IITA agricultural research center in South Kivu. Length 7 minutes.
- Interdisciplinary collaboration and public goods. Describes collaboration between development economists and the N2Africa project in South Kivu, the understanding of technology dissemination and how knowledge is shared among rural communities. Length 12 minutes.

Ghana

- Introduction to N2Africa (Ghana): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project in Ghana. Length 2 minutes.
- Nutritional Benefit of Grain Legume Cultivation in Northern Ghana. Describes a case study examining the nutritional benefits accrued through farmer participation in the project. Length 23 minutes.
- Farmers' views from Ghana. A conversation with Zenabu Abdulai, Sadia Fusheni and Munira Alhassen, Lead Farmers assisting in technology dissemination in Ghana. Length 3 minutes.

Kenya



- Introduction to N2Africa (Kenya): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project in west Kenya. Length 2 minutes.
- N2Africa Farmer Irene Ngochi. A conversation with Irene Ngochi, a Master Farmer in west Kenya growing soyabeans and climbing beans. Length 5 minutes.
- Policy Support for Inoculant and Legume Technologies. Describes policy support for legume inoculant technologies based upon a conversation with Prof. Nancy K. Karanja, Director of the Microbial Resources Centre, University of Nairobi. Length 4 minutes.

Malawi

- Introduction to N2Africa (Malawi): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project in Malawi. Length 2 minutes.

Mozambique

- Introduction to N2Africa (Mozambique: People and Places). A round-up illustrating the diversity of people and places involved in the N2Africa project in Mozambique. Length 2 minutes.
- Smallholder farmers and commercial opportunity. Country Coordinator Steve Boahen, discusses with a farmer and the Project Coordinator Jeroen Huisig the use of land by smallholder farmers conducting commercial enterprise. Length 7 minutes.
- Dissemination partnership in Mozambique. A conversation with Gerson Daniel, General Manager of IKURU and its production and marketing operations. Length 4 minutes.
- N2Africa strategy and operations in Mozambique. An interview with Dr. Steve Boahen, Country Coordinator in Mozambique. Length 5 minutes.



Picture 6: Taskscape film crew in action in Mozambique

The Netherlands

- Introduction to N2Africa (Wageningen University): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project at Wageningen University in The Netherlands. Length 2 minutes.

Nigeria

- Introduction to N2Africa (Nigeria): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project in Nigeria Length 2 minutes.

Rwanda

- Introduction to N2Africa (Rwanda): People and Places. A round-up illustrating the diversity of people and places involved in the N2Africa project in Rwanda. Length 2 minutes.
- COCOF, a women farmer group in Rwanda. Speciose Kantengwa, BNF technology dissemination leader in Rwanda, introduces the operations of a women's group.



-
- Adoption and adaption of legume technology in Rwanda. Dr. Freddy Baijukya, Legume Agronomy Leader, introduces the ways that farmers in Rwanda have adopted and adapted their field practices following the introduction of nitrogen fixation legume technology. Length 2 minutes.

Zimbabwe

- Seed quality and variety preference. N2Africa team members in Zimbabwe reflect on seed quality and variety preferences. Length 8 minutes.
- Value chain and markets. N2Africa team members in Zimbabwe reflect on grain legume value chains and expanding market opportunities for small-scale farmers. Length 3 minutes.
- Legume agronomy. N2Africa team members in Zimbabwe reflect on legume agronomy experiments and how these relate to identifying useful technologies for small-scale farmers. Length 2 minutes.
- Farmer groups and agricultural cooperatives. N2Africa team members in Zimbabwe reflect on farmer groups and agricultural cooperatives, and their services offered to members. Length 2 minutes.



4 Conclusions

It is obvious that there has been considerable media interaction concerning N2Africa in many different forums and in different ways. It is also clear that this report does not give a complete overview of all media events related to the N2Africa project as it has proven to be rather challenging to track and capture all media events in all N2Africa countries and beyond.

There are various reasons for the 'under-reporting' of media events. As with other routine M&E data collection exercises we see a discrepancy between reporting from countries in their country reports and what is being reported through M&E data collection. In general, there should be better alignment between M&E data collection and country reporting which would make information presented more consistent and would be more efficient for all involved.

It would also be ideal if the record keeping on media interactions would be cumulative. For the current report it has not always been clear whether there was overlap between M&E reporting and the country reports.

Secondly there are numerous of the media interactions that are initiated by e.g. partner organisations, journalists or media houses might not even be known by N2Africa Africa staff. It could be relevant publicity but it may also concern a personal blog, use of a report, etc. and therefore it is understandable that these might not be noticed (and thus reported) by N2Africa country staff. This concerns particularly publicity on the internet; considering the high volume of internet activity, it is difficult to follow and monitor all.

Part of the media interactions are difficult to assess, such as radio broadcasts (in local languages), articles in local newspapers, etc., but looking at the others, it seems that overall the project and its activities are presented positively. Some critical notes are made with regards to the input supply chain. For example on a blog from Engineers-without-Borders in Ghana, it is reported that the project promotes use of e.g. inoculants while these are not readily available in the areas where these farmers reside.

It is clear that it is quite impossible to track all media events within N2Africa countries and elsewhere. Yet it is rather relevant and therefore there is need to be more proactive in engagement with media and to think about better ways to capture 'media events'.

Considering the increased focus on satellite action sites and partners and more emphasize on "semi-facilitated" or non-facilitated diffusion, it is likely to be even more important that media is used to publicize the works of N2Africa in its diversity – which means reporting beyond dissemination activities such as field days, but show more of what distinguishes N2Africa, for example the application of research findings, the learning approach that has been tried, capacity building efforts and achievements.

In order to be more pro-active in media engagement, it needs to be acknowledged that often it requires specialists with the appropriate knowledge and skills to effectively engage with media to ensure successful and thus effective media events happen. We do need to take into account that in some countries, dealing with media and publicity is more challenging than in others. For example due to a particular political environment it might not be recommended to put a project and its people too much in the limelight.

At the same time, there is also need to follow-up on some of the media activities. For example there seems to be consensus that the radio broadcasts with Radio Maendeleo in South Kivu are to be considered as a success, yet we have not looked into the effects of the numerous broadcasts on for example farmers' practices, legume cultivation, use and marketing, etc. It is hypothesized that there is a correlation between increased media events, particularly radio broadcasts, and the spread of the legume technology amongst farmers. Yet, within N2Africa phase I, we have not looked into this. We hope in future to initiate follow-up of selected media events to assess the effect.



Appendix I: “Support for African smallholder farmers”

27th April 2010

Tamale, April 27, GNA - Smallholder farmers in eight African countries are being supported through a project, funded by the Bill and Melinda Gates, to increase yield of the major grain legumes and selected forages.

The four-year project dubbed: "N2Africa", has initial capital of US\$19.2 million dollars and aimed at reducing poverty among African farmers.

Dr. Steven Kwasi Nutsuga, Acting Director of Council for Scientific and Industrial Research and the Savanna Agricultural Institute, who announced these, mentioned Ghana, Nigeria, Kenya, Rwanda, Democratic Republic of Congo, Malawi, Mozambique and Zimbabwe as beneficiary countries.

He was speaking at the in-country-launch of the project on the theme: "Putting Nitrogen Fixation to Work for Smallholder Farmers in Africa", in Tamale on Monday.

The event brought together agricultural scientists from the beneficiary countries to brainstorm and offer interventions towards the success of the project.

Dr. Nutsuga said that the plan would be implemented through the development, disseminating and promotion of appropriate technologies.

He said it would support farmers to increase average grain legume yield by 870kg per hectare, increase household grain legume consumption to 200kg per household per year.

Dr. Nutsuga said that 28,125 in the Upper West, Upper East and Northern Regions of Ghana would benefit from the scheme in Ghana and productivity was expected to increase by 1.3 tons per hectare.

He said that the project was geared towards empowering farmers to achieve sustainable production and attain sustainable land use for agricultural production.

Dr. Nutsuga said that the project was in line with objectives and strategies of the Food and Agriculture Sector Development policy in which sustainable management of land and environment was a key component.

Mr. Joseph Dasanah, Northern Regional Co-coordinating Director, who launched the project, said that the main problem facing farmers in the area was soil infertility.

He said the application of chemical fertilizer, intensity of 50kg nutrients per hectare, recommended for use by African countries would best improve soil quality and increase yield.

Mr. Dasanah said that rhizobia, nitrogen-fixing micro-organisms, are usually associated with target grain legumes to fix atmospheric nitrogen and convert it to usable form to the legume plant.

He said this would enrich the soil for subsequent cereal crops and reduce the huge foreign exchange spent by African governments in importing chemical fertilizer. GNA

<http://www.ghananewsagency.org/details/Economics/Support-for-African-smallholder-farmers/?ci=3&ai=14902>

http://www.ghana.gov.gh/index.php/.../ghana/modules/mod_googleWeather/documents/index.php?option=com_content&view=article&id=2040:support-for-african-smallholder-farmers&catid=28:general-news&Itemid=162



Appendix II: “Ten thousand farmers in Northern Ghana to benefit from N2 Africa Project”

13th October 2011

Goriyiri, (U/W), Oct. 13, GNA – About 10,000 farmers from six districts of the Northern, Upper East and Upper West Regions are to benefit from a project known as the N2 Africa Project by the end of the year.

The project which is being financed by the International Institute of Tropical Agriculture (IITA) through Bill and Melinda Gate Foundation is being implemented in collaboration with the Centre for Scientific and Industrial Research (CSIR) and the Ministry of Food and Agriculture (MOFA).

The project which would end in 2013, seeks to introduce the farmers to newly improved soyabean, cowpea and groundnut seeds, rhizobium inoculants and chemical fertilisers such as Triple Super Phosphate (TSP) and Muriate of Potash to promote legume production.

Rhizobium inoculants enhance the germination of the soyabean seed.

Mr Edwin Korbla Akley, N2Africa Farm Liaison Officer in Ghana made this known to newsmen during a farmers' field day at Goriyiri in the Nadowli District of the Upper West Region.

He said the project was being implemented in eight African countries including Ghana, DR Congo, Kenya, Malawi, Mozambique, Nigeria, Rwanda and Zimbabwe.

Mr Akley said the project is expected to increase the yield of the three legumes from about 6,000Kg per hectare to about 10,000Kg per hectare and also increase biological nitrogen fixation from 35Kg per hectare to 93 Kg per hectare by the end of the project.

He said this could be achieved through improved adoption utilisation of legume based technology tailored to specific niches and also through greater use of high quality inoculants for legume seeds.

The targets could also be achieved through strengthening partnership through sustainable Agriculture in soil health and enhanced capacity for research, teaching and biological nitrogen fixation and legume based farm enterprises.

The N2Africa Farm Liaison Officer said the resultant improvement of crop yield would lead to significant betterment of human nutrition and farm income for smallholder farmers in Ghana.

Mr Mahama Salifu, Nadowli District MOFA N2 Africa Project Supervisor said the purpose of organising the field day was to expose the farmers to the activities of lead farmers and how to put nitrogen fixation to work for the small holder farmers.

He said the project was being implemented in five operational areas in the Nadowli District including Serekpere, Goriyiri, Daffiama, Zambogu and Kojokperi.

<http://www.ghananewsagency.org/details/Social/Ten-thousand-farmers-in-Northern-Ghana-to-benefit-from-N2-Africa-Project/?ci=4&ai=34625>

<http://www.ghheadlines.com/agency/google-ghana-news/20111014/265631/ten-thousand-farmers-in-northern-ghana-to-benefit-from-n2-africa-project---ghana-news-agency>



Appendix III: “Ten thousand farmers in Northern Ghana to benefit from N2 Africa Project”

October 28, 2011 by idasa

About 10 000 farmers from six districts of the Northern, Upper East and Upper West Regions of Ghana will benefit from a project known as the N2 Africa Project by the end of the year. The project, which would run until 2013, seeks to introduce farmers to newly improved soya bean, cowpea and groundnut seeds, rhizobium inoculants and chemical fertilisers such as Triple Super Phosphate (TSP) and Muriate of Potash to promote legume production. The project is being financed by the International Institute of Tropical Agriculture (IITA), through the Bill and Melinda Gates Foundation. To achieve the targets, it is important to strengthen partnerships among farmers associations, government, research institutions and others.

Ghana News Agency

<http://agricultureafrica.wordpress.com/2011/10/28/ten-thousand-farmers-in-northern-ghana-to-benefit-from-n2-africa-project/>



Appendix IV: Detailed overview of radio and TV broadcasts and assessment, Nigeria, 2011

Date broadcast	Kind of media	Subject(s) covered
June 23, 24 & 25 2011, 12/7/2011	Radio programme, Radio News item & TV News item	Launching and distribution of inputs to farmers and motorcycles to extension agents.
29/06/2011	Radio Kano	Input distribution, improved legumes production technologies, pest control, group formation, activity of N2Africa 2011, seed certification and seed distribution.
01/07/2011	Radio Kano	Input distribution / N2Africa activities in the Gaya LGA
12/07/2011	Radio Kano	Input distribution / N2Africa activities in the Dawakin Kudu LGA
13/07/2011	Radio Kano	Input distribution / N2Africa activities in the Dawakin Kudu LGA
18/07/2011	Radio Kano	Input distribution / N2Africa activities in the Warawa LGA
11/10/2011	Kaduna Radio	Interviews are conducted and aired as Radio programme and News item. Mid-season training with participating extension agents from local government and KADP.
24/10/2011	Radio Kano	Field day activity in Wudil LGA
26/10/2011	Radio Kano	Field day activities in Garko LGA
30/10/2011	Radio Kano	Field day in Bichi LGA. Soybean production using inoculant and phosphorus fertilizer. Exhibitions of food processed from soybean.
31/10/2011	Radio Kano	Field day activity in Gaya LGA
01/11/2011	TV	Field day in Bichi LGA. Soybean production using inoculant and phosphorus fertilizer. Exhibitions of food processed from soybean.
01/11/2011	TV	Field day activity in Wudil LGA
01/11/2011	TV	Field day activities in Garko LGA
02/11/2011	Radio Kano	Field day activity in Tudun Wada LGA
26/01/2012	Kaduna Radio	End of season meeting and report of 2010 activities in Kaduna state held at conference hall of KADP Headquarters
24/02/2012	Radio Kano	Input distribution / N2Africa activities in the Tudun Wada LGA
no date	Radio interview for news item & radio program TV news item	BMGF team visit to soba village in preparation for Bill Gates visit to Nigeria



Reasons why media was suitable for women	Reasons why media was suitable for youth
Because women have enough time to listen to radio.	Youth listen to radio when they are less busy. They have enough time to listen to radio programmes
Easy access to radio	They will see a technology that will improve the soil fertility, increase yield and income.
Majority of women like to listen to radio on agricultural programs.	Most of them are farmers and they listens to agricultural programs on the radio.
Our women like to hear and see what is happening around them.	They are present at the event
They listen to radio more often	They are good listeners
Women are good listeners of radio	Most of the youth have interest on TV events
Women are interested in family nutrition and income generating activities so knowing that different dishes can be prepared from soybean is of interest to them.	Most of our youth have radio at their possession and have a radio by their side all the time
Women group directly involved	Radio is cheap and affordable, so youth listens to radio programs a lot.

What went really well?

- Aim and objectives of the programme was explained and what is expected in 2011. Each LGA gave their reports for 2010 activities, data sheets and reports collected. All participants are to go and carry out their responsibilities.
- All the farmers that attend the event went home with all their inputs on that very day (2x)
- Full participation of KNARDA, LGA, SG2000 and farmers
- Lectures were given by a special guest, chemical company and the soybean dishes exhibitions. Farmer to farmer interactions and dissemination of ideas.
- Participation of the local government official during the distribution.
- Seed and fertilizer were distributed to each group present.
- The cooperation given by the farmers and local government officials. (4x)
- The effects of inoculants and phosphorus fertilizer on the different plots and the Interaction between farmers, Researchers and Government Officials at the field day.
- The interaction between farmers, Researchers, agro chemical company and Government Official at the field day ground. (2x)
- The launching was attended by the representative of the LGA, traditional leaders and farmers from various communities in the LGA.
- The speech presentations, participants seen the effects of inoculants and phosphorus fertilizer on the different plots and the Interaction between farmers, Researchers and Government Officials at the field day.
- The team visited farm site in Soba LGA.



-
- The training session was followed as it is on the program. The EAS were trained on data collection, Pair wise ranking and reports on what has been done so far from the participating LGAS EAS and KADP EAS.

What did not go so well?

- Delay in the inputs distribution. Late arrival of inputs. (6x)
- Field day was not conducted at pod maturity but pod drying stage. (2x)
- Late arrival of invited guest. (2x)
- Late arrival of motorcycles from IITA Kano Station
- Nothing (2x)
- One day training was too tight
- The training started late so the resource persons were not given enough time for their topics.
- Timing of the field day, handling of schedule. (2x)
- Visitors do not have enough time to interact with farmers



Appendix V: M&E records media interaction Nigeria, 2012-2013

<i>No.</i>	<i>Kind of media interaction</i>	<i>Date</i>	<i>Subject(s) covered</i>
1	Radio	16/10/2012	Agriculture, N2Africa improved seeds and farm inputs at Mega field day held in Bunkure, Kano State
2	Radio	31/10/2012	N2Africa Mega field day held at Marwa village in Soba L.G.A Kaduna State
3	Radio	28/11/2012	Use of inoculant/phosphorous in soybeans production. Mega field day held in Niger State
4	Newspaper	.	N2Africa general analysis on improve seeds farm inputs. Mega field day Bunkure, Kano State.
5	Radio	16/10/2012	Exhibition of agricultural out fit after applying new farming mechanics.
6	ARTV	16/10/2012	N2 Africa project 2012 farmers field Bunkure LGA, Kano State
7	Radio & ARTV media coverage on N2Africa activities	11/8/2012	Field day and inoculants techniques presentation held in Bichi, Kano State
8	Radio Kano AM/FM	11/3/2012	Field day speech on inoculant techniques presentation held in Gaya, Kano state
9	Radio Kano AM/FM	11/5/2012	Field day speech on inoculant techniques presentation held in Doguwa, Kano state
10	Radio Kano AM/FM	10/8/2013	Two field days from Garko and Albasu speech from lawmaker and farmers
11	TV -Aired at news	11/6/2012	Speech at the field day ground, on inoculant and SSP fertilizer on soybean held in Tudun Wada, Kano State.
12	Radio and TV	30/10/2012	Soybean demonstration, importance of inoculant and SSP fertilizer field day held in Giwa, kaduna state
13	Radio programme	22/10/2012	Field day on Soybean demonstration on the use of inoculant and SSP fertilizer held in Lere, Kaduna State.
14	Radio programme	22/10/2012	Mini field day on importance of inoculant to soybean and SSP fertilizer held in Zango Kataf, Kaduna State.
15	Radio	24/10/2012	Field day and inoculants presentation techniques held in Kajura, Kaduna State
16	Radio	24/10/2012	Local Government field day on the importance of inoculant and SSP fertilizer to soybean, held in Igabi, Kaduna State



17	Radio	22/10/2012	Soybean demonstration, importance of inoculant and SSP fertilizer on soybean. Held in Kachia, Kaduna State.
18	News on NTA	10/2/2013	Wetseason programme SG2000/JARDA Soybean seed multiplication by using IITA inoculant field day coverage, former – Shehu Dtti location – Chamo LGA Dutse, Jigawa State
19	NTA dutse/media ADP/Radio	10/2/2013	Soybean multiplication by using inoculant field day in Chamo LGA Dutse former Shehu Datti
20	News on NTA	10/2/2013	Wetseason programme SG2000/JARDA Soybean seed multiplication by using IITA inoculant field day coverage, shehu Datti location Chamo LGA Dutse, Jigawa State



Appendix VI: Press Release AISAM-N2Africa Field Day

Improving food security and livelihoods through use of recommended inputs and crop management practices in groundnuts and soybeans

AISAM (Agrodealer Input Suppliers' Association in Malawi) is an organization that works with agrodealers across the country. Its objective is to develop the capacity of rural agro-dealers in Malawi. AISAM is a trade association comprising of small rural agro-dealers across Malawi. The reason for the establishment of AISAM is to help smallholder farmers access farm inputs in good time, of good quality, in convenient pack sizes, closer to farmer communities and at affordable prices. The agrodealers stock agro-inputs that are required by farmers who live around the sites where their shops are situated.

AISAM has partnered with IITA through one of its projects, N2Africa (Putting nitrogen fixation to work for smallholder farmers in Africa) which promotes food security and improved livelihoods for the households through growth of legume crops which, through BNF (biological nitrogen fixation) can improve soil nitrogen levels when crop residues are returned to the soil (either directly or via inclusion in composted materials). N2Africa in Malawi helps farmers to grow, add value to and market soybean, groundnut, bean and cowpea in the Central Region of the country. Farmers are also provided training in the nutritious value and use of legumes at the household level. In four districts, marketing activities are being conducted in collaboration with the IFAD-funded Integrated Soil Fertility Management project being implemented by CIAT. The aim of the partnership is to encourage farmers to practice recommended farming practices of the four legumes by using recommended management practices together with inputs which will be sold by AISAM's member agrodealers, so as to make them more accessible to farmers at the local level.

The agrodealers who have shops within the N2Africa sites were trained in crop management and proper use of inputs (soybean inoculants and legume-fertilizers) under the partnership of AISAM and IITA. Agrodealers mounted demonstration plots on soybean and groundnut crops to demonstrate on farm N2Africa legume production technologies. Among the demonstrated technologies are the uses of good varieties like Makwacha and Nasoko, use of soybean inoculants and fertilizer specially formulated for legume crops and good crop management practices, like the planting method of soybean crop. Mr Peter Chimbiya, an agrodealer based at Chinguluwe EPA in Salima District hosted one field day which attracted farmers from around the villages, Chinguluwe EPA, AISAM, IFAD-CIAT, ICRISAT, ADMARC and N2Africa staff. He will thus facilitate participatory variety and technology selection from the technologies that are being showcased. Farmers will be involved in selecting technologies, including inputs which contribute to good crop growth and yields; in subsequent seasons, AISAM will organize the procurement and distribution of inputs in partnership with N2Africa. At the demonstration plot site there are other technologies being tested in collaboration with other institutions such as ICRISAT, which also works in partnership with AISAM. ICRISAT demonstrated a groundnut crop of Nsinjiro and CG 7 varieties. In Mchinji, a field day was conducted at the demonstration plot of Mrs Anne Nseule of GVH Nthema in TA Dambe.

Field days are being conducted on the demonstration plots to create more awareness to the farmers within the sites on the enhancement of food security and livelihoods through proper crop and land management practices. The theme of the field day was 'Increasing food security through use of recommended inputs and production techniques in groundnut and soybean crops'.

By: Patrick John (AISAM) and Gloria Kasongo (Farm Liaison Officer, N2Africa Project, IITA Malawi)



Appendix VII: Making nitrogen fertilizer the natural way



Making nitrogen fertiliser the natural way

Gloria Kasongo – *N2Africa, Malawi*

Summary

Nitrogen is an important element in creating protein, the building block for our bodies. Plants also depend on nitrogen in order to grow well. However in Africa, nitrogen concentration in farmland soils is often low and few farmers can afford to buy chemical fertiliser to address the problem. Legume plants, such as beans, soya and groundnuts, have a natural capacity to extract nitrogen from the air and convert it into a solid form that they and other plants can benefit from. So planting a legume as part of a farm's crop rotation boosts soil fertility and reduces the need to use chemical fertiliser. Gloria Kasongo of the N2Africa project, which aims to increase planting of legumes in African farms, explains more to Excello Zidana.

Suggested introduction

Making chemical fertiliser for use on farms is an expensive process. It depends on oil as a source of heat, so as the price of oil rises, so does the cost of fertiliser. But nature has its own way of making fertiliser. Certain plants, including groundnuts, beans and soya, are able to extract nitrogen from the air and convert it into a solid form within their roots. Once the crop has been harvested, the roots and stems of the plant can be dug back into the soil and become a natural fertiliser.

This process of changing nitrogen from a gas in the air to a nutrient for plants is called nitrogen fixation, and the type of plants that can do it are known as legumes. Malawian journalist, Excello Zidana talks now to a scientist who is helping more farmers to plant legumes in their fields.

TAPE IN "I am Gloria Kasongo, I am working ...

TAPE OUT ... the lost nitrogen into our farms."

DURATION 5'28"

Suggested closing announcement

Gloria Kasongo speaking to Excello Zidana. And the N2Africa project is currently working in eight African countries: DRC, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda and Zimbabwe.

For further information

Making the most of this interview...

In this interview we only hear from a scientist, but listeners will be also interested to get a farmer's view on using legumes, or even using rhizobia inoculants. Try to include a farmer interview in your coverage.



Making nitrogen fertiliser the natural way

Gloria Kasongo - N2Africa, Malawi

Transcript

Kasongo I am Gloria Kasongo, I am working for N2Africa. N2Africa is an acronym, a short form for 'putting nitrogen fixation to work for smallholder farmers in Africa'.

Zidana *Why Africa?*

Kasongo It is mostly in Africa where we have seen that the land is degraded, the soil nutrients have been depleted. So we are working on restoring, replenishing the nitrogen which is being lost every day.

Zidana *How is nitrogen used?*

Kasongo Actually nitrogen is the main part that forms the protein. Protein is like a building block for our bodies. So when we talk of proteins, sources of proteins, there are animal proteins and then there is plant protein. So among the plant proteins we have got the legumes: soya bean, groundnuts, cowpeas and beans, and also we have got pigeon peas and the other legumes. So N2Africa as a project, we are emphasising mainly on the four legumes: soya beans, beans, cowpeas and groundnuts.

Zidana *To a lay person, somebody who may not go up to that level in school, how is nitrogen fixed in the soil?*

Kasongo Now when we grow these crops, we bring back the nitrogen from the air into the soil through rhizobia. Rhizobia, these are micro organisms. They are organisms that cannot be seen by our eyes. So they stay in the soils. Rhizobia is a type of organism that gets attached to legume roots. So these rhizobia, they are capable of transforming the nitrogen in the air into nitrogen as a nutrient into the soil. So that is the biological way of fixing nitrogen.

Zidana *How can a farmer help in this process, that is fixing of nitrogen in the soil?*

Kasongo Farmers they can help fixing nitrogen in the soils by practising crop rotation where legumes are part of their system. Groundnuts, soya beans they should be part of the crop rotation regime in the farm. Another way is by practising conservation farming where the soil should be covered so that the micro organisms should not die. So when the land is left bare with the hot sun it scorches the soil, that is burning the soil and then we find that most of the rhizobia will be killed with the hot sun and then when the farmer will come to plant, the plants will grow in bare soil with no rhizobia.

Zidana *So it is a problem for a farmer when doing garden preparation to burn the residues or crop leftovers?*

Kasongo A very big problem for that matter and we discourage that. In farming we are discouraging burning of crop residues. We are encouraging farmers to spread the residues in their farm so that the soil should be covered.

Zidana *Madam, is it possible for a farmer to know that there is nitrogen fixation in his field or in his garden? Is it possible for that farmer to know that?*



-
- Kasongo** Yes it is. When the farmers plant these legumes there are nodules in the roots. So they can inspect the nodules by uprooting some of the plants, maybe after four weeks or so but before the plants mature and then they can check the quality of the nodules. So when the inside of the nodule is white it means there was no fixation that happened, no nitrogen fixation. When it is yellowish it means there was some activity that took place, some nitrogen has been fixed. If it is red it means more nitrogen has been fixed. That is the physical way of checking nitrogen fixation.
- Zidana** *Having checked and he finds that the nodules are white is there anything that he can do to enhance fixation or maybe to increase the rate of fixation of nitrogen?*
- Kasongo** Of course, especially with soya bean. Here in Malawi we have got most of the varieties of soya beans, they are not able to associate with the rhizobia that fixes nitrogen into the soils. So there is need to support this fixation activity by using inoculants. Inoculant is made up of rhizobia which are micro organisms that help to fix nitrogen. So this inoculant will be mixed with the seed and then planted. When the seed is planted the rhizobia will start multiplying and then it will help to form nodules that can fix the nitrogen.
- Zidana** *Any last words on this nitrogen fixation to make sure that Africa remains green?*
- Kasongo** Yes actually it is a message to all the farmers and my fellow extension officers. I think it is high time now, the price of fertiliser is still going up and this is the best alternative to help bring back the lost nitrogen into our farms.
End of track



SEARCH >

Contact | About | Login | RSS | Français



Knowledge for Development

Observatory on Science, Technology and Innovation for ACP Agricultural and Rural Development

CTA and S&T | S&T Policy | S&T Issues | Commodities

You are in: Home > Dossiers > S&T Policy > Participatory approach... > Relevant publications > Participatory resear...



Participatory research extension approach: N2Africa extension method

Author:

Date: 23/10/2012

Introduction:

'Putting nitrogen fixation to work for smallholder farmers in Africa' (N2Africa) is a research and development partnership project that is developing, disseminating, and promoting appropriate N2-fixation technologies for smallholder farmers, focusing on four major grain legumes. The project is operating in eight African countries (DR Congo, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, and Zimbabwe) and three subregions over 4 years. Partner institutions involved in the project include national agricultural research and extension systems (NARES) of countries in West, East, and Southern Africa, AGRA, TSBF-CIAT, IITA, ICRISAT, EMBRAPA, ACIAR, and TLII.

(IITA, 2010)

» [Visit this site](#)

RELATED DOSSIER(S)

- Participatory approaches in ARD

E-MAIL NEWSLETTER

E-mail Address

English Français

» [Download latest](#)

INTERACT WITH US

- [Contact us](#)
- [Twitter](#)
- [Facebook](#)
- [RSS Feeds](#)

MEMBERS

Username



Knowledge for Development
Observatory on Science and Technology

Connaissances pour le développement
Observatoire des sciences et des technologies

Knowledge

[Printer-friendly version](#) | [Return to normal page view](#)

Participatory research extension approach: N2Africa extension method

Author:

Date: 23/10/2012

Introduction: 'Putting nitrogen fixation to work for smallholder farmers in Africa' (N2Africa) is a research and development partnership project that is developing, disseminating, and promoting appropriate N₂-fixation technologies for smallholder farmers, focusing on four major grain legumes. The project is operating in eight African countries (DR Congo, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, and Zimbabwe) and three subregions over 4 years. Partner institutions involved in the project include national agricultural research and extension systems (NARES) of countries in West, East, and Southern Africa, AGRA, TSBF-CIAT, IITA, ICRISAT, EMBRAPA, ACIAR, and TLII. (IITA, 2010)

[Printer-friendly version](#) | [Return to normal page view](#)

The Knowledge for Development website (<http://knowledge.cta.int>) supports the policy dialogue on S&T for agricultural and rural development in African, Caribbean and Pacific (ACP) countries. It enables the ACP scientific community - primarily agricultural research and development scientists and technologists, policy makers, farmers and other stakeholders and actors - to share and review results of national and regional efforts and collaborate to harness science and technology for the development of agriculture in their countries.

The opinions expressed in the comments and analysis are those of the authors, and do not necessarily reflect the views of CTA.

© Copyright 2003-2004 CTA, Wageningen, Netherlands. E-mail: knowledge@cta.int



List of project reports

1. N2Africa Steering Committee Terms of Reference
2. Policy on advanced training grants
3. Rhizobia Strain Isolation and Characterisation Protocol
4. Detailed country-by-country access plan for P and other agro-minerals
5. Workshop Report: Training of Master Trainers on Legume and Inoculant Technologies (Kisumu Hotel, Kisumu, Kenya-24-28 May 2010)
6. Plans for interaction with the Tropical Legumes II project (TLII) and for seed increase on a country-by-country basis
7. Implementation Plan for collaboration between N2Africa and the Soil Health and Market Access Programs of the Alliance for a Green Revolution in Africa (AGRA) plan
8. General approaches and country specific dissemination plans
9. Selected soyabeans, common beans, cowpeas and groundnuts varieties with proven high BNF potential and sufficient seed availability in target impact zones of N2Africa Project
10. Project launch and workshop report
11. Advancing technical skills in rhizobiology: training report
12. Characterisation of the impact zones and mandate areas in the N2Africa project
13. Production and use of rhizobial inoculants in Africa
18. Adaptive research in N2Africa impact zones: Principles, guidelines and implemented research campaigns
19. Quality assurance (QA) protocols based on African capacities and international existing standards developed
20. Collection and maintenance of elite rhizobial strains
21. MSc and PhD status report
22. Production of seed for local distribution by farming communities engaged in the project
23. A report documenting the involvement of women in at least 50% of all farmer-related activities
24. Participatory development of indicators for monitoring and evaluating progress with project activities and their impact
25. Suitable multi-purpose forage and tree legumes for intensive smallholder meat and dairy industries in East and Central Africa N2Africa mandate areas
26. A revised manual for rhizobium methods and standard protocols available on the project website
27. Update on Inoculant production by cooperating laboratories
28. Legume Seed Acquired for Dissemination in the Project Impact Zones
29. Advanced technical skills in rhizobiology: East and Central African, West African and South African Hub
30. Memoranda of Understanding are formalized with key partners along the legume value chains in the impact zones
31. Existing rhizobiology laboratories upgraded
32. N2Africa Baseline report



33. N2Africa Annual country reports 2011
34. Facilitating large-scale dissemination of Biological Nitrogen Fixation
35. Dissemination tools produced
36. Linking legume farmers to markets
37. The role of AGRA and other partners in the project defined and co-funding/financing options for scale-up of inoculum (banks, AGRA, industry) identified
38. Progress Towards Achieving the Vision of Success of N2Africa
39. Quantifying the impact of the N2Africa project on Biological Nitrogen Fixation
40. Training agro-dealers in accessing, managing and distributing information on inoculant use
41. Opportunities for N2Africa in Ethiopia
42. N2Africa Project Progress Report Month 30
43. Review & Planning meeting Zimbabwe
44. Howard G. Buffett Foundation – N2Africa June 2012 Interim Report
45. Number of Extension Events Organized per Season per Country
46. N2Africa narrative reports Month 30
47. Background information on agronomy, farming systems and ongoing projects on grain legumes in Uganda
48. Opportunities for N2Africa in Tanzania
49. Background information on agronomy, farming systems and ongoing projects on grain legumes in Ethiopia
50. Special Events on the Role of Legumes in Household Nutrition and Value-Added Processing
51. Value chain analyses of grain legumes in N2Africa: Kenya, Rwanda, eastern DRC, Ghana, Nigeria, Mozambique, Malawi and Zimbabwe
52. Background information on agronomy, farming systems and ongoing projects on grain legumes in Tanzania
53. Nutritional benefits of legume consumption at household level in rural sub-Saharan Africa: Literature study
54. N2Africa Project Progress Report Month 42
55. Market Analysis of Inoculant Production and Use
56. Identified soyabean, common bean, cowpea and groundnut varieties with high Biological Nitrogen Fixation potential identified in N2Africa impact zones
57. A N2Africa universal logo representing inoculant quality assurance
58. M&E Workstream report
59. Improving legume inoculants and developing strategic alliances for their advancement
60. Rhizobium collection, testing and the identification of candidate elite strains
61. Evaluation of the progress made towards achieving the Vision of Success in N2Africa
62. Policy recommendation related to inoculant regulation and cross border trade
63. Satellite sites and activities in the impact zones of the N2Africa project
64. Linking communities to legume processing initiatives



-
- 65. Special events on the role of legumes in household nutrition and value-added processing
 - 66. Media Events in the N2Africa project



Partners involved in the N2Africa project



A2N



Bayero University Kano (BUK)



Caritas Rwanda



Diobass



Eglise Presbyterienne Rwanda



GeAgrofia



University of Nairobi MIRCEN



University of Zimbabwe



Urbanet

