Videos that travel, practices that take root

O1 – Strengthening agricultural knowledge and innovation systems

Scope • Madagascar; community dissemination centres and farmer networks
Partners • FCA Madagascar, CEDAR, FM3A, AFAAS, FOFIFA

The starting situation

Research and climate-relevant farming innovations do not reach farmers simply because they exist. Farmers need practical, accessible ways to see how a technique works and decide whether to use it in their own conditions.

How partners contributed

With AFAAS support, FCA Madagascar trained stakeholders from CEDAR and FM3A to produce videos that translate climate-relevant technologies into farmer-facing learning. Topics included seven-day compost, biomass management, fruit-tree nurseries, integrated pest management, fruit trees, water management, irrigation, agroecology and permaculture.

CEDAR used six community dissemination centres and FM3A more than 16 centres to share the videos, alongside good practices and farmer success stories.

What changed

The programme graphic reports that FM3A reached more than 500 beneficiaries, with 65–70% of viewers adopting a practice. CEDAR videos reached about 480 farmers, with around half reporting adoption. A fruit-tree nursery video was viewed by about 247 smallholder farmers, more than 80% of whom reportedly adopted the practice.

At the Betsiboka dissemination centre, Larissa watched a video on seven-day compost, tried the method and said it improved her crops; neighbours copied it. At the demonstration centre in Betsizaraina, Mr Rija reclaimed a swampy plot for a fish pond and a bean-and-vegetable garden and also produced seven-day compost. Seventy beneficiary farmers were reported as food secure.

Evidence and source

These reach and adoption figures, examples and centre descriptions are reported in the programme’s case graphic.

Source record • SS1 Infographics

Sustainability and lessons

The model combines locally made content with existing centres that farmers can visit and share through. Keeping videos current, documenting who views them and following up on practice adoption would help partners understand which topics and formats lead to sustained change. The central lesson is to connect demonstrations, peer examples and follow-up rather than rely on video distribution alone.