

Where should you work?

Work with local partners to identify locations that are **representative** in terms of the physical and socio-economic circumstances of the target group(s) you plan to work with.

Selecting your site.

- **Representative:** Talk with well-informed local experts and use maps and reports to identify representative villages, sites and target groups for both assessment and on-going research, validation and dissemination work. Consider, socio-economic factors (such as income, land use, markets, crops and yields, income, farm size, credit, infrastructure, input availability, cropping system, types of problems experienced, land type and use, water availability etc.) and physical factors (such as topography, soils, temperature, etc.).
- **Impact potential:** Select areas with high potential for improving farm-level productivity and farmers' income through appropriate technical intervention and marketing.
- **Political considerations:** Be pragmatic and align and support as appropriate government efforts.
- **Avoid “clutter”:** Avoid areas where a number of projects and government programs are already active. Farmers may not be eager (or may even be hostile) to “yet another” project and another needs assessment, etc..
- **Willing collaborators:** Choose areas where farmers and local partners are enthusiastic to both cooperate and contribute their own resources.
- **Access:** Choose locations that facilitate good contact, activity and follow-up. Consider distance and infrastructure. Recognize, you are dealing with a balance of time to invest in field activities, site(s) as useful demonstrations and travel time.
- **Transfer potential:** Select areas that can serve as ‘Lighthouse Sites’ or training grounds for technology dissemination to other areas and other groups (both agents and farmers).



Work in areas that have willing collaborators, are readily accessible and which represent the greater target area.