



# Needs & Opportunity

## What is a Needs and Opportunity Assessment (NOA)?

Many forms of participatory assessment exist. The NOA is one simple, efficient (1-3 days) easy-to-follow flexible method for assessing the farmers' actual problems, problem causes and possible solutions - paying particular attention to the farmers' circumstances.

### Why use a NOA?

Farmers often do not adopt recommendations. This problem often arises due to a mismatch between the farmers' actual needs and circumstances and their needs as perceived by research and extension groups.

Success starts with good diagnosis, where the problems and needs are identified taking in to account the audience, their circumstances and their potential options for improvement.

The needs and opportunity assessment (NOA) is a powerful tool that can help diagnose farmers' real problems and constraints and help research and extension groups develop more appropriate solutions.



### Conducting the NOA

The steps for conducting a NOA involve close association with local groups and the target group farmers:

1. Select the site.
2. Collect secondary data.
3. Plan for the NOA.
4. Conduct the NOA field activities.
5. Characterize and map the site and domain.
6. Analyze the stakeholders.
7. Analyze and prioritize problems.
8. Synthesize observations from field and farmer visits to plan next steps
9. Analyze problems and their causes.
10. Develop solutions and accompanying options with farmers.
11. Match the solutions with farmers' needs and circumstances.
12. Prepare the report.

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