

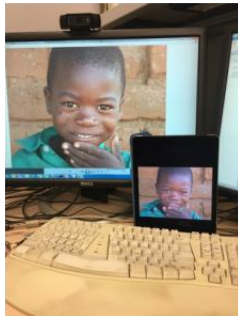


The Need?

- More than 80% of the world's **570 million farms** are small scale (<2 ha).
- These small-scale farm communities are home to over 70% of the world's poor.
- Poor farmers typically lack access to 1) resources (including credit), 2) decent markets, and 3) "good" information.



We work with extension providers to be market-oriented, demand-driven and more entrepreneurial so they can better meet farmers' needs.



Study

We do research and studies to find how to better reach farmers

Where do Farmers get their information? How can traditional approaches and Information Communication Technology (ICT) help?



Synthesize

We develop practical tools and best practices to help better reach farmers.

We use "**ASK ME**" as a robust, easy-to-remember, and widely-accepted 5-step guide to successfully implement extension.



Share

We build capacity and advise to develop stronger systems to better reach farmers

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