



## **Expert Consultation Workshop on Market Oriented Agricultural Advisory Services**

*Amman-Jordan, 15-17 of October, 2012*

### **TENTATIVE AGENDA**

The primary focus of agricultural extension today is shifting from increasing production to enhancing rural incomes and livelihoods through market-orientation and responding to farmers' demand<sup>1</sup>. Market orientation requires redirecting agricultural extension and advisory services from a limited focus on increasing production to improving farm management, market access and agribusiness. It also implies new roles for extension services that move beyond technology dissemination to facilitation of innovation, knowledge brokerage and promoting dialogue among stakeholders.

Market-Oriented Agricultural Advisory Services (MOAAS) consists of knowledge services that assist small- and medium-scale farmers and other actors in agricultural value chains, to increase their access to markets and realize benefits from commercialization<sup>2</sup>. Promoting MOAAS is viewed as part of an agricultural innovation system that embraces all actors needed for innovation to take place. MOAAS can therefore involve facilitating stakeholder processes, interactive learning and enhancing linkages and collaboration among various actors to foster innovation and achieve social and economic benefits.

Core questions:

- What kind of policies and capacities are needed to develop viable market-oriented agricultural advisory services (MOAAS)?
- How can MOAAS foster inclusive agricultural innovation for small-scale producers and family farmers?

Workshop outline:

- Setting the stage: concepts, principles and cases studies
- Country experiences: lesson learning and identification of innovation studies
- Working out a regional proposal for capacity development and networking: policy, institutional and human resources development in MOAAS.

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<sup>1</sup> Mobilizing the potential of Rural and Agricultural Extension. FAO. 2010

<sup>2</sup> Common Framework on Market-Oriented Agricultural Advisory Services. Neuchatel Initiative. 2008.

## Expert Consultation Workshop on Market Oriented Agricultural Advisory Services

Amman-Jordan, 11-13 of September, 2012

### TENTATIVE AGENDA

#### Day 1,

Tuesday 11<sup>th</sup> of September, 2012

**9.00 – 11.00**

- ❖ Welcome Statements by AARINENA & FAO
- ❖ Introduction of participants
- ❖ Introduction to Workshop objectives & methodology
- ❖ Global changes and the rationale for reorienting agricultural extension, **FAO**
- ❖ Innovations in extension and advisory services: global and regional trends, TBD
- ❖ Q&A Discussion in plenary

**11.00 – 11.30**

***Coffee break***

**11.30 – 13.00**

- ❖ Key elements for effective market oriented advisory services, **FAO**
- ❖ Selected case studies on agricultural innovation and market-oriented agricultural advisory services, TBD
- ❖ Q&A Discussion in plenary

**13.00 – 14.00**

***Lunch***

**14.00 – 16.00**

- ❖ Status of agricultural extension and advisory services and challenges for market orientation and agribusiness development: Country experiences
- ❖ Concluding analysis
- ❖ Evaluation of the day

**Day 2,**

**Wednesday, 12<sup>th</sup> of September, 2012**

**9.00 – 11.00**

- ❖ Recap day 1
- ❖ Opportunities and progress in re-orienting extension and advisory services: country experiences
- ❖ Identification of innovation studies and lesson learning from country experiences

**11.00 – 11.30**

***Coffee break***

**11.30 – 13.00**

- ❖ Introduction to Working Groups (WGs)  
WG1: Identification of national priorities for market orientation of extension and advisory services

**13.00 – 14.00**

***Lunch***

**14.00 – 16.00**

- ❖ report back from WGs (Presentation of findings and conclusions)
- ❖ WG2: Regional/subregional priorities for capacity development (policies, institutional and human resources development) in market-oriented extension
- ❖ Discussion in plenary and joint conclusions

**19:00**

***Dinner***

**Day 3,**

**Thursday 13<sup>th</sup> of September, 2012**

**9.00 – 11.00**

- ❖ Recap Day 2
- ❖ WG3: Develop the building blocks of a regional/subregional proposal (outcome, objective,

outputs and main lines of action)

- ❖ Presentation of identified elements in plenary

**11.00 – 11.30**

***Coffee break***

**11.30 – 13.00**

- ❖ FAO technical assistance and field programme support
- ❖ Prospects for regional collaboration and networking on market-oriented extension and advisory services
- ❖ WG4: Development of a regional/subregional project outline (template to be provided)

**13.00 – 14.00**

***Lunch***

**14.00-16.00**

- ❖ Presentation to plenary and finalization of project outline
- ❖ Concluding session of the meeting
- ❖ How to go from here – next steps
- ❖ Evaluation of the meeting
- ❖ Thank you note and close