



Roundtable Consultation on Agricultural Extension
*for Strengthening Sustainable Agriculture and
Farmers' Participation in Value Chains in Asia*

March 15-16, 2012

Venue: Friendship Hotel, Beijing, China
Meeting Room: Building 8, Ground Floor

Programme

Wednesday, 14 March 2012

19.00 Participants arrive at the Friendship Hotel, Beijing, China
Buffet dinner at the hotel (optional), Friendship Palace

Thursday, 15 March 2012

08.00-08.30 Registration

08.30-09.00 **Introduction & Overview**

Ren WANG, Vice President, Chinese Academy of Agricultural Sciences
Marco FERRONI, Executive Director, Syngenta Foundation for Sustainable Agriculture

09.00-10.00

Keynote Addresses

Chair: Ren WANG, Chinese Academy of Agricultural Sciences

The Role of Extension & Research in the Agricultural Transformation

Hans BINSWANGER-MKHIZE, China Agricultural University

**Agriculture in Transition and Implications for Extension and Delivery of Services
to Small Farms in China**

Jikun HUANG, Center for Chinese Agricultural Policy, Chinese Academy of Sciences

Feedback from the audience

10.00 -10.30 Coffee/Tea Break, Group photo

10.30-11.45 **Panel Discussion: Agricultural Extension for Small Farmers in Asia: Assessing
the Need**

Moderator: Marco FERRONI, Syngenta Foundation for Sustainable Agriculture

- **Vo-Tong XUAN**, Tan Tao University, Vietnam
 - **Pantjar SIMATUPANG**, Ministry of Agriculture, Indonesia
 - **Suresh BABU**, IFPRI
 - **Jikun HUANG**, Chinese Academy of Sciences
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11.45-13.00 Lunch

13.00-14.35	<p>1. Public Agricultural Extension: Pursuing Intensification, Diversification, Income and Sustainability Goals</p> <p><i>This Session will assess current patterns, coverage, effectiveness, strengths and weaknesses of extension offered by the public (governmental) sector: mission, organisation, resources, management, client responsiveness, quality, results.</i></p> <p>Chair: Kevin CHEN, IFPRI-China</p> <p>Shengdou CHEN, National Agro-Tech Extension Service Center, Ministry of Agriculture, China Dongxin FENG, Chinese Academy of Agricultural Sciences K Narayana GOWDA, University of Agricultural Sciences, GKVK, India Nguyen Van BO, Vietnam Academy of Agricultural Sciences Sunarru Samsi HARIADI, Gadjah Mada University, Indonesia</p>
14.35-16.25	<p>2. Private Agricultural Extension, the Game-changing Emerging Trend</p> <p><i>This Session will assess the rise in the provision of extension by private (commercial and non-profit) actors (e.g., agro-dealers, input suppliers, rural business hubs, produce buyers, farmer organisations, NGOs and others): coverage, quality, client responsiveness and results.</i></p> <p>Chair: Partha DASGUPTA, Syngenta Foundation for Sustainable Agriculture</p> <p>Jeff AU, CropLife China / Syngenta China Soumen BISWAS, PRADAN, India Qiaoqiao ZHANG, CABI, United Kingdom M. N. REDDY, National Institute of Agricultural Extension Management, India Yarong ZHAO, DaBeiNong Technology Group Co. Ltd, China Tantono SUBAGYO, Syngenta Indonesia</p>
16.25-16.40	Coffee/Tea Break
16.40-18.15	<p>3. Partnerships and Pluralism in Extension</p> <p><i>This Session will assess the experience of different countries with selected extension delivery and financing options from farmer field schools to market-led extension, dissecting what worked and why, and highlighting the trend towards pluralism and the provision of extension and other services through partnerships between various categories of actors.</i></p> <p>Chair: Nguyen Van BO, Vietnam Academy of Agricultural Sciences</p> <p>Magdalena BLUM, Office of Knowledge Exchange, Research and Extension, FAO Pantjar SIMATUPANG, Ministry of Agriculture, Indonesia Kevin CHEN, IFPRI-China Nguyen Van DINH, Hanoi University of Agriculture, Vietnam Yinhong SUN, IFAD-China</p>
18.15 -18.30	<p>Wrap-up and Perspective on the Day's Discussion</p> <p>Hans BINSWANGER-MKHIZE, China Agricultural University</p>
19.00	Dinner at the hotel (hosted by Syngenta Foundation for Sustainable Agriculture)

09.00-10.20	<p>4. Putting Cell Phones to Good Use: Mobile Solutions in Extension <i>This Session will assess specific instances of mobile applications as instruments for the dissemination of information, agronomic support, and transparency in the market place.</i></p> <p>Chair: Sunarru Samsi HARIADI, Gadjah Mada University, Indonesia</p> <p>Fritz BRUGGER, Syngenta Foundation for Sustainable Agriculture Djuara P. LUBIS, Bogor Agricultural University, Indonesia Wensheng WANG, Agricultural Information Institute, Chinese Academy of Agricultural Sciences Zulkifli ZAINI, Director of IRRI-Indonesia</p>
10.20-10.35	Coffee/Tea Break
10.35-11.20	<p>5. How to Raise the Coverage and Impact Effectiveness of Agricultural Extension <i>This session will revisit and deepen the conversation so far, focusing on public extension and the role of the public sector as multiple extension actors emerge.</i></p> <p>Chair: K. Narayana GOWDA, University of Agricultural Sciences, GKVK, India</p> <p>Ruifa HU, Beijing Institute of Technology, China Rasheed SULAIMAN, Centre for Research on Innovation and Science Policy, India</p>
11.20-12.20	<p>Break-out Discussion Breakout Group A: (Moderator: Partha DASGUPTA, Rapporteur: Nguyen Van DINH) Breakout Group B: (Moderator: Zulkifli ZAINI, Rapporteur: M. N. REDDY)</p>
12.20-13.30	Lunch
13.30-14.15	Feedback from Break-out Groups, Group Discussion
14.15-15.00	<p>6. How to Build Demand-Driven and Financially Sustainable Extension Solutions to Support Farmers' Participation in Value Chains <i>This Session will focus on business, financing and revenue models for privately supplied extension and public-private service schemes.</i></p> <p>Chair: Soumen BISWAS, PRADAN, India</p> <p>Vo-Tong XUAN, Tan Tao University, Vietnam Suresh BABU, IFPRI</p>
15.00-16.00	<p>Break-out Discussion Breakout Group A: (Moderator: Yuan ZHOU, Rapporteur: Rasheed SULAIMAN) Breakout Group B: (Moderator: Magdalena BLUM, Rapporteur: Djuara P. LUBIS)</p>
16.00-16.15	Coffee/Tea Break
16.15-17.00	Feedback from Break-out Groups, Group Discussion
17.00-18.00	<p>Concluding Discussion: Agricultural Extension - the Way Forward Roundtable discussion Chair: Marco FERRONI</p>
18.00	Closing Remarks by Ren WANG

19.00

Dinner (hosted by Chinese Academy of Agricultural Sciences)

Saturday, 17 March 2012

08.30-14.30

Field Excursion: Visiting the Mushroom Science & Technology Park in Tongzhou District (organized by CAAS)