



FACTORS AFFECTING THE ADOPTION OF IMPROVED VARIETIES

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Factors Influencing/ Hindering Adoption of new crop varieties

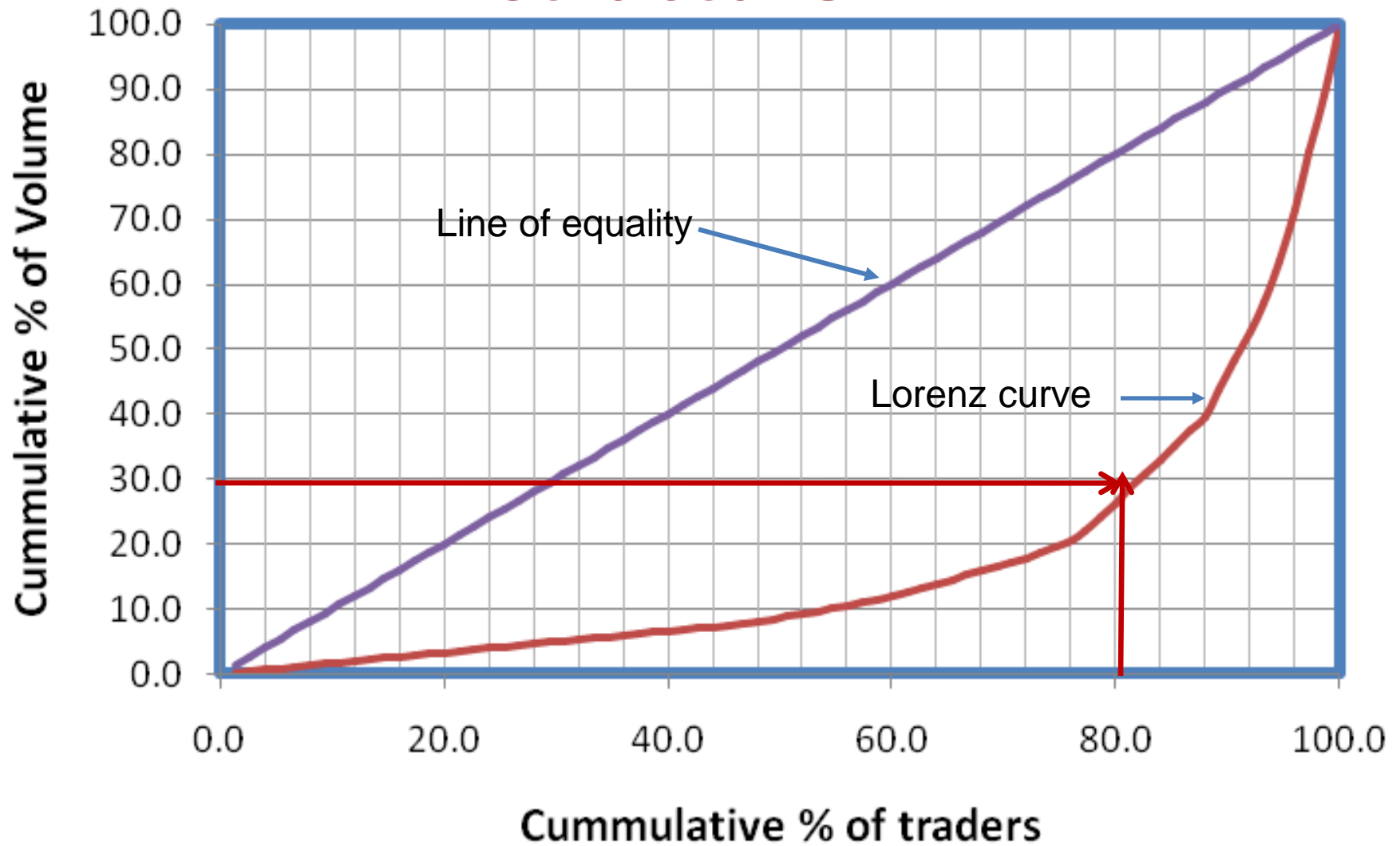
- Demographic characteristics
- Lack of information
- lack of access to seed
- Poor dissemination pathways
- High cost of seed

- New varieties may be superior on-station
- But**
- Inferior in farmer fields / consumer preferred attributes
 - inadequate access to markets

Factors Influencing Adoption of Improved wheat varieties by farmers

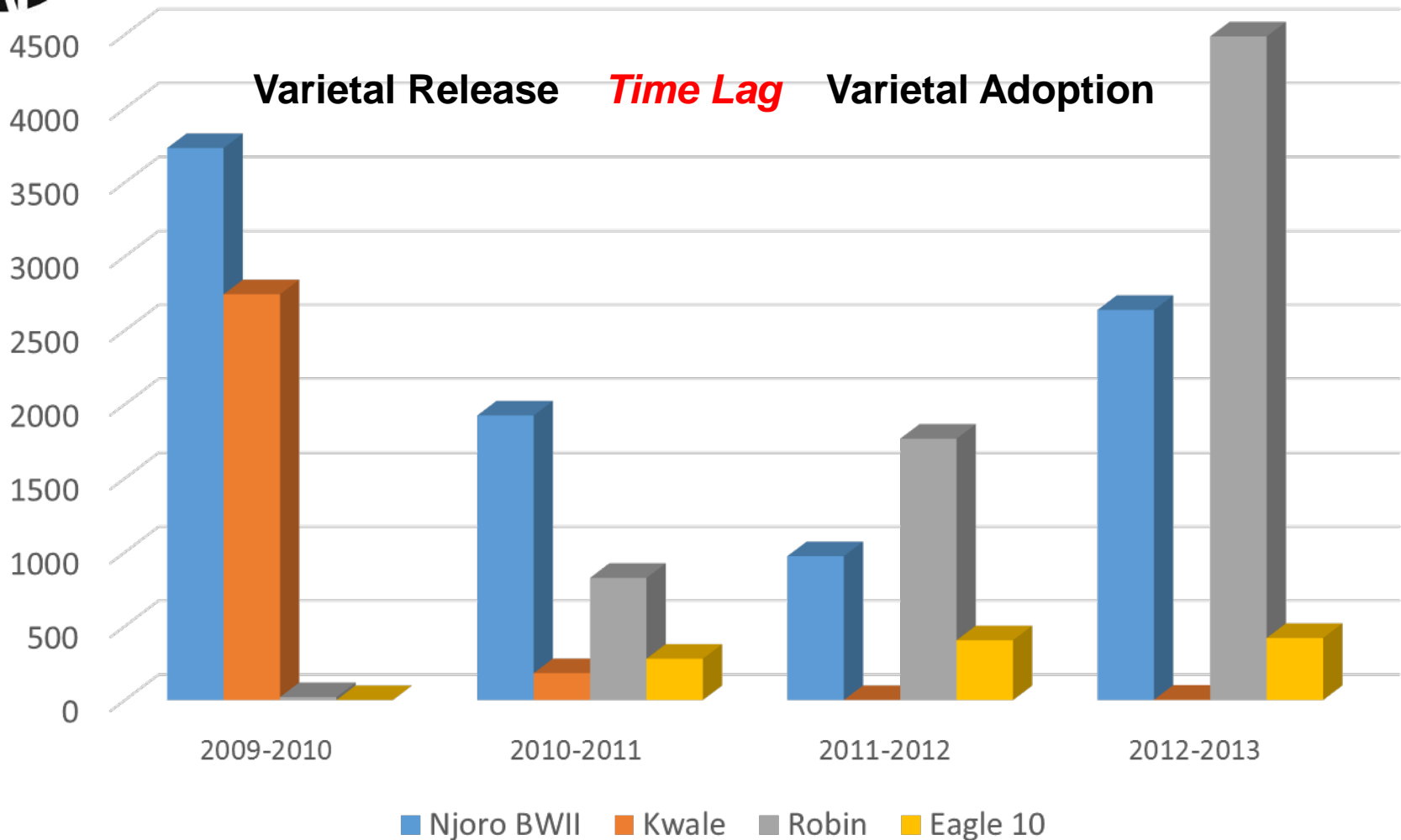
<u>Variables</u>	<u>Coefficient</u>	<u>Standard Error</u>	<u>T-statistics</u>	<u>Mean Value</u>
Constant	-7.3986***	2.133	-3.4750	
Age	-0.0130	.01694	- .767	47.8332
Sex	0.3044	0.5432	0.564	0.4873
Marital Status	-0.7251	0.5152	-1.414	0.6272
Farming Experience	0.1003***	0.0353	2.847	20.5130
Education	0.2023***	0.8653	2.873	0.1472
No. Extension Visit	-0.941*	0.5723	-1.691	0.7472

Wheat grain/Seed market structure





Farmers' adoption behaviour



Acreage planted with four varieties within 4 years



Practical Example



S-C-P Survey -2008

Ex-Diani	Mugande	SPK004	Kalamb Nyerere
Muibai	Mwavuli	Ejumula	Bungoma,
Mwezi tatu	0566682/03	Zapallo	Nyandere
Kemb 10	Salyboro	Carrot c	Jayalo
SPK004,6	91/218	Mayai	Nyathiodiewo
SPK013	Nyawo	Mar Ooko	
102022-05			



Survey - 2009

The Consumer Preferred Varieties in the Major Markets



Attributes considered important by consumers :-

- Skin colour
- Fresh colour
- Texture/dry matter
- Geographical origin

Constraints Identified

- 1. Low yielding varieties
- 2. Lack clean planting
- 3. Poor market linkages
- 4. Limited information on varieties
- 5. Value addition



IMPACTS



National Sweetpotato Platforms

**SP platform
District 1 (Zone 1)**

**SP platform
District 2 (Zone 2)**

**SP platform
District 3 (Zone 3)**

Actors on the platforms: farmers, seed producers, breeders, researchers, tuber traders, SP product processors, seed traders, NGO's and public extension providers, credit, market information providers, etc

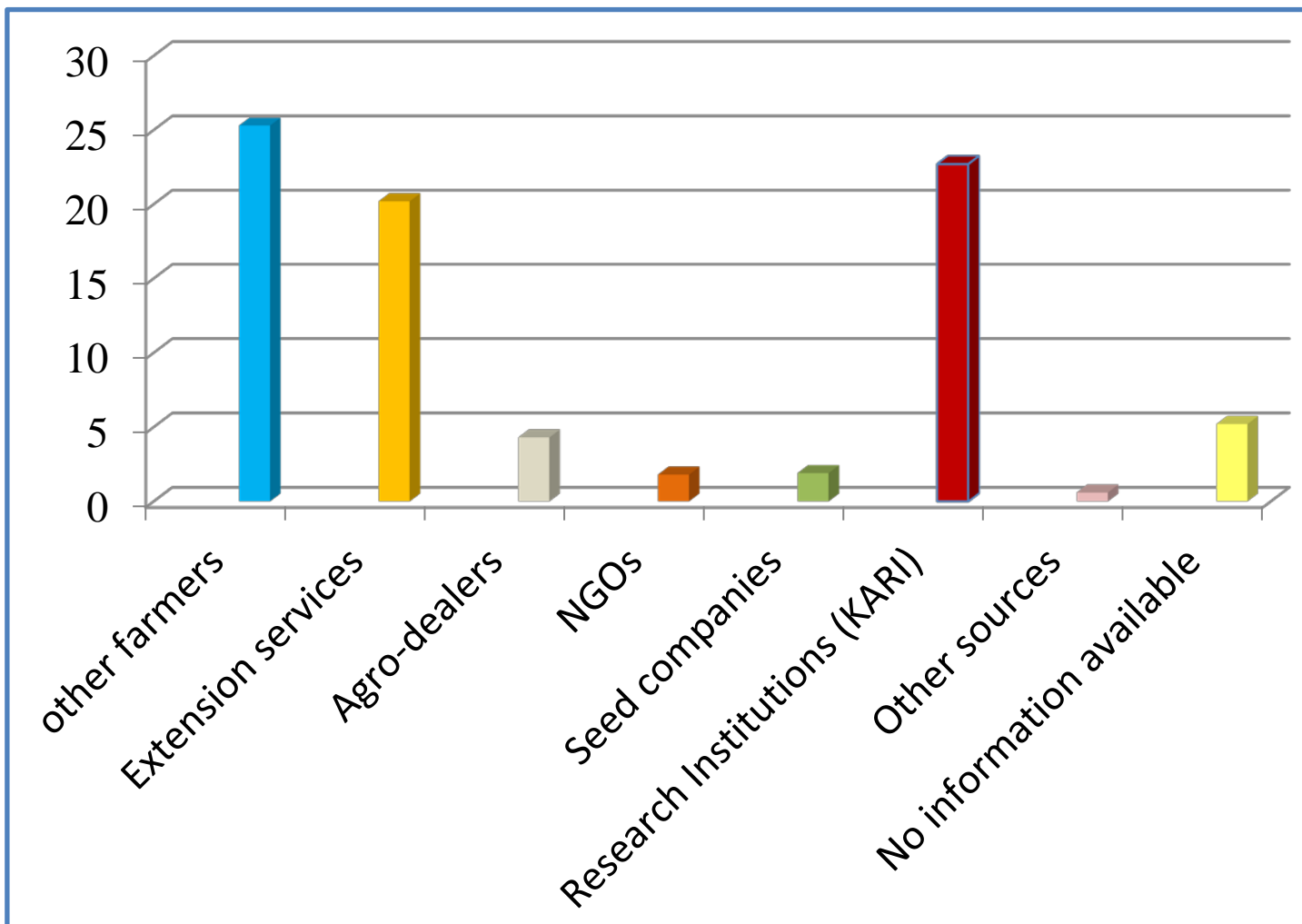


Figure 8: Farmer sources of information on new seed varieties



Achievements

ACTIV ITY	MALE	FEMALE	CHILDREN	TOTALS
Lead Contact Farmers Trainings	17	13		30
Demonstration Farms Attendances	81	60	46	187
Contact Farmers Trained	200	171		371
Disadvantaged groups trained	3	6		9
Contact Farmers Feedback meetings	321	284		605
Individual farmers visited with Sp. Messages	342	394		736
New groups reached by SP team	95	86		183
Group Visits and meetings	467	908		1375
Totals	1583	1916	46	3496



Points of focus

- Involving the farmers at all the stages of crop improvement
- Increased understanding of consumers preferences
- Enhancing partnerships (PPP) for effective delivery of new seed varieties
- Decentralized seed systems (Avoid monopolistic tendencies)
- Promote use of ICT and access to information
- Technology shops decentralized



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