

The Roles of Agricultural Extension



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Situations of Farming



- **Global change**
 - Food market: price, food security and safety
 - Climate change
- **Technology innovation**
 - Mobile, ICT, biotechnology
- **Farmers' income decrease**
 - Market prices decreased by about 50%(1980→2000)
 - Farm diversification

Agricultural Change



- What is agriculture?
 - Hobby farm, social farm, tourism farm, commercial farm
- Who is farmer? Geo-political
 - At least \$1000 (US), 1000m²(Korea)
 - ex> EU, Agriculture produce(bovine semen, nursery), agricultural services racehorse training service , annual turnover €37,500, ?(Africa)
- Income diversification
 - Subsidies: 17%(US), 31%(EU), 4.3%(Australia), 5%(Korea)
 - Tourism: 23%(Kansas), 30%(EU), 2%(Korea)

Challenge of Extension



● Meaning of extension?

- Voorlichting(lightning, Dutch), Penyuluhan(torch, Indi)
- Erkembangan(extension, Mal)
- Aufklärung(enlighenment, Ger), Erziehung(problem solving, Ger)
- Forderung(furthering, Aus), 농촌지도(rural guidance, Korea)
- Vulgarization(training, France), Capacitacion(training, Spain)

● Agri or rural extension?

- US: agri-technology, economic development, youth, and home economics
- Korea, Japan: extension specialist(agri-technology and home economics)
- Africa: ??

● Policy direction

- Agricultural policy → Rural development policy
- Rural resource valorization

Challenge of Extension



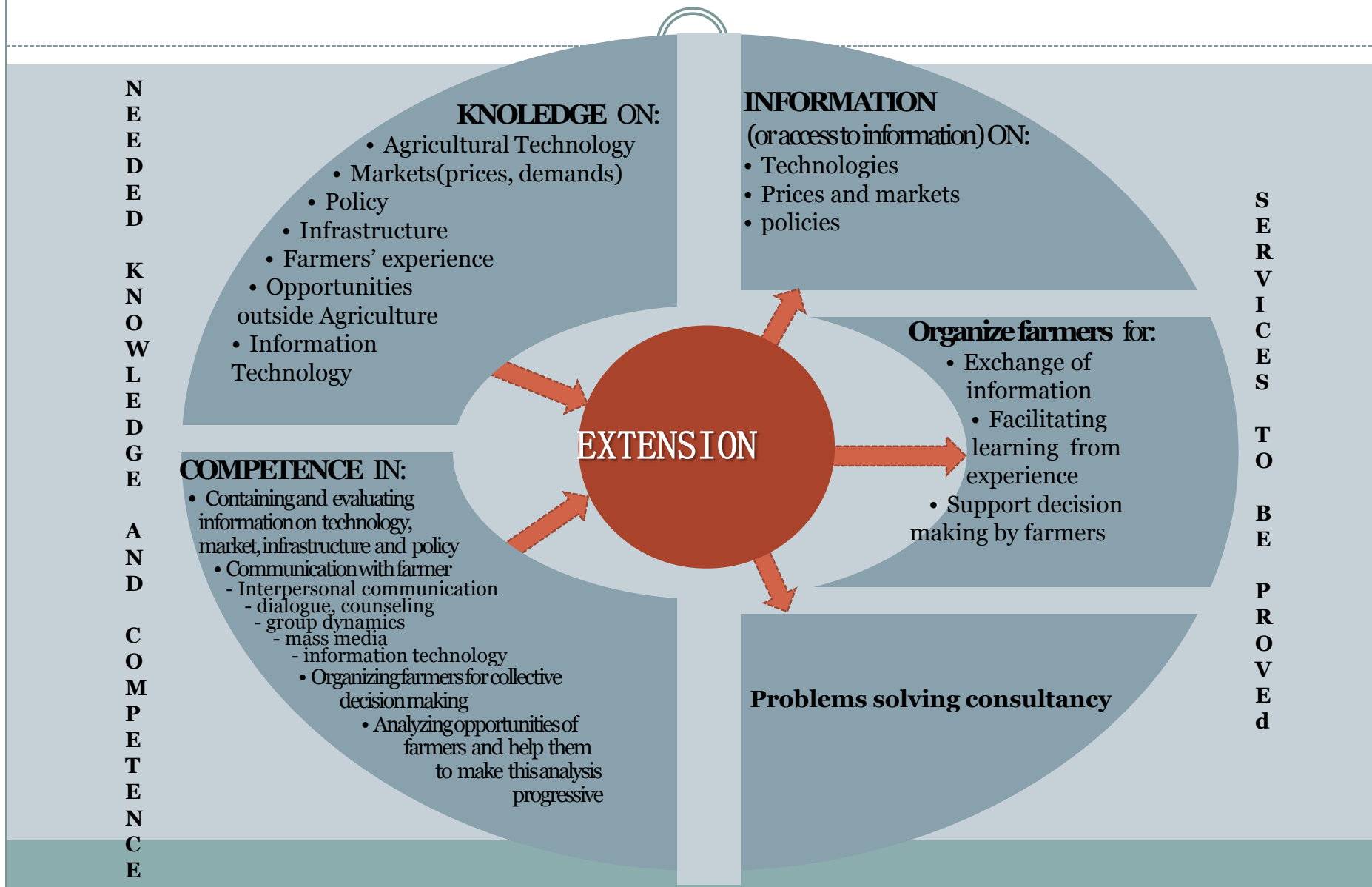
- Privatization (source: World Bank)
 - ✦ Extension worker: 800 thousands, 1,200 million people
 - ✦ Developing countries(90%), Asia(70%),
 - ✦ Government 80%, nongovernment 12%, private 5%
 - ✦ UK: Government-owned agency(1992), private-sector company(1997)
 - ✦ Public extension services
 - Developing countries 1:1,800 – 1:3,000(advanced countries 1:400)
 - Indi(1:1200), Japan(1.252), Mexico(1:800), Nigeria(1:1615), Korea(1:500), Tanzania and Thailand(1:1000)
- Decentralization
 - ✦ Fee-for-service public provision
 - ✦ Institutional pluralism
 - ✦
- Fiscal sustainability and political support
 - ✦ Research budgets as percentage of national agricultural budget
 - Indi(8.0%), Japan(1.8%), Mexico(7.7%), Nigeria(3.0%), Korea(2.2%), Tanzania(1.4%), Thailand(4.5%)
 - ✦ Extension budgets as percentage of national agricultural budget
 - Indi(6.0%), Japan(1.0%), Mexico(10.0), Nigeria(2.1%), Korea(1.5%), Tanzania(1.2%), Thailand(8.5%)
- Technical innovation or HRD (Roling, 1986)
- Extension / extension education

The Role of Extension Agents



- Farmers' interest / agent, government interest
- Service / education
- Extension role + other role
 - Agricultural technology information
 - Market information and management
 - Organizing farmers
 - Policy
 - policy regulation

Roles and Competencies for Extension



Fulfilling Agents Roles



- Help farmers to achieve their goals in the best way
- Build farmers' trust
- Help farmers make the most of existing opportunities
- See everything from the farmers' point of view
- Find farmers' own solutions to a problem than for an extension agent
- Less progressive people
- Effective communication, feedback
- Many aspects: crop, livestock, business, rural society

Six Roles of Extension Administrators



- Which role in government policy?
- Effective communication between extension and research?
- Manage the planning of an extension program?
- Farmers participate in planning extension program?
- Manage the extension organization?
- Ensure that sufficient resources are available to perform?

Conclusion

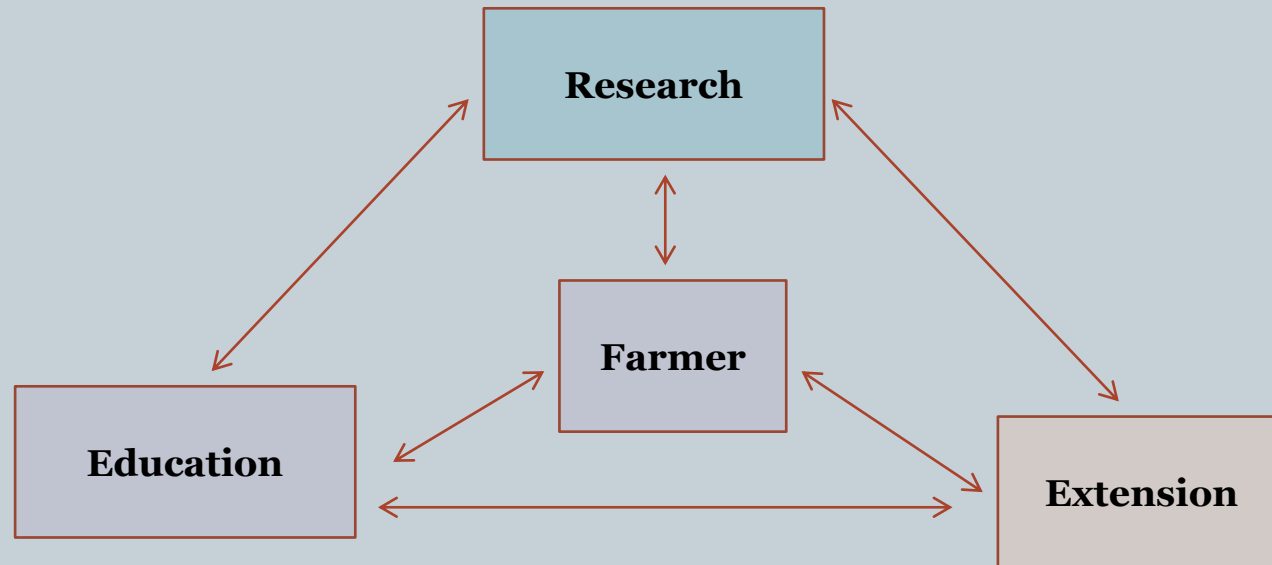


From:	To:
Supporting individual decision making	Also collective decision making
Technology dissemination	Supporting rural livelihood
Improving farm productivity	Improving farm and non-farm income
Adjusting farmers to their political environment	Helping farmers to influence their environment through organizations
Disseminating knowledge from research	Utilizing all sources of knowledge including market information and farmer's experience
Uniform extension program	Extension program adjusted to local situation and farmer's needs
Government extension service	Multiform extension system

Two Models for Agricultural Extension

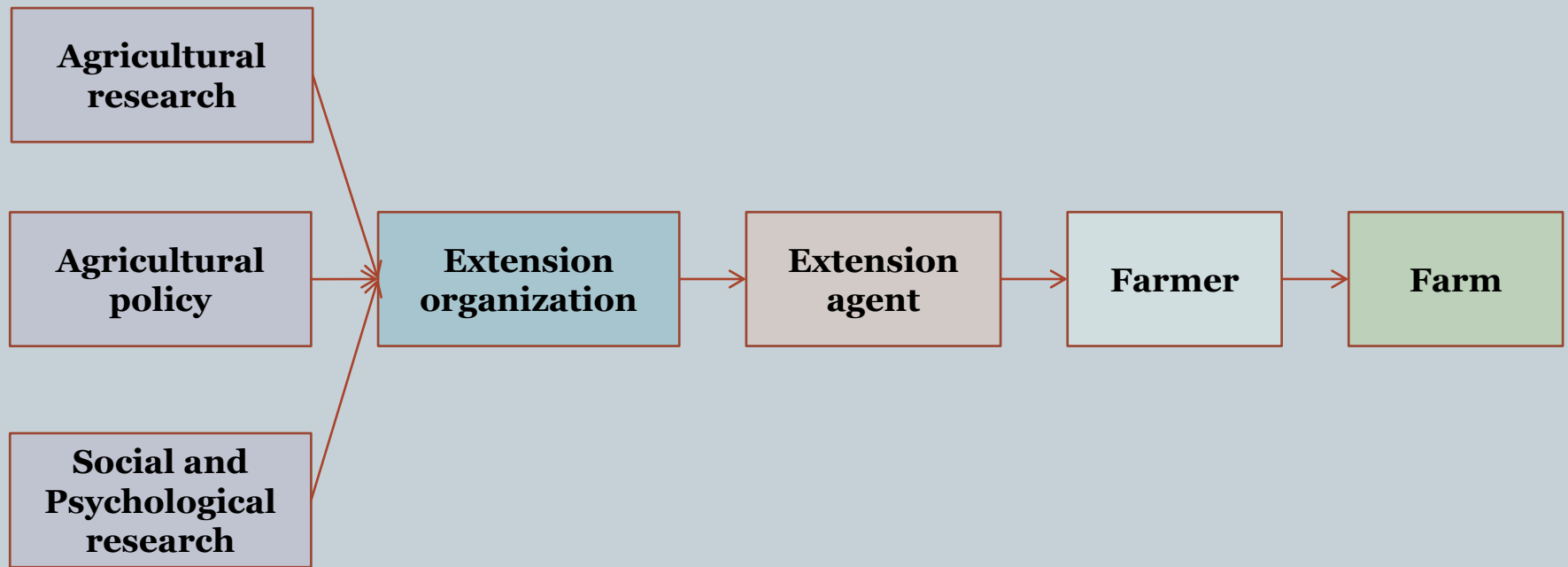


- **Agricultural Knowledge Information System(AKIS)**



Source: Roling (2003)

Two Models for Agricultural Extension



Source: van den Ban & Hawkins (1996)



- *Thanks much*