

## Reaching farmers with weed management technologies: Scaling approaches that work



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Implementing partners

Africa RISING Science for Impact Workshop  
17-19 January 2017, Dar es Salaam, Tanzania

[www.cassavaweed.org](http://www.cassavaweed.org)

- Major constraint to cassava productivity
- 500 hrs needed to keep cassava farm clean
- Weeding takes 50 to 80% of the total labor budget of cassava growers
- Women contribute more than 90% of the hand-weeding labor
- About 69% of farm children between the ages of 5-14 are forced to leave school and engaged in weeding
- Major causes of back ache
- In 1992 losses from weeds were evaluated at more than \$ 8 billion per year in the United States



## IITA-Cassava Weed Management Project

**AGRONOMY**



**Communication  
&  
Technology  
Transfer**

**HERBICIDES**



**MECHANICAL**



125,000 farmers are reached



# Herbicide selection in 2014

**Bayer**  
**Syngenta**  
**Valent**  
**FMC**  
**Monsanto**  
**BASF**  
**Saro AgroSciences**  
**DuPont**

- **Chemical companies**
- **CropLife Nigeria**
- **National Partners**
- **NAFDAC**
- **NESREA**
- **FMARD**
- **Purdue University**

Using due diligence

**2014**

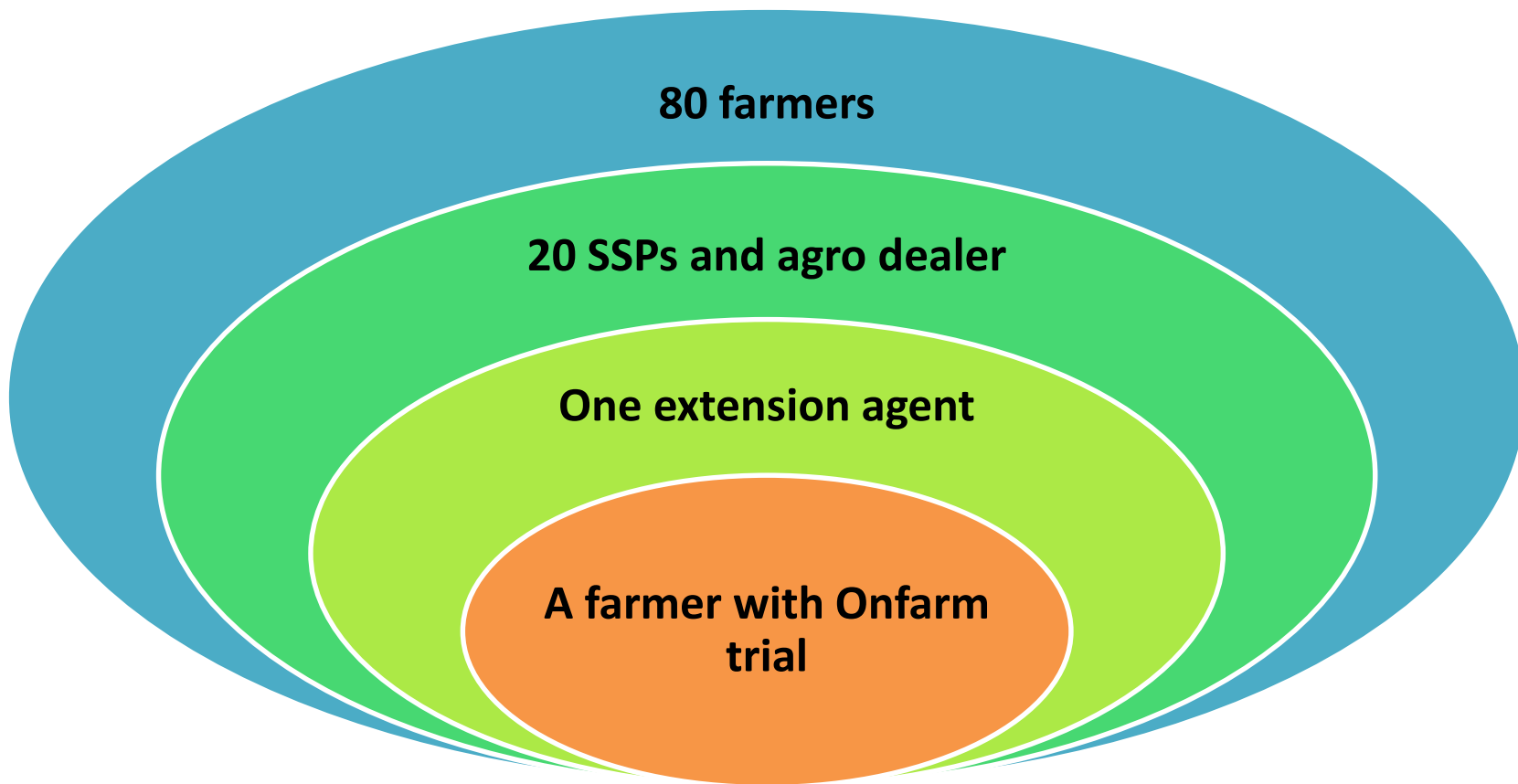
**22**  
**Pre**

**19**  
**PostE**

**2015**

**12**  
**Pre**

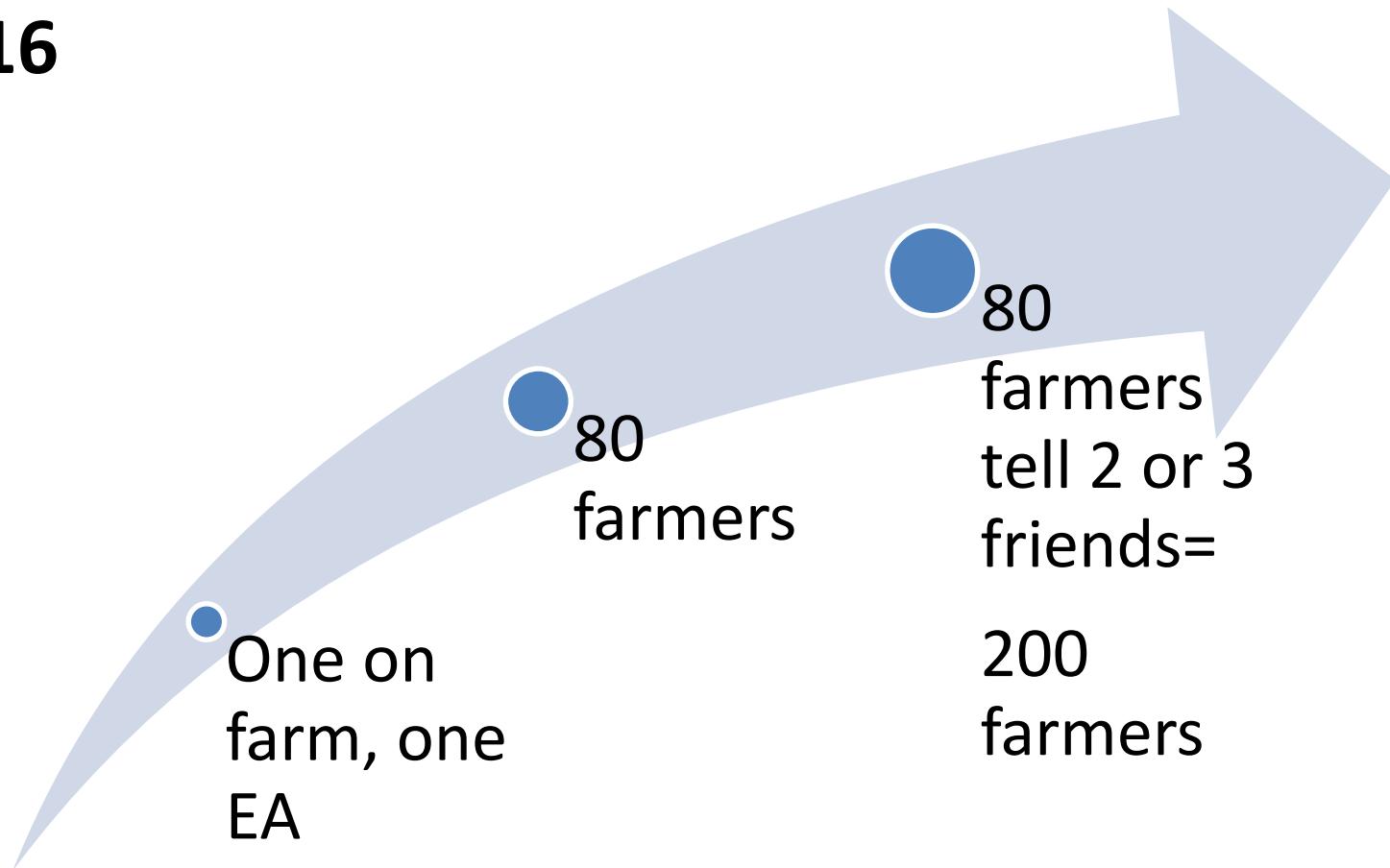
**6**  
**PostE**



Onfarm model



# Projected reach per site on onfarm trials in 2016



**50 sites X 200 farmers = 10,000 farmers**





Visit to the palace of HRH Eze Valentine C. Ohunta, Traditional Ruler of Umuokeigbo Umuigu Autonomous Community in Ikwuano LGA



Visit to the palace of HRM Eze Larry Ogbonnaya, Traditional Ruler of Ajatanaigu Umuigu Autonomous Community in Ikwuano LGA



Visit to the Palace of HRH Eze S.O Onwuallimba Traditional ruler of Ariam Usaka Autonomous Community in Ikwuano LGA



Visit to the palace of HRH Eze Chiannti Okeiyi, Traditional Ruler of Umugbalu Autonomous Community in Ikwuano LGA



# Cassava Weed Management Project



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## Farmer Field Days



**Akufo**

**Iporin**

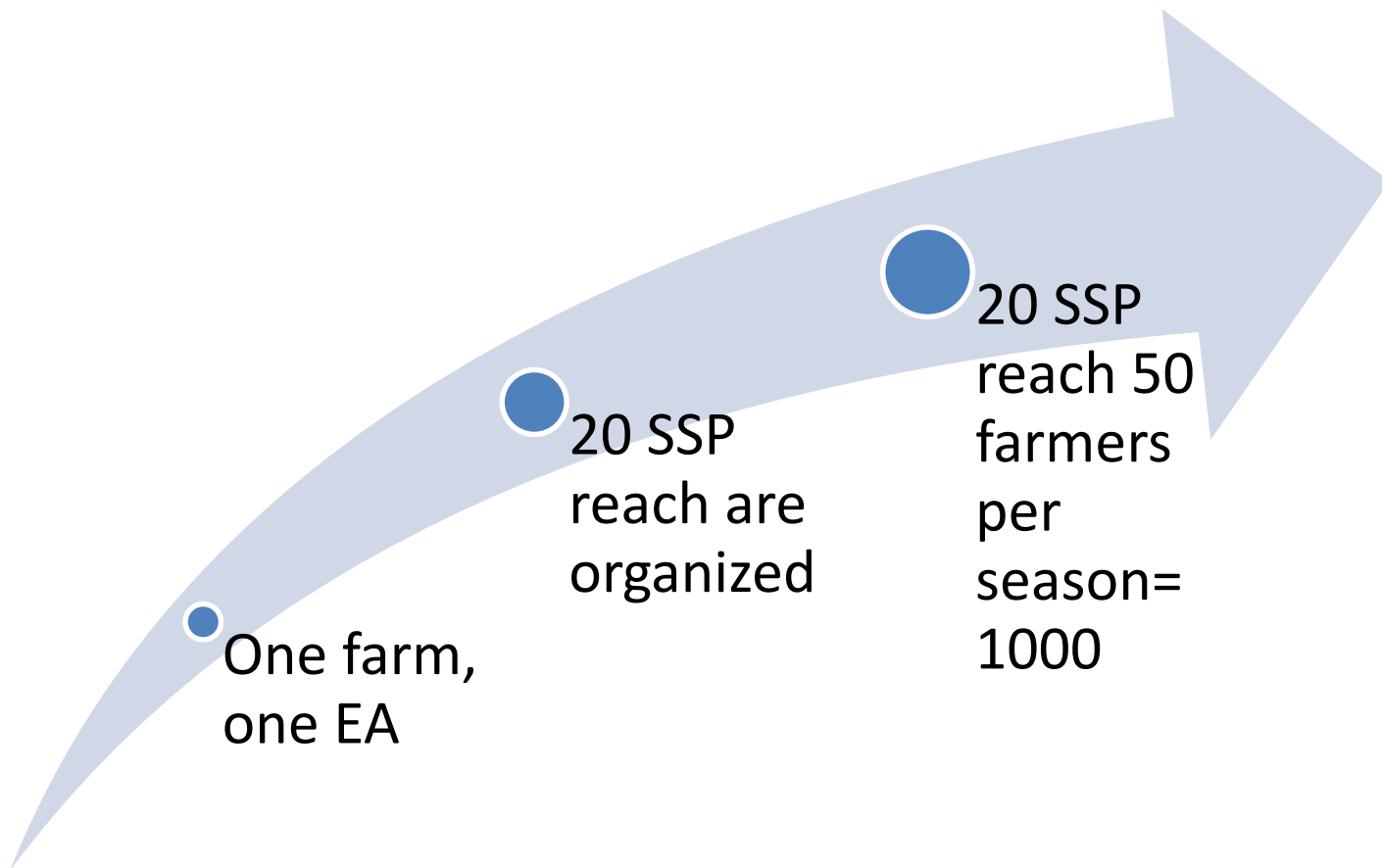


**Idi Ata**



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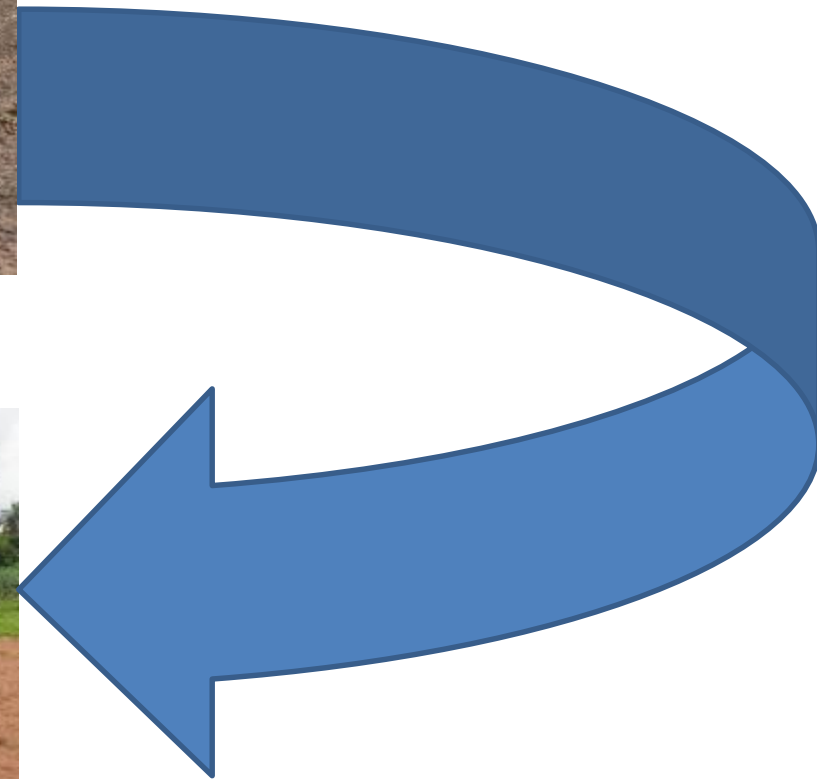
## Projected reach per site via SSP in 2016



**50 sites X 1000 farmers = 50,000 farmers**



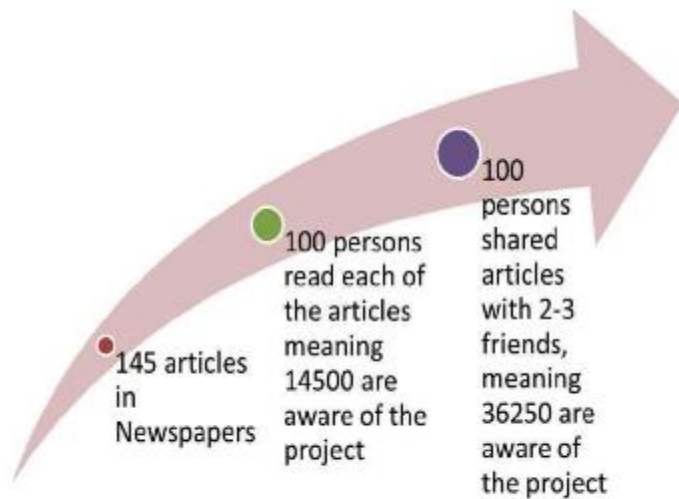
## Recruiting and Training of Spray Service Providers



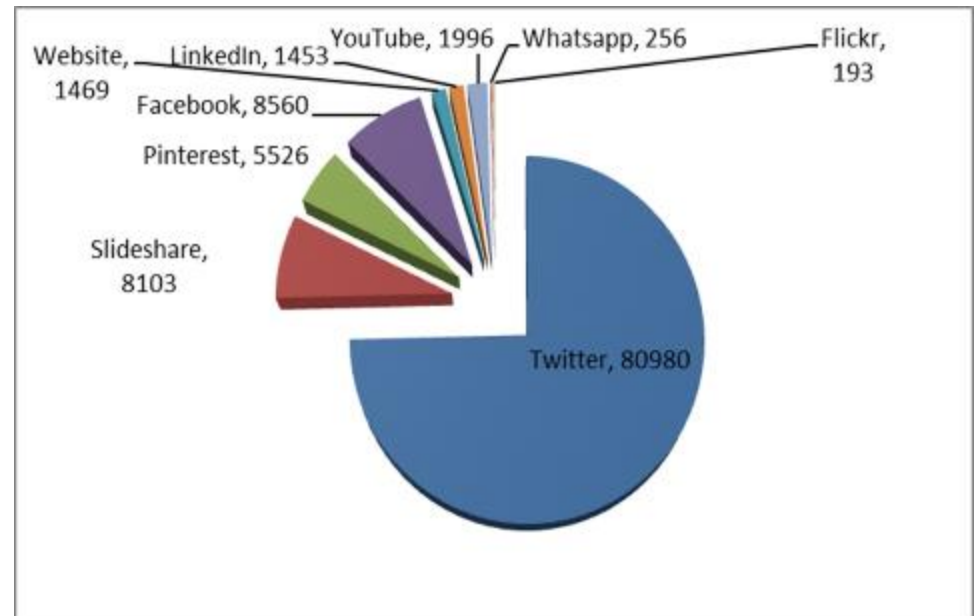
## Use of social media



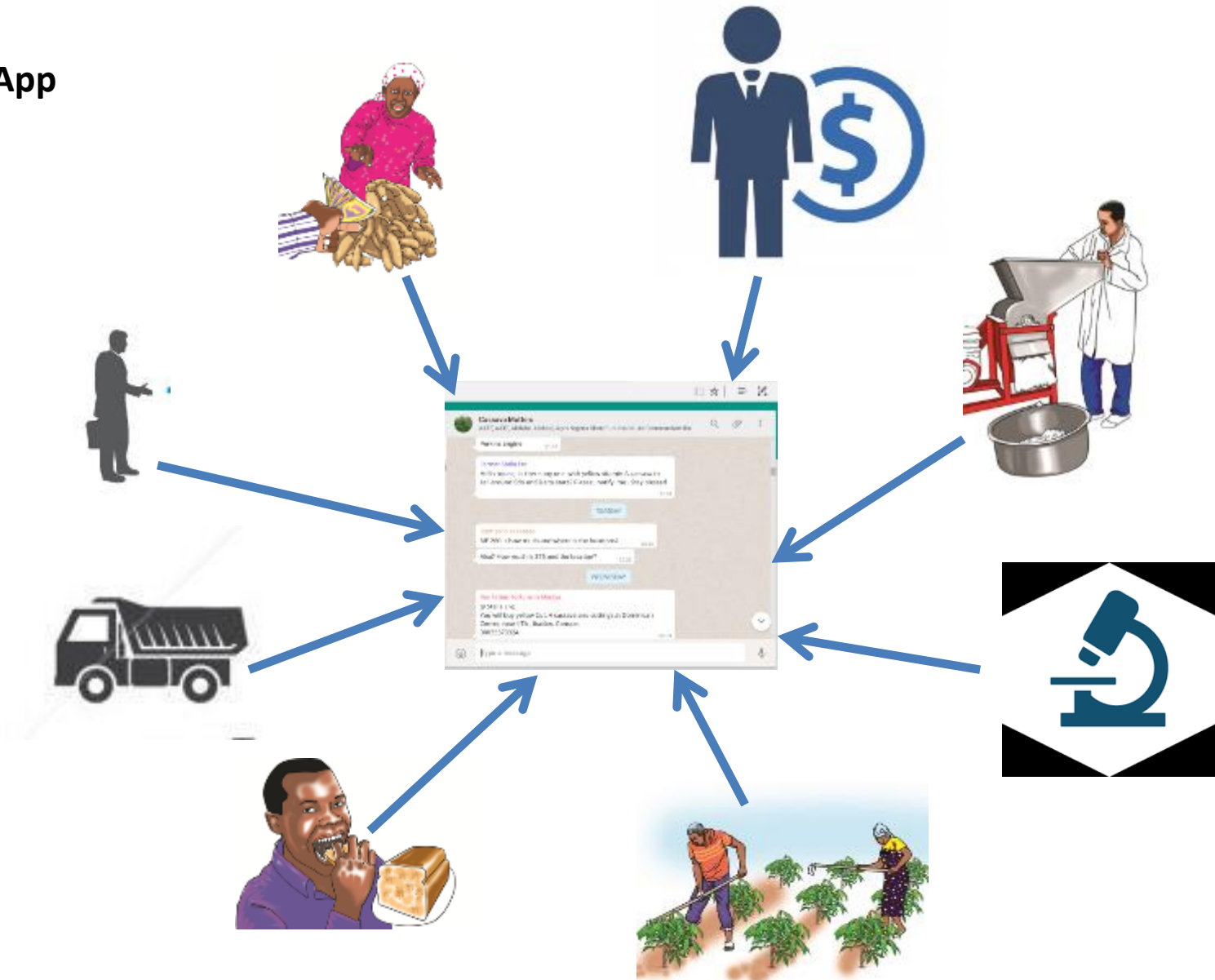
## Numbers of persons reached










Trajectory of awareness of Cassava Weed Management Project in the newspapers



## WhatsApp



-  **Cassava Matters** 06:05  
✓ Cassava tubers of the variety Tme 419 ar...
-  **FGC Bodija City of Refuge** 22:10  
Pas Kayode: Video
-  **Johnson Opigo** 22:06  
Photo
-  **"Amori@missions.Niger"** 22:05  
Bro Amori: We are very grateful for your sup...
-  **lita Faith Afolabi** 22:04  
A LESSON FROM ATM Yesterday I was at t...
-  **Nation Bisi Oladele** 21:49  
CORRECTED! Sen. Sunmonu wows farmers,...
-  **Peace House Ibadan** 18:42

**Cassava Matters**  
AATF, Abdulai, Abdulai, Agro Nigeria Sherrif Journalist, Air Commandant Ibadan A...

**OYo SSA Mattew Oyadokun**  
<http://ayxclusiveportal.blogspot.com/2016/12/jesus-nigerian-soldiers-caught-on-tape.html?m=0>  
This platform is for cassava matters please 21:58 ✓

You removed OYo SSA Mattew Oyadokun

12/24/2016

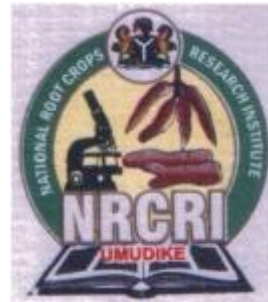
**Farmer Shonoiki Saidat**  
Hello , need a reliable cassava processor to supply 30 tons in Jan . 13:33

**Niji Lukas**  
We can supply, pls what is ur rate? 13:42

**Farmer Stella Ere**  
Supply cassava what, there are many products from cassava 13:58

Type a message

## Partnership is key



**ADPs**

**FMARD**

**JDPM**

**BILL & MELINDA  
GATES foundation**

Funds from:



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# THANK YOU FOR YOUR ATTENTION

