

# Understanding Adoption of Improved Forages



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RESEARCH  
PROGRAM ON  
Livestock



**CIAT**

International Center for Tropical Agriculture  
Since 1967 *Science to cultivate change*

What does the literature say?

*maintenance requirements for planting and weeding, pest and disease pressure, their perennial nature, and soil protection properties*

*increased livestock productivity in cut-and-carry systems*

*lack of land tenure has been shown to discourage forage cultivation in Kenya*

*improved feeding should go hand in hand with other technological changes, otherwise production responses can be disappointing*

*herbage yields per unit area and relative tolerance to intermittent drought*

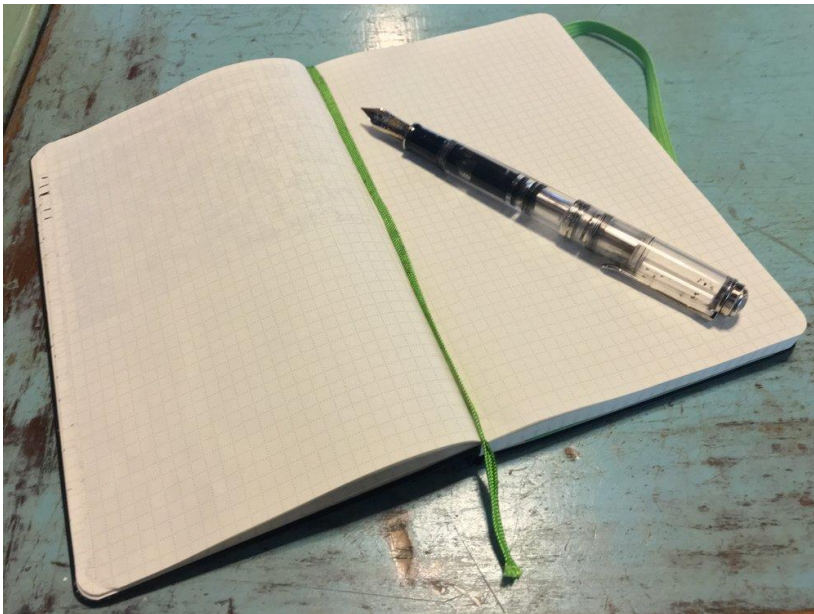
*competition for land: cropland needs to be converted to feed crops*

*lack of awareness and knowledge, low support and investment from national and local authorities, lack and cost of planting material, and lack of market linkages for inputs and outputs*

*an obstacle to adoption might be that a farmer's objective has not been well defined*

*lack of awareness and knowledge, low support and investment from national and local authorities, lack of planting material, and lack of market linkages for inputs and outputs ...*

*improved feeding should go hand in hand (e.g. expectations) with other technological changes (e.g. water availability, improved breed animals, veterinary services), otherwise production responses can be disappointing*



Result: Mal-adoption



*“an obstacle to adoption might be that a farmer’s objective has not been well defined”*

***How do we address a farmer’s specific need when project is constrained by availability?***

*Need for making hay but receive ...*

*Need for Biomass but receive ...*

*Need for drought tolerance but receive ...*

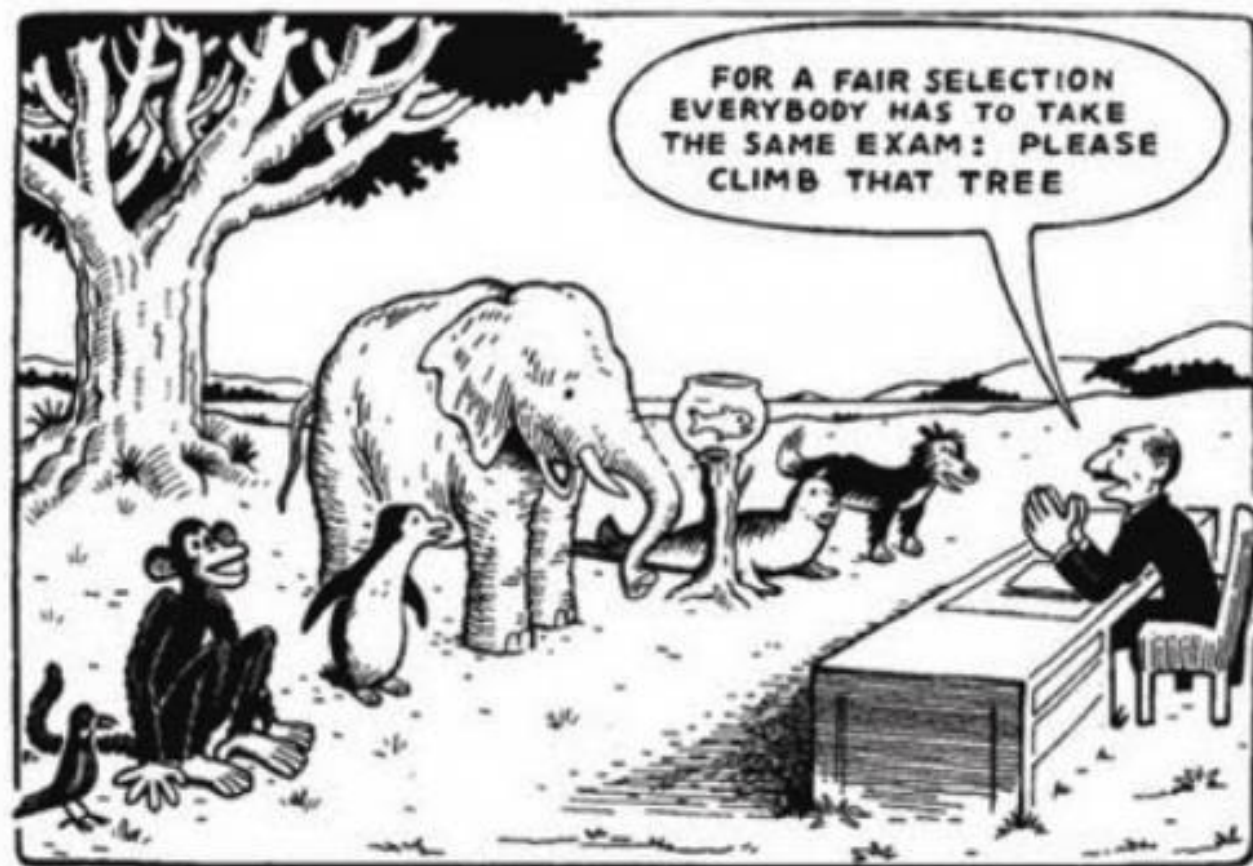
*“an obstacle to adoption might be that a farmer’s objective has not been well defined”*

***Are we addressing social heterogeneity sufficiently with training and follow-up?***

*Pest and disease questions ...*

*Low germination questions ...*





*"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid."*

*-Albert Einstein*



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*Adoption of improved forages is about two things:  
knowledge transfer and expectations*