

Principle 8: Farmer groups are the basic unit for extension delivery.

At the ratio of one Coffee Industry Corporation (CIC) extension officer to over 60,000 farmers, it is not possible to service the extension needs of individual growers (Curry et al. 2017: 55). Overall, extension delivery has been insufficiently resourced and spread too thin to have any meaningful impact on coffee farmers' level of technical knowledge. However, by training farmer groups and by training private sector and NGO-employed extension officers, CIC will be able to leverage up its extension resources to service many more growers.

From 2004, CIC initiated the Farmer Demand Driven Extension program so that extension could be more aligned with farmers' needs. The program worked with farmer groups to identify farmer training needs. This was a valuable program on which the modules build.



An extension officer training farmers