

# Horticulture CRSP

We build international partnerships for fruit and vegetable research to improve livelihoods in developing countries.

Elizabeth Mitcham, Ph.D.  
Director

# What is the Horticulture CRSP?

- } One of 10 USAID funded Collaborative Research Support Programs, initiated in 2009
- } University of California, Davis (ME)
- } Focused on the entire value chain
- } Themes
  - Information Accessibility
  - Innovation
  - Gender Equity



# Why horticulture has value?

- } High value crops – income generation and diversification
- } Intensive farming on small plots possible
- } Nutritional benefits of diet diversification
- } Women are heavily engaged in horticulture crop production and marketing



# Accomplishments after 3½ Years

- } Established recognition and reputation around world
- } Identified numerous horticultural researchers who are effective and dedicated to developing world
- } Supported numerous short and medium term projects in many countries
- } Transitioned to longer, more comprehensive projects



# Our Current Partners

- } Universities, NGOs, NARS, Companies, International Organizations
- } 15 U.S. Universities
- } 43 African Partners
- } 36 Latin American Partners
- } 19 Asian Partners
- } 2 European Partners
- } Plus, international research or development organizations

# Achievements (after 3 years)

- } 4,935 rural households reached.
- } Over 100 new technologies under research.
- } Over 10,000 hectares under improved management.
- } 18,297 people trained (51% women).
  - Marketing strategies, seed systems, developing businesses, postharvest technologies, food safety, rapid pathogen diagnostics, processing...

# More Achievements

- } Opened three Regional Centers of Innovation
- } Work in 15 of the 19 Feed the Future countries
  - not in Liberia, Mali, Senegal, or Mozambique
- } Horticulture CRSP PIs have leveraged \$348,000 in additional funds.

# Students

- } 111 students have been engaged in Horticulture CRSP
  - 19 students are fully supported
  - 58 are partially supported
  - 7 receive outside funding to work on Horticulture CRSP projects
  - 55% are women
  - 68% are from developing countries (the Trellis students are primarily Americans)





# Information Dissemination

} Mark Bell, Amanda Crump,  
} Elana Peach-Fine, Peter Shapland  
} Hort CRSP  
} 2013

# Information is Often Available..... but Difficult to Access

}





A photograph of a rural scene. In the background, a small house with a thatched roof and white walls stands amidst lush green trees. In the foreground, a line of laundry, including various colored cloths and towels, hangs across the frame. Below the laundry, a body of water, possibly a pond or a small stream, is visible, reflecting the surrounding greenery. The overall atmosphere is peaceful and rural.

The  
challenge?

Getting  
information to  
farmers

Getting  
information to  
Intermediaries



To better understand and improve  
information dissemination

# Some givens

1. Like company marketing, dissemination requires ongoing effort
2. Different audiences, different needs





# Synergy in learning

} In our information management activities, we benefit from

- **Richness of Horticulture CRSP partners**
  - Private and public,
  - and
- **Engagement with other projects, especially**
  - UC Davis International Programs Office, and
  - Modernizing Extension Advisory Services (MEAS)



# What done?



## Understanding and improving dissemination

### 1. **Workshops** - (over 200 participants)

Bangladesh, Uganda, Central America, Thailand (with AVRDC), Tanzania

Afghanistan, Washington

### 2. **Consultations** - Thailand, Cambodia, Bangladesh, Honduras

### 3. **Country studies** (ICT in extension)



# Outputs- primary ICT use?



Tanzania, Ghana, Ethiopia



**Video**

Tanzania, Ghana, Ethiopia



Growing potential. Tanzania,  
Ghana



# Dissemination Framework



GIS (cell?)



Access  
Credible  
Validated  
info

GIS (cell?)

**1. Audience  
and Needs**

**2. Solution(s)**

**5. Evaluation**

**4. Message  
form and  
delivery**

**3. Core message  
(Technology)**



**Video**

# Keys to success?



wiseGEEK

- 1. Need a "Local" driver
- 2. Engage farmers early - be needs-driven, client-focused
- 3. Communicate between partners. Early and often.
- 4. Must use credibility of information
- 5. Must develop trust in both the messenger and the message
- 6. Start with Markets and Financing in mind
- 7. Integrate across approaches as needed

# Some Project Successes

»» From Pls who won't be speaking

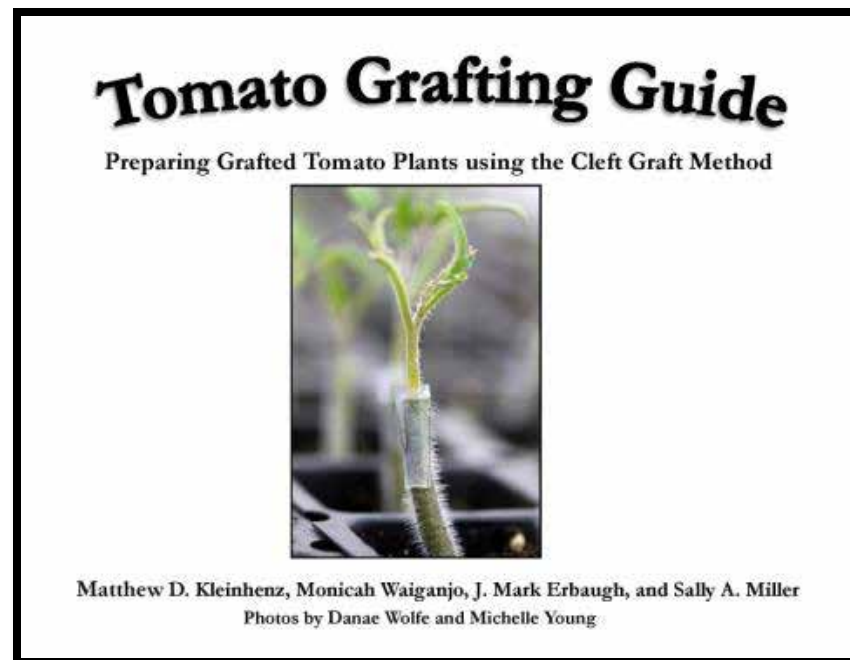
# Some Successes

- } Rick Bates (Penn State) and partners characterized and stored indigenous crops while increasing indigenous seed exchanges between rural Southeast Asian villages.



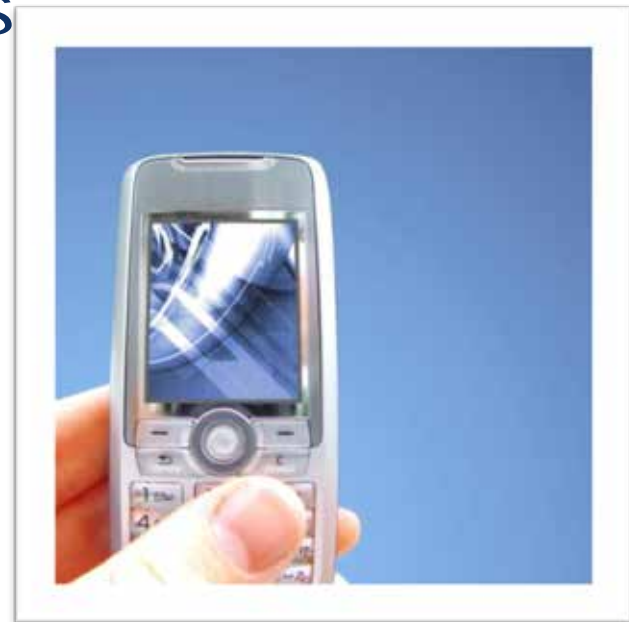
# Some Successes

- } Matt Kleinhenz (Ohio State) and colleagues developed a tomato grafting guide for farmers using high and low tunnels in Kenya.



# Some Successes

- } Mywish Maredia (Michigan State) and colleagues investigated the power of cell phone based agricultural advisory services in India, but found that few farmers were willing to pay for these services





# Some Successes

- } Robert Paull (U of Hawaii-Manoa) and colleagues screened natural coatings and extracts and developed a wax coating that controls postharvest diseases in papaya.



NEW WAX FORMULATION  
WAX + ESSENTIAL OIL



CONTROLS  
NO TREATMENT

PAPAYA HELD FOR 14 DAYS AT 13 °C

# Program Renewal Approaching

- } Program review underway
  - External Evaluation Team in attendance
    - Sundar Shanmugasundaram
    - Errol Hewett
    - Mike Grusak
- } Review will soon be completed
- } Beginning to prepare for writing plan for next 5 years of Horticulture CRSP



# Surveys

- } Your opportunity to share your experience to shape the ongoing Horticulture CRSP program
- } Please take a few minutes to complete the survey about program directions
- } There will be a second survey to evaluate the meeting's efficacy later in the week

# International Advisory Board

- } Lusike Wasilwa – Chair
- } Josette Lewis, Vice Chair
- } Deborah Delmer
- } Poonpipope Kasemsap
- } Dyno Keatinge
- } Norman Looney
- } Linus Opara
- } Howard Shapiro
- } George Wilson

## Ex-officio Members

- } John Bowman
- } Jim Hill
- } Beth Mitcham
- } Amanda Crump

# Upcoming Activities

1. ASHS 2013, Palm Desert, California
2. Ghana Meeting of all CRSP (week of July 8)
3. ISHS 2014 Brisbane Australia

# Our Name is Changing to Horticulture Innovation Lab

- } Feed the Future Innovation Lab for Collaborative Research on Horticulture
- } Awaiting branding plan from USAID before implementing officially
  - Could be 1 or 2 years coming

# Thank you

