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**HORTICULTURE  
INNOVATION LAB**

**UCDAVIS**  
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# Making Information Count

**Making credible, relevant information more available to farmers through empowered intermediaries.**

**UCDAVIS**  
UNIVERSITY OF CALIFORNIA

UC Davis draws on best practices and works with a range of partners and projects to improve information access.

**What's  
Needed?**

**Credible,  
relevant  
information**

**Enabled,  
knowledgeable  
communicators**

**What Do  
We Do?**

**Study**  
information flows  
and needs at the  
village level  
(reviews and field  
studies).

**Develop**  
methods and  
materials,  
e.g.,  
“ASK ME”  
“TIGRS”.

**Share**  
and learn from and  
with hundreds of  
delivery agents and  
farmers in more than  
20 countries.

**The  
Result?**

**Empowered  
Intermediaries**



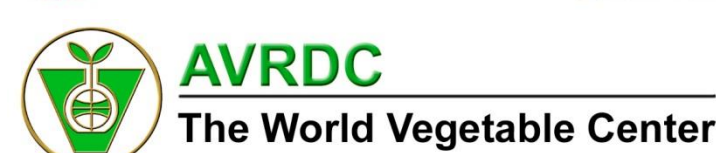
(Photo Mark Bell 2014)

**Contacts: Bell, M.A., Peach-Fine, E., Sagemuller, F., Barale, K., Yousefian, N., Crump, A. 2014.**

**<http://www.meas-extension.org/tip-sheets>**

This poster is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Horticulture Innovation Lab and do not necessarily reflect the views of USAID or the United States Government.

**Partners  
include....**





# “ASK ME”

The Extension framework we use.

Audience and needs

Who are they?  
What do they need  
and want?

Solution(s)

What is practical and  
relevant to meet the  
needs?

Key message

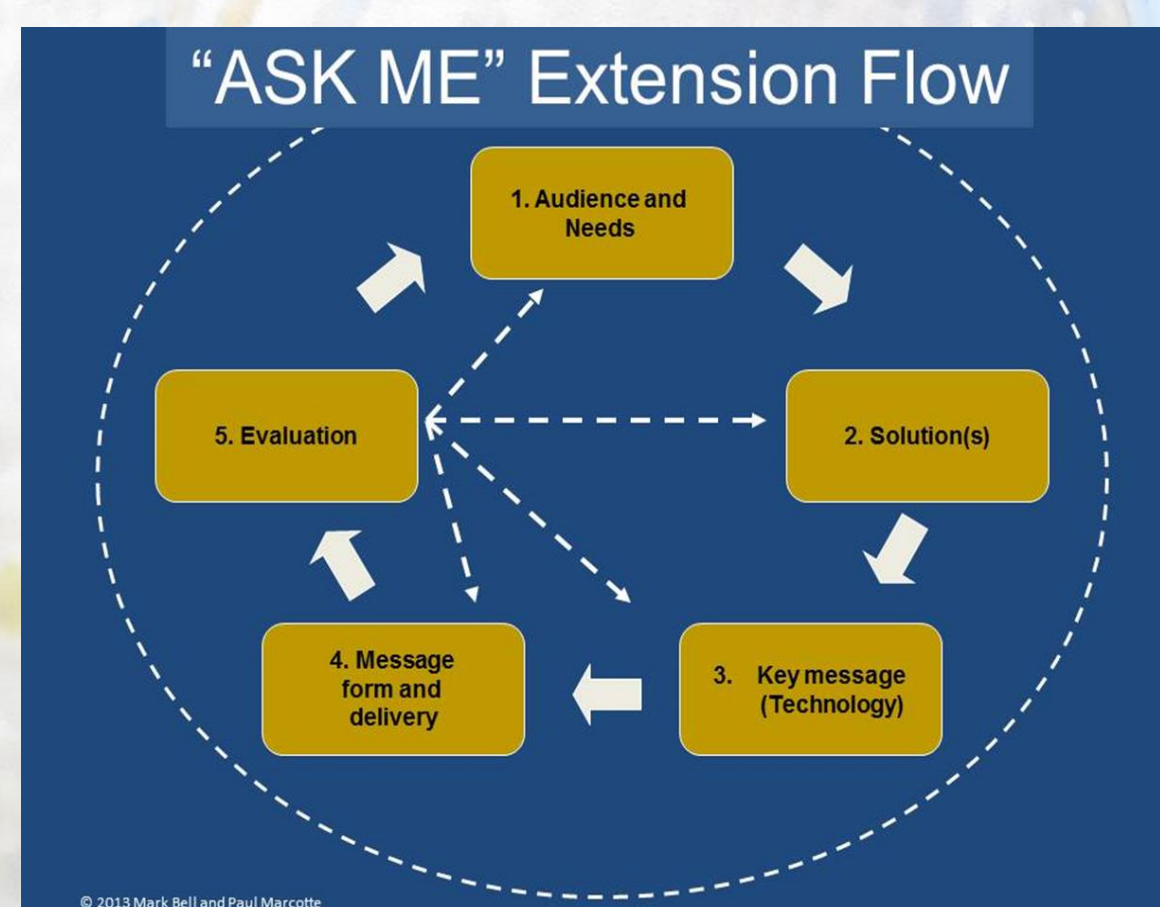
What do people  
need to know to  
make the change?

Message form and delivery

How can the  
message be best  
packaged and  
delivered?

Evaluation

How can each step  
be improved?



(Photo Mark Bell 2013)



# “TIGRS”

## Success Factors

**T**rust

Credible message and messenger

**I**ntegrate approaches

Use a range of approaches to engage farmers

**G**ood

Recommendations must be:

- Practical
- Demand-driven (with market)
- Clearly beneficial
- Easily tested

**R**ecommendations

(Photo Mark Bell 2013)

**S**eeing is believing

The power of demonstration

“The “ASK ME” and “TIGRS” approach help me understand and improve my extension approach to .. recognize and deliver technology to the target group”