

# Understanding smallholders' information and knowledge needs

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4 April 2012

Bangkok, Thailand







This work was carried out with the aid of a grant from the International Development Research Centre, Canada and the Department for International Development, UK and the ENRAP (Knowledge Networking for Rural Development in Asia Pacific) programme



# Survey Information

Research Objective- Understanding information requirements of farmers (Growers), collectors, traders and retailers (Non growers)

Fieldwork dates- 10<sup>th</sup> June to 30<sup>th</sup> June

	Bangladesh 	India 	Sri Lanka 	Thailand 
Growers	100	205	100	100
Non-growers	100	147	100	100





## growers are:

- owner farmer / leased farmer / agricultural worker
- the main decision maker regarding farming activities
- selling some part of his crops to generate the income
- working on less than 5 acres





## non-growers are:

- Trader / Commission agent / Collector / Retailer of agricultural food crops
- Belonging to SEC C, D, E households
- Owners of a micro enterprise with 0 – 9 employees

# Respondents' Profiles: Grower

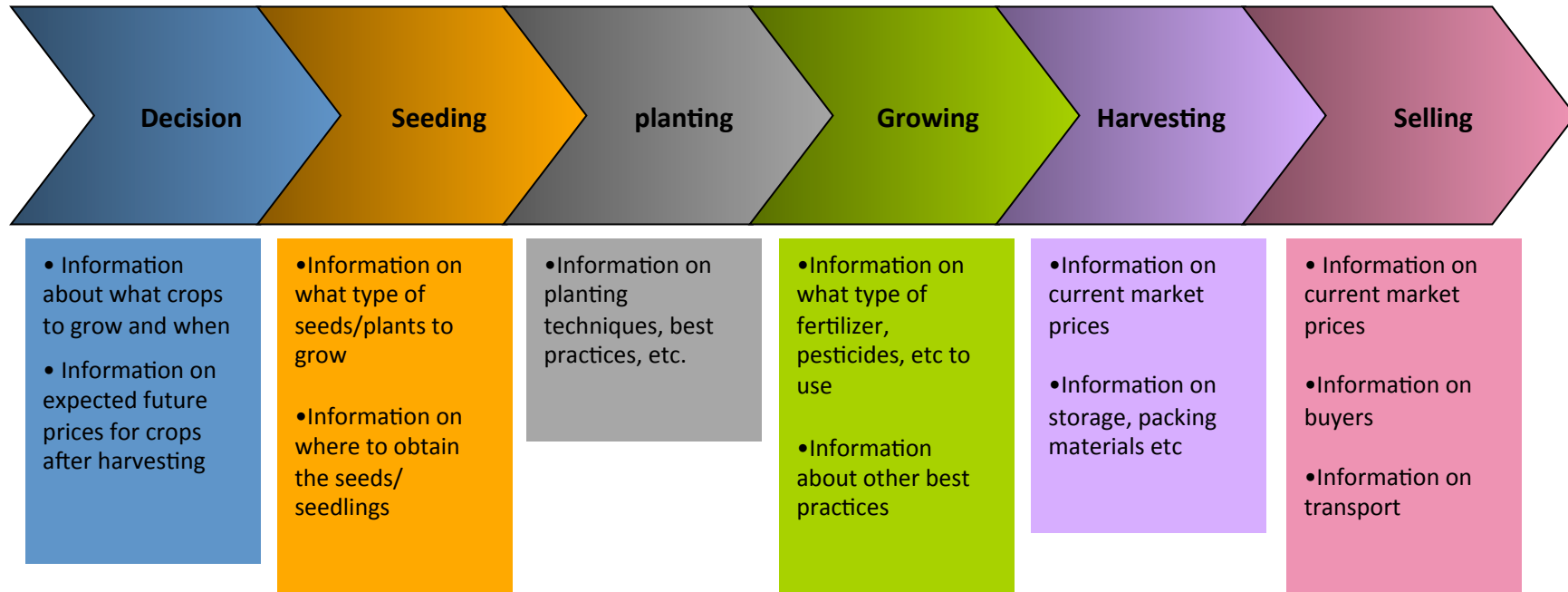
	Bangladesh 	India 	Sri Lanka 	Thailand 
<i>Base: All Respondents</i>	<b>100</b>	<b>205</b>	<b>100</b>	<b>100</b>
<b>Member of Farmer Org (%)</b>				
Yes	1	7	51	45
No	99	93	49	55
<b>Ownership status of farming land (%)</b>				
I inherited it	80	87	88	64
I bought it	8	7	6	18
I lease the land for money	8	3	2	22
I am a tenant farmer and share a portion of the harvest with the owner	4	3	4	-

# Respondents' Profiles: Non-grower

	Bangladesh 	India 	Sri Lanka 	Thailand 
<b>Base: All Respondents</b>	<b>100</b>	<b>205</b>	<b>100</b>	<b>100</b>
<b>Primary Nature of Business</b>				
Trader/commission agent of agricultural food crops	20	16.3	34	30
Collector of agricultural food crops	0	17.7	13	30
Retailer of agricultural food crops	80	66.0	53	40
<b>Is the business registered with any Governmental organization?</b>				
Yes	0	8.2	45	13
No	100	91.8	55	87
<b>Ownership of business</b>				
I inherited it	11	35.2	22.2	20
I bought it from someone else	5	1.4	12.2	3
I started it myself as sole proprietor	84	61.4	61.1	66
I started it with someone else	0	1.4	4.4	11

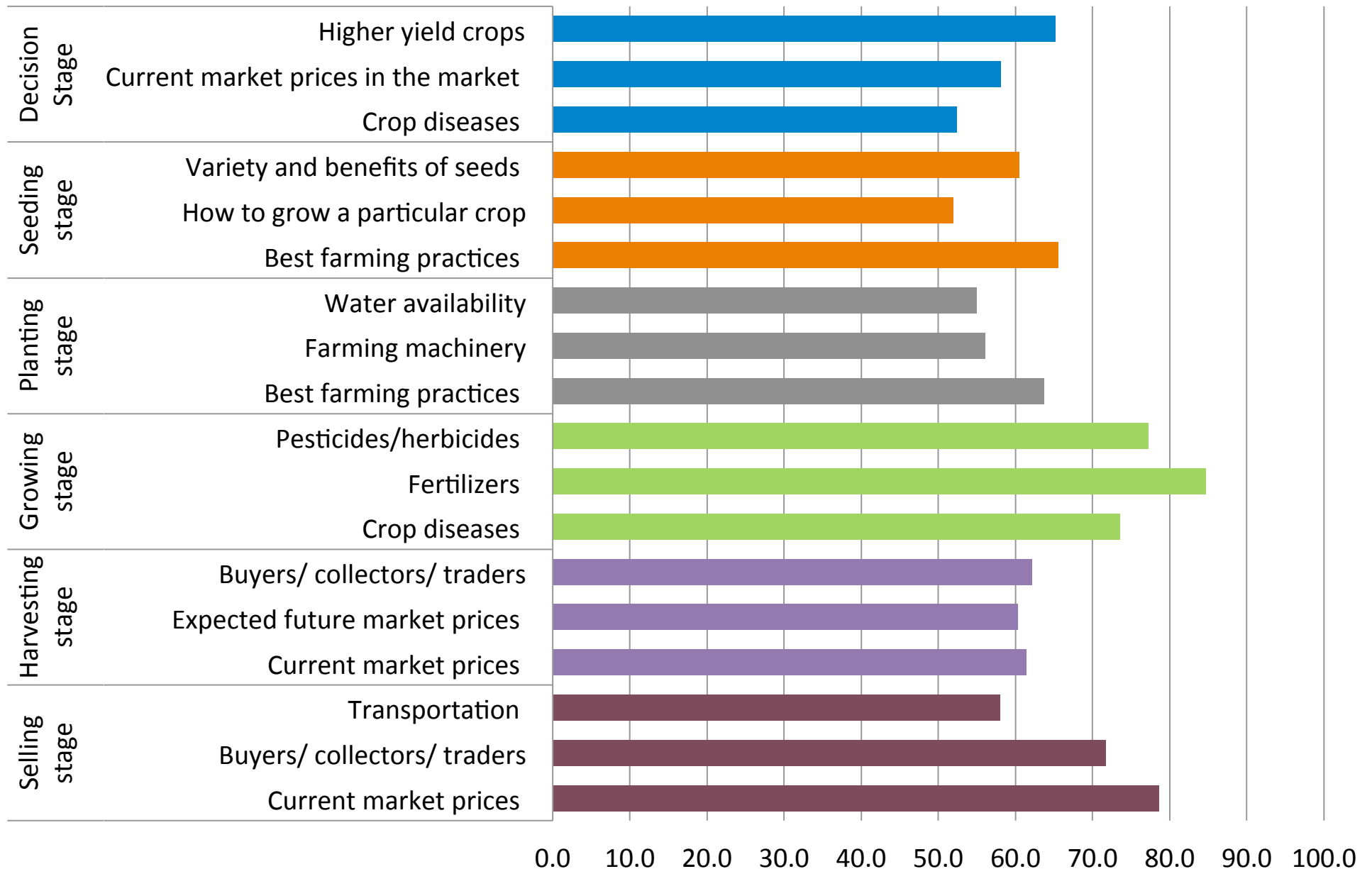
# The grower sample...

The survey asked respondents about 26 different types of information



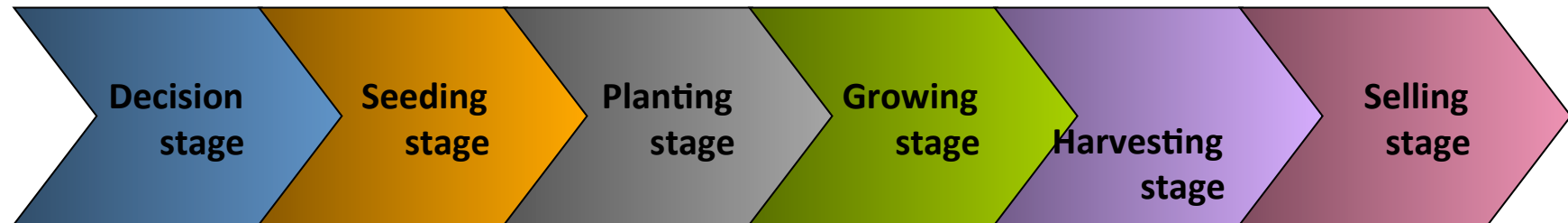
De Silva & Ratnadiwakara (2008) found that a 300 sample of farmers in Sri Lanka spent as much as 11% of their total production cost on information search

# Information needs differ across stages...



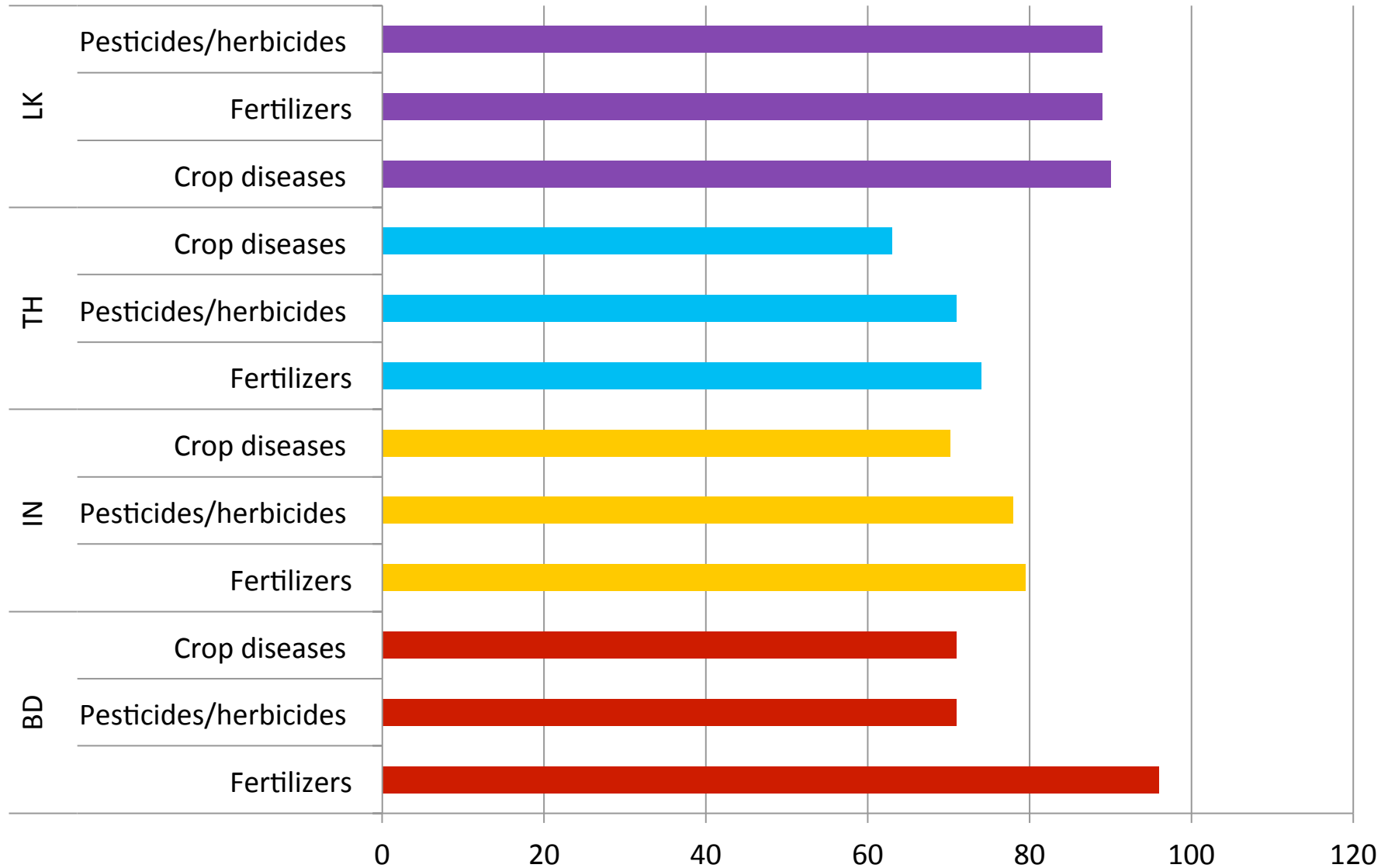
# Information requirements by stage

- According to Ratnadiwakara et al., 2008 highest percentage of **information search cost** is incurred during the growing stage (53%), followed by the decision stage (24%) and selling stage (9%).



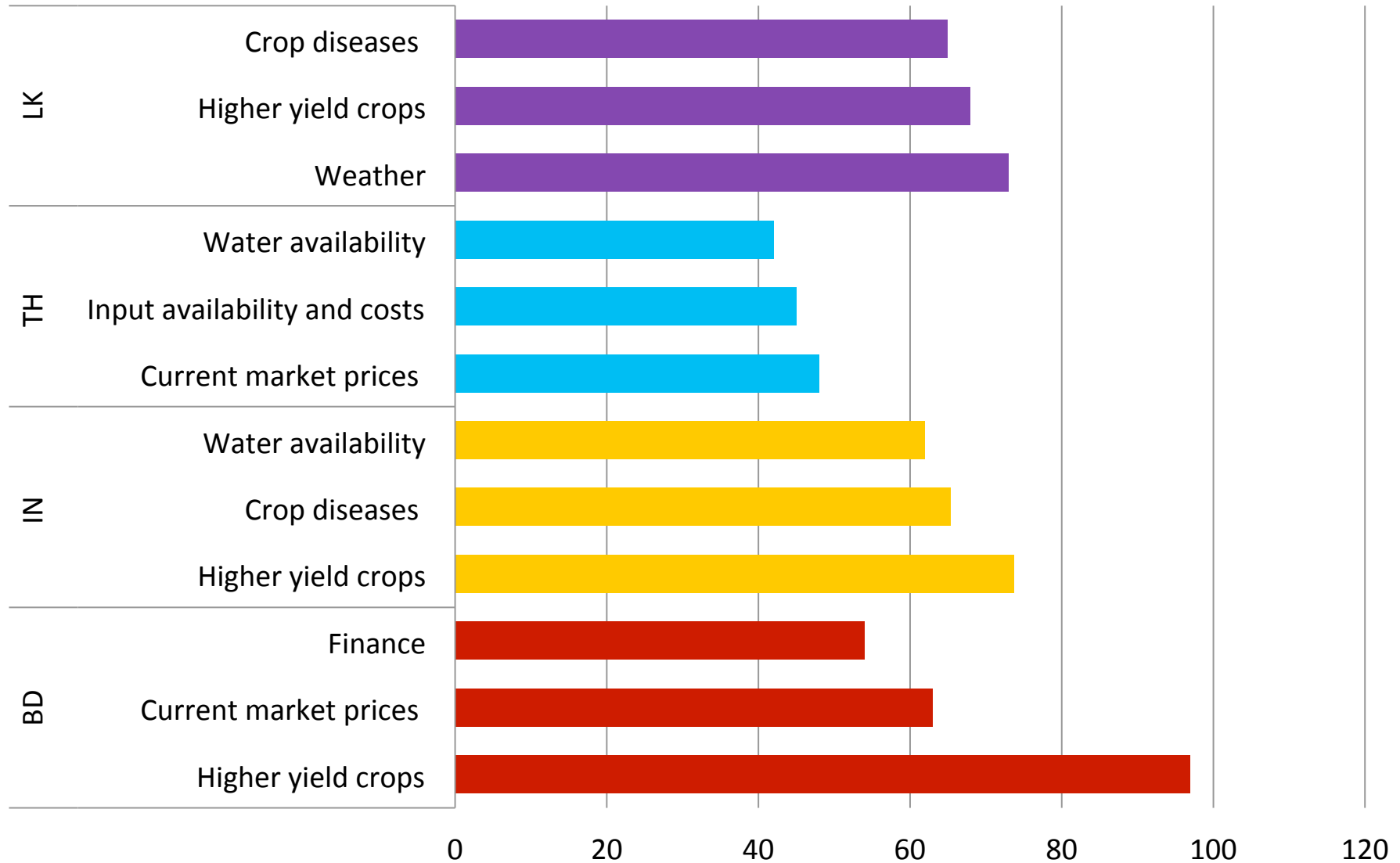
Ratnadiwakara et al., 2008

# Information priorities are similar in all countries in the growing stage

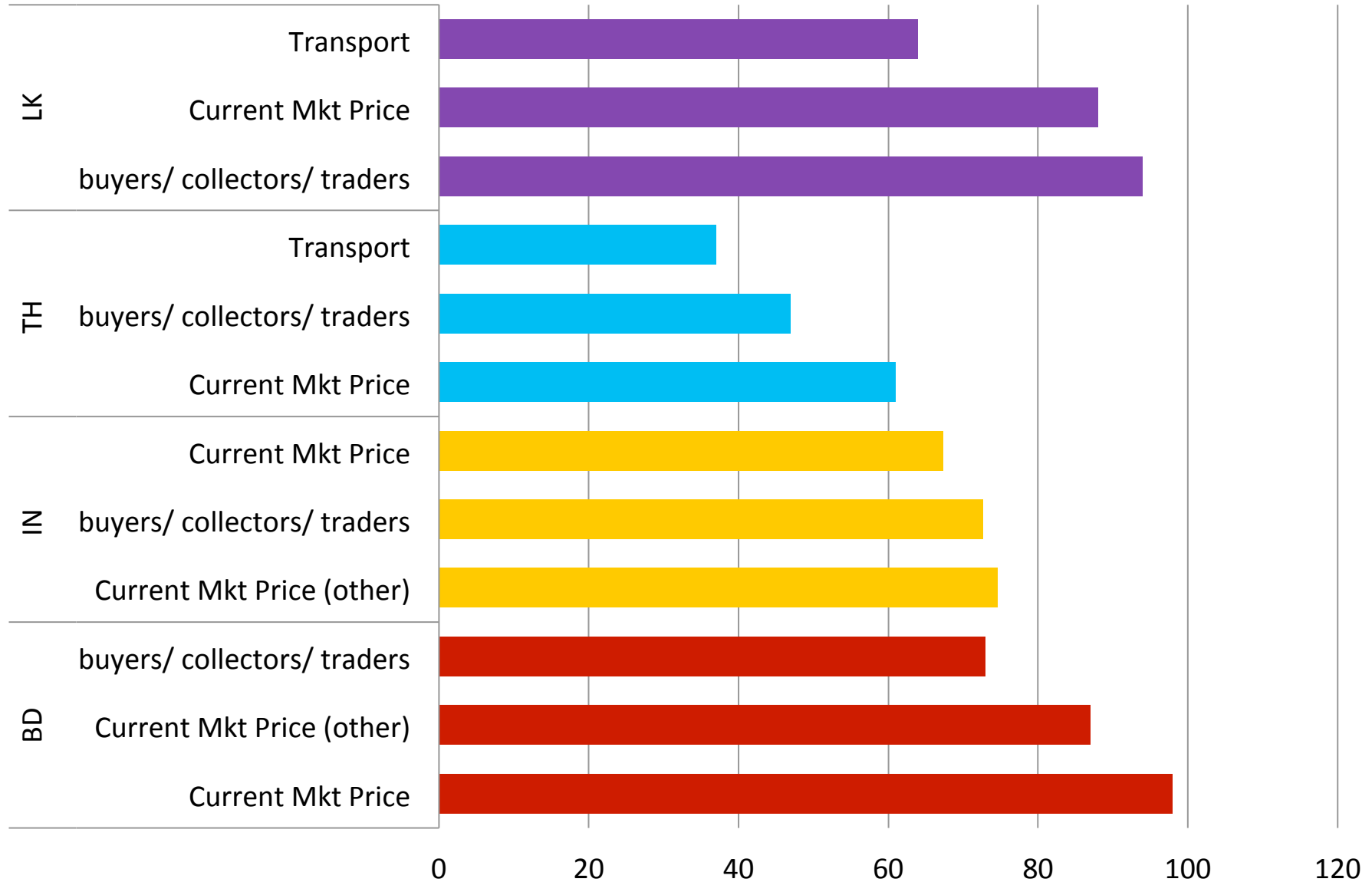




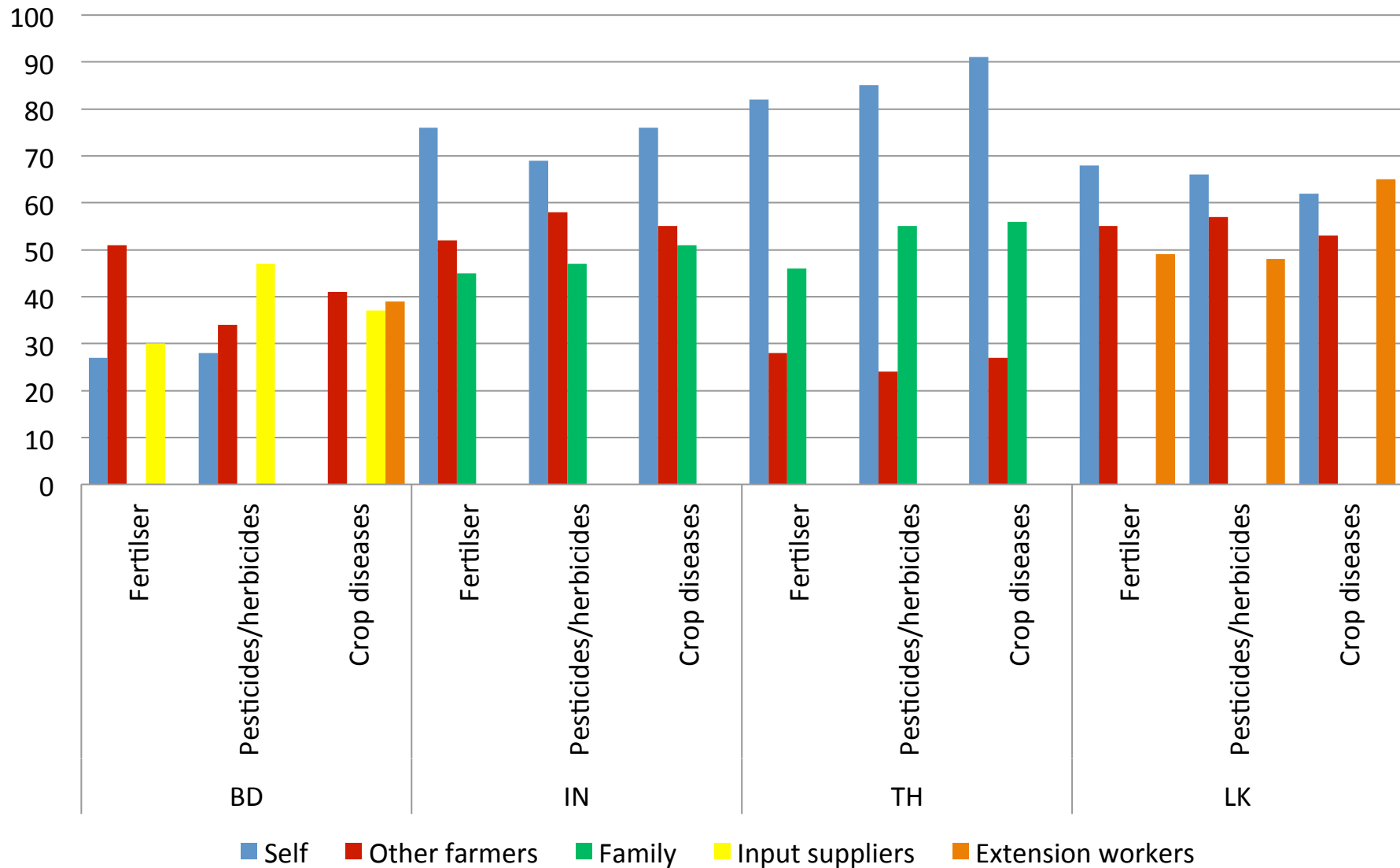
# But not so in the decision stage



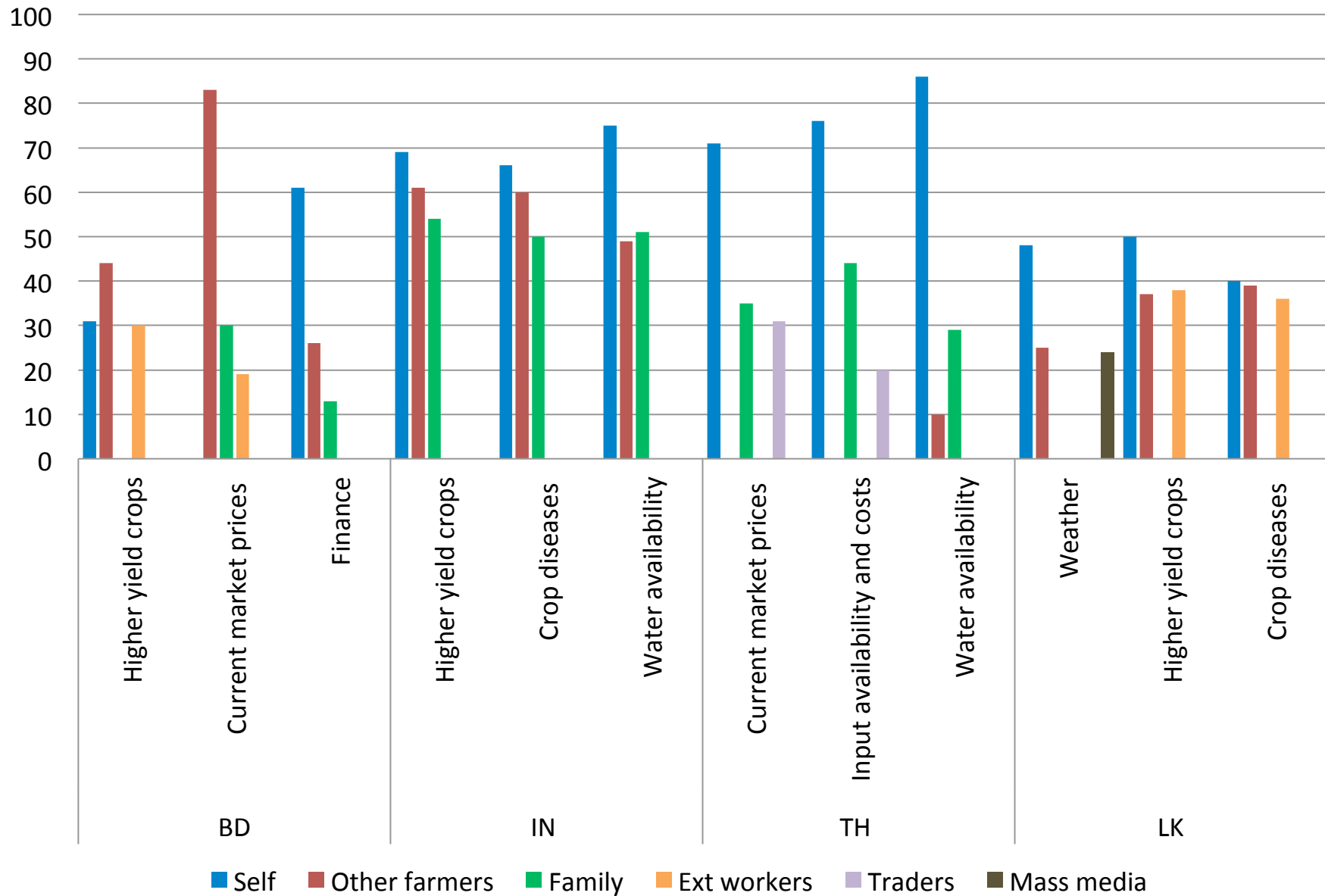
# And in the selling stage...



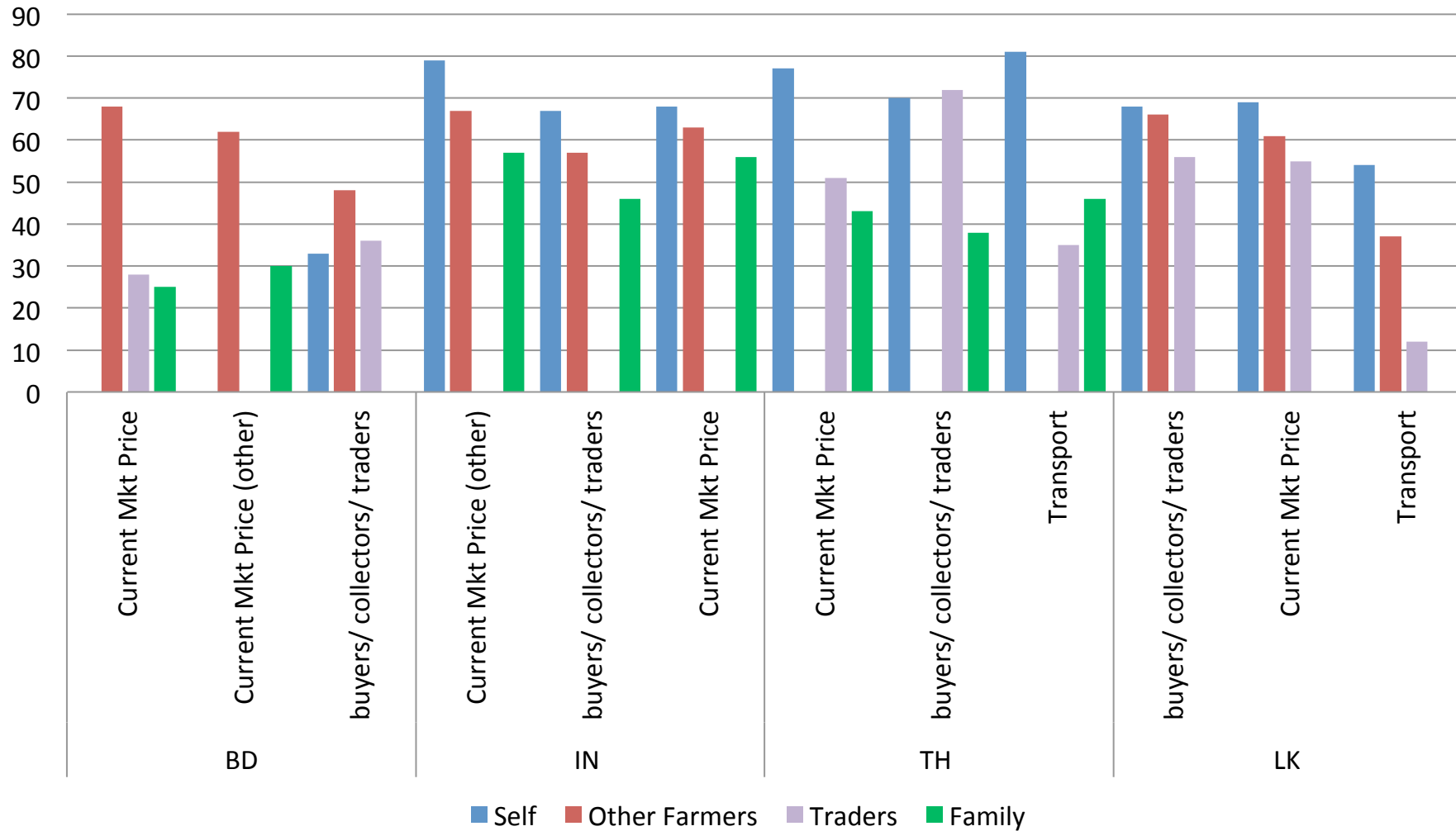
# Sources of information in the growing stage?



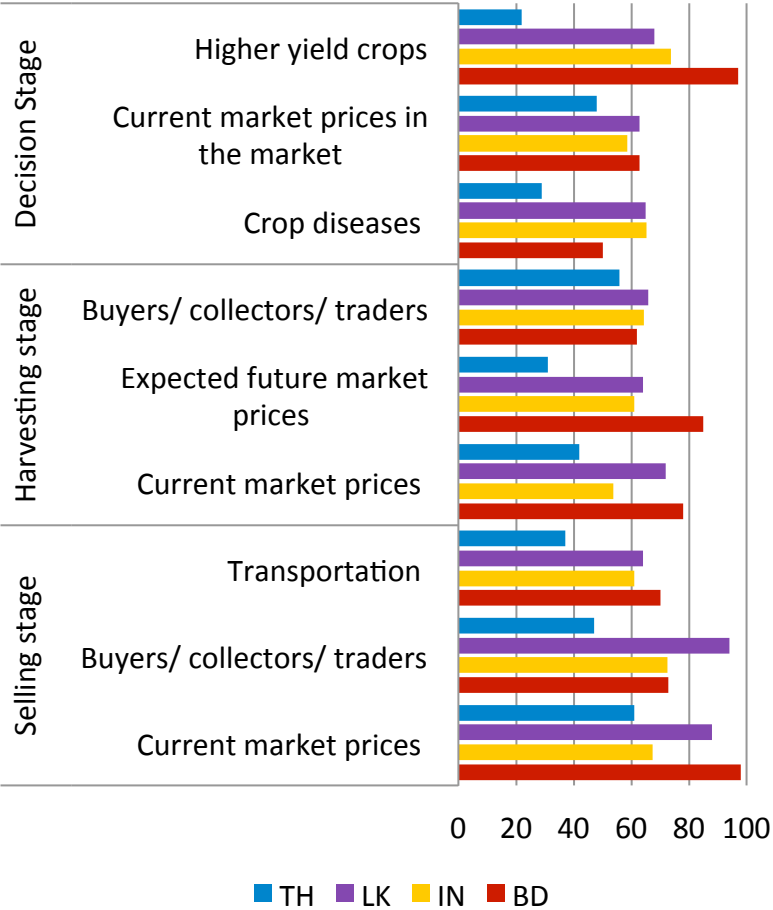
# What about in the decision stage?



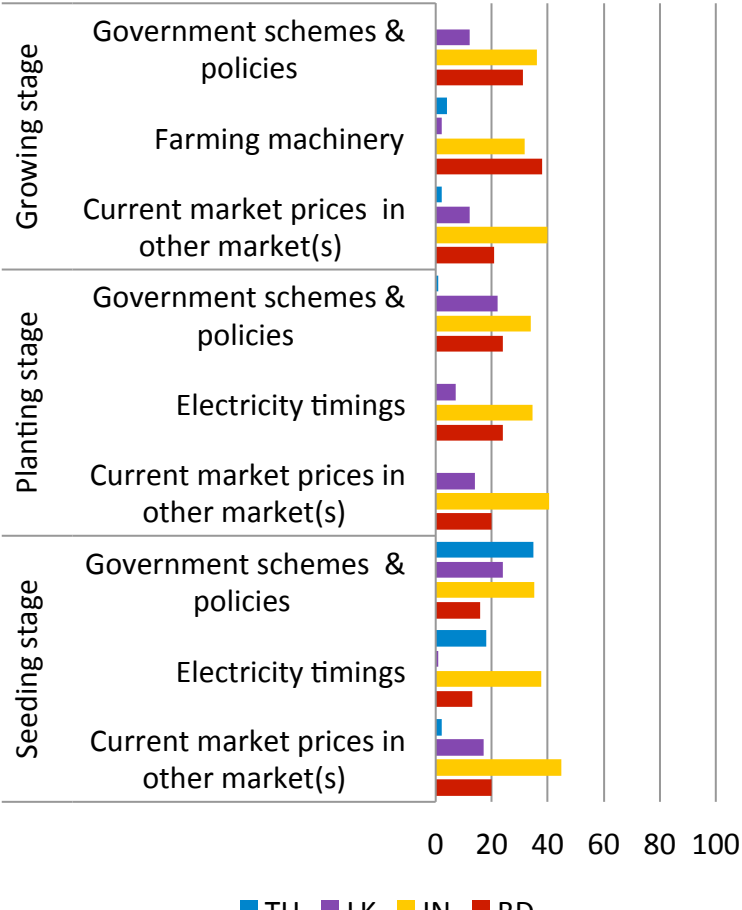
# Information sources in the selling stage



# Information needs differ at each stage

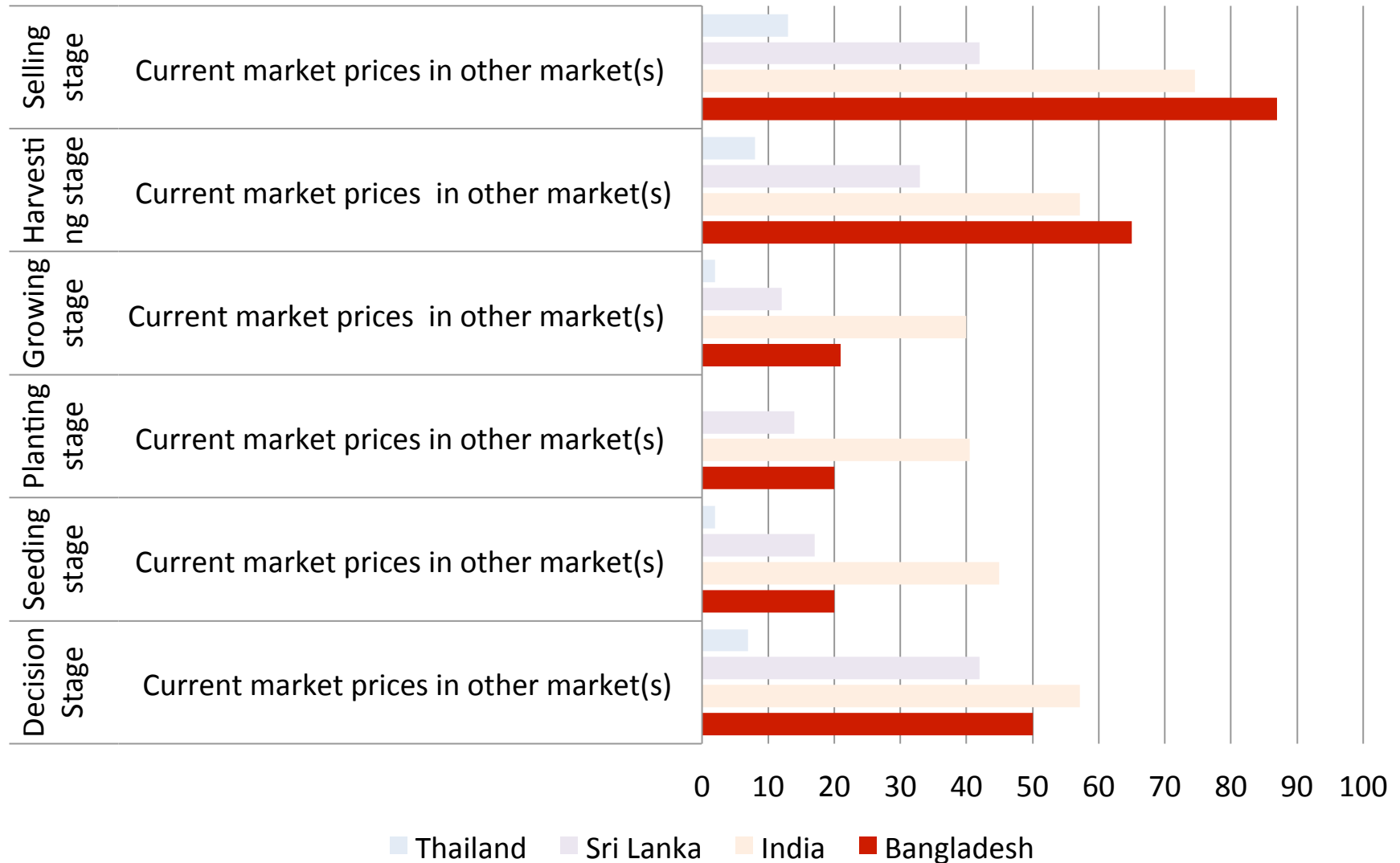


Top 3 information needs

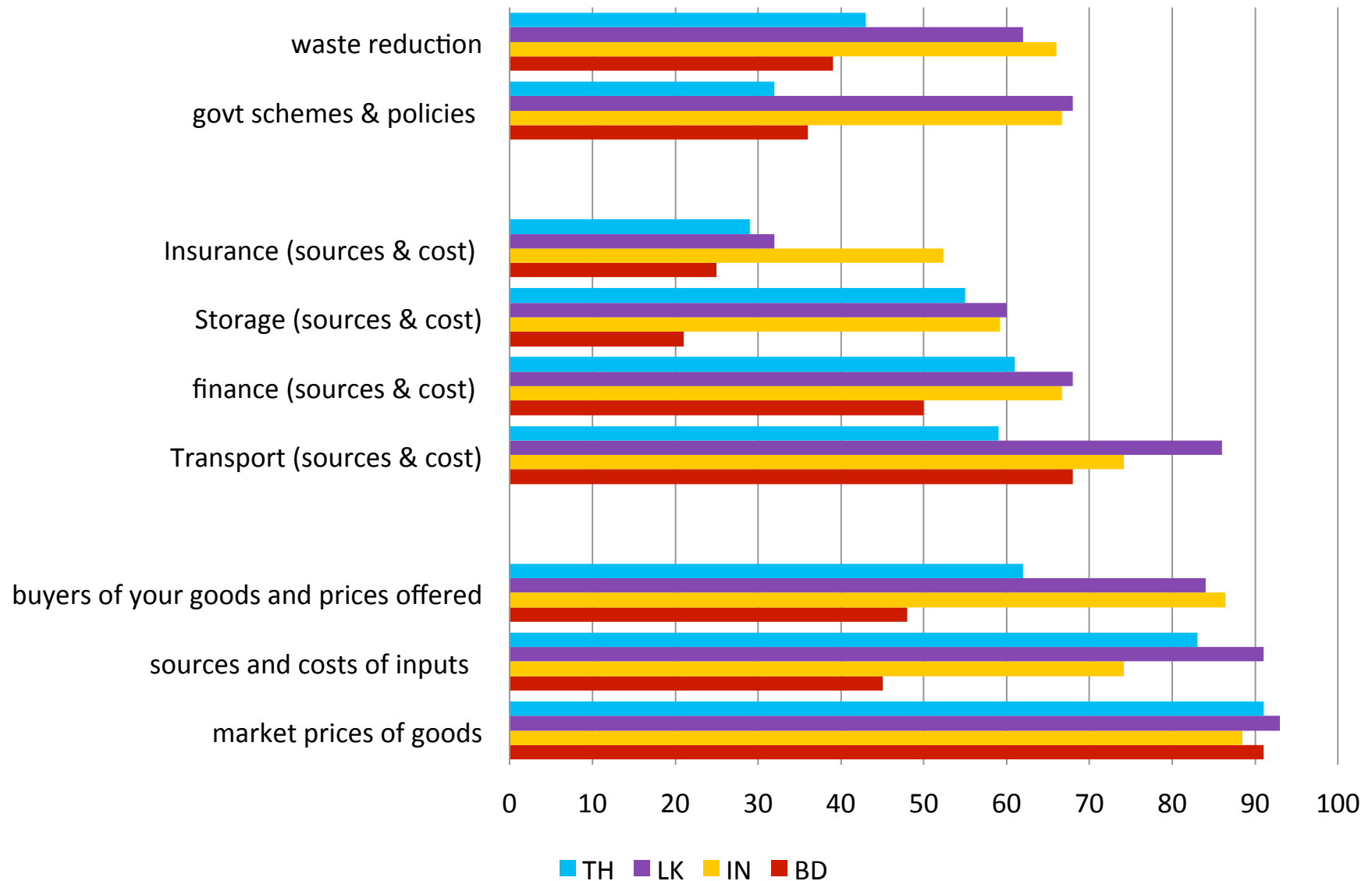


Bottom 3 information needs

# The relative importance of information differs from stage to stage

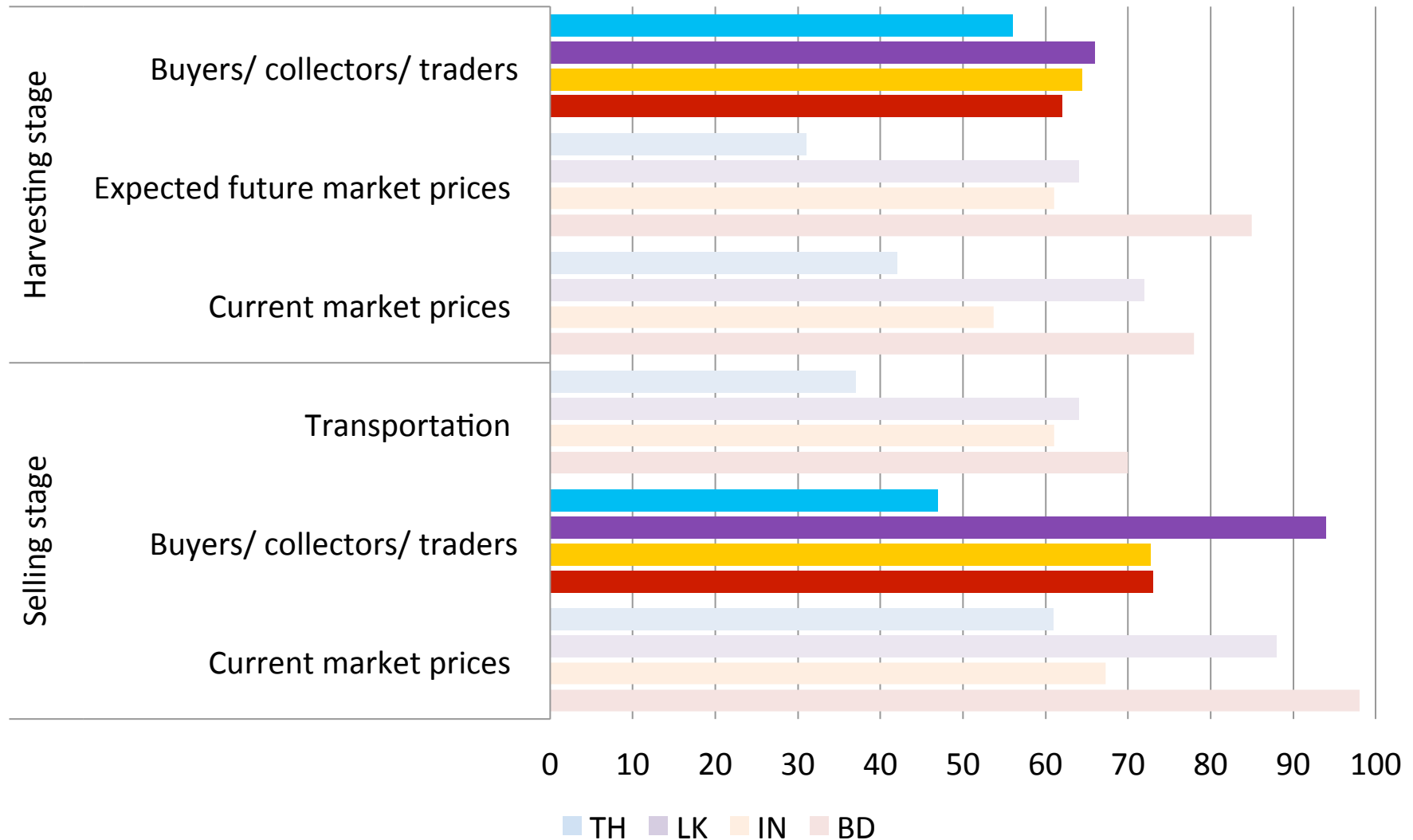


# Information requirements of Non-growers

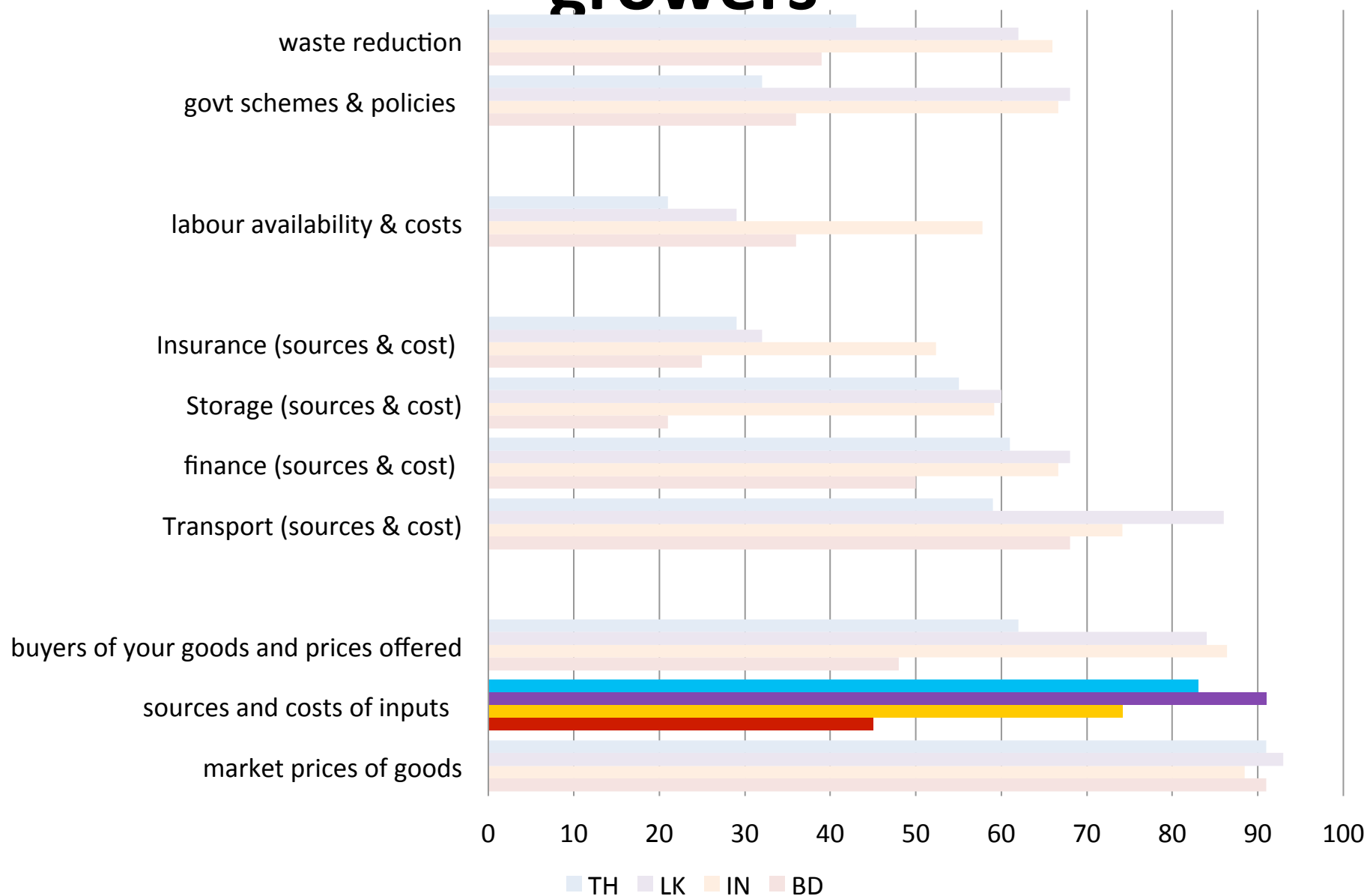




# Growers are looking for non growers...



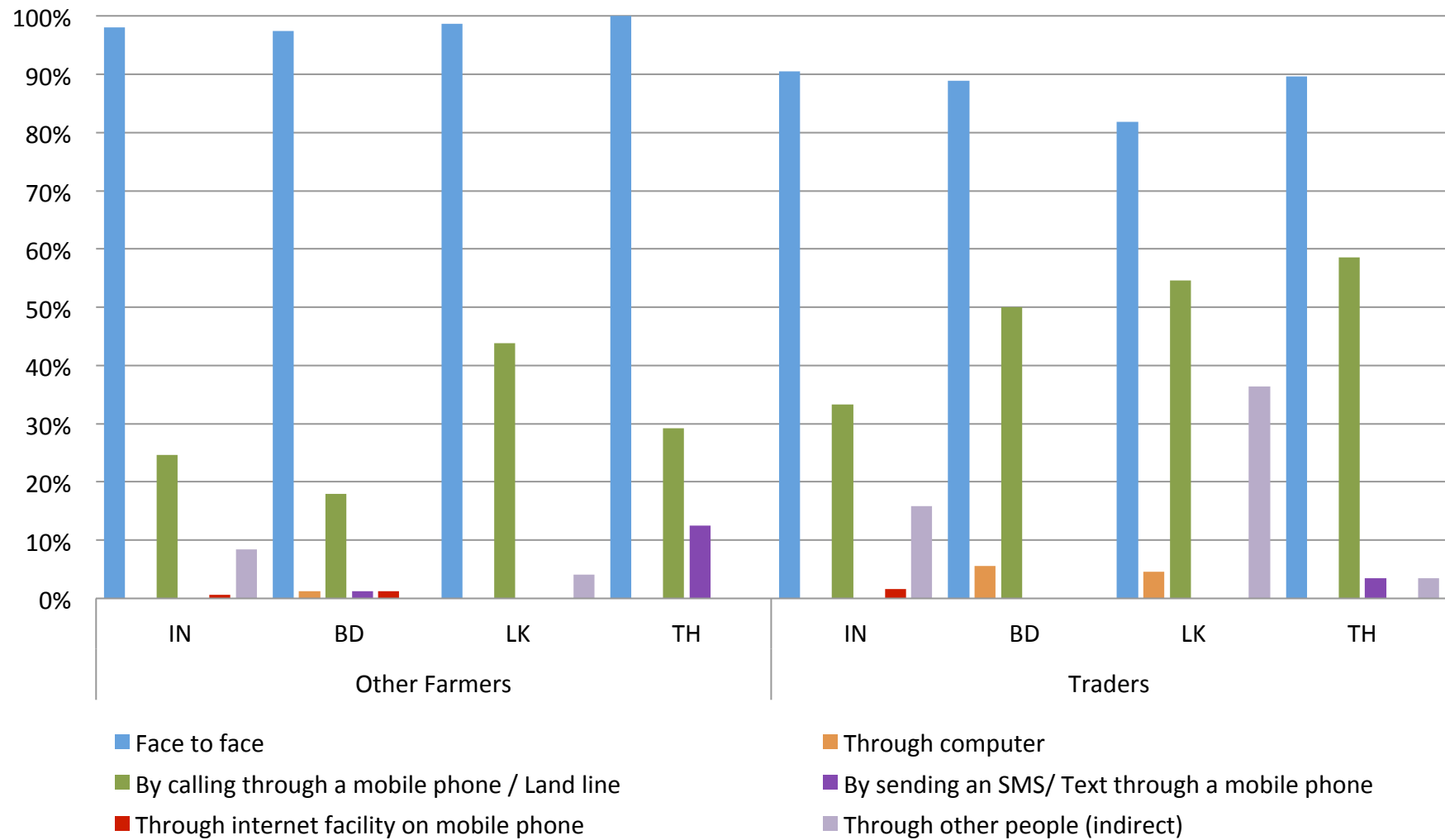
# ...and non-growers are looking for growers



# Quick recap

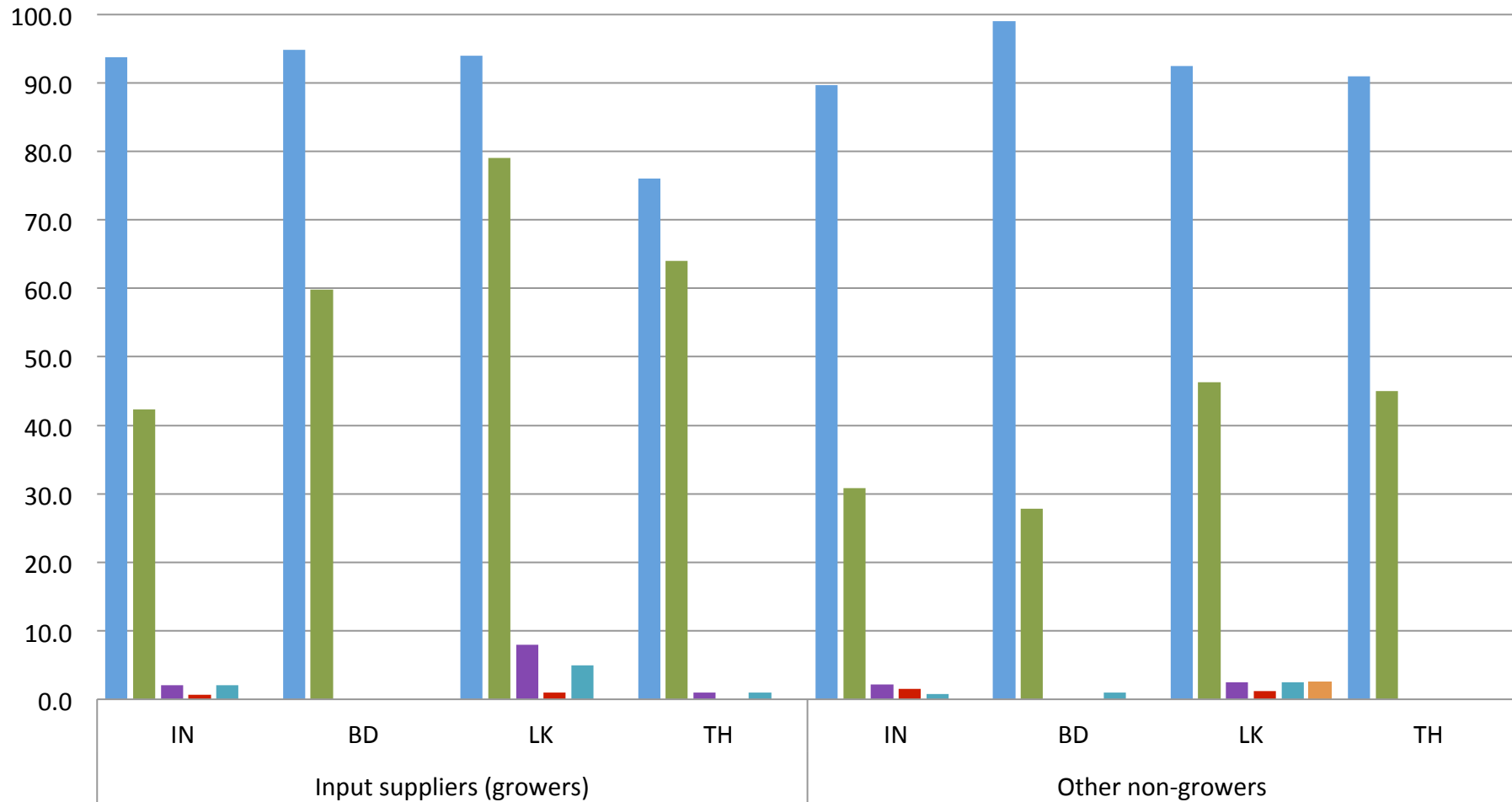
- Information needs differ by stage and by country
- Growers are looking for non growers and vice versa
- Localisation of information is needed
- Relative importance of information differs throughout the crop cycle.

# When communicating, face to face is still high but phones are catching up...



**Methods of communication: growers**

# Same with non-growers

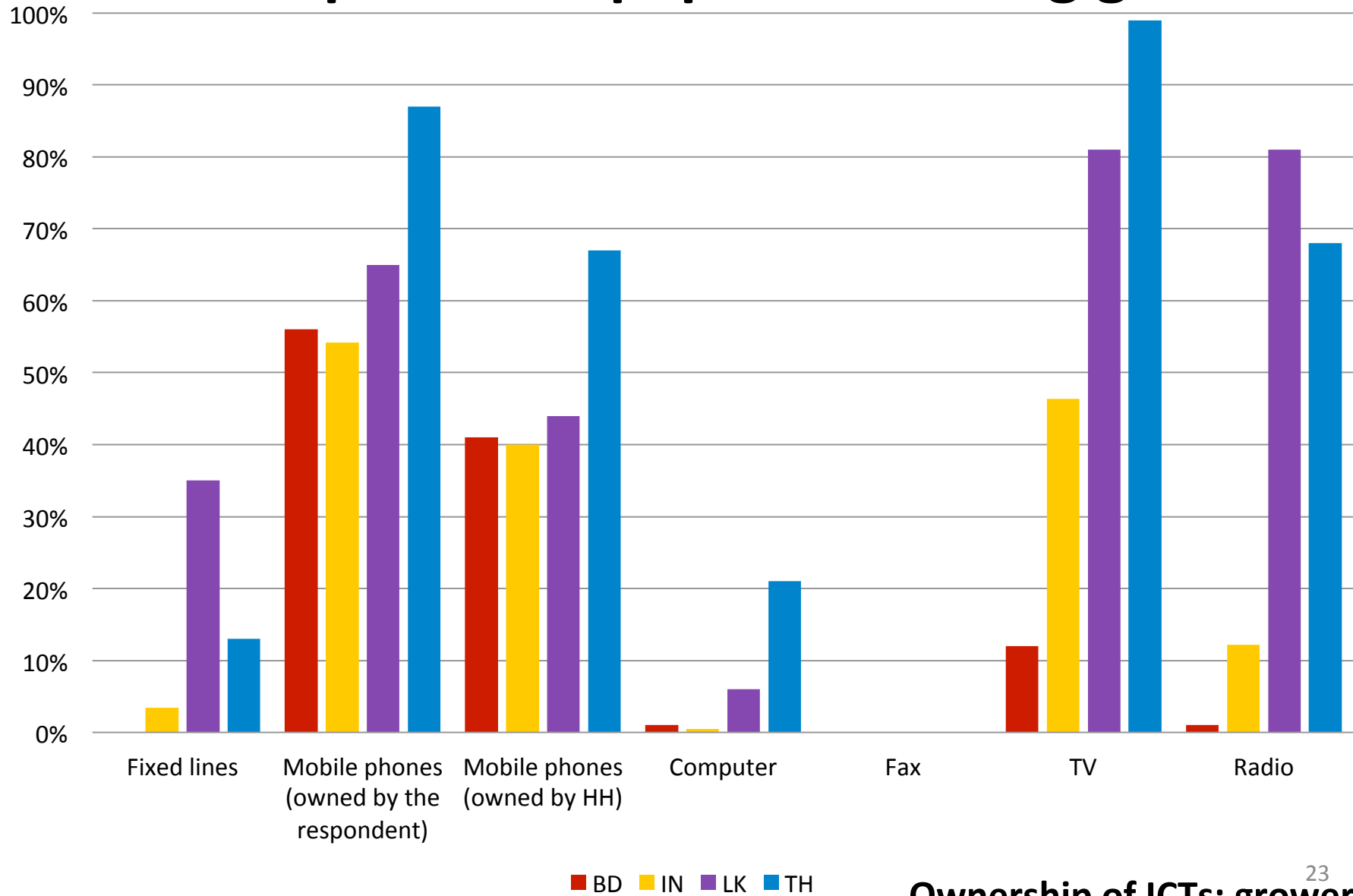


- Face to face
- By calling through a mobile phone/Land line
- By sending an SMS
- Through internet facility on mobile phone
- Through other people (indirect)
- Through computer

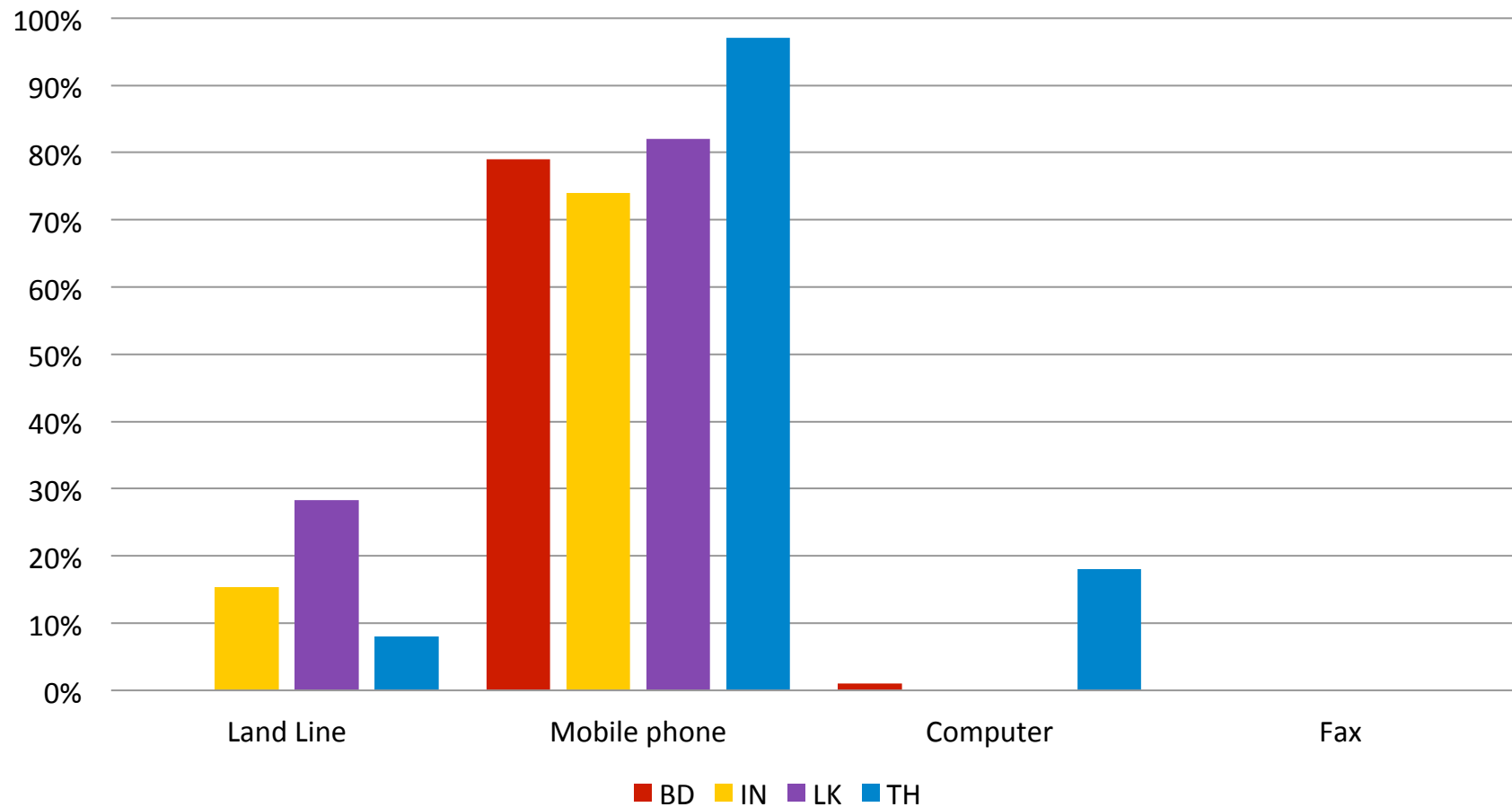
## Methods of communication: Non-growers

# **ACCESS TO ICT**

# Ownership of ICT equipment among growers

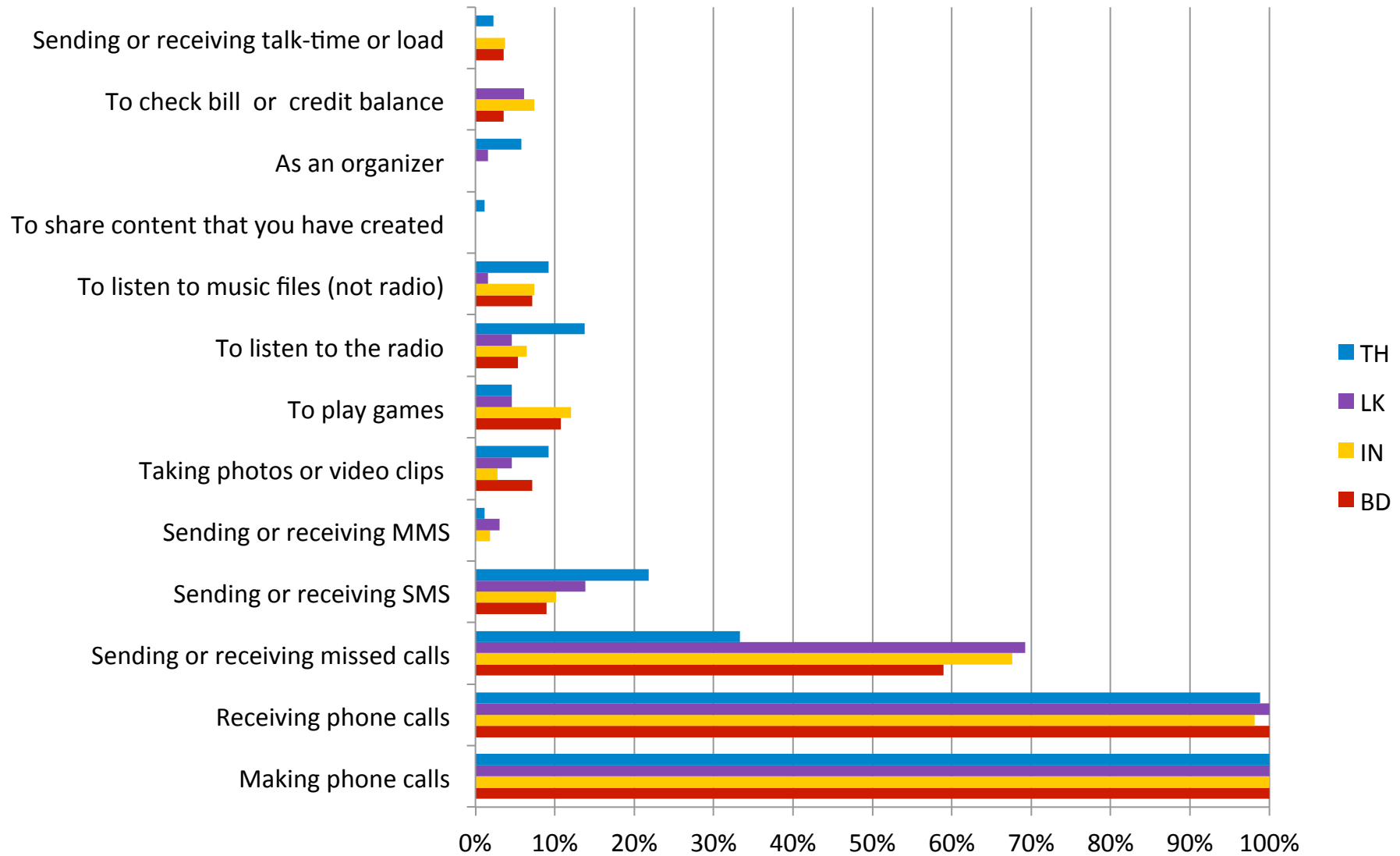


# For non-growers it's all about the mobile...

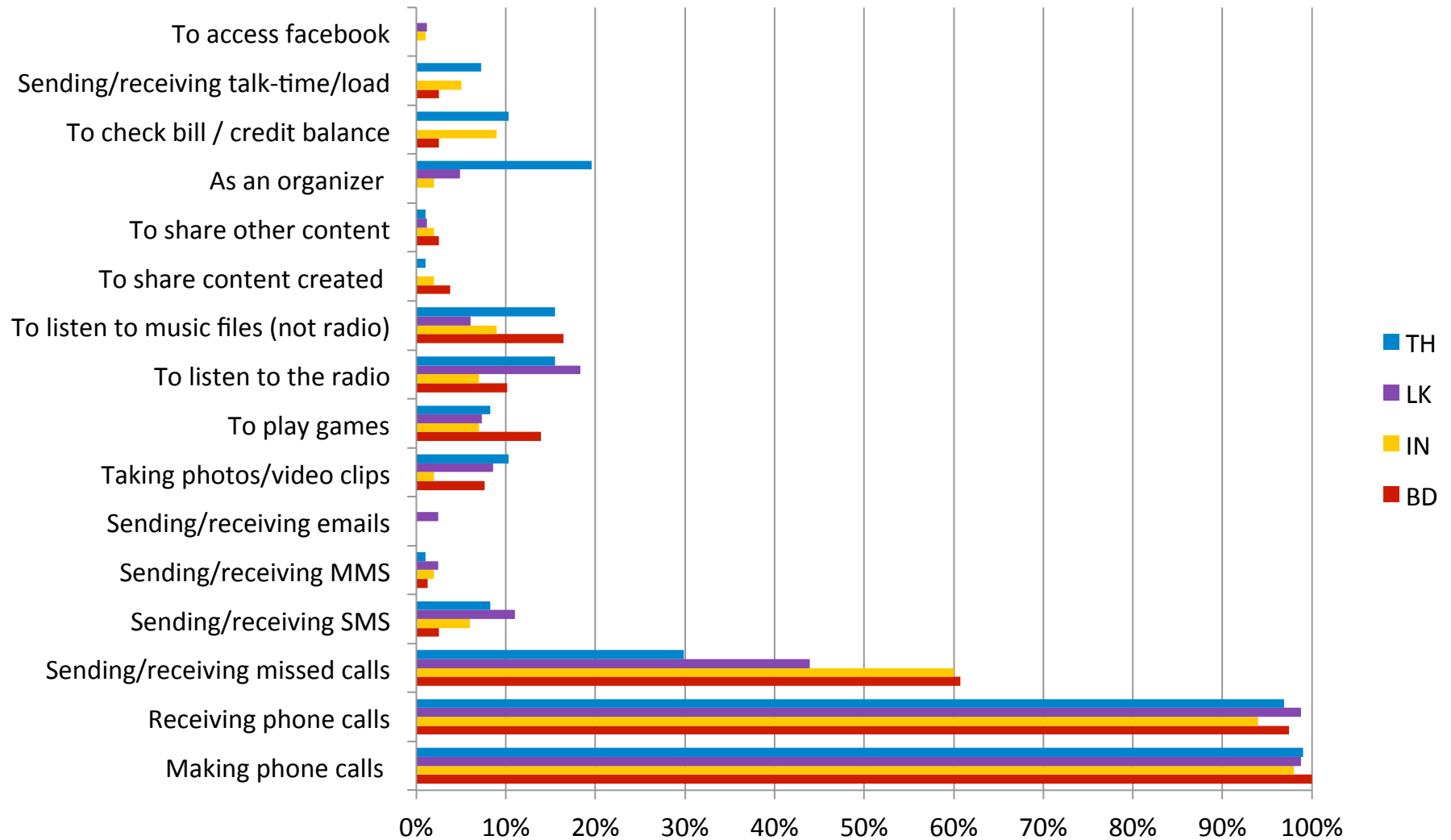




# Its still about voice...for growers



# ...and non-growers



For more information:

[www.lirneasia.net/projects/agriculture](http://www.lirneasia.net/projects/agriculture)

search term: Agriculture, KBE

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