

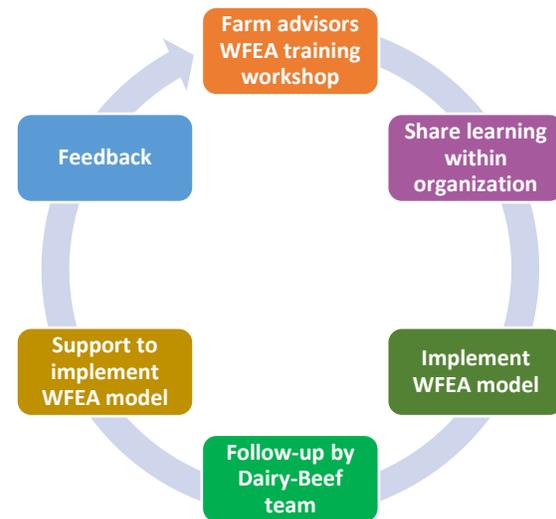
## DAIRY-BEEF PROJECT

### Improving smallholder dairy and beef profitability by enhancing farm production and value chain management

#### Extension Partners learn together

Dairy-Beef Project is aiming to investigate the support necessary to integrate a whole-family extension approach (WFEA) within the current dairy-beef value chain in Pakistan. The WFEA aims to identify the needs of smallholder dairy/beef farming families and provide appropriate capacity building and extension support. The project also seeks to evaluate the impacts of implementing this WFEA on collaborating organizations, farm advisors and smallholder farmers.

To date the Dairy-Beef project has successfully collaborated with 22 organizations from Punjab and Sindh. These organisations include government, academic, research institutions, National and International NGOs and private companies. These organizations have nominated their farm advisors to participate in capacity building training workshops provided by the Dairy-Beef project. In this integration process, 48 farm advisors from 22 collaborating partners (2-3 male/female from each organisation) are involved in the extension capacity building program which covers various modules of livestock farming, social mobilisation and integrating the WFEA model within existing organizational arrangements for dairy/beef extension in Pakistan. The training workshops also provides them chance to learn about the opportunities and challenges for implementing the whole family extension approach (WFEA) based on an exploration of participants' experiences, technical knowledge and capacity.



So far, four farm advisor workshops has conducted using participatory and facilitated methods focusing on sharing learning experiences between participants. At each subsequent farm advisor training workshop, participants are being involved in a qualitative data collection and reflection process.

As part of the support and mentoring role, project field team observed trained farm advisors in the field and followed-up with engaging communities with them. General feedback from farm advisors concluded that after participating in the farm advisors training workshops, they feel improved technical knowledge, confident, resourceful and able to tackle



## DAIRY-BEEF PROJECT

extension challenges more effectively. A few farm advisors mentioned that they were already aware of the technical information provided by the project. However, the social mobilisation and communication skills have been novel and useful for developing trustworthy relationships with farming communities and within their organisations.

Every organisation has its own expertise and we need to synergise by sharing experiences. This collaborative, synergistic approach contributes to extension and development. A community of practice (CoP) change workshop was being organized for heads of organisations and extension managers for demonstrating the impacts and institutional learning developed through the integration of WFEA within extension organizations, providing the opportunities to learn from the experiences of each other including successes, challenges and impacts in adapting the WFEA to their extension implementation plans.

