



AGRICULTURE AND AGRIBUSINESS

Agricultural Extension and Farmer Training

3 day course

Classroom, online or in-house

Course overview

Extension advice is frequently correct and still not adopted, because the recommendation assumed cash, labour or risk tolerance the farmer does not have, and nobody asked. This course is about advice that gets taken. Delegates work through why farmers make the decisions they do, including risk aversion that is rational when a failed season means hunger. Farming systems analysis follows, so a recommendation fits the whole farm rather than one crop. Extension approaches are covered across individual visits, group methods, demonstration plots, farmer field schools and lead farmer models, with the cost and reach of each. Adult learning principles are applied, since farmers learn by doing rather than by being told. Demonstration design is addressed, including the comparison that makes a result convincing. Communication is covered, including local language, visual materials and radio or message based channels. Gender and household decision making are addressed directly, since the person trained is often not the person who decides. Monitoring adoption follows. The course closes on working with input suppliers and buyers.

What you will learn

- Explain farmer decision making including rational risk aversion
- Analyse the whole farming system before recommending
- Select extension approaches on cost and reach
- Apply adult learning so farmers learn by doing
- Design demonstrations that convince through comparison
- Communicate in local language and appropriate channels
- Address household decision making and monitor actual adoption

Who should attend

- Agricultural extension officers and supervisors
- Field staff of development programmes
- Input company field agronomists
- Cooperative and farmer organisation staff
- Training officers in agricultural institutions

Course outline

- 01 Correct advice that is not taken
- 02 Farmer decision making and risk
- 03 Farming systems analysis
- 04 Visits, groups, field schools and lead farmers
- 05 Adult learning and learning by doing
- 06 Demonstration design and convincing comparison
- 07 Language, visual materials and message channels
- 08 Household decision making, adoption monitoring and market linkage

Upcoming dates



Dates	Venue	Format	Fee per delegate
19 to 21 October 2026	Maputo, Mozambique	Classroom	USD 995
18 to 20 November 2026	Durban, South Africa	Classroom	R14,950
30 December 2026 to 1 January 2027	Mbabane, Eswatini	Classroom	R14,950
27 to 29 January 2027	Online	Online	R6,500

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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