



REPUBLIC OF KENYA



CHARACTERISTICS OF FARMER FIELD AND BUSINESS SCHOOL (FFBS)



Definition

Field and Business School (FFBS) is a participatory extension approach, whereby farmers form a school group and are given the opportunity to choose the methods of production through discovery- based approach.

Characteristic of the Farmer Field and Business School Approach

1. **Farmers “learn-by-doing.”** They carry out for themselves the various activities related to the particular farming practice. The key thing is that farmers conduct their own field studies. Training is based on comparison studies of different treatments.



Field study by farmers

2. The field is the learning place

All learning is based on the field working in sub-groups; Members of FFBS collect data in the field, analyze the data, and make action decisions based on the analyses of the data.



*If I hear -I forget
If I see - I remember ,
If I discover I own it
for life"*

3. Extension workers as facilitators not teachers

The role of extension worker is a facilitator not a conventional teacher.

4. Scientist/subject matter specialist work with, not lecture farmers:

They provide backstopping support to the members of FFBS and so doing learn to work in a consultative capacity with farmers.

5. The curriculum is integrated

This includes apiary establishment, hive management, apiculture husbandry practices and economics, sociology and education to form a holistic approach. Problems confronted in the field are the integrating principle.

6. Training follows the season cycle

Training is related to the season cycle of practice being investigated.

Parameter	APIARY	HIVE	COLONY	HAR-VESTING	PRO-CESS-ING	PACK-AGING
Status						
Action Needed						
LESA Parameter						
Relent						
Topics						

The information inserted in the table will define the management that is required in each week and stage

7. Regular group meetings

Farmers meet at agreed regular intervals. For apiculture, meeting should be on a weekly basis during the colony season. For other management practices the time between each meeting would depend on the specific activities that need to be done.

8. Learning materials are learner generated

Farmers generate their own learning materials, drawn from what they observe, to the field trials they set up. These materials are always consistent with local conditions and are less expensive to develop.

9. Group dynamics/team building

Definition of a group

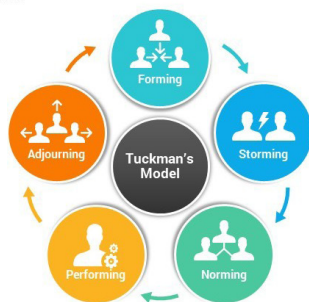
A group is made up of a collection of individuals whose goal is to work together towards defined objectives that individual members would have difficulty in attaining on their own. Normally, an effective group is “greater than the sum of its parts,” that is, its strength is greater than the total of each individual’s strength added together. So the sum of 1+1+1 is (or should be!) more than 3.

Stages of group formation

There are **five stages of group** development (Tuckman theory): forming, storming, norming, performing and adjourning. The way the group members address issues during these stages determines whether the group will be successful in achieving the assigned tasks or not.

Tuckman’s Team Development Model

Tuckman’s Team Development Model



Forming: A leader must be assigned. The group’s tasks and goals should be defined clearly, working conditions and role that each member will play must be well defined. Positive criticism must be offered and information must be shared.

Storming: The leader must ensure that group members' individual interests correspond to the group's goal. Each member's ideas must be listened to and the group's value must be well communicated to them. Group members must be motivated to become successful, conflicts shall be avoided, and attention shall be paid to informal power play.

Norming: The group leader must ensure that each member abides by the set standards and values, encourage relationship formation and interaction between group members. Motivate them towards success and support independence and innovation. This stage is characterized by the recognition of shared expectations and individual differences.

Performing: This is when the group is matured and obtains a cohesiveness feeling. In this stage, individuals accept each other and conflicts are resolved by discussion in the group.

Adjourning: Not all groups formed experience this stage since it is related to the disintegration of the group, but some groups continue and are not dissolved. Mostly, a group is adjourned because the task is over and the members decide to go their separate ways

10. Market-oriented production

The FFBS should carry out market oriented production. They should therefore elect a team to form a marketing committee to support in market surveys and engagement of buyers of the product on behalf of the FFBS. They also need to aggregate their produce for marketing to benefit on economies of scales in transportation and value addition.



Exhibition for marketing

In the pictures above, the FFBS farmers are engaged in market exhibition and a shop for sale of honey



Marketing of honey

Marketing tools in FFBS

The marketing concept is introduced at the pre-colony stage of the season of bees. It involves identification of marketing challenges and the strategies the FFBS will employ to overcome the challenges.

The challenges should guide the FFBS into developing a vision pathway by asking themselves certain questions as guided below

Q1 where are we in apiculture value chain and where do we want to be in 3-5 years?

Q2 what changes do we need to make in our production and marketing practices to get to the 3-5 years' vision?

Q3 what activities need to be done in the short, medium and long term?

Q4 what kind of resources is required to make some of these changes?

Q5 what are the challenges likely to be faced while making the changes?

Marketing committee

A marketing committee will be in charge and harmonizing market information and farmers production in order to develop a process of turning the vision into reality.

Marketing planning

Market planning is in two stages;

Stage one: Estimation of production

The marketing committee works with the FFBS to estimate expected production from the amalgamated produce from the farmers. This is done by using a check list.

Stage two: Determining the profitability of the apiculture value chain

Under the leadership of the marketing committee, the FFBS is guided to determine profitability of the enterprise

Example

Item/activity	Unit	Unit cost	Total cost
Pre-production			
Land rent			
Buy tools and inputs			
Production			
Cost of hives			
Harvesting			
Post harvest			
Transport			
Value addition			
Marketing			
Transport			
Other expenses			
Market fees			
Total costs			

Determining profitability

	Units of produce	Price per unit	Total income

$$\text{Profitability} = \text{Total Income} - \text{Total costs}$$

Market survey

Conducting a market survey

The group should decide on market survey information that needs to be collected so that the marketing committee can be engaged to carry out the market survey. For contract farming, the marketing committee can engage the buyer or company. Records are crucial in the aggregation of FFBS produce from individual members and a sample table below can be a guideline for this.

S/ NO	Name of farmer	Village name	Collective name	Sex M/F	Sales record				Name and phone No. of buyer
					Sales date	Total harvested	Total sold (kgs)	Total sales income	
1									
2									
3									
4									

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