SCALING UP IN AGRICULTURE

WEBINAR CHAT TRANSCRIPT

JANUARY 29, 2014

PRESENTERS

Johannes Linn, Brookings Institution
Richard Kohl, Center for Large Scale Social Change, LLC

Julie MacCartee: Good morning/afternoon/evening and thanks for joining us! We'll be getting started in about ten minutes.

Teffera Betru: Good evening from Cambodia this is Teff Betru

Stephen Gudz: Hi Julie -

USAID Agrilinks: Hello everyone, we're getting everyone hooked up to mics and will be getting started in just a moment

Stephen Gudz: Could you do a sounds check

USAID Agrilinks: yes hold on just a moment

Osagie Aimiuwu: Good Evening from USAID/Bangladesh

Julie MacCartee: Welcome, Osagie!

Julie MacCartee: ALL - please introduce yourself and let us know where you're joining from
Osagie Aimiuwu: Thank you.

Julie MacCartee: This is Julie MacCartee, BFS in Washington

Joseph Dever: Greetings, Joe Dever from Senegal checking in

John Lamm: John Lamm, Food for Peace Washington

Regina Eddy: Regina Eddy, BFS/

Steven Long: Steven Long BFS Washington

Anne Swindale: Anne Swindale, BFS Washington

Robert Mergenthaler: i have sound just now

Krista Jacobs: Krista Jacobs, BFS

Julie MacCartee: You'll be hearing a little background noise as we get set up

Joyce Turk: Joyce Turk, BFS Washington

Julie MacCartee: Welcome, everyone!

Anne Swindale: I can hear, I can hear!!

Suzanne Poland: Suzanne Poland BFS

USAID Agrilinks: Glad you can hear! We are doing some sound tests now

Amanda Fong: Amanda Fong, Mozambique

Jeanne Downing: Jeanne Downing, E3/MPEP

Tim Born: Tim Born, Mozambique
Robert Mergenthaler: hear hear

Anne Swindale: It does Julie

Patrice Hakizimana: Hi all, Am Patrice from Rwanda and might have sound problem, hope it will be solved once we start.

Jorge Oliveira: Jorge Oliveira: USAID West Africa

Shirley Erves 2: Shirley Erves

Doudou NDIAYE: Doudou NDIAYE, Agriculture Specialist, Sahel Regional Technical Office, USAID/Senegal

Bill Bradley: Hello, signing on from Cambodia...

Robert Mergenthaler: no sound

Karelyn Cruz: Karelyn Cruz, Mozambique

USAID Agrilinks: No one is speaking right now. We'll get started in about a minute!

Matthew Anderson: Matt Anderson Haiti

Anna Toness: Anna Toness, Zambia

Papa Dieye: Papa Dieye EGO USAID Senegal

John Brighenti: John Brighenti from USAID Ghana

Kris Gorham: Kris Gorham - BFS

evan meyer: Hi this is Evan Meyer from Nepal

Brian Conklin: Brian Conklin - USAID Ghana

Julie MacCartee: Glad you all could join today
erin shutty: Erin Shutty - BFS

Camara Oumarou: Oumarou Camara, USAID/Mali

abdourahmane ndiaye: Abdourahmane ndiaye Environmental compliance specialist USAID/Senegal Sahel regional office

J.W. Camilien SAINT-CYR: J.W. Camilien Saint-Cyr, AGriculture Officer, USAID/Senegal, Sahel Regional Office

Brian Martalus: Brian Martalus, USAID/Zambia/FTF

Anne Swindale: Can't hear

Robert Mergenthaler: cannot hear

Steven Long: no sound

Anne Swindale: ok now

Julie MacCartee: Just switched microphones, should be ok now

Baou Diane: Baou Diané-Dennis Knecht-Modibo Traoré USAID Mali

Loli Edeso: Hello, I am Loli Edeso from RUTA, Costa Rica, coordinator of Sustainable Agriculture of Sustainable Agriculture and Food Security Program financed by USAID

Julie MacCartee: Welcome!

Julie MacCartee: Please feel free to enter your comments and questions in the chat box at any time. We will have a Q&A period after Richard Kohl's presentation

Katie Garcia: Katie Garcia, BFS

Julie MacCartee: Hi Katie!

Suzanne Poland: What are the pros and cons of starting "at scale?" rather than "scaling up?"
Julie MacCartee: Thanks for your question, Suzanne, I have banked it for our Q&A session

Amanda Fong: audio went out

Julie MacCartee: Sorry all, Richard paused for a moment for a PA announcement over USAID speakers

Patrice Hakizimana: host governments and local beneficiaries.

Patrice Hakizimana: sorry my comments have been cut off.

Julie MacCartee: Hi Patrice - I’m sorry about that, Adobe can have a finnicky chat box. Sometimes, when I write long comments, I type them in an email or Word doc first

evan meyer: How do you work with donor systems in scaling up to incorporate as you describe, non-linear and iterative systems within donor linear systems?

Patrice Hakizimana: Within budget limitations, the best way to scale up innovations seems to work on sustainability of the intervention from the beginning and consider demand and expectations of beneficiaries while planning for the intervention.

Julie MacCartee: Please feel free to enter questions for Richard now - we will take a couple before 10amET, and then continue with more Q&A through 10:30amET after a 2-minute break

Bill Bradley: What is the best or most appropriate role for rural radio or television or even the Internet in scaling up?

USAID Agrilinks: Julie is speaking without a microphone right now, audio will be back in a second

Baou Diane: we cannot hear

Patrice Hakizimana: Donor and other development partners strong coordination seems key to bring technologies to scale. However, donor coordination has not been easy in developing countries (who is responsible for coordination?). How this issue can be realistically solved for the benefit of the assisted countries?

Brian Martalus: How do we know if the model ‘works’? Do we have to do a rigorous impact evaluation of the model first or are just a few years of good results enough?

Brian Martalus: before deciding to scale up a certain model.
**Abdourahmane Ndiaye**: How can research institutes and extension services work together for scaling up?

**Julie MacCartee**: Breaking for 30 seconds to let people leave for the Administrator's town hall

**Loli Edeso**: What are the first steps to consider in the planning of scaling-up?

**J.W. Camilien SAINT-CYR**: I am tempted to believe that scaling up, from a purely business perspectives, is self-driven, and the only incentives come from the need to generate more profits, and that come when the demand for the good or service is increasing. Of course scaling-up is only possible if the business has the financial resources to do so. What can you say?

**Bahiru Duguma**: Bahiru Duguma; USAID/Inida

**Julie MacCartee**: Richard also gave a talk at the Scaling Global Learning and Evidence Exchange (GLEE) in Bangkok. It will be posted on Agrilinks next week, and linked to the Agrilinks Scaling hub: [http://agrilinks.org/activity-cross-cutting/scaling-technologies](http://agrilinks.org/activity-cross-cutting/scaling-technologies)

**Julie MacCartee**: Please feel free to contact Richard directly. We will also share the questions that we missed with him

**Julie MacCartee**: He has twin daughters - another dimension of scaling up!

**Julie MacCartee**: Thank you for joining, I hope you found this useful

**Loli Edeso**: thank you

**Patrice Hakizimana**: thanks. Bye

**Bahiru Duguma**: Thank you and Bye!

**Julie MacCartee**: Goodbye, all!