21st ESEE
European Seminar on Extension Education

Extension Education Worldwide

trends, challenges and cases

Proceedings

Orhan Özçatalbaş
Editor

Akdeniz University, Faculty of Agriculture
Department of Agricultural Economics
Extension Science

2013 ANTLAYA / TURKIYE
21st ESEE European Seminar on Extension Education
02-06 SEPTEMBER 2013, ANTALYA

Extension Education Worldwide
trends, challenges and cases

Coordinated by
Orhan Özçatalbaş
with the collaboration of
International Scientific and Organizing Committee
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTENTS</td>
<td>III</td>
</tr>
<tr>
<td>PREFACE</td>
<td>XI</td>
</tr>
<tr>
<td>ABOUT 21st ESEE</td>
<td>XIII</td>
</tr>
<tr>
<td>THE COMMITTEES</td>
<td>XV</td>
</tr>
<tr>
<td>HISTORY, 40TH YEARS</td>
<td>XVII</td>
</tr>
<tr>
<td>THE JOURNAL</td>
<td>XIX</td>
</tr>
</tbody>
</table>

## KEYNOTE PRESENTATION AND OFFERED PAPERS

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status of Agricultural Extension and Rural Advisory Services Worldwide</td>
<td>1</td>
</tr>
<tr>
<td><strong>Swanson Burton E.</strong></td>
<td>3</td>
</tr>
<tr>
<td>The Extension Educational Effect of Rural Development Projects</td>
<td>9</td>
</tr>
<tr>
<td><strong>Abd-Ella M.M. El-Baaly E.M. El-Gohary A.M.</strong></td>
<td>11</td>
</tr>
<tr>
<td>Bedouins’ Indigenous Knowledge Utilized in Raising of Small Ruminants in Sinai Peninsula, Egypt</td>
<td>11</td>
</tr>
<tr>
<td><strong>Abdel Aal M. H. Diab A. M.</strong></td>
<td>17</td>
</tr>
<tr>
<td>Enhancing Extension Roles Through Mobile Phones in Nigeria: A Case Study</td>
<td>17</td>
</tr>
<tr>
<td><strong>Abdullahi A. Garforth C.J. Dorward P.T.</strong></td>
<td>21</td>
</tr>
<tr>
<td>Access to Extension Services: A Tool for Livelihood Diversification Among Pastoralist Women of Northern Nigeria</td>
<td>21</td>
</tr>
<tr>
<td><strong>Aderinoye-Abdulwahab S Adefalu L. Oladipo F. Adisa R Dolapo T.</strong></td>
<td>23</td>
</tr>
<tr>
<td>Perceptions of Rural People Regarding the Impacts of Development of Rural Tourism in Dena Region, Iran: Lesson Learned for Extension</td>
<td>23</td>
</tr>
<tr>
<td><strong>Ahmadvand M. Mahdian M.</strong></td>
<td>25</td>
</tr>
<tr>
<td>An Evaluation of Agricultural Policy from Farmers’ Lens: Case Study of KPK Province-Pakistan</td>
<td>25</td>
</tr>
<tr>
<td><strong>Ali M. Hanif K. Siddiqui B.N.</strong></td>
<td>29</td>
</tr>
<tr>
<td>Agricultural Associations in the Infulene Valley, Mozambique</td>
<td>29</td>
</tr>
<tr>
<td><strong>Amilai C. M. Cristóvão A. Braço S. V.</strong></td>
<td>31</td>
</tr>
<tr>
<td>Agricultural Innovation Systems Amongst small scale pineapple Farmers in the Akuapim South Municipal Assembly of Ghana</td>
<td>31</td>
</tr>
<tr>
<td><strong>Ankrah D. A.</strong></td>
<td>37</td>
</tr>
<tr>
<td>Concerns of Citrus Growers Regarding Micronutrients Application: Implications for Agricultural Extension in Pakistan</td>
<td>37</td>
</tr>
<tr>
<td><strong>Ashraf S. Khan G. A. Shoukat A. Iftikhar M. Luqman M.</strong></td>
<td>45</td>
</tr>
<tr>
<td>Communication Networks for Organic Hazelnut Growers in Samsun</td>
<td>45</td>
</tr>
<tr>
<td><strong>Aydoğan M. Demiryürek K.</strong></td>
<td>57</td>
</tr>
<tr>
<td>Information Sources used and Extension Methods Preferred by Dairy Farmers in Turkey</td>
<td>57</td>
</tr>
<tr>
<td><strong>Boz I. Bostan Budak D.</strong></td>
<td>57</td>
</tr>
</tbody>
</table>
Agricultural Extension Service Benefit Level of Rural Women with Active Duties in Agricultural Activity: Agri/Turkey Sample ............................................................. 63

Buyukbay E.O. Aslanboga N.

The Agricultural Knowledge System in the Urban Agriculture: Suggestions from the Pontecagnano Eco-Archeological Park (Italy) ................................................................. 65

Caggiano M.

Views of Public Extension Personnel and Private Extension Advisers on the Privatization of Extension Services .................................................................................................. 73

Celik Ates H.

Farm Innovation Through Rural Development Programmes: Experiences and Pathways of Innovation in Italy ........................................................................................................ 79

Cristiano S. Proietti P.

Where and How is Extension Today in Portugal? Revisiting AKIS in a Time of Crisis and Challenges ......87

Cristovao A. Koehnen T. Knierim A. Baptista A. Madureira L.

The Contribution of Extension Activities to Multifunctional Agriculture .......................................................................................................................... 93

Cukur T. Atis E. Akyuz Y.

Integrating Climate Change Issues into Agricultural Education Programs at Razi University: A Delphi Approach ..................................................................................................... 99

Dorani M. Mahsasadvandi K.

Adoption of Short-Life Rice Among Egyptian Farmers, Delta of the River Nile........................................ 101

El-Shafie E. Hikel S. El-Shennawy L. Fahmy A.

Institutional Frameworks and Innovation by Men and Women Farmers in East Africa .......................................................... 107

Garforth C.

Assessment of Extension and Educational Programs of Agricultural Extension Service on Improving the Rural Life Skill [Factor Analysis] ............................................................................. 109

Ghiasy F.Gh. Dehyouri S.

Investigating Consumers Attitudes Toward Using Agricultural Genetically Modified (GM) Food Products ...................................................................................................................... 111

Ghiasy F.Gh. Mirakzadeh A.A. Shiri N.

Increasing Knowledge Flows Between Research and Advisory Systems: the Case of Communities of Practice in Italy .......................................................................................................................... 113

Giare F. Materia V. C.

Pluralist Extension Model Based Farmers’ Organizations for the Development of Gap Region ............. 121

Gurbuz I.H. Kaya C. Ozcan Z. Gumus I.U. Ozdurmus N. Ozcatalbas O.
A Model of Decision-Making and Information Flows for Sustainable Natural Resource Management: Application of SSM Method in Alborz Watershed in Iran ................................................................. 131

Hosseini S.M.  Rezaei A.

Role of Extension Services in Promoting Multifunctional Agriculture and Integrated Rural Development in Serbia ........................................................................................................... 141

Jankovic S.  Kuzevski J.  Tolimir N.  Berjan S.  El Bilali H.  Capone R.  Tomic V.

New Approach in Development of Extension Education on E-Extension Platform ......................................................... 147

Kalna-Dubinyuk T.

Impact of Farmer Field Schools on Vegetable Farmers’ Pest Management Knowledge in the Khuzestan Province of Iran ........................................................................................................ 151

Karamidehkordi E.  Shamshirgar F.

Identification of Tourism Financial and Capital Obstacles in Chehar-Mahal&Bakhtiari Province, Iran ..................................... 153

Karbasioun M.  Karamidehkordi M.

Learning to Match Demand and Supply of Innovation Support Service- Insights from a Smallholder Onion Commercialisation Project ........................................................................................................ 157

Kilelu C. W.  Klerkx L.  Leeuwis C.

What are Appropriate Training Materials for New Entry Farmers? A Preliminary Study ................................................................. 165

Koehnen T.  Baptista A.  Loureiro A.

What are the Possible Training Methods and Materials for New Entry Farmers and the Innovative Agricultural Activities and Management Themes? A Preliminary Study ................................................................. 167

Koehnen T.  Baptista A.  Loureiro A.

The Role of Advisors in the Implementation of Short Courses ........................................................................................................ 173

Kozari J.  Toth K.

Decision Making in Agriculture - Farmers' Lifeworld in Theory and Practice ........................................................................... 177

Lindblom J.  J Rambusch.  Ljung M.  Lundström C.

Does Climate Change Enhance Rural Food Insecurity: Experience from Mountainous Areas of Pakistan 183

Luqman M.  Shahbaz B.  Ali S.

Impact of Climate Change on Rural Livelihoods (A Case of Hazara Region of Pakistan) ......................................................... 185

Luqman M.  Shahbaz B.  Ali T.

Rural Development Policies and Measures for a Multifunctional Agricultural Sector ........................................................................... 187

Mahmoodi M.  Chizari M.  Kalantari K.  Eftekhari A. R.

Use of Communication Sources by the Women Beneficiaries of RDRS in Income Generating Activities.................................. 193

Mamun M.R.  Mondol A.S.

Competence Development in Cooperatives ........................................................................................................ 195

Mulder M.  Orbons D.
Sharing Knowledge with and from Farmers Through a Community Knowledge Broker Network and the
TECA Platform in Uganda.................................................................................................................. 205

Nichterlein K.  Nakajubi B.  Lima C.

Web 2.0 Social Media as an Extension Tool for Advocacy in Western Nigeria ............................. 207

Oyebola Adebola    E. Bifarin J.O.

The Role of Mass Media in Rural Development............................................................................. 209

Paksoy M.  Ikikat Tumer E.

Ex Post Evaluation of Research Activities Financed by the Tuscany Region in the Fields of
Viticulture and Aquaculture.................................................................................................................. 215

Proietti P.  Tudini L.

Institutional Role in Realizing the Transition of Extension to Entrepreneurship: The Key to Existence of
Extension Science ................................................................................................................................... 221

Ramkumar S.  Sethumadhavan T. P.

Sustainability Education Approaches in Agriculture Higher Education ........................................ 223

Rezvanfar A.  Faham E.  Mohammadi H.M.

Extension Education and Home Economics: Women’s Role in Advisory Work in Finland. ............... 225

Savisalo L.

Cyber Extension in Pakistan: Challenges, Lessons Learnt and Ways Forward................................... 229

Shahbaz B.  Iftikhar M.  Ata S.

Extension of Sustainable Agriculture Practices in Western Rajasthan: A Case Study from Pali District.... 231

Singh D.  Chaudhary M.  Meena M.L.  Roy M.M.

Agricultural Extension in the Czech Republic, in its International Context........................................ 233

Slavik M.  Husa J.

Public and Private Players on the Market of Agricultural Advice and Extension in Romania .............. 239

Stefanescu S.L.  Steriu S.  Dumitraşcu M.

The “New Extensionist”: Roles, Capacities, and Strategies to Strengthen Extension and Advisory
Services ................................................................................................................................................. 239

Sulaiman R.V.  Davis K.

Study of Extension Problems Related to Canola Growth Undevelopment in Semnan Province (Case
Study:Rurals of Garmsar) .................................................................................................................... 245

Tayouri M.  Khodayari F.

Agricultural Extension: The Case of Farm Advisors in Greece in the Framework of the Reg. (EC)
1782/2003 (FAS) .................................................................................................................................. 259

Tiligadi V.  Koutsouris A.

The Role of Agricultural Extension on Entrepreneurship ..................................................................... 265

Torun E.

Patterns of Climate Change and Coping Strategies of Small Farmers in Mountainous Area of Kaghan Valley,
Northwest Pakistan ............................................................................................................................... 273

Umair S.  Babar S.  Tanvir A.  Shoukat A.
Investigation of the Central European Agricultural Advisory Systems with special regard to the Austrian and Hungarian Systems. 279

Ver A. Milics G. Kozari J.

Monitoring Creative Processes: the Timeline and the Learning History. 283

Wielinga E. Herens M.

Impact of Large-Scale Irrigation Schemes in Iran: A Constructivist Approach. 291

Zarafshani K. Sharafi L. Barani S. Karami S. Ramezani M.

Which organizational models stimulate higher access to agricultural extension services? Empirical evidence from Italy. 293

Bartoli L. Chiappini S. De Rosa M. La Rocca G.

POSTERS 299

Actual and Potential Utilization of Information and Communication Technologies (ICTs) as Sources of Information by Agricultural Extension Workers. 301

Abdulrazzaq A.H. Elshafie E.M. Magd Z.H.

The Perception of Egyptian Farmers About Distant Learning in Agricultural Extension Education. 303

El-Baaly E.M. El-Gohary A.M.

Agricultural Extension System in Morocco: Problems, Resources, Governance and Reform. 307

El Bilali H. Driouech N. Berjan S. Capone R. Abouabdillah A. Ahouate L. Azim K. Najid A.

Agricultural Extension Centers Enhanced Extension Educational Performance in Egypt. 311

El-Gohary A.M. El-Baaly E.M.

Agricultural Advisory Services Between National and Donors’ Policy Frameworks in Benin. 313

Moumouni I. Mouzoun B.X. De Romemont A. Faure G.

Analysis of Functions of Rural ICT Offices in Sustainable Agricultural Development: The Case of Boirahmad County, Southwestern of Iran. 321

Nooripoor M. Davari M.R.

Impact of Climate Change Extension on Agriculture in Sub-Sahara Africa. 323

Oyebola Adebola E. Olatokunbo B.

Attitudes of Extension Experts of Ardabil Province Towards Mobil Communication in Extension Education. 325

Shirdel A. Ghafari O. Bagheri A.

Credit Access and Livestock Productivity Among Rural Women Farmers in Nasarawa State, Nigeria. 331

Silong A.K.

Success Story of Small Farmer Through Capacity Building – A Case Study from Paderly (India). 337

Singh D. Chaudhary M. Meena M.L. Roy M.M.

Approach of the Public Agricultural Extension Service to Rural Development in Montenegro. 339

Stanisic V. Despotovic A. El Bilali H. Berjan S. Milutinovic H. Stojanovic A. Jugovic M.
Working Conditions of Women in Greenhouses and Importance of Extension in Antalya Province, Turkey

Turhanoğulları Z. Özçatalbaş O.

The Ideal Profile of the Contemporary Extensionist and Its Relationship with the Qualities of the Millennial Generation Professionals

Varela H.G.

Management Strategies for the Promotion of Territorial Development: The Case of INTA Delta Del Paraná, Argentine Republic

Varela H.G. Monsutti M.V. Mujica G.

The Educational Effect of Agricultural Extension Education Meetings in Egypt

Abd-Ella M.M. El-Gohary A.M. El-Baaly E.M.
Distinguished Colleagues,

The ESEE is a biennial event that is organized in rotation by European countries for training and research in the purpose of communication for agricultural and rural extension. The first seminar was organized in Finland 40 years ago. This year, the 21st ESEE took place between September 2 to 6, 2013 in Antalya, Turkey.

As it known the story of ESEE starts in Helsinki. ESEEs have also a substantial history and tradition which began in Helsinki, Finland, in 1973. The success of the first venture in 1973 led to a decision to meet again after two years in a different venue within Europe for broadly, the same purposes, and this practice has been continued. In a way, the use of European experience and expertise in other parts of the world has become an associated issue with implications for the ESEEs.

The main purpose of this seminar traditionally is to share the ideas and practices of the participants on participatory approach to agricultural extension works. As usual this year, we will see and list to the best practice in extension between public and private extension services around the world starting from Europe. We have the possibilities to discuss and argue and to adopt them in other countries, and to meet good friends during years. During these passed years we are the Extension Educators, Scientists and have met all around. The issue, "train trainers to train" is the same but the world around has changed. As it known, we need food, and the farmers are still providing the material for safety foods as well as they are most responsible of security of food. We, the extension educators are finding the innovations for new and less time consuming and easier work for agriculture.

The seminar programme is added to the end of this book, as it can be seen during the seminar has implemented plenary and working group session, and parallel sessions, are part of brain storming and help all participants, to share their knowledge and experiences on extension and relevant subjects, and to organize technical and cultural tour activities.

We hope that the proceedings book will be very good reference for all participants and others who are involved in rural extension and education and 21st ESEE has been fruitful for each participant.

I would like to express our special thanks to the founders of ESEE initiative as Dr. Harri Westermarck, Dr. Maurice Rolls, Dr. Anne Van den Ban, Dr. Niels Röling, Dr. Volker Hoffmann and European and all other colleagues of who contributed to the profession and Seminar’s organizers.

Finally, my thanks go to members of the scientific and organizing committees, moderation and distinguished participants for valuable collaboration and contributions.

Sincerely yours,

Orhan Özçatalbaş, PhD.
President of 21th ESEE

Akdeniz University Faculty of Agriculture
Dept.of Agricultural Economics
Extension Science
07058 Antalya/Turkiye
What are Appropriate Training Materials for New Entry Farmers?  
A Preliminary Study

Koehnen T.\textsuperscript{1}  Baptist A.\textsuperscript{2}  Loureiro A.\textsuperscript{3}

\textbf{Abstract:} In Portugal, there has been an increase in the number of work places and employment in the agricultural sector. The revitalization of the agricultural sector is related to an increase in exports and new entrants to agriculture. These new entrants are the result of the difficulty in the general economy, economic austerity policies and high unemployment in other working sectors. The new entrants are involved in managing strawberry plants in vertical greenhouse production or mushroom reproduction activities and distribution. The preliminary study procures information about training needs and innovative activities from researchers, university professors, advisory services and trainers.

The methodology for the study is a survey design that uses a questionnaire with primarily closed questions. The paper will discuss the results from the questionnaire directed at third parties to determine the type of training and educational tools to be used for preparing farmers to diversify farm activities. The educational needs assessment is a part of a European project i.e., RURAL/ITER: Lifelong Learning Programme. The paper will also identify the priority training areas or interests to diversify the farm activities and provide a brief historical review about farmer training in Portugal.

\textsuperscript{1}Centre for Transdisciplinary Development Studies (CETRAD), University of Trás-os-Montes and Alto Douro (UTAD), Portugal  
\textsuperscript{2}Centre for Transdisciplinary Development Studies (CETRAD), University of Trás-os-Montes and Alto Douro (UTAD), Portugal  
\textsuperscript{3}Centre for Transdisciplinary Development Studies (CETRAD), University of Trás-os-Montes and Alto Douro (UTAD), Portugal