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How to Influence Change: Role: Women Farmers

Current situation: During farming season you work on your husband's fields several hours each day before being free to work on your own fields. You also have to collect water, prepare meals, and look after the children. But you want to earn more money from the plots you cultivate and you have heard that some farmers are selling soybeans at good prices. You would like to know how to grow soybeans, where to get the seeds, and where to sell the harvest for the best price.

Goal: Try to get access to the resources that will help you successfully plant and sell soybeans.



How to Influence Change: Role: Men Farmers

Current situation: You have been growing maize and millet each year but prices of maize have fluctuated wildly during the past few seasons. You have heard that some farmers are getting good prices for soybeans. You are thinking about planting soybeans for the coming season but would like to be sure that good quality seed will be available and that there really are buyers that are ready to pay good prices.

Goal: Try to get information that will help you decide whether or not to plant soybeans.



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How to Influence Change: Role: Input Suppliers

Current situation: You have been selling seeds, fertilizers, and pesticides in the regional town but want to reach more farmers. You have been thinking about a couple of possibilities. Perhaps you could have your cousin travel to each of the regional markets to sell inputs. Maybe you could get an NGO to buy inputs for distribution to farmers or work with government extension agents so that you can sell inputs at any extension events.

Goal: Identify the actors you will work with to reach more customers.



How to Influence Change: Role: Community Leader

Current situation: You are responsible for the welfare of your group. One specific responsibility is the distribution of land use rights. You want to see families doing well and able to make enough money to feed themselves and keep their children in school. Men have always been responsible to raise the cash crops and women have always helped them as well as raising their own crops to feed the family. Maybe there are new ways of doing things that might increase family incomes.

Goal: Demonstrate how you can support families to farm more profitably.



How to Influence Change: Role: Processor

Current situation: Your factory has been sitting idle for far too long since you finished processing all the soybeans you purchased after the last harvest. Your operation is too small to make importing of soybeans practical so you need to find additional suppliers.

Goal: Identify how you can expand your supply chain.



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How to Influence Change: Role: Finance Institution

Current situation: You have been making some loans available to organized farmer groups but you realize that many farmers are not participating in these groups. You think there is profitable business in reaching more farmers but they aren't coming to you for production loans. You are not sure how to reach them effectively.

Goal: Try to identify new customers and how to successfully reach them.



How to Influence Change: Role: Radio Station Staff

Current situation: In order to increase advertising revenue you are thinking about introducing new programming. Since farming dominates the economy of the region, you are thinking about developing an agricultural show but want to be sure this is a program that will attract broad listenership so that you can successfully sell advertising to support its production.

Goal: Find partners that will support your goal of developing this programming.



How to Influence Change: Role: International Development Project Team

Current situation: You are launching a project with the goal of helping men and women farmers increase incomes. Your research has identified soybean as a promising crop, given strong unmet demand and the suitability of the regional soils for growing this crop. Some farmers in the region are already growing soybean and have been able to sell their harvest at good prices. Your project has explicit targets for reaching and benefiting women farmers.

Goal: Demonstrate specific ways you can support incentives of various actors that will result in benefit



How to Influence Change: Role: Observers

Instructions: Watch, as the role play unfolds, for the following:

- Identify leverage points that are easiest for the project team to influence for the benefit of women and men farmers.
- Is the project team applying the principles of facilitation and demonstrating the characteristics of facilitators discussed in the plenary?
- If the team is successful in introducing change in the way these actors relate, how can that change be sustained?