THE MOBILE TRAINING UNIT
USE NEW TECHNOLOGIES TO REMOTELY TRAIN THE FARMERS

**Key Messages**
- Description: The MTU is an innovative training program. Two trucks with audiovisual equipment travel to agricultural regions in Ghana and Kenya to show training videos on best agricultural practices. This is complemented by work with tractor service providers and financial institutions to help them develop services for smallholder farmers.
- Specificity: Identify efficient ways to train farmers – leverage existing groups. Work with existing private sector partners to help them deliver products and services profitably.
- Impact: 20,000 farmers have benefitted from training. Ghana rice farmers doubled per hectare margins; Kenya farmer profits increased by 100%.

**Functioning**
- Focus on the specific pinch points in the value chains: Access to major buyers, adoption of agricultural practices, access to attractive financing.
- Development of an audiovisual solution presenting best practices to farmers: Use video to show potential impact of changing behavior.
- Operate in hard to reach isolated communities: Contact farmers through existing farmer organisations.

**Impacts**
- Agricultural productivity: Increase in yields after training. 65% adoption of certain best practice.
- Climate change: Development of sustainable agricultural practices (soil, water management, etc.).
- Sustainable dev. goals: Doubling of profitability of target crops in Ghana and Kenya thanks to the program.

**Budget**
- N/A

**Players**
- Donors: John Deere Foundation
- Partners: TechnoServe

**Next Steps**
- Replicate the program’s success in other communities and countries.

**Scope**
- Ghana
- Kenya
- 20,000 farmers

**Levers**
- Soils
- Agricultural water
- Risk management
- Financing

Illustration: spreading of good practices through a truck with audiovisual equipment traveling in isolated agricultural areas.