1. Introduction
Improved Brachiaria Hybrids, Brachiaria Cultivars and Panicum Cultivars have been planted in Central and Western Kenya and raised a growing interest of farmers.

2. Objective
Improving the productivity of diary farms in East Africa by a large scale adoption of improved forages. At least 70,000 farmers will be reached by the improved technologies by 2023.

Farmers have to know about a new technology before they are willing to adopt it.

Interest has to be raised.

Farmers have to be familiarized with the technology.

Learn how to use it and experience the additional value it brings to their farming systems.

3. Methods applied
Establishment of more than 50 demonstration plots:

- On private farms
- On farmer groups land
- In dairy cooperatives
- In an Agricultural Training Centre

Farmers report on higher milk yields due to improved feeding practices and less expenditure in buying external feed.

4. Main scaling approaches
- Trainings
- Field days
- Demonstration plots
- Partnerships

5. Achievements so far
- More than 11,000 farmers reached so far
- 16% of the goal -->

Increasing demand from farmers, farmer groups and dairy cooperatives.

Dairy cows fed on Brachiaria increase milk production up to 30%.

6. Lessons learnt
Traditional approaches do work to increase the outreach of a new technology but to reach out in scale, a system change has to be initiated, through raising awareness, policy advocacy etc.

Traditional approaches have to be supported by modern media campaigns.

Strong partnerships especially with the private sector create a sustainable change and outreach in scale.

7. Way forward
More partnerships have to be initiated, as with the private sector.

Seed companies to improve the offer, availability and accessibility of forage seeds.

Dairy cooperatives to reach out to their members.

NGOs, Development Agencies and National Agricultural Research Institutes to use their partner networks and to create synergies.

Integration of scaling activities in a growing number of project proposals.

Scaling and intensification of the activities to other East African countries.

Acknowledgements
We acknowledge the support and contribution of farmers in Kenya, Tanzania and Rwanda; the excellent cooperation with SNV, Papalotla, as many dairy cooperatives. This project received financial support from BMZ, IFAD and CGIAR. This work was done as part of the CGIAR Research Program on Livestock. We thank all donors that globally support our work through their contributions to the CGIAR system. Special thanks to the “Taskforce on Scaling” (GIZ BEAF - CIM) for all support granted, especially on methodical approaches.