

Testing adoption pathways of agro-climate services

Case study in Dien Bien, Vietnam

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Agro-climate services (ACS)

- ACS have an important role in agricultural planning and practices
- 'Last-mile delivery' and adoption still weak
- Understanding ACS causal adoption impact pathways increases farm resilience

ACS delivery and adoption pathways

- Group discussion: Framework for causal impact pathway with binomially distributed variables
- Survey with two farmer groups
 - Village saving and loan associations (VSLA) – structured
 - Conventional –unstructured
- Validate causal relationships of ACS adoption
 - Quantify confidence interval difference in response rates causal variable [yes/no] → resulting variable of interest [yes]
 - Quantify strength of causal relations: Range of CI and practical pre-defined threshold



Figure 1: Focus group discussion with rice farmers

Testing causal relationship of VSLA and non-VSLA adoption pathways

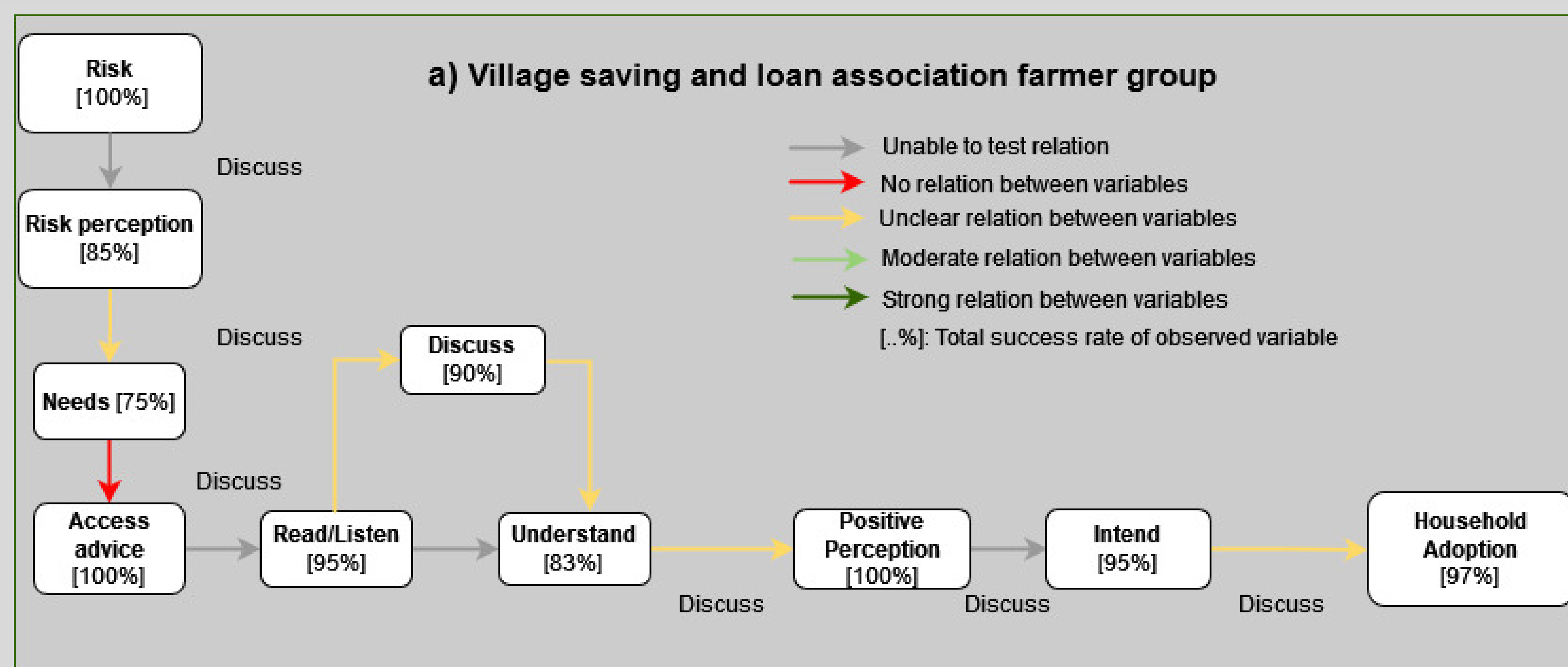


Figure 2: Testing adoption pathways of VSLA group

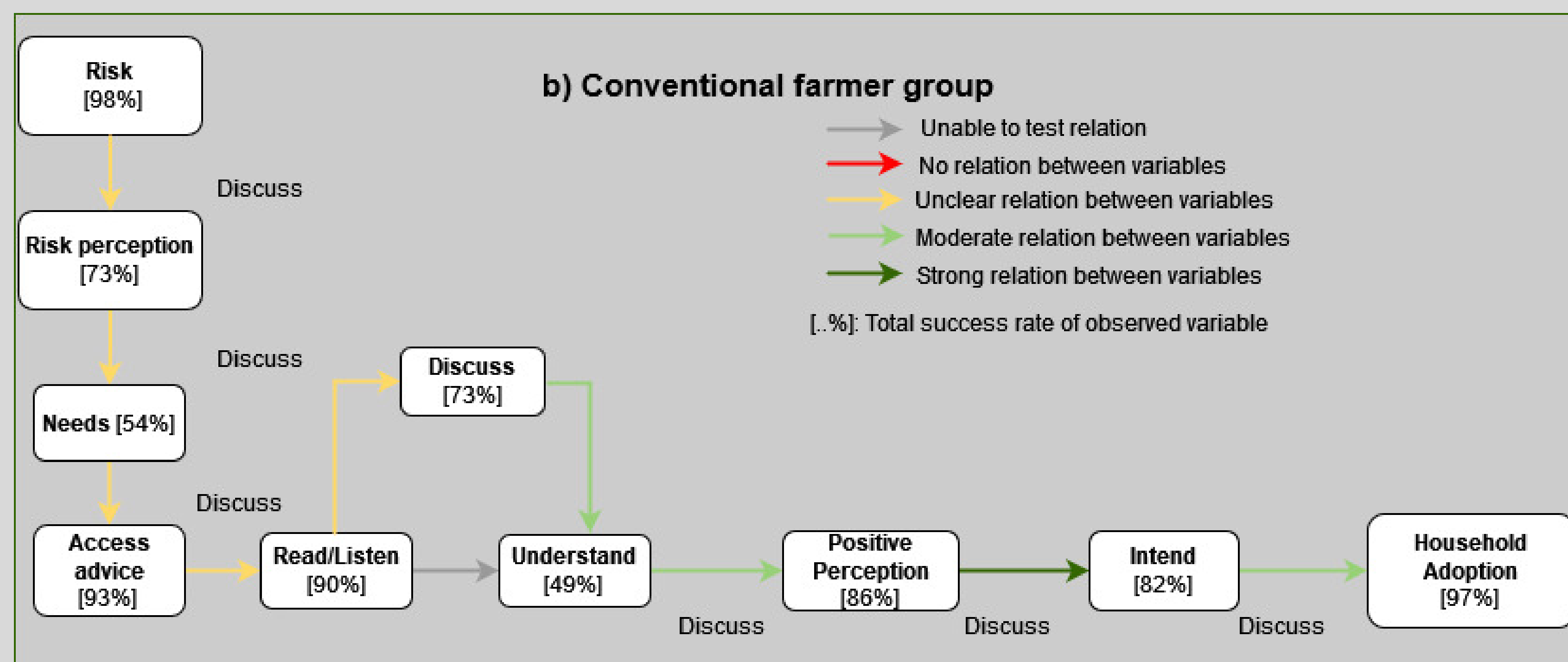


Figure 3: Testing adoption pathways of conventional group

- VSLA: Very likely to access, read, discuss, understand, positively perceive, intend to adopt and adopt ACS
- 1 surveyed household recommends → **4.5 peers**

- Conventional farmer group: **Less** likely to **understand** but still having high likelihood to adopt ACS
- Chance non-VSLA recommend peers is 12%-46% smaller than VSLA
- 1 surveyed household recommends → **2.2 peers**

- There are multiple adoption pathways. It is not linear, static but rather dynamic
- Interpersonal effect plays crucial role in peer to peer learning and scaling-out ACS