

Welcome to Parallel Session:

Early Career Leaders in Extension

Early Career Leaders in Extension Panel



KEITH HARRIS

National Program Leader, National Institute of Food and Agriculture (NIFA), United States Department of Agriculture (USDA)

(Moderator)

BECKY WITINOK-HUBER

Research Scientist, Haub School of Environment and Natural Resources, University of Wyoming

WINNIE ONYANGO

Associate Director, Plant Village Kenya

JOEL CURRIER

Young Farmer and Rancher Committee, Vice President, Farm Bureau

JEFF PIEPER

Extension Area Specialist, Commercial Horticulture and Natural Resources, Colorado State University (CSU) Extension



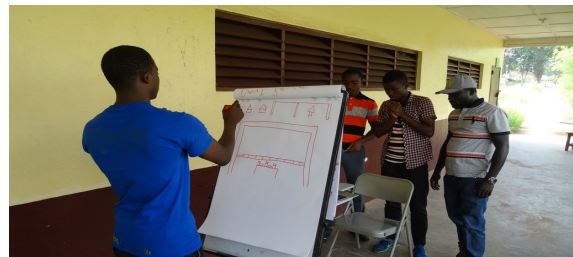
Applied Environmental Social Scientist

Rebecca (Becky) Witinok-Huber (PhD)



Women & Youth Driving the Future





Cuttington University Student Training – Liberia

The background is a solid teal color with a subtle, repeating pattern of stylized leaves and branches in a lighter shade of teal. The leaves are simple, pointed shapes, and the branches are curved lines. The overall effect is a clean, modern, and nature-inspired aesthetic.

Thank you!



Winnie Onyango

Extension Research Associate, Innovation Lab for
Current and Emerging Threat To Crops, Associate
Director at PlantVillage

Lead at Dream Team Agroconsultancy, Kenya

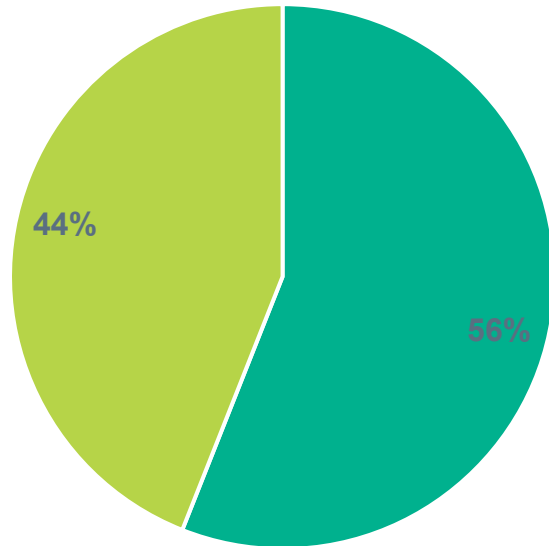
PhD in Entomology
Pennsylvania State University
USA

wao5041@psu.edu

Farming system In Kenya

where in Agriculture;

Farming System

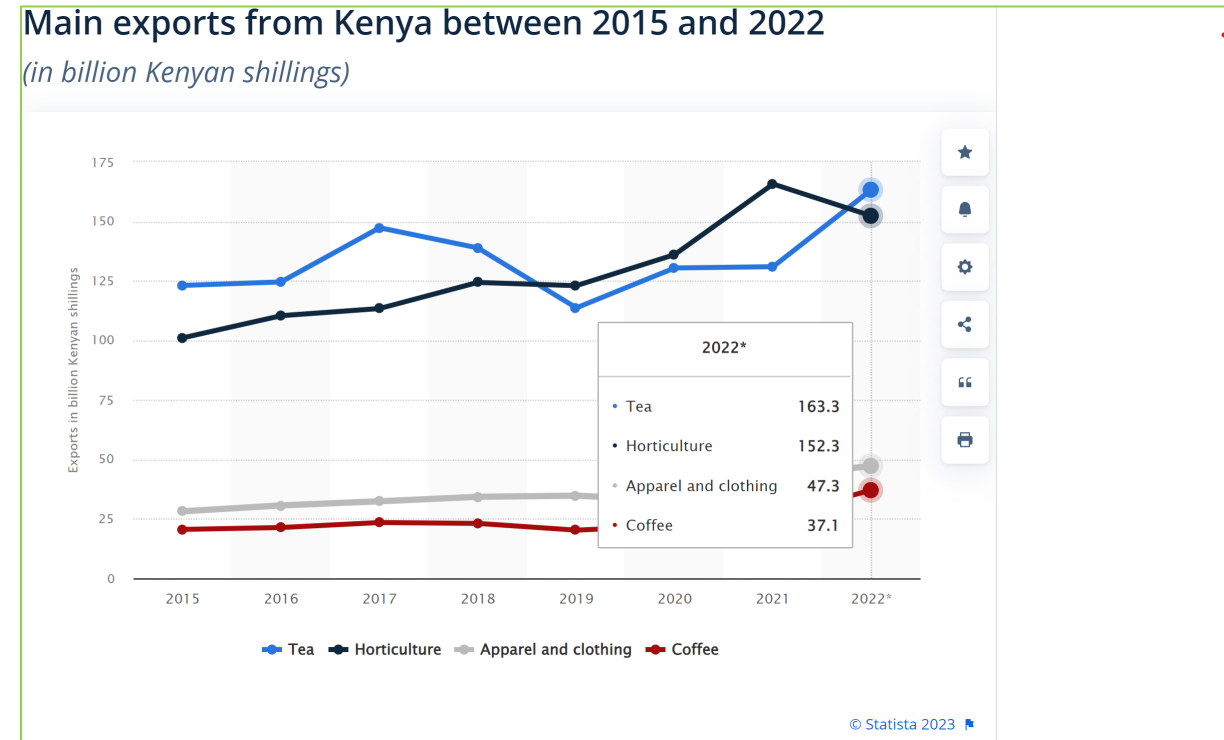
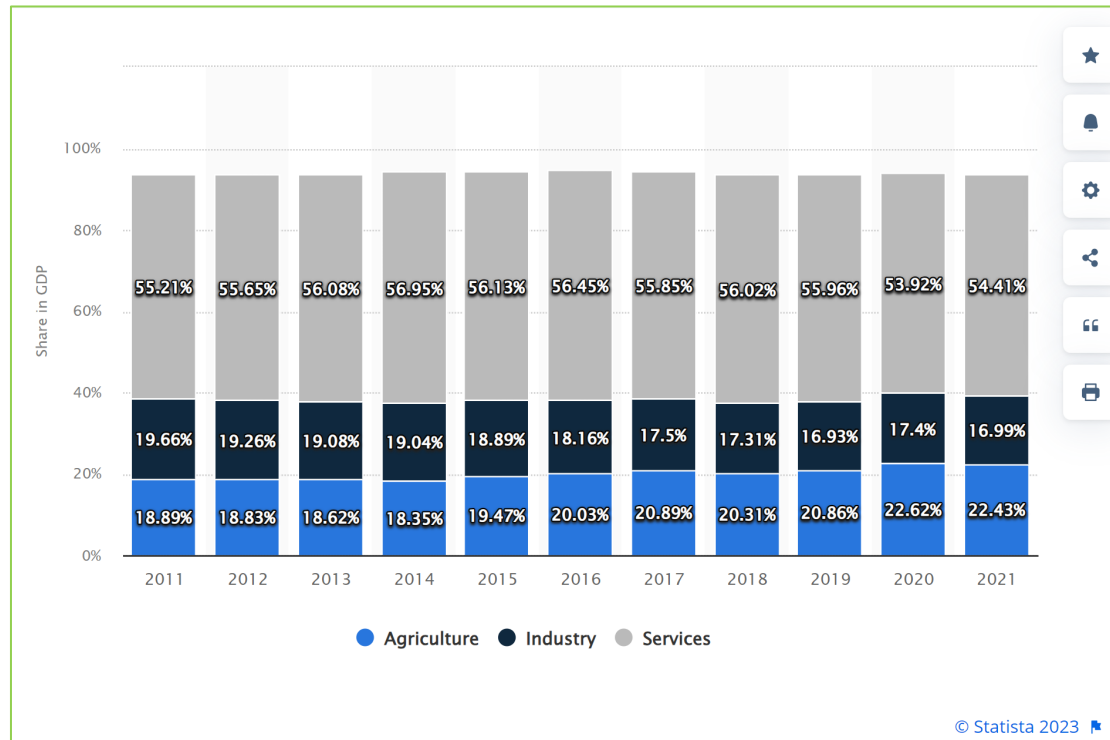


■ Subsistence Farming ■ Commercial Farming ■

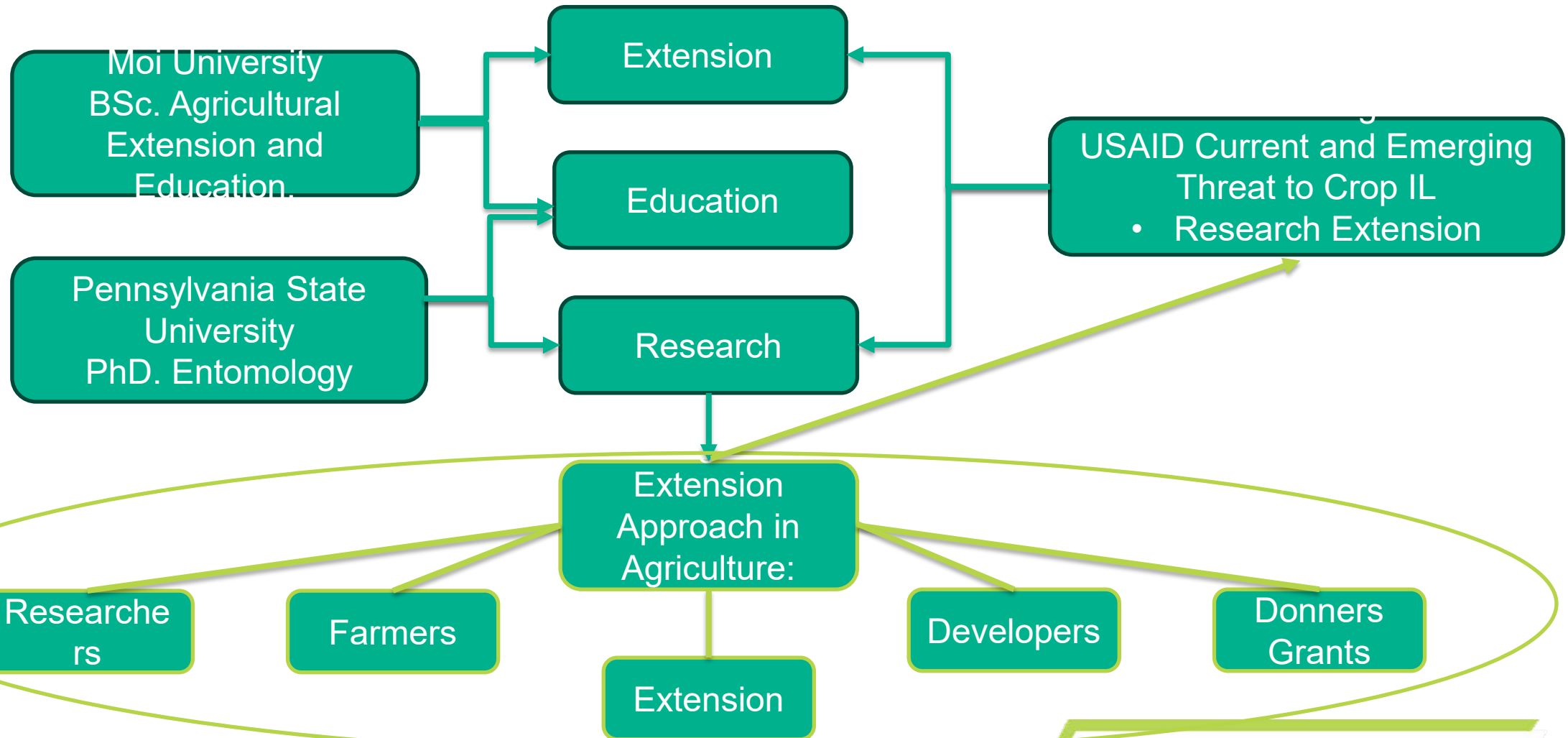
- >20% consist of arable land with only >10% having reliable rainfall and fertile soil for farming
- Provides 75% of the national labor force
- 80% of rural population derive **livelihood** and **food** from farming. (Pastoralists, landless people and small-scale farmers)
- Contributes up to 50% revenue from country's export
- Ratio of extension to farmers at 1:1000 nationally and 1:2000 at county level.

Agricultural Contribution to Economy In Kenya

Share of economic sector in Gross Domestic Product 2011-2021



Journey to early career in Extension



PlantVillage Extension Approach

Surveillance

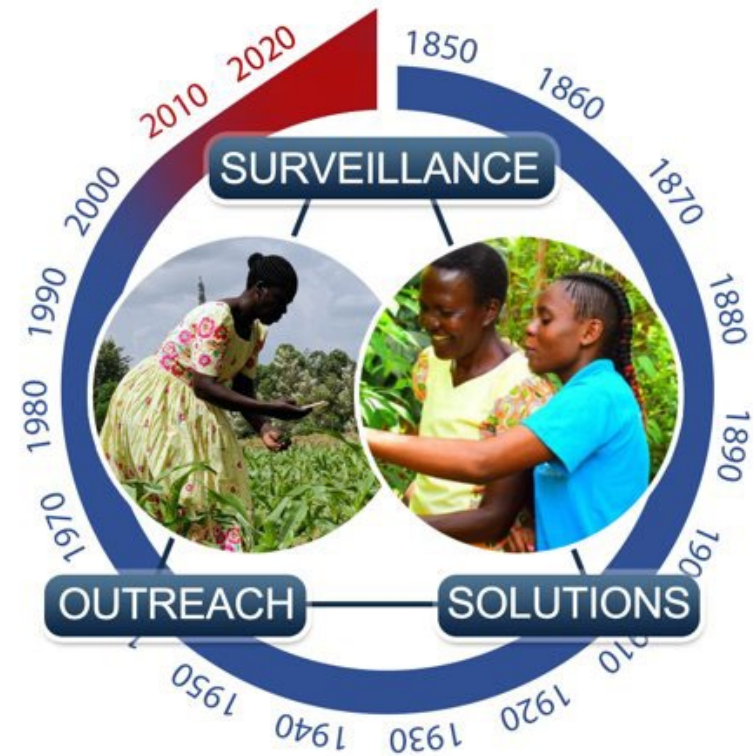
- **Technology + Local Communities** most recently saved food for 41.5 Million people at a valued cost of \$1.77 Billion

Outreach

- **Technology + Local Communities + Private Companies** reach over 14 Million farmers with radio, TV and SMS with 92% behavior adaptation.

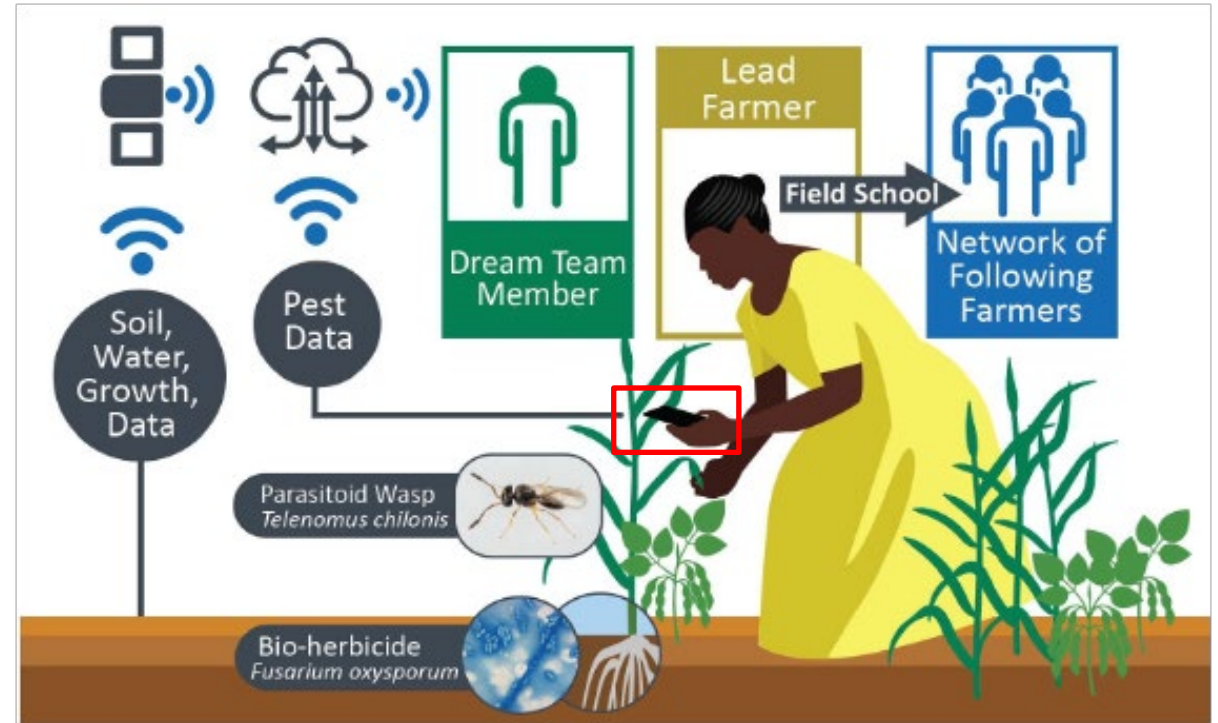
Solutions

- **Technology + Local Communities + Researchers** collaborate across borders and oceans to conduct high quality research in local conditions to scale globally



Mission and Purpose

- To **serve smallholder farmers** in reducing crop loss and help improve their livelihoods by providing **accurate and actionable agricultural information** and services to help them **grow more food in a climate changed world**
- The platform aims to achieve this mission by leveraging **technology**, crowdsourced **knowledge** and **community** engagement to address plant health and agricultural challenges faced by farmers around the world.



Dream Team(>80% Youths)/Community Network



Demonstration



Training



Field Days



Research



Farmer visit



Field school

Farmer-farmer extension



PlantVillage

PLANTVILLAGE SMS

is a FREE platform that helps Farmers improve production.

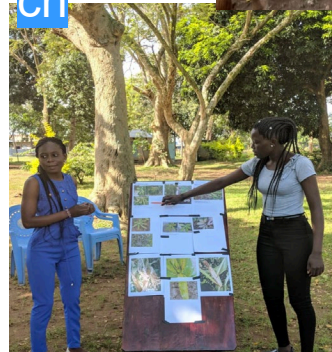
TO JOIN OUR SMS PROGRAM,
TEXT "JOIN" TO 20307

TO ASK QUESTIONS AND
RECEIVE ADVICE FROM EXPERTS.

Get weekly weather updates, tips on pest and diseases and many more.



AI(PlantVillage) Nuru



Dream team-FL/FF model

It takes a village

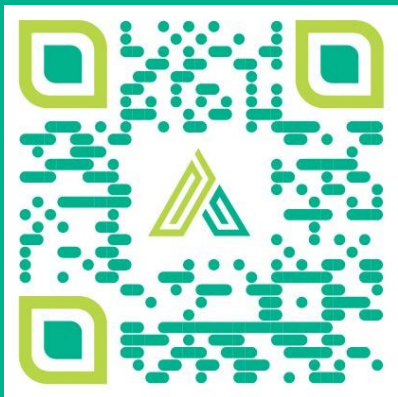


**‘If you want to change the future,
invest in current generation’**

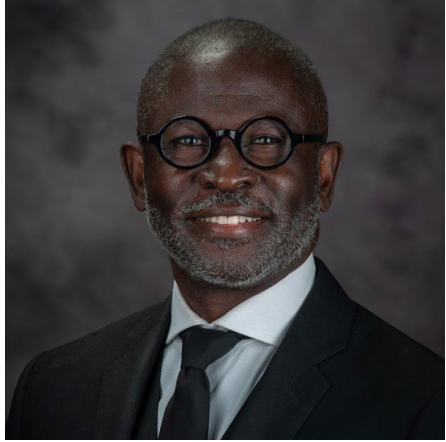
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Winnie Onyango

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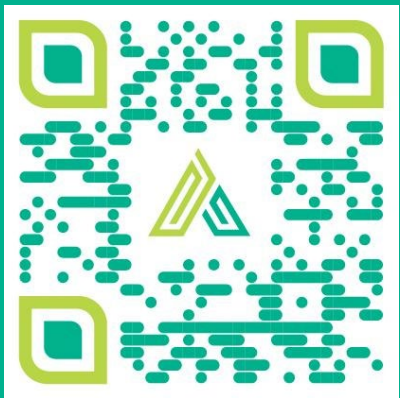
JEFF PIEPER

Extension Area
Specialist, Commercial
Horticulture and Natural
Resources, Colorado
State University (CSU)
Extension





Thank you!



Jeff Pieper

Commercial Horticulture and Natural Resources
CSU Extension Tri-River Area



COLLEGE OF
AGRICULTURAL SCIENCES
COLORADO STATE UNIVERSITY



JAPAN EXCHANGE and TEACHING PROGRAM



Colorado Agricultural Leadership Program





FARMER TO FARMER
The USAID John Ogden and Doug Benutzer Farmer-to-Farmer Program



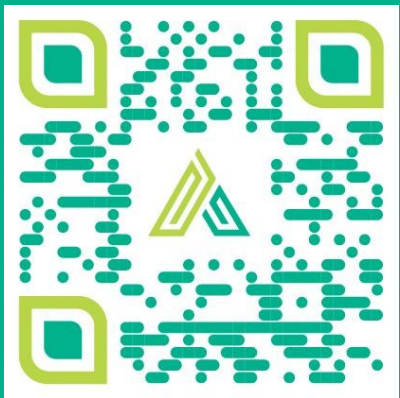
USAID
FROM THE AMERICAN PEOPLE



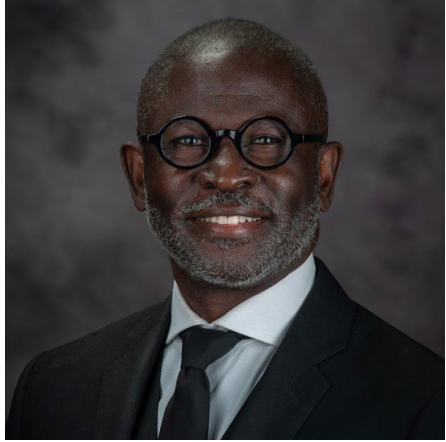
TRI-RIVER AREA
COLORADO STATE UNIVERSITY
EXTENSION



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