

### **Strengthening farmer/ grassroots organisations works well when it:**

- it is based on farmer to farmer (or group to group) learning
- allows farmers to learn confidently from experience
- enables organisations to grow organically
- supports organisations to plan and act strategically
- allows farmers to advocate for their rights
- helps to mainstream agroecology in national policy frameworks in a bottom up process
- it enables people to act on the basis of shared values and purpose, mutual respect and active listening, and shared responsibility.

### **Farmer to farmer training works well when:**

- it is based on showcasing living examples of amplifying agroecology as opposed to reading theories
- its knowledge is part of ancestral wisdom
- respects the values and principles of the community
- responds to concrete needs
- it combines technical and practical knowledge
- it creates awareness at learning sites in different cropping seasons

### **Market linkages work well when:**

- farmers are organised to form community based markets
- farmers are able to sell a diversity of products directly to consumers
- farmers can talk to their consumers, who can provide vital feedback on the quality of products
- it is embedded in a 'taste education' strategy, protecting and regaining our right to pleasure
- producers are linked to consumers as co-producers in a process that is embedded in culture and traditional knowledge to save seeds, conserve biodiversity and protect farmers' rights

### **Spreading of practices ('horizontal amplification') works well when:**

- it enables communities to diagnose and prioritise problems; to identify, test and adapt agroecological principles and to engage in vigorous farmer-to-farmer and village-to-village learning networks
- it is done through strengthening the capacities of community/ farmer organisations
- it fosters vibrant, effective localised examples on a larger scale to demonstrate the power and success of agroecology to influence others

### **Community seed banks work well when:**

- they give farmers access to varieties they prefer because of taste, climate adaptation or other characteristics

### **Food hubs work well when:**

- they run as a cooperative with shared values
- they are a joint initiative between community and producers

### **International conferences and large gatherings work well when:**

- they include international institutions and global partners who can influence policy makers and be credible to them

### **Awareness raising works well when:**

- done both in urban and rural settings
- media are used to amplify voices and reach many at the same time
- agroecology is represented as the future it is linked to humor and culture
- storytelling is used
- is based on solid data
- content is elaborated in partnership with others
- outreach is well planned and done in a participatory manner

### **Funding agroecology works well when:**

- Directed to grassroots groups
- Is multi-year, long-term
- Is done through a flexible process
- Is based on shared values
- It supports social transformation
- It supports a policy shift
- It is at a landscape level
- Used to organize well planned learning exchanges cross-regionally for 2-3 years

### **Policy advocacy works well when:**

- It is embedded in broad collaborations between farmers, women, indigenous people, researchers, CSOs etc
- It is based on documentation of successful agroecology practices
- It is based on rigorous research
- It is a multi-pronged pressure strategy
- Farmer capacity to advocate is enhanced through meeting and dialogues
- Farmers are enabled to participate in multi-lateral spaces to promote agroecology

### **Agroecology schools work well when:**

- they are started at the regional or national level, after which they can be territorialised in more local schools by already trained farmers
- it builds on exchanges of farmers' local knowledge and innovations
- it includes demonstration farms in local communities

### **Working with women works well when:**

- it incorporates entire households since both genders occupy different but complementary social spaces

# Strategies to amplify agroecology work well when...