



Ministry of Lands, Agriculture, Fisheries Water and Rural  
Development



**United  
Nations**

Department of  
Economic and  
Social Affairs

# **AGRICULTURAL TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT: MOBILIZING STAKEHOLDERS FOR THE JUNCAO TECHNOLOGY**



***APPLICATION OF JUNCAO TECHNOLOGY AND ITS CONTRIBUTION TO THE ACHIEVEMENT OF  
SUSTAINABLE AGRICULTURE AND THE SUSTAINABLE DEVELOPMENT GOALS IN ZIMBAWE  
INCEPTION WORKSHOP, 2 – 4 NOVEMBER 2021***

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# Key issues on Mobilization Process

- Mobilization means gathering of people together, to work, in order to achieve a particular goal or aim
- Holistic, inclusive process
- Common interest
- Is hinged on effective awareness programs; shared vision
- Having buy in of the technology
- Stakeholders need to derive value
- Knowledge co-creation in a participatory approach



# Mobilizing value chain actors for the Juncao Project



1. Raising awareness to all stakeholders along the value chain through:

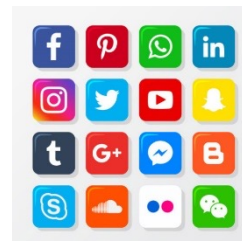
☐ Radio

☐ Television

☐ Print media

☐ Social Media

☐ Emails



# Mobilizing value chain actors for the Juncao Project



## 2. Establishment of Demonstration sites

- ❑ Local based demonstration sites for mushroom and juncao grass production (farmer managed)

✓ Farmer Field Schools Approach

- ❑ Centre of excellency Demonstration site ( Gwebi Agricultural College)

- Juncao Production
- Spawn Production
- Processing of substrate
- Mushroom Production



**"I hear and I forget/I see and I remember/I do and I understand"**

# Mobilizing value chain actors for the Juncao Project



## 3. Look and Learn Tours

- Smallholder farmers will be ferried to the centre of excellency at Gwebi Agricultural College



## 4. Seminars/Workshops

- For Universities, Agricultural Colleges, Private sector players, Government Ministries, farmers



# Mobilizing value chain actors for the Juncao Proj

## 5. Physical contact

- Deliberate targeting of potential relevant stakeholders to participate in the Juncao Project

## 6. Formation of Mushroom Groups

- Make use of existing databases and groups
- New groups



# Mobilizing value chain actors for the Juncao Proj



## 7. Training for interested farmers

- Make use of existing databases
- New farmers

## 8. Field Days at demonstration sites

- Gwebi Agricultural College
- Individual Farmers



**“I hear and I forget/I see and I remember/I do and I understand”**





# Thank You!!

