



EMS Annual Meeting 2024
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WELCOME

ES2 – COMMUNICATION WITH
AND WITHIN SOCIETY

ES2.1 COMMUNICATION AND MEDIA

Challenges and opportunities to communicate agrometeorological information for smallholder farmers in developing countries

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Context

- Side event at EMS 2022 in Bonn, “Effective Communication of Agrometeorological Services”
- Significant advances in agrometeorological monitoring and forecasting over the last two decades.
- Agrometeorological services can support tactical and strategical decisions in the agricultural sector and increase farmers income.
- Lack of appropriate and timely dissemination and communication procedures reducing their value and effectiveness.
- Scarce interaction between producers and users at the root of a communication gap preventing their accessibility and utilization.
- Agrometeorological services co-production aims to bridge the bidirectional knowledge gap.



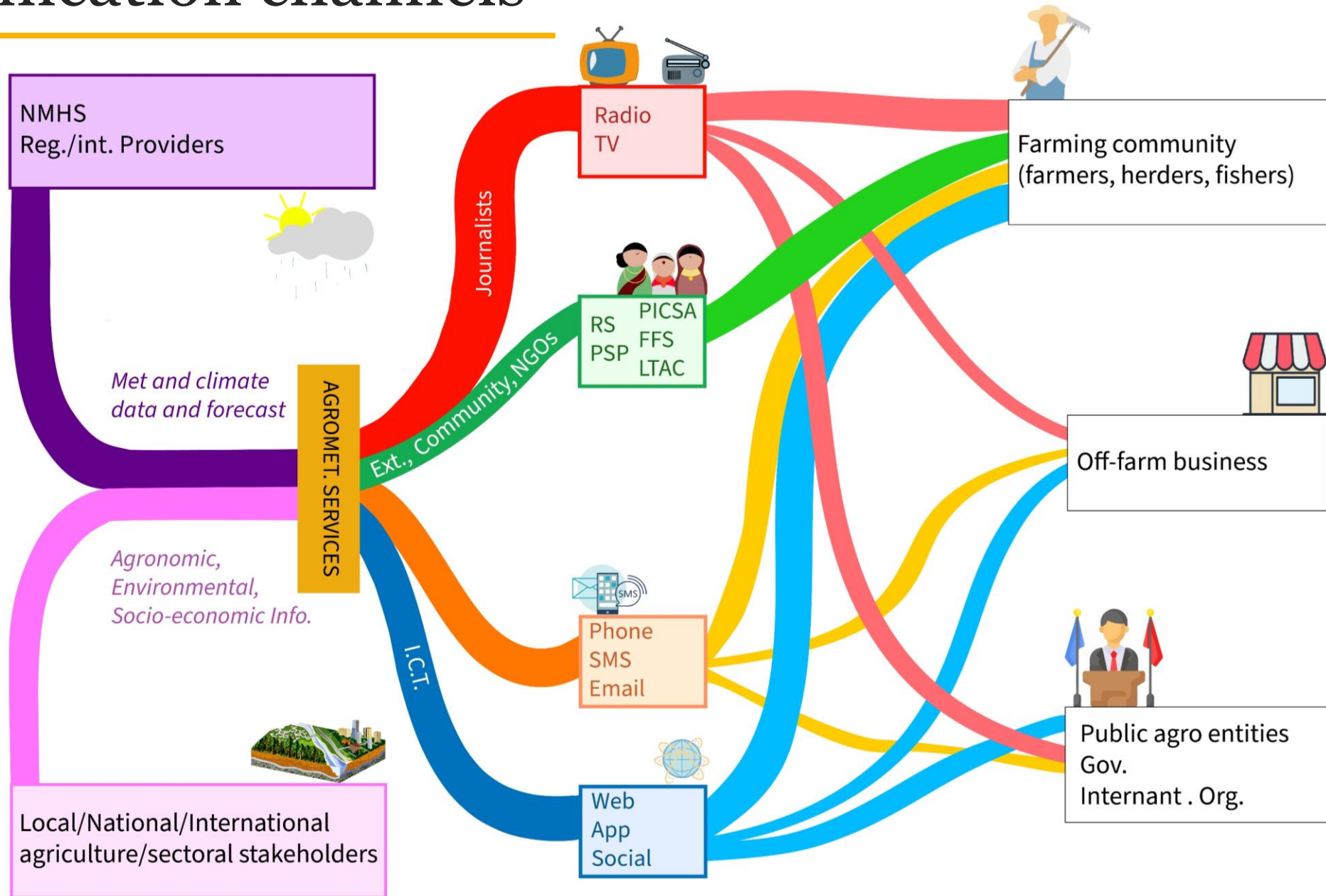
Decisions

DRR	Agriculture			
	Tactical		Strategical	
	on-farm	off-farm	on-farm	off-farm
Public security (severe weather)	Land preparation	Activate pest and diseases control campaigns Transports Logistics	Planted area/rotation	Strategic planning
Crop and livestock sheltering (severe weather)	Tillage		Areas/plots to be cultivated according to topography	Stocking/destocking rates of crops and livestock
Activating national/international aid (drought/food crises)	Planting/sowing date		Assets purchase	Asset purchase
Mobilization of food stocks	Sowing density		Water conservation	Livelihood's strategies (engaging in off-farm activities, offering manpower,...)
Distribution of aid (food/cash)	Transplantation		Crop, variety, cultivar choice	Crop/livestock marketing
Capping food prices	Fertilizers use		Mix of crops	Seeds and inputs marketing /distribution
Customs policies	Pest and disease control		Hiring manpower	Insurance and loans cost
	Timing of the harvest		Conservation practices	Buyback arrangement with farmers
	Irrigation scheduling		Transhumance and herds mobility	Post-season storage and transportation
	Weeding		Livestock vaccination	Food industry buying strategies
	Pastoral water and fodder management	Pastureland management		
	Grazing management	Activate crop insurance		
	Livestock diseases control	Apply for a loan		

Users

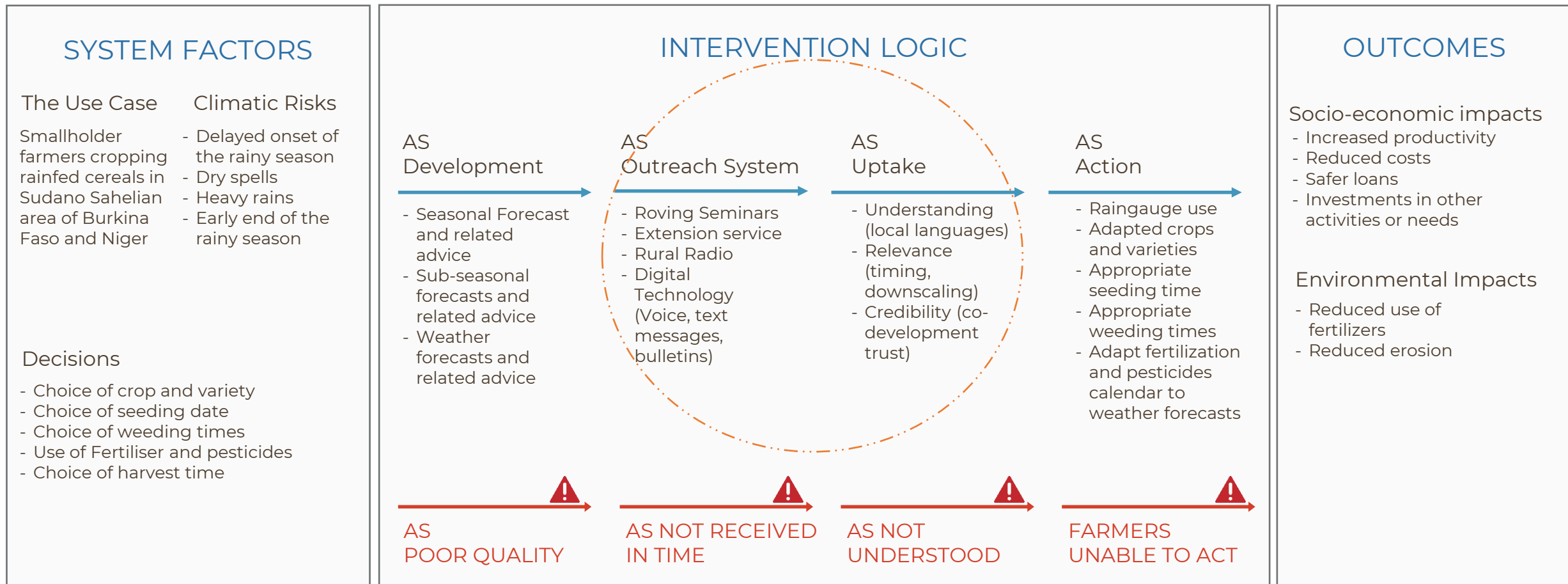
Type of User	User	Type of decision
Farming community	Smallholder (self-consumption)	Limited tactical and strategical in fields/pasture and crop/livestock management
	Market oriented	Tactical and strategical in fields/pasture and crop/livestock management
	Agribusiness	Tactical and strategical in fields/pasture and crop/livestock management and investments
Off farm business	Suppliers of inputs	Strategical on markets
	Traders of crops/livestock	Strategical on markets
	Insurers and banking	Strategical on insurance parameters and prices and farm loans
	Transformation industry	Strategical on products availability and purchase
Public entities of agricultural sector	Ministries and Directorates	Strategical planning Strategical on seeds and inputs
	Agricultural extension service	Tactical and strategical in pests and diseases management Tactical and strategical supporting farmers
Government	Disaster Risk Reduction Agencies and Civil Protection	Emergency management; Tactical and Strategical in preparedness or prevention
	Early Warning	Tactical and Strategical in preparedness or prevention
International Organization	Food	Tactical and Strategical in preparedness phase
	DRR	Emergency; Tactical and Strategical in preparedness phase

Communication channels



Monitoring Evaluation and Learning

MEL should not be limited to the evaluation of the quality of the information but rather include also the extent to which users are able to **access, understand** and **use** the services. By involving actors and users MEL improves **engagement, comprehension** of the service and the benefits, creates a community and fosters the sense of **ownership**



Future developments

- **User-Centered Communication Paradigm:** Shift from product-focused to user-specific communication.
- **Governance of Solutions and Technologies:** Clear rules/processes and International cooperation for data governance and service standards.
- **Partnerships:** Collaborative service development with user involvement. Public-private partnerships to bridge capacity gaps. Integration of multidisciplinary approaches, including social sciences.
- **Enhance Legitimacy and Salience:** Integrate indigenous knowledge with agrometeorological data. Improve communication of probabilistic forecasts.
- **Expand the Scope:** Extend services to underrepresented groups like herders. Broaden the audience to include off-farm stakeholders.
- **Bundle Climate and Agricultural Services:** Integrate climate data with pest/disease management advisories. Utilize mobile technology to complement traditional extension services. Engage value chain actors for broader dissemination and adoption.
- **Innovate Funding and Business Models:** Move beyond donor-funded models to sustainable business strategies exploring public-private partnerships.

Thank you

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<https://climateservices.it/>