

# Watching videos leads to more experimentation in Bolivia

IMPACT  
STUDY

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## Introduction

In 2017, Agro-Insight, with Proinpa and the Fundación Valles, filmed two videos in Bolivia. Five more videos were translated and all seven were published as a DVD, distributed to Proinpa, Fundación Valles, World Neighbours and Prosuco. In 2018, Agro-Insight did a follow up study of the videos, to judge their impact.



*One has more impact showing the videos to more communities*

## Videos stimulate participatory research

The extensionists who went with Agro-Insight during the follow up study saw that the farmers remembered a lot from the videos, and that they really had changed some of their behaviour as a result. Many of the extensionists realized that the videos could be used as effective tools for learning, and they wanted to keep using the videos. The extensionists also realized that the videos would have a greater impact if they showed them to more people. Several extensionists made plans to keep using the DVDs.

## Learning and experimenting

The videos stimulated ideas for participatory research. Proinpa will keep testing new lupin varieties and different planting densities with the communities. Fundación Valles plans to do participatory research with groundnut dryers. World Neighbours will continue counting costs and start activities like beekeeping. The yapuchiris (expert farmer-extensionists) of Prosuco have planned an experiment with earthworms.



*People learned from the videos and have used the ideas in their own experiments*

The farmers who saw the videos learned from them and used this information creatively in their own experiments. The women lupin bean farmers who work with Proinpa were inspired to do original experiments, such as planting lupins in rows. With Fundación Valles, the videos motivated groundnut farmers to be more careful not to eat damaged or mouldy peanuts.

The Bolivian farmers happily accepted the videos filmed on other continents and saw the foreign farmers as “smallholders like us”. The Bolivian audience could identify with farmers from faraway.

*This case study was supported by the McKnight Foundation's CCRP.*

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Bentley, Jeffery, & Paul Van Mele 2018 Follow up study:  
DVDs in Bolivia.

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Summary and  
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