

# Meeting the COVID-19 Challenge

Action Area	Responses by HarvestPlus Country Programs
<b>Seed Supply and Planting</b>	<ul style="list-style-type: none"> <li>• <b>Arrange alternative transport</b> of planting material: to regional pick-up points; send by local courier services; send by postal services; second delivery to local partners.</li> <li>• <b>Facilitate direct sales from seed companies to farmers</b>, in areas where agro dealers shops are shut down.</li> <li>• <b>Negotiate subsidies</b> for seed sales by private seed companies.</li> <li>• <b>Coordinate with seed companies to manage inventory</b> and ensure sufficient seed available for current/forthcoming planting seasons.</li> <li>• <b>Expand “payback” seed supplies</b> involving post-harvest in-kind seed repayment for cash-poor farmers.</li> </ul>
<b>Farmers Extension/ Support</b>	<ul style="list-style-type: none"> <li>• <b>Local partners send crop photos</b> to HarvestPlus staff who coordinate with extension services for remote evaluation</li> <li>• <b>Gather farmer feedback on demo crops via SMS groups</b>, WhatsApp, and one-on-one phone surveys.</li> <li>• <b>Provide mobile airtime to local lead farmers</b> and extension agents to facilitate information sharing by them to other farmers in their communities.</li> <li>• <b>Produce and buy radio spots</b> to broadcast information to farmers.</li> <li>• <b>Post information/messages on billboards and posters</b> in strategic locations where farmers will see them.</li> <li>• <b>Engage and develop farm sector digital “influencers”</b> to communicate biofortification information.</li> </ul>
<b>Post-Harvest Crop Processing and Sales</b>	<ul style="list-style-type: none"> <li>• <b>Delegate to local seed cos. and farm managers</b> to gather estimates of seed and crop output.</li> <li>• <b>Provide crop processors with harvest volume by location to pre-arrange transport</b> from the farms.</li> <li>• <b>Connect processors and farmers with e-payments networks</b> to facilitate remote payment to farmers.</li> </ul>
<b>Training Methods</b>	<ul style="list-style-type: none"> <li>• <b>Training sessions held with smaller groups</b> to better enable social distancing.</li> <li>• <b>Digitize training materials</b> (i.e. with training videos and publications posted online) to allow off-site and self-conducted trainings</li> <li>• <b>Distribute print training/informational materials to farmers by those to who are distributing planting materials</b> (i.e. motorcycle delivery, boda-boda delivery).</li> <li>• <b>Ramp up “training of trainers” programs</b> to further decentralize capacity strengthening activities.</li> </ul>
<b>Pro-Farmer Advocacy Efforts</b>	<ul style="list-style-type: none"> <li>• <b>Integrate biofortified crops/foods in public support programs</b> to both build demand for farmers’ output and reach more vulnerable groups.</li> <li>• <b>Ensure lockdown exemptions for ag/food sectors are recognized</b> by state- and local-level authorities.</li> <li>• <b>Enact subsidy programs for farmers</b> for purchasing seeds and other inputs.</li> </ul>