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Subject: Fw: INTSORMIL Advisory Committee Meeting to Organize a Technology Transfer Project & Discuss Communications Project
Date: Wednesday, October 07, 2009 4:07:14 PM
Attachments: [2009-2010 BUDGET.xls](#)
[Letter to Pls on Tech transfer10062009.docx](#)



the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million, and the number of people aged 75 and over has increased by 1.1 million (Office for National Statistics 2000). The number of people aged 65 and over is projected to increase to 6.5 million by 2020, and the number of people aged 75 and over to 3.5 million (Office for National Statistics 2000).

There is a growing awareness of the need to address the health and social care needs of older people. The Department of Health (2000) has published a strategy for older people, which sets out the government's commitment to improve the health and social care of older people. The strategy is based on three main principles: (1) to improve the health and social care of older people; (2) to ensure that older people are able to live independently and actively; and (3) to ensure that older people are able to participate in society. The strategy is based on the following key objectives:

- To improve the health and social care of older people.
- To ensure that older people are able to live independently and actively.
- To ensure that older people are able to participate in society.

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		10/6/2009			
	SMOG : 2009-2010 ALLOCATIONS				
	U.S. PROJECTS	LEAD P.I.	2009-2010 AWARD	REGIONAL PROGRAMS	2009-2010
				West Africa	150,000
	ARS 101	J. WILSON	105,000	Niger, Mali, Burkina, Senegal, Nigeria	
				Horn of Africa	75,000
	WTAM 101	B PENDLETON	105,000	Ethiopia, Tanzania, Uganda, Kenya	
				Southern Africa	100,000
	OSU 101	M. ERBAUGH	105,000	Botswana, South Africa, Zambia,	
		D. LARSON		Mozambique	
				Central America	50,034
	KSU 101	J. LESLIE	105,000	El Salvador, Nicaragua	
	KSU 102	J. HANCOCK	105,000		375,034
	KSU 104	V. PRASAD	105,000		
		S. STAGGENBORG		Program Initiatives	2009-2010
	UNL 101	C. WORTMANN	105,000	Impact Assessment Studies	
	UNL 102	D. JACKSON	105,000	West Africa	120,000
				Horn of Africa	120,000
	PRF 101	G. EJETA	105,000	Southern Africa	120,000
	PRF 102	B. HAMAKER	105,000	Central America	75,000
	PRF 103	J. SANDERS	105,000		435,000
	PRF 104	M. TUINSTR	105,000		
	PRF 105 (Striga)	G. EJETA	100,000	Technology Transfer	215,000
	TAM 101	W. ROONEY	105,000	Communications/Media Development	100,000
	TAM 102	G. PETERSON	105,000		
	TAM 103	L. ROONEY	105,000	Total	1,025,034
	Totals		1,675,000		
	Management Office	2009-2010		Management Programs	2009-2010
	Personnel	71,014		Technical Committee Meetings	17,400
	Fringe	19,884		Board of Directors Meetings	16,210
	Direct	90,898		CRSP Council Meeting	13,000
	IDC .449	40,813		CRSP Council Synthesis Project	25,000
	Total	131,711		Workshop (one each year)	52,248
				International Conference (in year 5)	75,000
	<i>Additional management costs are included in the previous awards for year 4 & 5</i>			Total	198,858
	U.S. Awards	1,675,000			
	Management Office	131,711			
	Regional Awards	375,034			
	Program Initiatives	1,025,304			
	Management Programs	198,858			
		3,405,907			
	AWARD 9/30/2009	3,058,096			

All:

As you recall at our Advisory Committee Meeting in Lincoln, NE on July 16-17, 2009 we discussed the USAID letter of July 14 which announced the change in the INTSORMIL authorization ceiling from \$9,000,000 to \$12,900,000 for the period of September 30, 2006 to September 29, 2011. The ME presented a budget which was approved by the Advisory Committee. This budget with some revisions to accommodate the USAID/Procurement Office was approved by the Board of Directors at their meeting in Lubbock, Texas on September 29 - 30, 2009. Now, in this budget we have a new project indicated for Technology Transfer for \$215,000 per year for year 4 and year 5. I wish to call an advisory committee meeting for developing a workplan for this project and moving forward on this ASAP. The information below is what we created on a very short time notice and was approved by the USAID procurement office. We used Southern Africa as the model site. However, this can be modified to include all regions or simply focus on one or a few sites. We need to present a more comprehensive plan. We are also going to invite someone from the private sector or an NGO person to attend who has experience in developing country technology transfer activities.

I propose to hold this meeting in Kansas City near the Airport sometime in early November or early December. Please let us know what your availability is during the period of November 9 - 13 or 19 - 20 or December 3-4 or 7-11 for a 1½ day meeting. We will also be inviting a representative from the UNL School of Journalism to discuss with the Advisory Committee the development and application of effective and user-friendly communication tools as was discussed in part (g) of the Technical Application which was on page 2 of the July 14 USAID letter. A brief description of this is described in part II. of this message below.

The approved budget is attached.

John

I.

TECHNOLOGY TRANSFER \$215,000 per year for two years
Sub-Award * IDC charged on first \$25,000 of award

This will be a contract with a senior agricultural extension specialist. The specialist (consultant) will travel to Southern Africa to identify key technologies produced by the SMOG program and National programs that have high potential economic and social impact and are ready for transfer to farmers. A technology transfer strategic plan will be developed by the consultant and approved by the SMOG Director and Board of Directors for implementation. The consultant will implement the technology transfer activities in collaboration with INTSORMIL and host country scientists, NGOs and other relevant stakeholders.

The extension specialist will receive a consulting fee of \$81,225 for year 4 which is based on a monthly salary of \$10,830. This amount is an annual salary of approximately \$130,000. Travel and per diem to the host country (7.5 months) in four separate trips (each trip will be for 2

months, with the last trip 1.5 months). Travel will include airfare (2,800) each trip, 4 trips. Per diem of \$258/day (Pretoria, SA) for 7.5 months. Supplies are estimated at \$2500/month to include all field work expenses. Other Direct Costs are estimated at \$4,800 month which will include on-farm demonstrations with regional scientists and farmers. In year 5, additional funds for ODC include preparation of the final report.

This project will:

- Identify key technologies that are ready for transfer to stakeholders
- Predict the potential impact of the selected key technologies on stakeholders
- Implement on-farm demonstrations to widely spread the selected key technologies.
- Collaborate with NGOs and National Research Extension personnel to monitor and evaluate the impact of the technology transfer project.

The number key technologies to be selected for transfer will be determined but will likely not be more than 1-4. The key technologies to be transferred to stakeholders will be in one or more of the following research areas:

- Integrated crop management
- Production agronomy
- Plant breeding
- Pest management
- Economics
- Marketing
- Grain utilization for food, feed and fodder

Year 4		Yr 5	
\$ 81225	Consultant	\$81225	Consultant
\$69250	Travel	\$69250	Travel
\$17500	Supplies	\$17500	Supplies
\$35875	ODC	\$35875	ODC
\$11225	*IDC (.449)	\$11225	*IDC (.449)
\$215000	Total	\$215000	Total

II. Communications: UNL's College of Journalism and Mass Communications (CoJMC) is well-known for its depth reports and promotional/public relations campaigns. Therefore, the INTSORMIL ME will partner with CoJMC to produce: 1) a comprehensive report that documents the SMOG CRSP's major accomplishments during the last 30 years and 2) a suite of user-friendly communication products (e.g., brochures, fact sheets, short video segments, photographs, etc.) designed to explain CRSP programs, capabilities, and impacts to a range of audiences, including members of Congress, USAID missions, potential donors, and the public.

CoJMC will write informative and explanatory articles to be included within a glossy, stand-alone report (printed in magazine format no later than May 15, 2011) that details INTSORMIL's key impacts under UNL's leadership. Collectively, the articles comprising the report are

expected to:

1. Describe the abiotic and biotic threats to sorghum and millet crops, such as pests and recurring drought in Africa;
2. Explain processes that INTSORMIL scientists use to develop new millet and sorghum varieties with pest- and drought-resistant qualities;
3. Explain how INTSORMIL varieties are transferred and adopted by farmers and report on the impacts of these developments on farm families and communities;
4. Explore the relationship between indigenous farming and marketing practices and those advocated by INSTORMIL;
5. Profile selected INTSORMIL scientists, former students and current graduate students; and
6. Profile farmers using the new millet and sorghum varieties.

To ensure the scientific relevance and accuracy of all materials produced through these activities, an experienced, professional agriculturist (e.g., a Ph.D. scientist who leads or has led a SMOG CRSP project) will be engaged throughout the developmental process and work closely with the ME to approve or suggest the topics or projects put forth by CoJMC; this individual also will take a leading role in vetting and revising all content prior to dissemination. In addition to production of the stand-alone report, CoJMC will work closely with the ME to conduct a communications needs assessment and subsequently develop a fully integrated marketing communications plan to promote the report and the INSTORMIL program. The plan will include innovative retooling of and plans for distributing the written and visual content previously generated by CoJMC. Examples of the efficacious, user-friendly communication products that will be developed may include: brochures, fact sheets, short videos for upload to INSTORMIL's Web site or YouTube, social media outreach, and content for mobile devices. Finally, to support the CRSP's in-county capacity building efforts, CoJMC and the professional agriculturist will design and deliver a communications/media training workshop for INTSORMIL host country collaborator communication/media specialists during the summer of 2010.