

# REPORT ON THE 4R FAIR & EXHIBITION EVENT

VENUE: BIMBILLA SCHOOL PARK, BIMBILLA-N/R

DATE: 30<sup>TH</sup> MARCH 2022

## 4R FAIR & EXHIBITION 2022

THEME: IMPROVING SOCIO-ECONOMIC WELL-BEING AND RESILIENCE OF SMALLHOLDER FARMERS THROUGH THE COOPERATIVE APPROACH.



DATE: 30TH MARCH, 2022

VENUE: BIMBILLA SCHOOL PARK

TIME: 9:00AM



Global Affairs  
Canada



Co-operative Development  
Foundation of Canada  
1947



FERTILIZER CANADA



### Introduction

To enhance the adoption and publicity of the results of applying the 4R practices, the 4R- NSP project organized the **4R Fair and Exhibition Event** with the theme, "improving the socio-economic well-being of smallholder farmers through the cooperative approach" to create a platform for beneficiary farmers to share their experience and yield testimonies to stakeholders and colleague farmers.

### Objectives of the event:

- To showcase the impact of the adoption of the 4R principles to smallholder farmers, other farmer groups and stakeholders.
- To showcase other 4R project components such as gender, co-op strengthening and value chain impact on beneficiaries and stakeholders.
- To provide an opportunity for project beneficiaries to connect with output and input market, technology, financial and other service providers.
- To award deserving 4R beneficiaries and cooperatives

### 4R Fair & Exhibition

A total of over 300 beneficiaries, stakeholders and exhibitors participated in this event with two (2) representatives from every community. There were three (4) major exhibitors at event in Bimbilla. Heritage seed (input dealers), crop doctor (smallholder technology and inputs dealers), green fert (organic fertilizer dealers) and 4R beneficiaries. Beneficiary farmers



1: A cross-section of farmers at the 4R fair

exhibited some of their yields (Rice, maize, soyabean & groundnut) from applying the principles on their own farms.

This event created an avenue to link 4R cooperatives members to high value markets, input dealers, technology dealers to create sustainable business relationship with these market actors to enhance access to their services.

Exhibitors were given the opportunity to engage and speak to farmers about their products, its benefits and how to access them.

There were key addresses from the country manager (who was represented by Mr Isaac Nyamekye) and the project manager of the project (Bashiru Jumah). The regional ministry of food and agriculture, department of cooperatives gave out solidarity messages to the coop farmers. The director of cooperatives



2: Region Cooperative director speaking at the 4R Fair

Mr. Emmanuel Agyepong encouraged the groups to work together to strengthen their coops in order to access opportunities that come to their area. He also asked that all do well to get their coops registered with the department.

## Experience Sharing

Beneficiaries shared their experience with stakeholders and colleague co-op members on the improvement of their lives since the inception of the 4R project.

Beyonjire and his wife Kutrile shared their experiences and how he supports his wife with household activities ever since he began to understand the benefits of equity, he encouraged his male counterparts to support their wives at home to reduce the burden women face at the household levels



3: Best gender model family sharing their testimony

Madam Kwesi Tiliba a 4R beneficiary expressed her excitement in her yields stating she had never had such yields but upon applying the principles, she harvest 6 bags of soyabeans from her half acre field and encouraged her colleague women farmers to adopt the practice and to farm soyabeans.



4: Baafani Moses sharing his testimony at the fair

Moses Baafani the 4R overall best farmers encouraged his colleagues to see farming as a business and explore the opportunities the project has brought to their doorstep in order to improve their lives. He added that, now that he has adopted the 4R principles, there is no going back.

There were other key solidarity messages from the municipal chief executive , district planners , gender officers , the National Advisory committee and the voice project to encourage farmers present to take advantage of the project and exhibitors to build relationships and enhance their livelihood with the 4R approach .

## Market Place

A one-hour session was allocated during the event termed as market place to allow cooperative farmers walk around the exhibition stands and interact with the input and technology dealers. This gave them a closer look at the products and the opportunity to ask question, exchange contacts and interact amongst themselves. Green fert distributed most of its fertilizer to the zonal cooperatives to try and give them feedback. A linkage was created between the zonal coops and Greenfert to explore retail/mobilization opportunities available for the farmers. Crop doctor sold some products at the fair and farmers took contact details to reach out to the them later to purchase some small technologies.



6: Crop doctor at the 4R Fair & Exhibition



5: Heritage Seed at the 4R Fair & Exhibition



7: Farmers group at Green Fert stand

## Awards

Awards were distributed to 4 cooperatives (Kpagmangna, Tipagri Nawuni, Knayite and Tijotob) as best cooperatives in their districts and Yakubu RCWG were judged the best rural commercial women group amongst the 4 project areas. On the criteria that all five(5) groups pay their dues, hold regular meetings and they follow their rules and regulations. They were awarded with certificates, cooperative branded shirts, and a tarpaulin for the group.

The best gender model family was awarded to Biyonjere and Kutrile for their cohesion at the household level. Beyonjere now supports his wife with household and farm activities. They won a solar knapsack sprayer.

Kwesi Tiliba an early adoptor of soyabean 4R practices won a planter, a shirt and a certificate to aid her to plant in rows and at the right spacing.

Abdul-Salam Salimu was awarded the best 4R woman sales agent for her outmost performance with mobilizing produce in large quantities for aggregation purposes. She also won a shirt, a certificate and a planter, to support her in her on farm activities.

The best 4R gender champion went to Fusheni Hafiz. He volunteers to enters houses of his community members to encourage them to support their wives at home. His interest in men supporting their wives at home is applauding. He was supported with a Knapsack sprayer.

Soale Alhassan was judged the best 4R rice farmer with 15 bags of rice after transplanting and applying fertilizer to his field following the 4R best practices. He was given a shirt, a certificate and a planter to support him with his farm activities as well

Madam John Gifty was also awarded a shirt, a certificate and planter as she was judged the best practicing 4R Maize farmer . she planted in rows, applied fertilizer by dibbling and burying and other farm hygiene practices, she harvest 6bags from half an acre farm

Madam Lydia Kennedy was awarded the best groundnut practicing 4R farmer and was awarded a shirt, a certificate and solar knapsack sprayer to help with her farm activities.

The ultimate award was the overall 4R best practicing farmer who took home a shirt, a certificate, a solar knapsack sprayer and a planter to aid in his production. This award went to Moses Bafaani of chamba community Nanumba North District.



10: Beneficiaries receiving awards



9: Award winners & 4R stakeholders



8: Award to best soyabean farmer

## Conclusion



11: Dr Joseph Ajebeng delivering his closing remarks

The chairman of the fair Dr Joseph Ajebeng-Danquah of the 4R National Advisory committee commended award winners of the fair, encouraged them to be ambassadors of the project and support their colleague farmers with the knowledge to also better their yields.

The cooperatives members were happy about the fair and are poised to also practice the 4Rs this coming season to increase their yields.

The objectives of the fair were met, stakeholder who participated were impressed with the work the project is doing and exhibitors were happy to be a part of the event

There was media coverage from Citi TV, Radio Bimbilla and TV3 at the fair to interview beneficiaries, stakeholder and to cover the fair.