Lessons Learned

Steven Haggblade
Michigan State University
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Outline

• Starting points
• Three lessons learned
• The way forward
Starting points

1. Agricultural productivity growth $\rightarrow$ poverty reduction
   - 30% GDP
   - Employs 70% poor
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2. Public goods (therefore government action) = key constraint
   - agricultural research
   - infrastructure
   - favorable policy environment
Lessons Learned

1. Journalists, like government, neglect agriculture
   • Government spends 6% on agriculture
   • Journalists devote 4% resources to agriculture
Lessons Learned

2. Journalists *potentially* powerful for informing and changing government thinking

- Channel empirical evidence (opportunities; scientific findings; impact of alternative policies)
- Give farmers voice
- Hold governments accountable
Lessons Learned

3. *Journalists* pitch stories, *editors* decide: therefore, academics need to work with *both*
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3. *Journalists* pitch stories, *editors* decide: therefore, academics need to work with *both*
The way forward

• Researchers (like me!) need to disseminate results better to journalists: *How?*

• Journalists need to acquire technical knowledge and field experience in key agricultural topics: *How?*

• *What else?*