



This edition

A third anniversary for Extension Suite Online **P.1**

Tips and tools for advisors **P.1**

How to: Search for PDF documents on ESO **P.2**

Monthly National ESO User **P.2**

To receive the Extension Suite Online newsletter via email, register your details on: www.newsletter.esuite.co.za

A THIRD ANNIVERSARY FOR EXTENSION SUITE ONLINE

Dr Roelof de Villiers – Manstrat AIS CEO

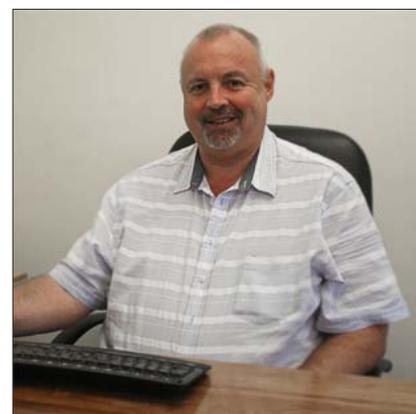
December 2013 marks the three and a half year anniversary of Extension Suite Online in South Africa. During this period registered users increased at a steady rate of 300%. The amount of time spent on the system over this period reached 52 years during September 2013, while during the same period information downloaded from the system equalled a stack of handbooks, 255 meters or 82 storeys, high.

The value of ESO to provincial Extension Practitioners is reflected by the high rate of utilisation, the fact that the system is regarded as user friendly and informative; that it has changed the commitment from negative to positive amongst Extension Practitioners; that it has provided them with confidence in themselves and their work; that it has improved the relationship between farmers and Extension Practitioners; that it has empowered them

to transfer skills and information; that is has helped them with their studies (both formal and informal); that it is highly supportive of the younger and less experienced practitioners; that it made them more productive; that it provides information across the spectrum; that it enables them to respond quickly, handle more farmers and have an enormous impact on farming practices.

ESO as an investment by the DAFF is reflected by the “before” and “after” situation. Before ESO Extension Practitioners were struggling to find information, now they have easy access to such information; they used to have access to books only, now they have access to fresh, practical information. Provinces are relying on ESO as the main source of information to Extension Practitioners and the system has become deeply entrenched in the approach to extension in every province. It improves Service Delivery and is a key component of farmer support. ESO has impacted far beyond the Extension Services, into the provincial agricultural economy at large.

The impact of ESO on extension services is reflected by the examples of successes provided by Provincial Extension Managers; the fact that the system is entrenched in the extension approach; the improved productivity of Extension Practitioners as perceived by their Managers; the value that ESO have brought through its structure and ease of use and the improvement of



Dr Roelof de Villiers

production systems (yield, quality and consistency of production) amongst farmers.

The future nationally and in the Provinces of ESO is regarded as bright. Not only has it provided Extension Practitioners with access to information (with direct benefits to farmers) it has also improved the relationship between Extension Services and Farmers and has given Extension Practitioners the courage to deal with the wide spectrum of information needs of farmers. Extension Managers in the provinces regard this system as extremely important and encourage the expansion of ESO to all agricultural government officials in the future.

The Extension Suite Online Team would like to thank all users and information partners for their support during the past year and wishes all a blessed and peaceful festive season.



TIPS AND TOOLS FOR ADVISORS

Matsunke Malefane

Importance of Change Management in Extension Officers

- “To understand people one need to understand what leads them to act as they do, how they act is influenced by their goals” (D’Andrade and Strauss 1992).
- EO’s are called “change agents”, they bring about the desired change in farmer’s perceptions and views.
- Successful extension work with leading farmers can be used to motivate other farmers to practice change.
- An EO needs to:
 - Identify farmer’s needs;
 - Create appetite for change;
 - Propose options; and
 - Finally follow up.

I can assure you that using the “**Search**” module to find a PDF document on Extension Suite Online (ESO) is very easy.

You first have to log in to ESO, which automatically takes you to the “**Start**” navigation option. Under this option, click on the “**Search**” icon and, in the sidebar, select your preferred search type (either “**Animal production**” or “**Plant production**”), this will give you two filter options in the content panel. Select the different



filters that match your search criteria to ensure a more accurate result, select the amount of search results you want to see, type keywords into the text box relating to the document you are looking for, and press “**Search**”.

The results will be listed under 2 sections, namely “**Guides**” and “**NQF Material**”. To view all results click on “**Show all**” or to hide the results click on “**Hide all**”. You can click on a specific result to view, save or print the PDF document.

MONTHLY NATIONAL ESO USER: NOVEMBER 2013

ESO utilisation is determined through monitoring user utilisation in the nine provinces and by attaching values to Visits, Pages Visited and Duration of Visits; a rating is calculated to establish the National ESO USER of the Month. The monthly national

ESO user will receive the following prizes: First time National ESO User 2013: **4 Gig USB memory stick**, second time National ESO User 2013: **Digital Camera**, third time National ESO User 2013: **Nokia Lumia 520**, fourth time National ESO User 2013: **Samsung Galaxy Tab**.

Congratulations to Mr Riaan Nowers (Western Cape Department of Agriculture), who is a 1st time ESO Top National User for November 2013.

A new name has appeared on the list of distinguished ESO users for 2013, and we would like to welcome Mr Riaan Nowers from the Western Cape Department of Agriculture as ESO Top National User for November 2013. Riaan’s rating score 5,458, was 1,891 points higher than that of the second placed user and he will be receiving his ESO 4 Gig USB memory stick, certificate and ESO working pen soon. Congratulations Riaan! We are also grateful to Riaan as we see that he is already active on the ESO Discussion Forum in posing questions about milk prices.



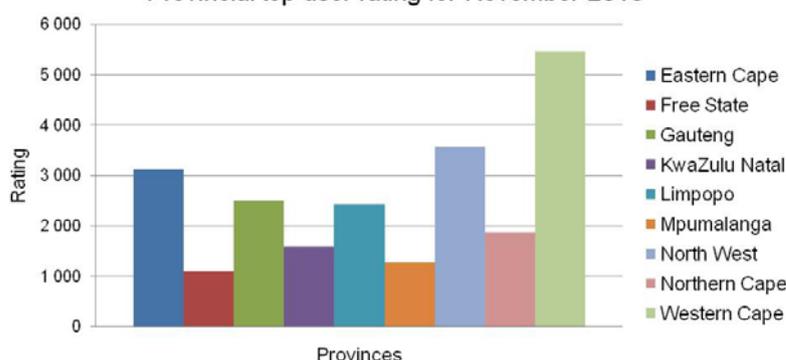
Mr Riaan Nowers

We made contact with Riaan on his way back to the office where he kindly afforded us a few minutes to conduct our customary interview with him. Riaan’s home town is Strand in the Western Cape, a coastal town about 30 minutes’ drive from Elsenburg near Stellenbosch where he and many of his colleagues work, and daily commute to and from. Riaan is Manager for Agricultural Statistics in the Stellenbosch- Cape Winelands area, but also covers the entire Western Cape Province. He is an Agricultural Economist and his areas of expertise comprise agricultural data, agri-tourism and game farming. He has been

working at the department for more than 23 years and his immediate superior is Mr Bongiswa Matopi.

Riaan says that he started using ESO more extensively because you can get almost everything that you need from the system: from graphs, market trends in live stock to market prices etc. Riaan’s client base consists of Extension Officers and he provides assistance to them on a daily basis by supplying Extension Officers with relevant data and price trend graphs. When we asked Riaan to describe ESO in a few words he said that ESO is a “*One stop Extension tool.*”

Provincial top user rating for November 2013



Top users in each province: November 2013

Eastern Cape	Mark Makashane
Free State	Griffith Hadebe
Gauteng	Vhuthu Gavhi
KwaZulu Natal	Dumisani Nzama
Limpopo	Tshivhathi Ndifelani Ivy
Mpumalanga	Lucas Shabangu
North West	Mompatati Gabanakgosi
Northern Cape	Johan le Roux
Western Cape	Riaan Nowers