



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## DIGITAL EXTENSION TO CONTROL MANGO FRUIT FLIES IN KENYA

### What

The Feed the Future Developing Local Extension Capacity (DLEC) is helping control mango fruit flies in Makueni county in Kenya by building the capacity of existing government extension systems in the use of community videos & other integrated digital channels such as mobile applications.

### Why

Fruit flies in mangoes result in a 40%-80% loss due to increased cost of production, low quality fruits, increased post-harvest loss and export ban to lucrative markets. Existing extension approaches that leverage in person trainings and visits are often unable to cost effectively train farmers & motivate behavior change.

### Timeline

July 2019 - December 2019

### Partners

- Kenya Crops & Market Systems (KCDMS)
- Makueni County Government
- KALRO



### How

DLEC will build the capacity of the public extension department in Makueni county, to produce digital content on four fruit fly control practices (male annihilation, field sanitation, bait spraying and protein baiting) that will be directly disseminated to mango farmers, primarily through community videos. These videos will not only be screened by public extension agents using small battery operated projectors but also be made available directly through mobile applications developed by KALRO.



**USAID**  
FROM THE AMERICAN PEOPLE

Digital  
Green



INTERNATIONAL  
FOOD POLICY  
RESEARCH  
INSTITUTE





## Anticipated Results

10,000 mango farmers will be trained via digital content in the uptake of fruit fly control practices. We expect that this engagement will eventually influence all 200,000 mango farmers in Kenya, and support the broader extension community (e.g., public and civil society organizations such as TechnoServe) to better leverage digital extension. Overtime, this approach can be scaled to other geographies and priority commodities.

## Contacts

---

### **HENRY KINYUA**

Head of East Africa New Initiatives, Digital Green  
([henry@digitalgreen.org](mailto:henry@digitalgreen.org))

### **KARIN LION**

DLEC Co-Director &  
Vice President Strategy, Digital Green ([karin@digitalgreen.org](mailto:karin@digitalgreen.org))



Makueni County, Kenya