

able at the times required. If necessary some of these can be obtained before-hand and stored. The site should be protected against damage from flooding, animals, strong wind, etc., and preventive measures installed. Good land use practices such as soil erosion control, proper drainage, and planting on the contour, should be used. The beneficiaries should be made aware of everything that is done at the site, and taught to observe and evaluate the differences. If everything is done correctly, noted and evaluated, the demonstration should be a success, should provide the basis for further development, and may even set the stage for other demonstrations.

The Ridge to Reef Watershed Project (R2RW) is a five year (with an optional sixth year) activity contributing to the achievement of USAID/Jamaica's SO2 – "improved quality of key natural resources in areas that are both environmentally and economically significant". R2RW comprises three Components contributing to the achievement of the results under SO2. Component 1 assists targeted organizations identify and promote sustainable environmental management practices by resource users. Component 2 focuses on identifying and supporting solutions to improve the enforcement of targeted existing environmental regulations, primarily in the Great River and Rio Grande watersheds. Component 3 provides assistance to key organizations to support, coordinate, and expand watershed management efforts in Jamaica. For more information about R2RW, please contact one of the following organizations:



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5 Oxford Park Avenue
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National Environment and Planning Agency
10 Caledonia Avenue
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United States Agency for International Development
2 Haining Road
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Fax: 929-9944

The Effective Demonstration



Extension agents, teachers, or sales persons must at sometime heard these sayings "Show me, do not tell me", "Seeing is believing" or "A picture is worth a thousand words". All these expressions ask for one thing and that is for a demonstration. In agriculture, the field demonstration plot is very effective in showing the difference between plant varieties, the effect of certain inputs such as fertilizer, pesticides and hormones, and the benefits of different cultural practices such as row planting, tillage against non-tillage, various plant population, and soil conservation.

Most farmers have heard about tests on experimental stations, some have the experience of field trials, and many may even have noticed differences in growth and production of crops on their own farms, but few are capable of understanding clearly what caused these differences to occur, or how to repeat the processes to get the desired results. A good demonstration plot is almost always an effective tool for teaching. Many can still remember the first simple demonstration of germinating beans in a glass jar to show the root stem and shoot, or the use of fertilizer against non-use, or the effect of planting seeds at various depths. These showed developments and comparisons, which are essential ingredients in learning, and are therefore effective ways of transferring information.



A good demonstration has many advantages. This includes:

1. It is a very effective method of introducing new ideas, materials, methods and their uses.
2. It provides in a local situation, proof of the benefits that can be gained from adopting a recommendation.
3. It is visual, real, and satisfies the 'show me how' needs.
4. It is not difficult to understand and appreciate the intended lessons.
5. It provides opportunities for discussion, can be used as reference at meetings, can accommodate visits, provide materials for picture taking and is available for many other uses.
6. It establishes pride, confidence and trust in persons involved in conducting a demonstration, as others may regard those persons as having knowledge in what they have done and the courage to

do it.

In many instances a demonstration alone can tell an effective story. It is easy to observe comparisons between good and bad agricultural practices, between one plant variety and another, shading against non-shading, fertilizing against non-application of fertilizer, plant spacing, disease and pest control etc. A good demonstrator will know how to highlight the desired effects.

It is advisable to discuss the changes one hopes to achieve before a demonstration is established. It is wise to allow the intended beneficiaries to have some input in the decision making, and if possible to assist in establishing the demonstration. They should also be involved in aspects of its development, also its monitoring and evaluation exercises.

There are some essential and highly recommended steps that one should take in establishing a demonstration. These include:

1. The owner of the plot should have full knowledge of the process and agree to his responsibilities.
2. The site should be very representative of the general topography, soil type and weather in the broader area.
3. The whole plot should be clearly visible to passers-by (a man on a galloping horse!) and easily accessible.
4. There should be a sign indicating the purpose or purposes of the demonstration.
5. Only a few items should be shown at any one plot e.g. plant varieties and spacing, or spacing and weed control, or fertilizing alone.
6. All the other treatments should be done in the best known manner and at popular recommended rates.
7. Each difference should be clearly labeled e.g. of new varieties, different spacing and herbicide against manual weed control.

An experienced demonstrator will make certain that the requirements for success are all identified and are obtain-

