

# Rural Extension and Innovation Systems Journal

volume 17

number 1

year 2021

**ISSN: print 2204-8758**

**ISSN: online 2204-8766**

## Contents

page

---

i	Contents
iii	Editorial Board
iv	Foreword
v	The character of Rural Extension and Innovation Systems Journal

---

### Research – Peer refereed papers

---

1	L Turner, J Corfield, NTD Thao, M McCormack, R Smith, L Bonnie, NH Van & NX Ba Farmer-to-farmer learning: farmer champion characteristics influence extent of scale out adoption in south-central coastal Vietnam
10	Angela Williams, John James & Paul Prichard Developing an Extension Model of Practice to guide and empower extension practitioners
21	Hung Gia Hoang & Douglas Drysdale Factors affecting smallholder farmers' adoption of mobile phones for livestock and poultry marketing in Vietnam: implications for extension strategies

---

### Practice – Industry relevant papers

---

31	Toolsee Gunesh Underlying causes for farm abandonment among small-scale cane growers in a farmer regrouping project in Mauritius
38	Caroline Smith, Michael Furlong, Grahame Jackson & Mani Mua Developing a training system for Plant Health Clinics in the Pacific region by and for regional trainers

---

## Editorial Board

### Editor

#### Roy Murray-Prior

Agribiz RD&E Services

[roy@agribizrde.aom](mailto:roy@agribizrde.aom)

### Assistant Editors

Aysha Fleming  
CSIRO, Tas

Denise Bewsell  
Red Profit Meat Partnership, NZ

Lydia Turner  
University of Tasmania, Tas

### Secretariat

#### Rosemary Currie

Australasia-Pacific Extension Network

[info@apen.org.au](mailto:info@apen.org.au)

### Editorial Board Members

Neels Botha  
Neels Botha Ltd, NZ

Jeff Coutts  
Coutts J&R, Qld

Lisa Cowan  
Department of Economic  
Development, Jobs, Transport &  
Resources, Vic

David Gray  
Massey University, NZ

Patricia Hamilton  
Country to Canberra Ltd

Lauren Howard  
Charles Sturt University, NSW

Warren Hunt  
DPI&R, NT

John James  
Enablers of Change, Tas

Geoff Kaine  
Geoff Kaine Research, NZ

Esmail Karamidehkordi  
Tarbiat Modares University, Iran

Sally Marsh  
University of Western Australia,  
WA

Ruth Nettle  
University of Melbourne, Vic

Ivie Olaghere  
University of Ilorin, Nigeria

Janet Reid  
Massey University, NZ

Kate Roberts  
Roberts Evaluation Pty Ltd, Qld

Frank Vanclay  
University of Groningen,  
Netherlands

Elske van de Fliert  
University of Queensland, Qld

Jane Weatherley  
Meat & Livestock Australia, NSW

## Foreword

Volume 17, Number 1 of the *Rural Extension and Innovations Systems Journal* contains Research and Practice papers. The Research section is for publishing outcomes of research in extension. It contains papers which have been subject to a double-blind reviewing process by two independent reviewers. These papers include research into change management, extension, development and innovation systems issues for agricultural and natural resource management that follow a rigorous and recognised disciplinary research methodology and are double-blind reviewed by Editorial Board members and selected reviewers.

Practice papers are informal, accessible articles that document successes, failures and the lessons from extension professionals' experiences. They provide an opportunity for rural advisors and extension practitioners to publish stories and case studies about extension practice, which are relevant to other field operatives, but also show the application of extension theory to practice. They are assessed and edited to ensure coherency and suitability to these goals.

The journal is managed by the Australasia-Pacific Extension Network by an Editor, three Assistant Editors (Aysha Fleming, Denise Bewsell and Lydia Turner) and 17 Editorial Board members.

The Rural Extension and Innovation Systems Journal is an open access journal which means that all content is freely available without charge to the user or their institution. Users can read, download, copy, distribute, print, search, or link to the full texts of the articles, or use them for any other lawful purpose, without asking prior permission from the publisher or the author. Users can use, reuse and build upon the material published in the journal but only for non-commercial purposes.

**Roy Murray-Prior**

***Editor***

## **The character of the Rural Extension and Innovation Systems Journal**

The *Rural Extension and Innovation Systems Journal* is published by the Australasia-Pacific Extension Network (APEN) with free online access to APEN members and others. A printed version is available to interested individuals and organisations by paid subscription.

The *Rural Extension and Innovation Systems Journal* is an innovative extension publication of APEN. The journal covers extension aspects of rural systems. It is for professional extension practitioners, researchers, educators, farmers, farmer groups, corporate agribusiness managers, professional farm business consultants, extension and development officers, and postgraduate students who want to help extend the available knowledge about efficient and effective agricultural extension and development activities. Extension has many definitions but to provide guidance we will adopt that found on the Australasia Pacific Extension Network website (<http://www.apen.org.au>). There are four types of papers published: Research, Literature reviews, Practice, and APEN conference keynote papers.

### **Research papers**

*Research* papers contain research into agricultural and natural resource change management, extension, development and innovation systems issues that follow rigorous and recognised disciplinary research methodologies. Papers will be reviewed by the Editor and double-blind reviewed by two Editorial Board members or selected reviewers. Papers for this section target professional extension practitioners, researchers and educators. They should not exceed 7500 words.

### **Literature reviews**

*Literature* reviews should be academic reviews in the fields of agricultural and natural resource change management, extension, development and innovation systems issues. The paper should follow a well-defined structure and will be reviewed by the Editor and double blind-reviewed by two Editorial Board members or selected reviewers. Maximum length is 5000 words.

### **Practice papers**

*Practice* paper provide a forum for practitioners and academics to share their experiences and practical innovations with others in the fields of agricultural extension, farm management and natural resource management. They are informal, accessible articles that document successes, failures and lessons from extension professionals' experiences. Papers will be reviewed by the Editor and an extension professional. Maximum length is 4000 words.

### **APEN conference keynote papers**

Presenters of Keynote conference papers at APEN conferences will be given an opportunity to publish a paper based on their conference presentation. The focus is also on informal, accessible articles rather than academic articles. The paper will be reviewed by the Editors. Papers should not exceed 5000 words.

### **Who can access the Rural Extension and Innovation Systems Journal?**

The *REIS Journal* is published online free of charge for APEN members and a wider audience.

### **Who can publish in Rural Extension and Innovation Systems Journal?**

The *REIS Journal* accepts articles submitted by rural advisory and extension researchers and practitioners worldwide. However, we encourage those of you resident in Australia, New Zealand or Pacific countries to become APEN members by contacting the APEN Secretariat at [info@apen.org.au](mailto:info@apen.org.au). To submit a paper for publication please send an electronic copy of your paper (edited as per Instructions to Authors, which is available on the *REIS* web site) to the Editor at [reiseditor@apen.org.au](mailto:reiseditor@apen.org.au). There is no charge for submission or publication.

The Editor will decide whether a paper meets the criteria for acceptance and then send it out for review under the relevant guidelines. Those articles accepted after the review process will be published.

### **Authorship, copyright and submission declaration**

When submitting a manuscript corresponding author will be asked to submit an *Authorship, copyright and submission declaration*, which is available from the journal web site. It affirms that:

- The author(s) have been involved in preparation of the manuscript, agree with the order of authors on the manuscript and it does not exclude individuals who have had a major role in the design, conduct or write-up of the material contained in the paper.
- Individuals who have had a significant but not major role in the writing of the paper, the project or the research are acknowledged in the Acknowledgements section.
- The manuscript contains original work of the author(s) listed and where you have included the work of others this has been fully and appropriately acknowledged.
- The work has not been published previously in a peer-reviewed journal (except as part of an academic thesis, report to funding body or working paper).
- The manuscript is not under consideration for publication elsewhere or won't be while it is being considered by REIS and if it is accepted for publication by REIS.
- The authors(s) are willing to provide clarifications, corrections and retractions of mistakes to published papers.
- The research received ethics approval or followed ethical processes as required by your employer, institution, funder or country laws, with details of the ethics approval available if required. All data will be kept private and confidential.
- All participant involvement in the research has been voluntary and based on sufficient information and adequate understanding of both the proposed research and the implications of participation in it. Participants were provided with an opportunity to consent and to withdraw at any time.
- All clearances have been obtained from relevant authorities, including funder, for publication.
- Permission has been obtained for all reproductions from copyrighted sources and is acknowledged in the appropriate place in the manuscript.
- Where financial support for the research was provided, indicate who provided this support and briefly describe their role, if any, in the conduct of the research. If no role, state this. They can be acknowledged in the Acknowledgments section.

### **Declaration of interest**

A declaration of interest is a disclosure of a conflict of interest by an author or authors of a manuscript submitted for publication with the journal. A definition of conflict of interest can be found in the Guidelines on Good Publication Practice by the Committee on Publication Ethics (COPE). A conflict of interest is some financial or personal relationship that may be perceived to have influenced or biased the work. Disclose any interests in the authorship, copyright and submission declaration form. Manuscripts will not necessarily be rejected when conflicts of interests are declared, but the statement will be published if the article is accepted. If there are none then state following Declarations of interest: None.

### **Copyright and permissions**

All articles published by REIS are open access which means that all content is freely available without charge to the user or their institution. Users can read, download, copy, distribute, print, search, or link to the full texts of the articles, or use them for any other lawful purpose, without asking prior permission from the publisher or the author. Users can use, reuse and build upon the material published in the journal but only for non-commercial purposes.

### **Ethics**

All research articles that involve collecting data from or about people should have ethics approval if required by their employer, institution, funder or country laws. Research should be conducted according to the principles outlined in the *National Statement on Ethical Conduct in Human Research 2007* (Updated May 2015) ([www.nhmrc.gov.au/guidelines/publications/e72](http://www.nhmrc.gov.au/guidelines/publications/e72)) or equivalent for the country where the research was conducted.

### **Refereeing process**

When a paper is submitted, the Editor will organise the double-blind review process to involve two experts in the field of agricultural extension. In the event of strong disagreement between two referees a third referee may be appointed.