1. Rationale and research question
Agronomic research has paid limited attention to social differentiation as a factor to explain the adoption pattern of potato production technologies. These include: new varieties, planting in ridges, synthetic fertilizers, frequent weeding and improved storages.
- How do farmers cultivate potato?
- What is the rationale for the practices?

2. Methods
Methods used: Household survey + in-depth interviews + field observations (actual practices). N = 47 potato farmers
Analysis: point score analysis and descriptive statistics.

3. Results
Adoption of improved varieties and many of the introduced production practices was strongly related to wealth class.

4. Why do poor farmers reject technologies?
- The technology does not fit their socio-economic conditions
- They are too poor and their farms are too small
- Lack of awareness - they could not explain new practices such as planting in ridges, improved storage practices, crop rotation

5. Implications
- Conventional extension model of “Laggards will follow Adopters” is not working.
- Biased interventions and technologies towards wealthy farmers.
- Technology development needs to reconsider diversity of farm contexts.

4. Why do (medium) wealthy farmers adopt technologies?
- First hand access to initial seed and support to improve storage;
- Knowledge about technology and its usefulness
- They own inputs that make the technology work: land, labour, cash

Further reading
T-Research Special Issue on Sustainable Food and Nutritional Security http://bit.ly/1M9EmxB