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There is much existing knowledge about the factors that influence adoption of new practices in agriculture but few attempts have been made to construct predictive quantitative models of adoption for use by those planning agricultural research, development, extension and policy.1. Introduction. The use of model farmers is a common feature of agricultural extension strategies that seek to diffuse new technologies and practices among smallholder populations in the developing world (Franzel et al., 2013). Model farmers are used by extension agencies to serve as in-community representatives for new agricultural inputs or cultivation techniques. The “Agriculture in Africa– Telling Facts from Myths” project was initiated by the Chief Economist’s Office of the World Bank Africa Region in partnership with the African Development Bank, the Alliance for a Green Revolution in Africa, Cornell University, the Food and Agriculture ...2017 Portland International Conference on Management of Engineering and Technology (PICMET) Portland, OR 2017 Portland International Conference on Management of Engineering and Technology (PICMET) IEEE , (2017).978-1-890843-36-6 Rodrigo Libanez Melan, Aline Munhoz Santana, Gysele F. S. Rogo, Milton Augusto Canova Barbeiro and Saulo Fabiano Amancio-Vieira Sustainable Innovative Business ...