Additional file 1. Message delivered during the Adoption Encouragement.

- Maize is a main food source for many people, but it lacks some important nutrients. These nutrients help people to grow; to be strong for work in the home, on the farm, and in school; and to stay healthy.
- Because of the nutritional deficiency in conventional maize, CIMMYT has worked together with its partners in Ethiopia to develop nutritionally-improved maize varieties called Quality Protein Maize (QPM), which you saw demonstrated last year by CIMMYT’s NuME Project and by Sasakawa Global 2000.
- Young children are especially vulnerable to nutritional deficiency, which can lead to malnutrition, a big problem in Ethiopia. Therefore, children can especially benefit from eating QPM. In fact, some years ago when CIMMYT was first developing QPM for Ethiopia, we provided QPM to some households in Oromia and found that the children in those households grew better than children in households cultivating conventional maize.
- QPM looks like conventional maize, with similar productivity, and it is cultivated in the same way as other maize varieties.
- There are a few QPM varieties now available in Ethiopia, and each is best suited to particular areas. In this area, NuME is offering two QPM hybrids, which you saw demonstrated last season:
  - AMH760Q is an improved hybrid with white grain. It is late maturing and drought tolerant and is adapted for areas where BH660 has done well (highlands).
  - BHQPY545 is an improved hybrid with yellow grain. It has intermediate maturity, is drought tolerant, and is adapted for areas where BH540 has done well (moist mid-altitudes).
- QPM grain can be prepared in traditional and modern foods such as injera, kita, dabo, and porridge. In Ethiopia, we have offered QPM foods for adults and for mothers to use at home to feed their small children. People typically rate the taste and texture very favorably.
- NuME is offering AMH760Q and BHQPY545 in 2-kg bags, and you can order up to three of these bags for free – a total of 6 kg of QPM seed.
- We are offering these small bags as a special promotion to encourage the cultivation of QPM. Because our seed is still somewhat limited and since QPM is especially intended to benefit small children, we are offering the seed to households that have a young child. However, since there is a seed limitation, we cannot offer it to all households with a young child. We therefore used a lottery system, and your household has been chosen.
- You are under no obligation to order any QPM. If you do order it, we’d ask that you not share the seed with anyone outside of your household because later we are planning to do an evaluation of the benefit of this seed. Note that the seed has been chemically treated, so it is important not to eat it.
- These 2-kg bags of QPM seed will be available to be picked up at ______________ [location] on _________ [date]. If you’re interested in ordering QPM, I can take your order today.