

Extension services are pivotal in bridging the gap between agricultural research and practical application to form the foundation of sustainable agriculture. Evaluating these services provides an efficient tool for sustainable agricultural development. By offering the latest information and educational resources, extension services empower farmers and stakeholders to enhance agricultural practices and technical skills. However, traditional extension services face challenges not only limited funding, low outreach, and poorly targeted information but also low participation of its principal actor in agriculture which is the farmer.

In Indonesia, farmer associations significantly contribute to disseminating agricultural innovations. Due to the imbalance between the number of farmers and extension workers, a group approach is preferred in extension activities, reinforced by socio-economic and socio-cultural factors. This approach aims to empower farmers by enhancing their participation, creativity, decision-making, and organizational management skills.

Bandung Regency faces a shortage of agricultural extension workers, with only 160 workers assigned to multiple villages, resulting in a significant task deficiency. Yara International, a global crop nutrition company, underscores the importance of understanding farmers' needs to promote sustainability and profitability. In Indonesia, Yara's DokterPupuk Yara program provides plant nutrition, farming techniques, fertilizer programs, and sustainable soil health management. The program's team of area managers, sales crop nutrition extension workers, and junior sales agronomists aims to establish expertise in fertilizer application.

This study presents a strategic farmer segmentation to provide a synergistic relationship between a crop nutrition company and its customers. It identifies complementary marketing strategies and devises a strategic marketing plan to boost farmer participation in sustainable extension services. The research employs a qualitative method with a theoretical framework grounded in the value-creation process and market-shaping strategy.

The author identifies two distinct farmer segments based on the value co-creation process: subsistence farmers and semi-commercial farmers. The study recommends market-shaping strategies tailored to these segments, including standardization, development of market infrastructure, and provision of market structure support.

Using the SOSTAC approach, the study outlines an action plan that leverages both offline and online methods. Offline strategies involve using standardized modules and protocols to attract new market participants, while online strategies focus on retaining the current market through existing Facebook and WhatsApp groups.

**Keywords:** *segmentation, value co-creation, market shaping, awareness, extension service, sustainable agriculture*