

<p>STANDARD SECTOR INDICATOR CODE: AG-034</p>	<p>Market Outlets: Number of direct market outlets for produce sales established with the assistance of the Volunteer/partner. (AG-034)</p>	
<p>AGRICULTURE SECTOR</p>	<p>Sector Schematic Alignment <i>Note: This indicator belongs to the “Markets” Project area and “Business Development Services” Project Activities/Training Package (PA/TP) within the AG Sector but is borrowed by the following Project Activities/Training Packages within the AG and ENV Sectors.</i></p> <p><u>AG Sector (“Home” of the SI)</u> PA/TP: Business Development Services</p> <p><u>AG Sector</u> PA/TP: Income Generation Activities</p> <p><u>ENV Sector</u> PA/TP: Business Development Services, & Income Generation Activities</p>	
<p>Type: Outcome</p>	<p>Unit of Measure: Market</p>	<p>Disaggregation: None</p>
<p>Definitions:</p>		
<p>There are several different types of market outlets for selling agricultural products.</p>		
<p>Direct market outlets— typically established physical locations where buyers and sellers (producers) meet to exchange money for food and fiber products. These products may be fresh or processed. Some items that would be found in a direct market outlet might include fresh vegetables, meat, fish, dried fish, grains, nuts, raw or processed fiber, honey, etc. For many small farms direct marketing provides a way to increase profitability since it eliminates the cost of conducting business with a “middle man”. Sales of this type generally provide the grower with the opportunity to capture a higher share of the value of the product.</p>		
<p>Partner/s— refers to the local counterpart who is co-facilitating direct market outlet establishment activities with the Volunteer.</p>		
<p>Rationale: Changes in the number of direct market outlets serves as an indicator for the robustness of the local farm economy. An increase in the number of direct market outlets also exhibits the potential for increased income generation for farmers.</p>		
<p>Measurement Notes:</p>		
<p>Measurement Notes:</p> <ol style="list-style-type: none"> Sample Tools and/or Possible Methods (for Peace Corps staff use): Volunteers should use data collection tools to measure progress against project indicators. A data collection tool to measure this indicator could be based on one of the following methods—survey, observation, or interview—though there may be other data collection methods that are appropriate as well. For more information on the suggested methods, please see Appendix I in the MRE Toolkit. Also be sure to check the intranet page as sample tools are regularly uploaded for post use. Once a tool has been developed, post staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use. 		

2. **General Data Collection for Volunteer Activities:** All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see “Frequency of Measurement”).
3. **Activity-Level Baseline Data Collection:** Activity-level baseline data should be collected by Volunteers/partners before or at the start of their activities with individuals, organizations, and market outlets. It provides a basis for planning and/or assessing subsequent progress or impact with these same individuals, organizations, or market outlets. Volunteers should take a baseline measurement regarding the outcome(s) defined in this indicator (i.e. determine the number of direct market outlets already established for produce sales) early in their work focused on the establishment of direct market outlets. The information for the baseline measurement will be the same or very similar to the information that will be collected in the follow-on measurement (see “Frequency of Measurement”) after the Volunteer has conducted his/her activities and it is usually collected using the same data collection tool to allow for easy management of the data over time.

Because Volunteers are expected to implement relevant and focused activities that will promote specific changes within a target population (see the “unit of measure” above), taking a baseline measurement helps Volunteers to develop a more realistic snapshot of the number and type of direct market outlets within the target population are in their process of change instead of assuming that they are starting at “0.” It also sets up Volunteers to be able to see in concrete terms what influence their work is having on the establishment of direct market outlets for produce sales they work with during their service. Please note that data collection is a sensitive process and so Volunteers will not want to take a baseline measurement until they have been able to do some relationship and trust-building with the person/people the Volunteer is working with, and developed an understanding of cultural norms and gender dynamics.

4. **Frequency of Measurement:** For reporting accurately on this outcome indicator, Volunteers must take a minimum of two measurements with individuals, organizations, and market outlets of the target population reached with their activities. After taking the baseline measurement (described above), Volunteers should take at least one follow-on measurement with the same individuals, organizations, or market outlets typically after completing one or more activities focused on achieving the outcome in this indicator and once they have determined that the timing is appropriate to expect that the outcome has been achieved. Please note that successful documentation of a behavior change or new practice may not be immediately apparent following the completion of activities and may need to be planned for at a later time. Once Volunteers have measured that at least one direct market outlet for produce sales was established, they should report on it in their next VRF.

Volunteers may determine to take more than one baseline and one follow-on measurement with the same individuals, organizations, or market outlets for the following valid reasons:

- a. Volunteers may want to measure whether or not any additional market outlets have been established after the initially follow-up measurement, particularly for any activities that are on-going in nature (no clear end date);
- b. Volunteers may want to enhance their own learning and the implementation of their activities by using the data collected as an effective monitoring tool and feedback mechanism for the need to improve or increase their activities;

- c. A Peace Corps project in a particular country may choose to increase the frequency of measurement of the indicator and Volunteers assigned to that project will be required to follow in-country guidance.

In all cases, any additional data collection above the minimum expectation should be based on the time, resources, accessibility to the target population, and the value to be gained versus the burden of collecting the data. Following any additional measurements taken, Volunteers should report on any new direct market outlet established in their next VRF.

5. **Definition of Change:** The minimum change to report against this indicator is a direct market outlet for produce sales being established, as compared to what was measured initially at baseline. In the case of this indicator, if the an organization the Volunteer/partner works with already has a direct market outlet for its tomatoes before beginning to work with the Volunteer/partner, then the Volunteer would not be able to count it for this activity because the Volunteer's work did not actually lead to the desired change. However, if as a result of working with the Volunteer/partner, the organization establishing a new direct market outlet for its carrots, that would count because the Volunteer's work influenced the establishment of a direct market outlet for the organization's carrots.
6. **General Reporting in the VRF:** For this indicator, Volunteers will only report one number in the "total number" section of the VRF; the total number of direct market outlets for produce sales established.
7. **Reporting on Disaggregated Data in the VRF:** There are no disaggregation requirements for this indicator. The Volunteer must only count the total number of direct market outlets for produce sales established.

Data Quality Assessments (DQA): DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE toolkit.

Alignment with Summary Indicator: NO LINK