

<p>STANDARD SECTOR INDICATOR CODE: AG-041</p>	<p>Value Chain Development: Number of individual producers, out of the total number of producers the Volunteer/partner worked with, who made a new link with a distributor or sales outlet. (AG-041)</p>	
<p>AGRICULTURE SECTOR</p>	<p>Sector Schematic Alignment <i>Note: This indicator belongs to the “Markets” Project area and “Income Generation Activities” Project Activities/Training Package (PA/TP) within the AG Sector but is borrowed by the following Project Activities/Training Packages within the ENV Sectors.</i></p> <p>AG Sector (“Home” of the SI) PA/TP: Income Generation Activities</p> <p>ENV Sector PA/TP: Income Generation Activities</p>	
<p>Type: Outcome</p>	<p>Unit of Measure: Individual Producer</p>	<p>Disaggregation: Sex: Male, Female</p>
<p>Definitions:</p> <p>Access to markets is critical for agricultural producers to realize their full economic potential. While climate and natural resources are significant influences on agricultural productivity, agricultural performance also relates to access to markets. Rural areas by definition are spatially dispersed, which affects the costs of transport, the quality of public services, and the reliance on subsistence production. In developing countries hundreds of millions live in areas with poor market access, requiring five or more hours to reach a town of 5,000 or more. About half the agricultural areas in these remote regions have good agricultural potential but lack the infrastructure to integrate into the wider economy. (http://siteresources.worldbank.org/INTWDR2008/Resources/WDR_00_book.pdf)</p> <p>Connecting farmers/producers to input suppliers/distributors and new agricultural marketing opportunities within a value chain, through a variety of possible methods, increases their opportunity for realizing a greater profit margin and/or higher price for their goods. Some examples of possible production-distribution-retail connections are connecting farmers with input suppliers, aggregators, buyers, farmers’ markets, wholesalers, processors, shippers, exporters, retailers, fair value outlets, etc.</p> <p>Partner/s— refers to the local counterpart who is co-facilitating producer-distributor/seller activities with the Volunteer.</p>		
<p>Rationale: The number of individual producers with links or connections to potential distributor or sales outlets for farm goods provides an indication of growth in market access, an important aspect of profitable agriculture.</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 an individual or group of individuals. It provides a basis for planning and/or assessing subsequent progress or impact with these same people. Volunteers should take a baseline measurement regarding the outcome(s) defined in this indicator (i.e. determine whether or not an individual in question has existing link with a distributor or sales outlet before working with the Volunteer) early in their work focused on value chain development. 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 where individuals 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 individuals 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 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 individual(s), 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 individual has achieved the indicator, 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 individual (or group of individuals) for the following valid reasons:

- a. Volunteers may want to measure whether or not any additional individuals initially reached with activities have now achieved the outcome in the indicator, 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 individuals achieving the outcome in their next VRF.

5. **Definition of Change:** The minimum change to report against this indicator is an individual who made a new link with a distributor or sales outlet as compared to what was measured initially at baseline. In the case of this indicator, if the individual the Volunteer/partner works with is already working with a village-based maize purchaser before beginning to work with the Volunteer/partner, then the Volunteer would not be able to count him/her 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 individual establishes a connection with a maize processing plant, which would count because the Volunteer's work influenced the establishment of the link between the individual and maize processors.
6. **General Reporting in the VRF:** The "number achieved" (or numerator) that Volunteers will report against for this indicator in their VRFs is the number of individuals who made a new link with a distributor or sales outlet, after working with the Volunteer/partner. The "total number" (or denominator) that Volunteers will report on for this indicator in their VRFs is the total number of individuals who participated in the activities designed to meet this indicator.
7. **Reporting on Disaggregated Data in the VRF:** This indicator is disaggregated by "Sex". When reporting in the VRF, a Volunteer should disaggregate the individuals who achieved the outcome based on male and female.

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: AG. NEW TECH/MGMT PRACTICES (INDIVIDUALS), & ENV. ADOPT OF INCOME-GEN. ACTIVITIES (INDIVIDUALS)