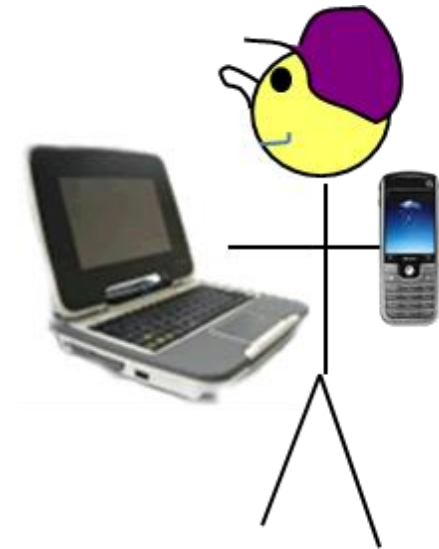


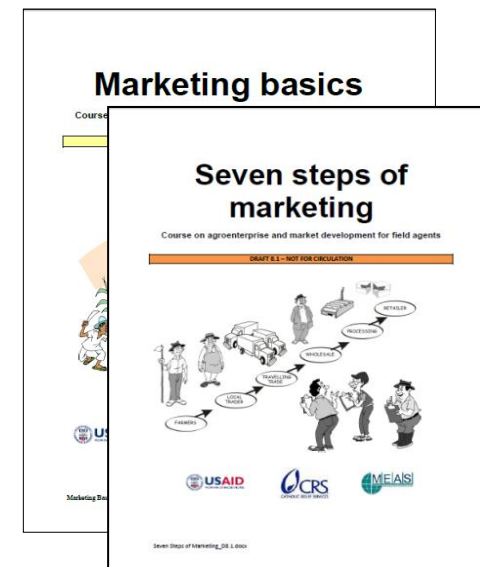
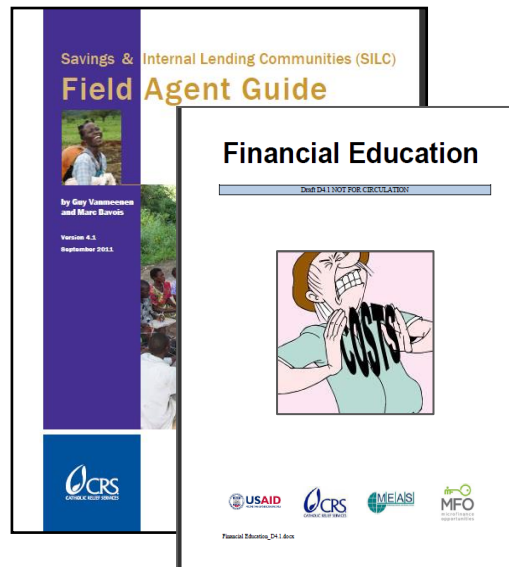
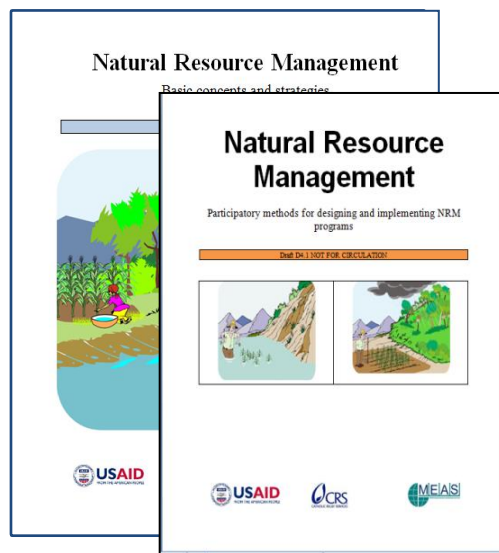
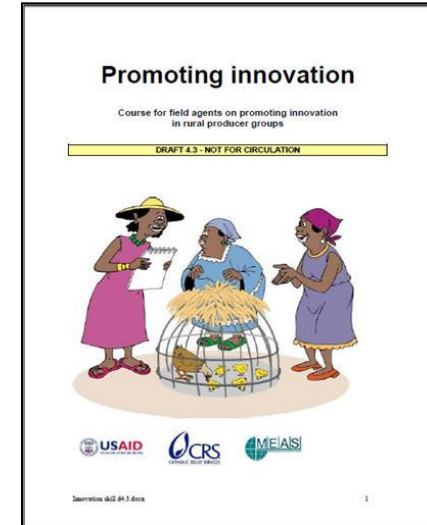
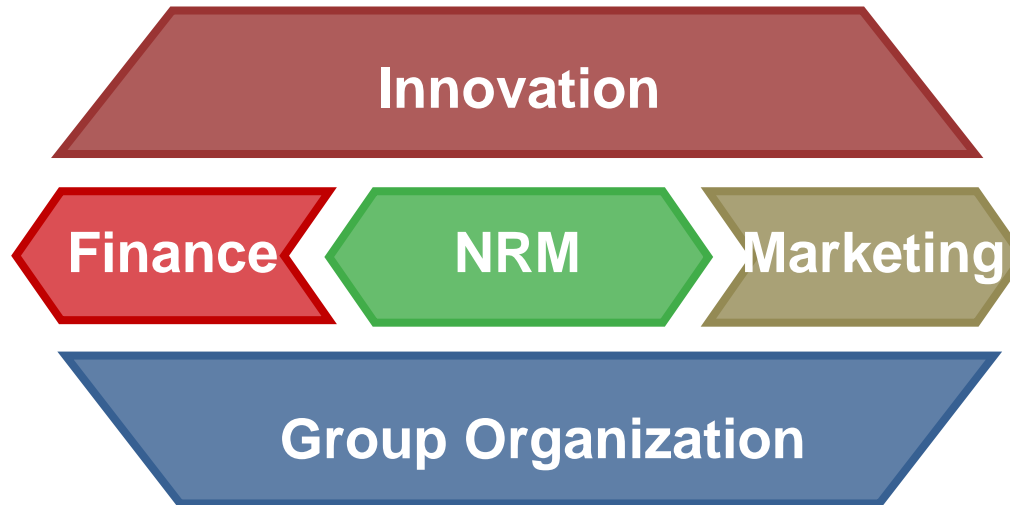
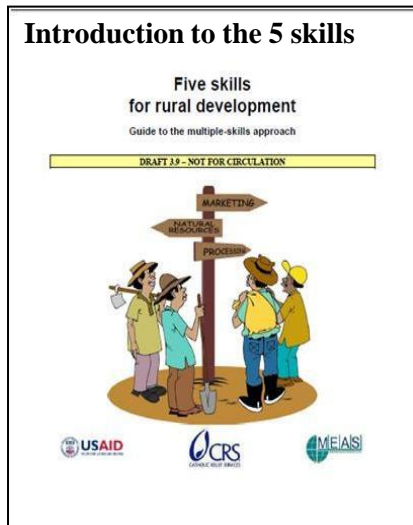
FARMBOOK AND 5 SKILLS SET

APPROACHES FOR TRAINING, AGRIBUSINESS AND M&E



Presentation by: Valerie Rhoe

The 5 Skills Set

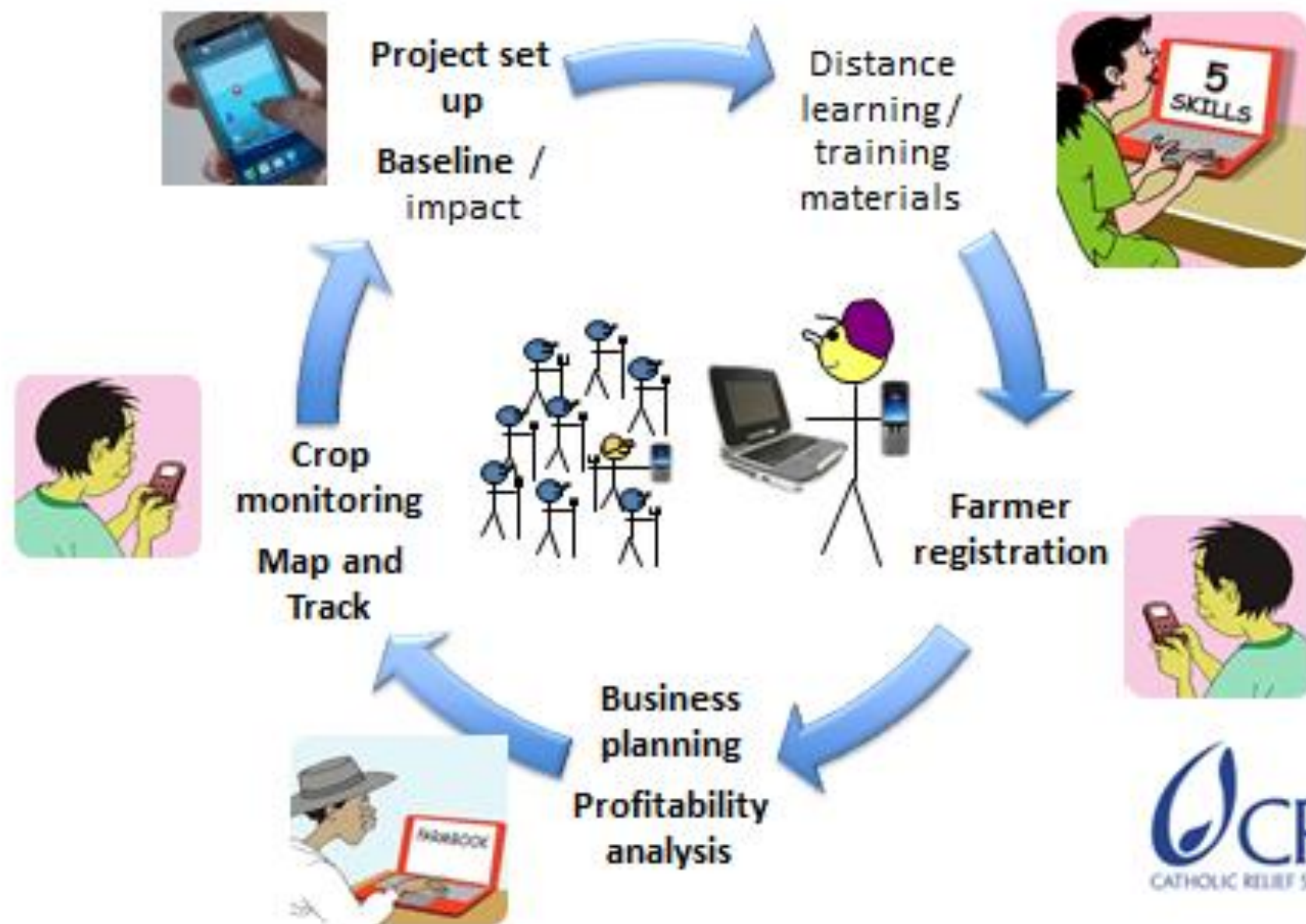


The Challenge



How can we ensure that we are providing sound business advice to farmers?

Increasing use of digital systems



Distance Learning with Go Course

Home
 Syllabus
 Gradebook
 Objectives
 View
 Grades
 Communicate

BRAINHONEY™

Development Workforce
 Log Out

LINKING FARMERS TO MARKETS Module 1: Marketing Basics

LFTM Module 1 Lesson 1 (00:35 / 02:57)

develop • perform • excel

Thumbnails
 Notes
 Search

3. A value chain links farmers with consumers
00:18

It includes all the activities and services involved in moving an agricultural product from the farm to where it is sold to a consumer. This is a value chain: it links farmers with consumers. Many people provide **services** that make the chain work smoothly.

A value chain links farmers with consumers

The diagram illustrates a value chain. At the bottom left, a farmer is shown harvesting corn. An orange arrow labeled 'FLOW OF PRODUCTS' points from the farmer through a series of intermediaries: a man with a donkey carrying a load, a man operating a red machine (possibly a mill or press), and a man with a green bag. This arrow points towards a 'SUPERMARKET' at the top right, where a woman is shopping. Below the main flow, green arrows labeled 'SERVICES TO CHAIN ACTORS' point upwards from a group of people (including a man with a clipboard, a man in a lab coat, a man with a briefcase, and a woman) towards the main flow of the value chain.

- Group Organization
- Financial Education
- NRM
- Marketing
- Innovation

SLIDE 3 OF 9

PLAYING

00:18 / 00:18

Monitoring Distance Learning

Gradebook - Module 1 Marketing Basics (draft) - Zimbabwe - BrainHoney Player - Windows Internet Explorer

https://crs.brainhoney.com/Gradebook/Grid.aspx?enrollmentid=2365478

Gradebook - Module 1 Marketing Bas...

Home Syllabus Gradebook Objectives View Grades Communicate Shaun Ferris Log Out

Gradebook: Module 1 Marketing Basics (draft) - Zimbabwe

Display Options Add Student Drop Student Import Scores Export Scores Final Grades

All Assignments What is agricultural marketing? Supply and demand Costs, income, prices and profit Types of markets The value chain Adding value after harvest Changes

Name	Score			WIAM?				Supply and demand				Costs, income, prices and profit			
				AM	BBP	MMP	Q1 ?	MS	MD	HSAD	WIUS	Q2 ?	C	I	P
Zimbabwe, 01	74%			✓	✓	✓	100%	✓	✓	✓	✓	100%	✓	✓	✓
Zimbabwe, 02	82%			✓	✓	✓	50%	✓	✓	✓	✓	87%			
Zimbabwe, 03	87%			✓	✓	✓	100%	✓	✓	✓	✓	75%	✓	✓	✓
Zimbabwe, 04	85%						50%					100%	✓	✓	✓
Zimbabwe, 05	74%			✓	✓	✓	50%	✓	✓	✓	✓	87%	✓	✓	✓
Zimbabwe, 06	83%			✓	✓	✓	75%	✓	✓	✓	✓	100%	✓	✓	✓
Zimbabwe, 07	89%			✓	✓	✓	100%	✓	✓	✓	✓	100%	✓		✓
Zimbabwe, 08	74%				✓	✓	75%	✓				87%			
Zimbabwe, 09	84%			✓	✓	✓	100%	✓	✓	✓	✓	87%	✓	✓	✓
Zimbabwe, 10	77%			✓			100%	✓	✓	✓	✓	75%	✓	✓	✓
Zimbabwe, 11				✓	✓										
	80%			19	16	15	81%	17	15	15	13	89%	13	13	13

Done

Internet | Protected Mode: On

11:19 PM
11/7/2011

Purpose of Farmbook



Register farmers



Develop business plans



Schedule crop production activities



Calculate gross margins on site




Register sales



Enable field agents to collect production and crop performance data in agriculture

Generate a Narrative Business Plan

 Farmbook-training

Business Plans

Edit the business plan details and click Save or Cancel.

General

Target Market

4 P's

Cropping data

Livestock data

Key partners

Risk

Implementation Activity

Sales Register

Financial Summary

Farmer Group

Mshika Farmer Group

Project

FAME

Product

Maize

☒ Check if new product for farmer group

Business Plan start date

11/08/2011

Business Plan close-out date

26/01/2012

Vision of the farmer group

To produce more consistent and higher yields to ensure their food security.
To raise incomes to improve housing and to pay for the education of their children.

Product Value Proposition

Improved productivity and marketing of clean, bulked maize.

Goal of the business enterprise

To improve food security through higher productivity and higher incomes for the farmer's groups.

Key Business Positions

Jim Tembo - Chairman



Salma Kikwete - Secretary

Marcus Chengula - Market Agent

Add Remove

Save

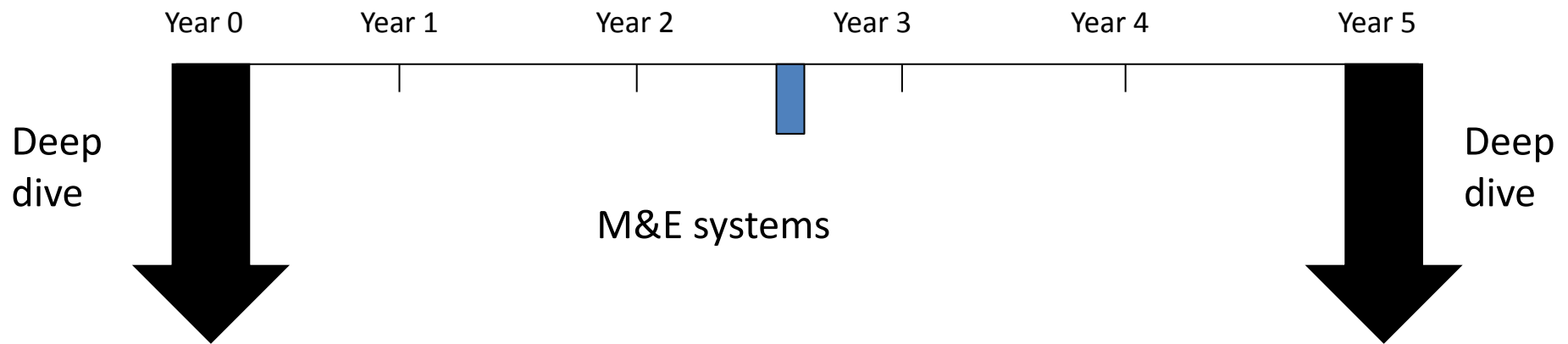
Cancel



Conduct Profitability Assessments

Farmbook-training Profitability Assessments									
Area planted to soybean Acres	Average of Total production Units	Average of Unit Kept for Food kgs	Average of Total Units for Sale in kgs	Average of Hired Labor Costs (\$)	Average of Family Labor Cost (\$)	Average of Total Operational Costs (\$)	Average of Profit Based on All Costs Excluding Family Labor (\$)	Average of Profit Based on All Operational Costs (\$)	Count of farmers
1	434	42	374	15	18	47	149	125	107
2	964	64	858	29	34	100	329	274	70
3	1,417	80	1,278	46	70	170	501	406	17
4	1,952	85	1,778	33	105	225	637	528	11
Grand Total	778	65	680	23	32	85	266	221	205

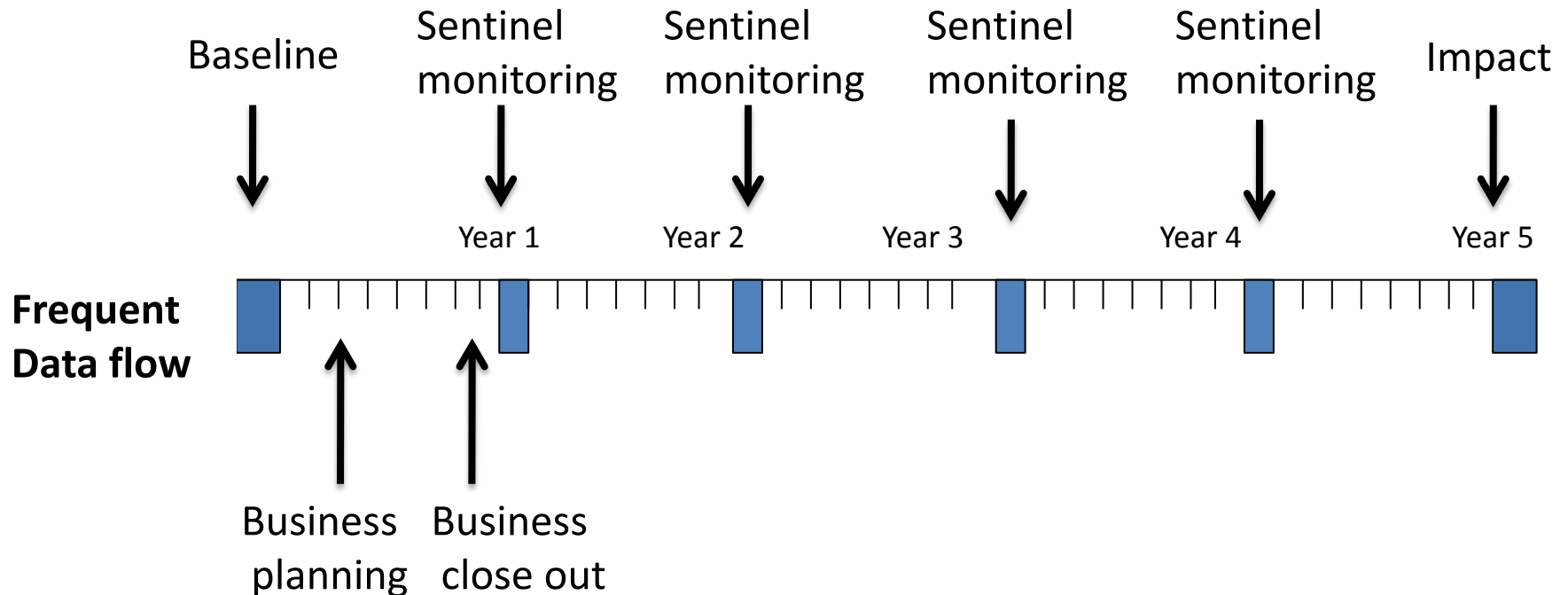
Traditional M&E in project work



Traditional systems focus on the baseline and endline differences, we are working on an approach that has greater emphasis on business performance monitoring and using this information to support the business process within Agriculture

Using Farmbook software to help gather project performance data, (monitoring)

Field agents collect less information on a regular basis, this information is relevant to the farmers



Access Farmbook Reports on-line



Farmbook Validation Report

Role: Administrator
Version: Training Version 1.00

[Logout](#)

HOME



Household



Farmer Group



Business Plan



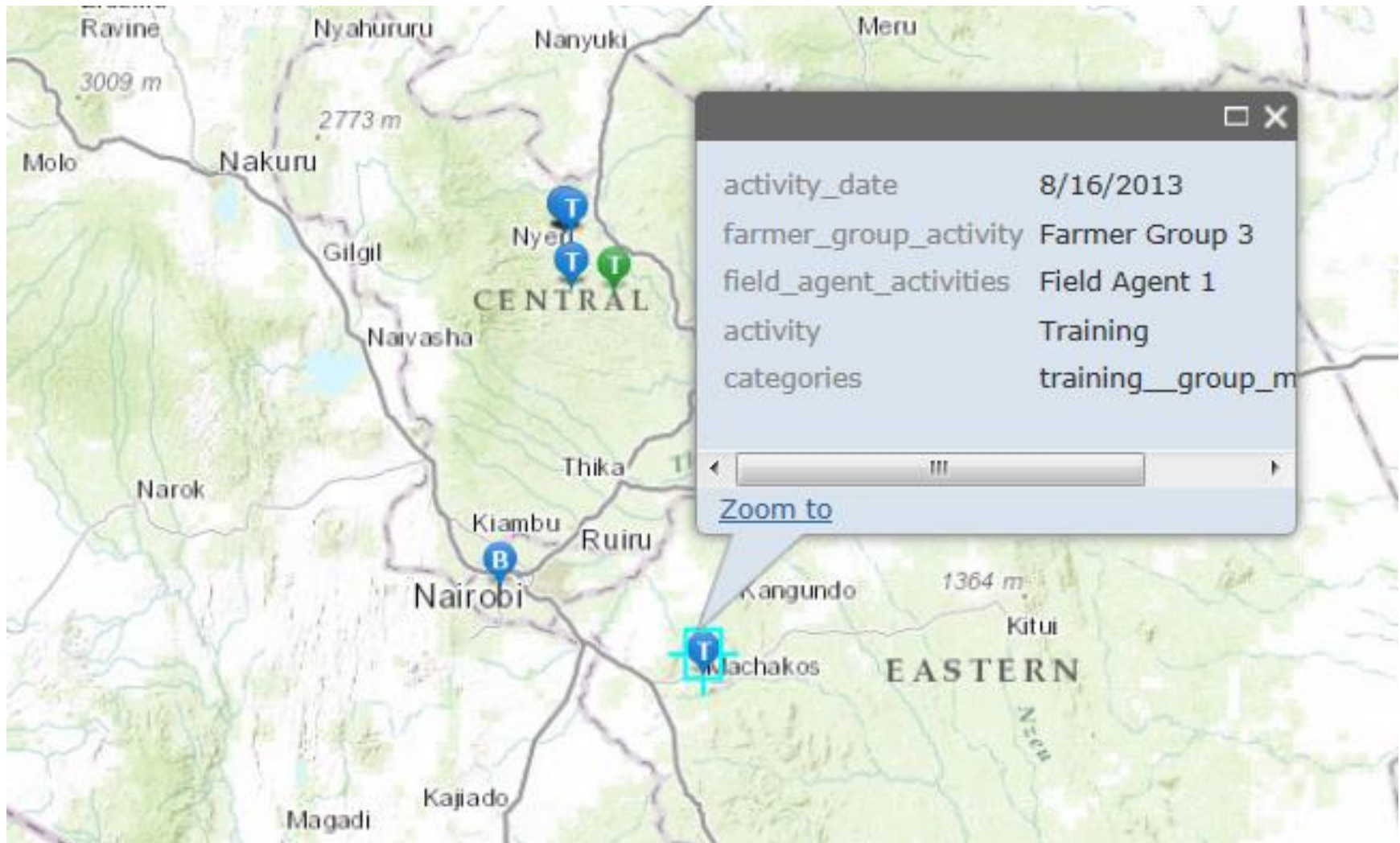
Profitability Assessment



Analytical Report

Audit Service Delivery with Map and Track

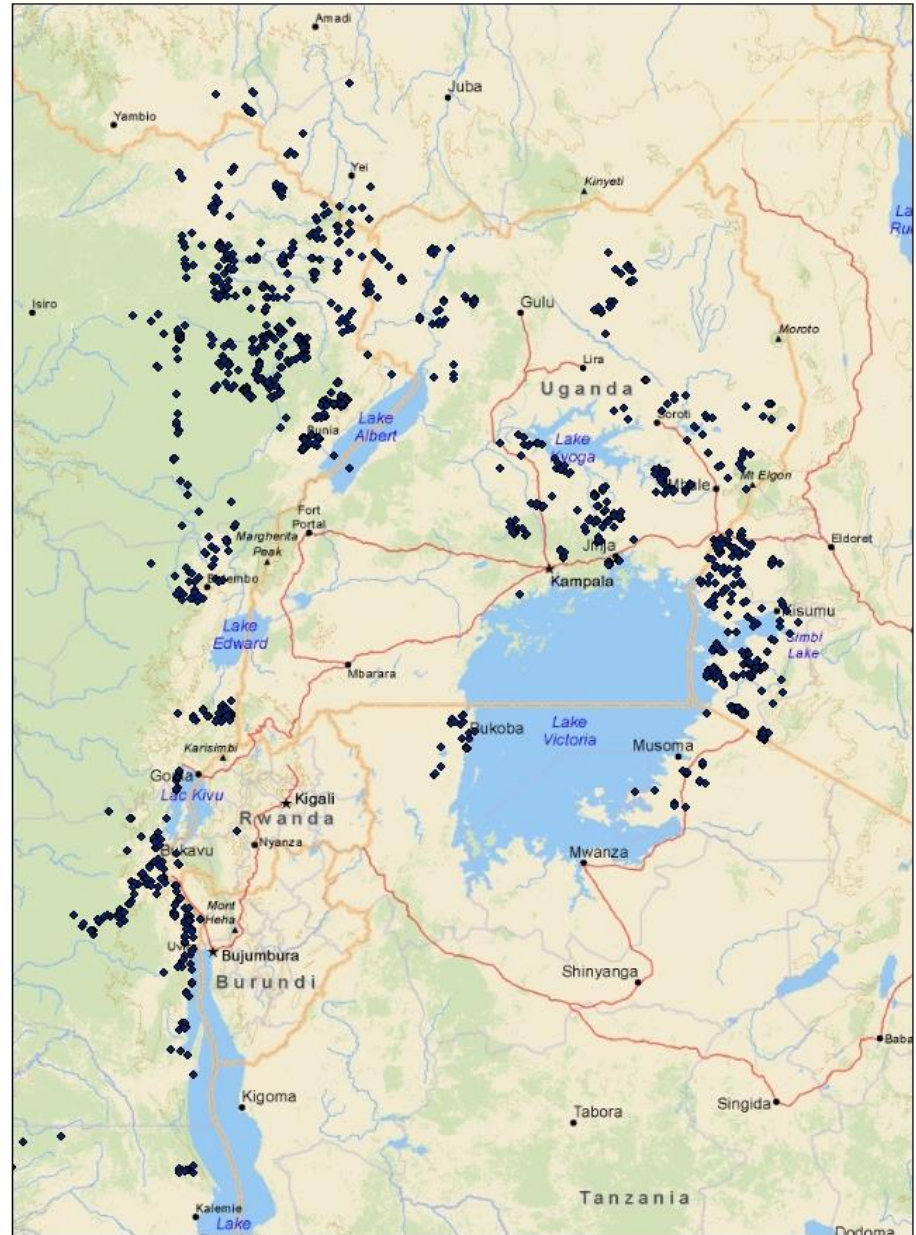
Currently under development: Map and Track A GIS-linked tracking tool to enable field agents to report all training and service delivery in real time.



Enabled Mapping

- Farmer Groups
- Click on for data
- By year
- By M&E points

Farmer Field Group Locations



Current Projects

Implementation

- CRS Programs: Zambia , Zimbabwe, Madagascar, Malawi, Tanzania
- Serbia 4H young farmers program
- Bangladesh ICT4D software company
- Kenya Ministry of Agriculture
- Agros International - Nicaragua

Research

- Murdoch University (Australia)/ Bunda College of Agriculture
 - Countries: Malawi and Zambia
 - Timeframe: Jan 2013-Dec 2014
 - Research questions: In what ways & to what extent does the
 - Model enable participating smallholder farmers to link effectively & sustainably to markets?
 - Private Service Provider (PSP) Model enable participating smallholder farmers to link effectively and sustainably to markets?
- MEAS (University of Illinois)
 - Zambia Mawa and Kenya Government extension service

Farm business dashboard



What are we working towards?



Cloud based: Standardized processes and products with streamlined management and costs.



Farmer facing data: provide information that helps farmers first and then assists our record keeping.



Improved capacity: Develop a system that assists field staff to learn new skills and provide better training.



Benchmark technology: New tools enable field staff to monitor effectiveness of technology and training.



Data Management: Field workers engaged in data sharing, management as well as project managers.



Accountability: Data that has multiple audiences over time and locations.



*Farmbook allows us to
not have to “wait” for
evaluative data to
make changes*

*Having real time data
may change how we
think, do, and apply
evaluative work.*

*For more information contact:
Shaun.Ferris@crs.org
Suzanne.Andrews@crs.org*