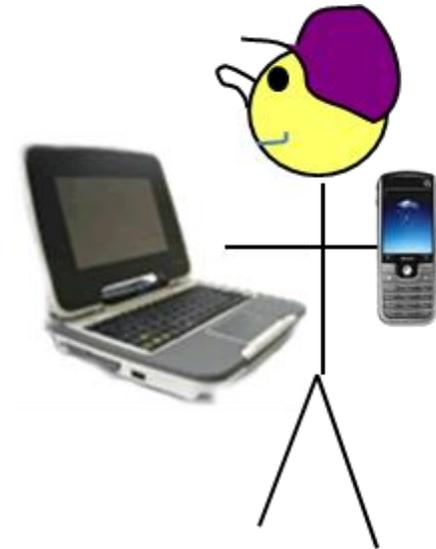


FARMBOOK AND 5 SKILLS SET

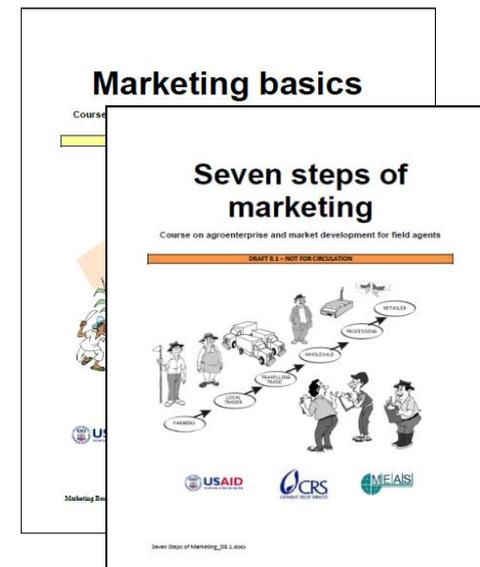
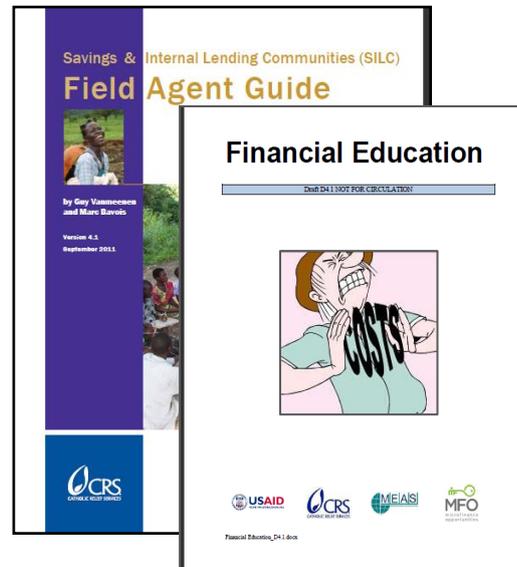
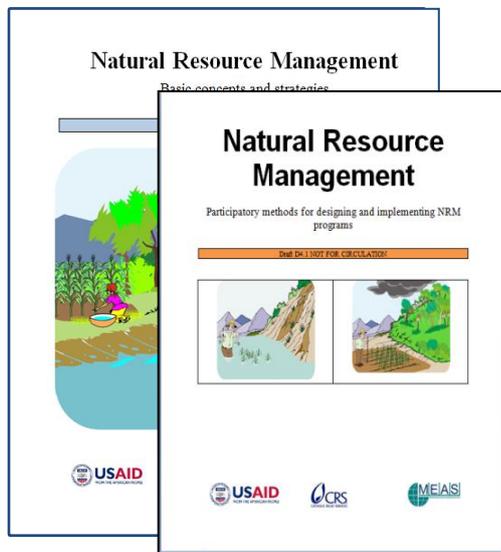
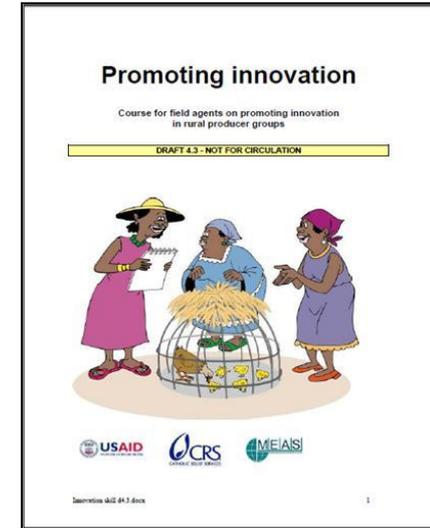
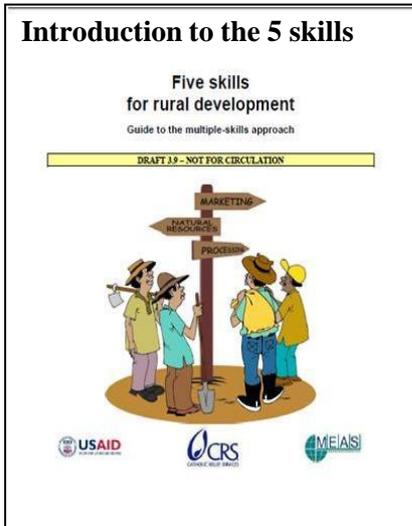
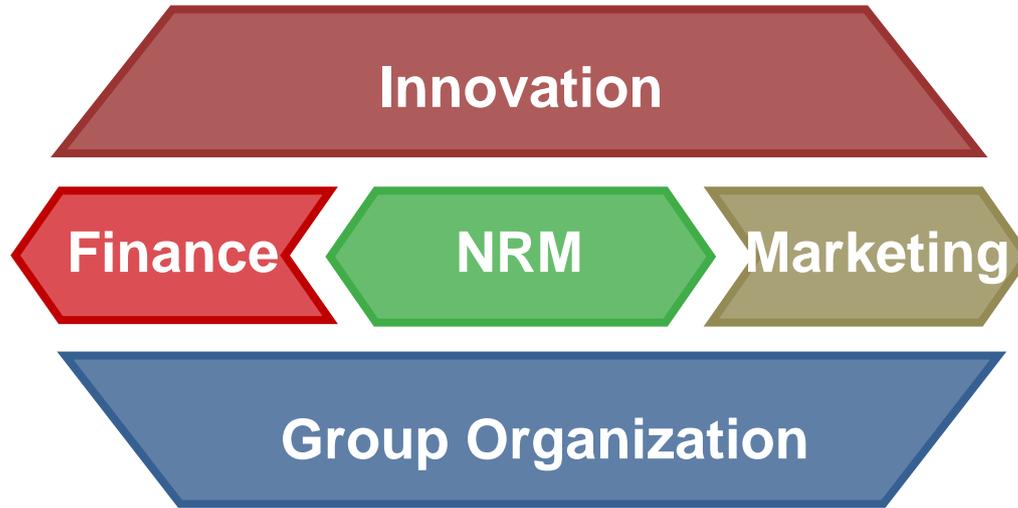
APPROACHES FOR TRAINING, AGRIBUSINESS AND M&E



Presentation by: Valerie Rhoe



The 5 Skills Set

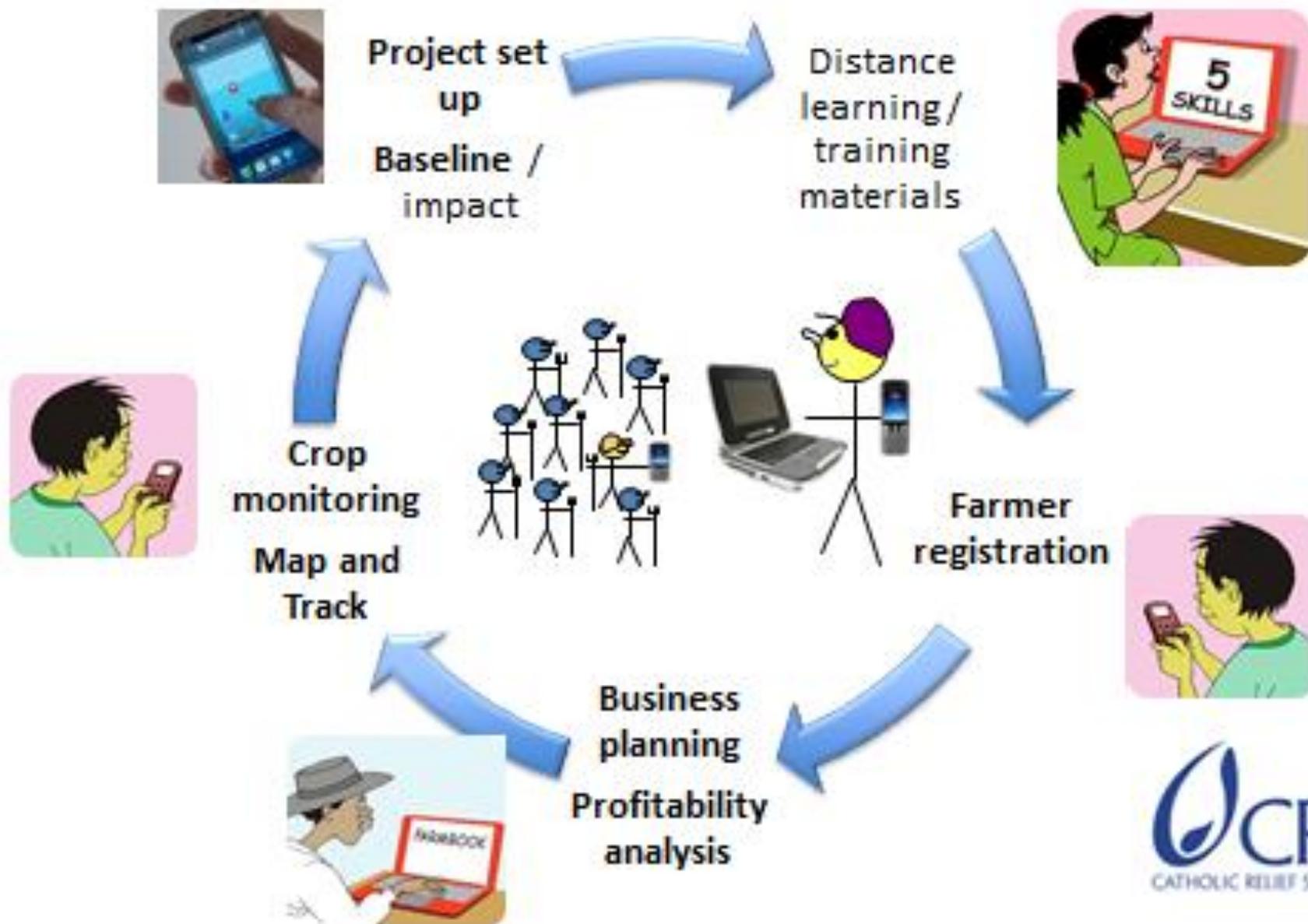


The Challenge



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

Increasing use of digital systems



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	AM	BBP	MMP	WIAM?						Supply and demand			Costs, income, prices and profit		
					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	13	89%	13	13	13		

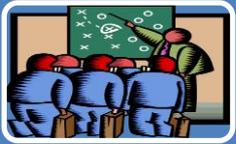
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Purpose of Farmbook



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.

Goal of the business enterprise

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

Product Value Proposition

Improved productivity and marketing of clean, bulked maize.

Key Business Positions

Jim Tembo - Chairman	▲
Salma Kikwete - Secretary	
Marcus Chengula - Market Agent	▼

Add Remove

Save Cancel



Conduct Profitability Assessments

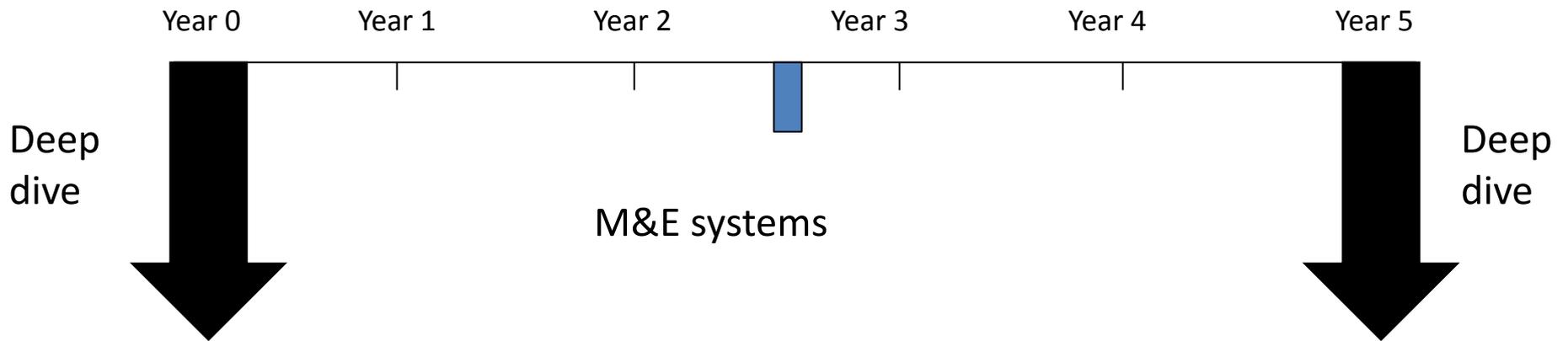
Farmbook-training

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

Close Save ReCalc

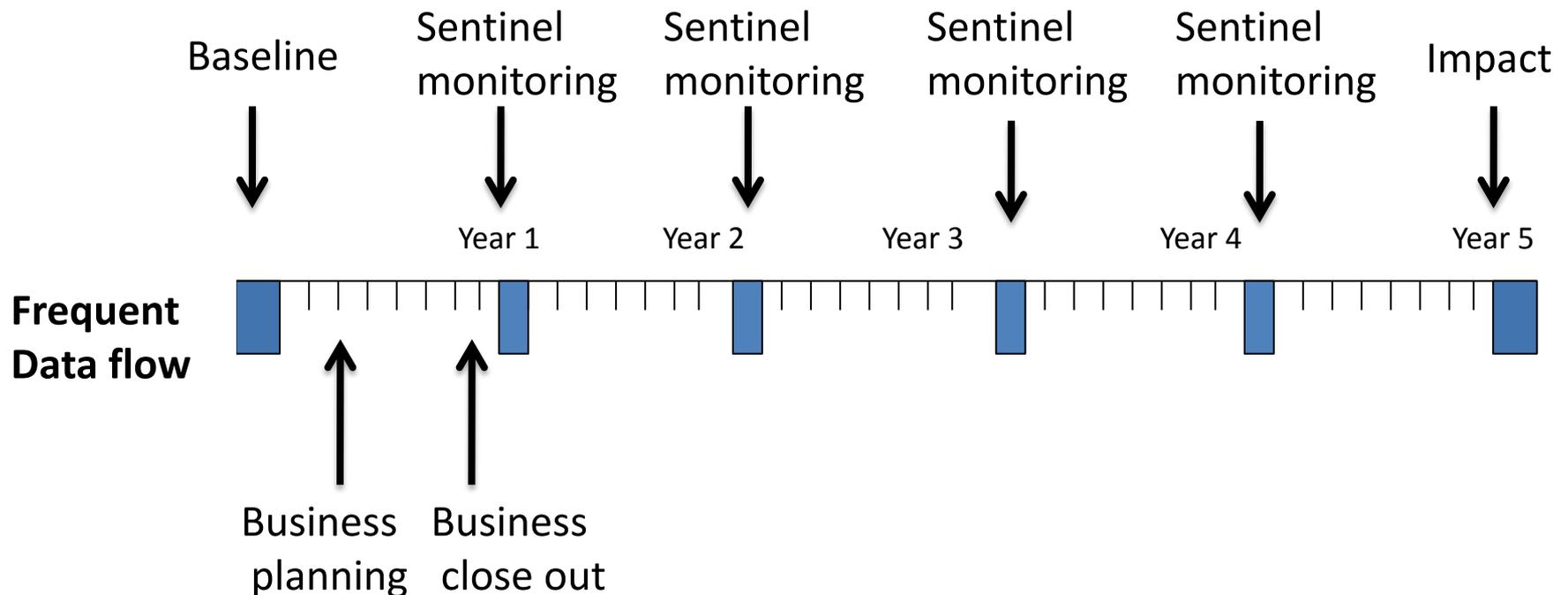
Traditional M&E in project work



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



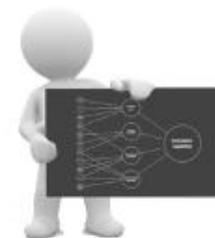
Household



Farmer Group



Business Plan



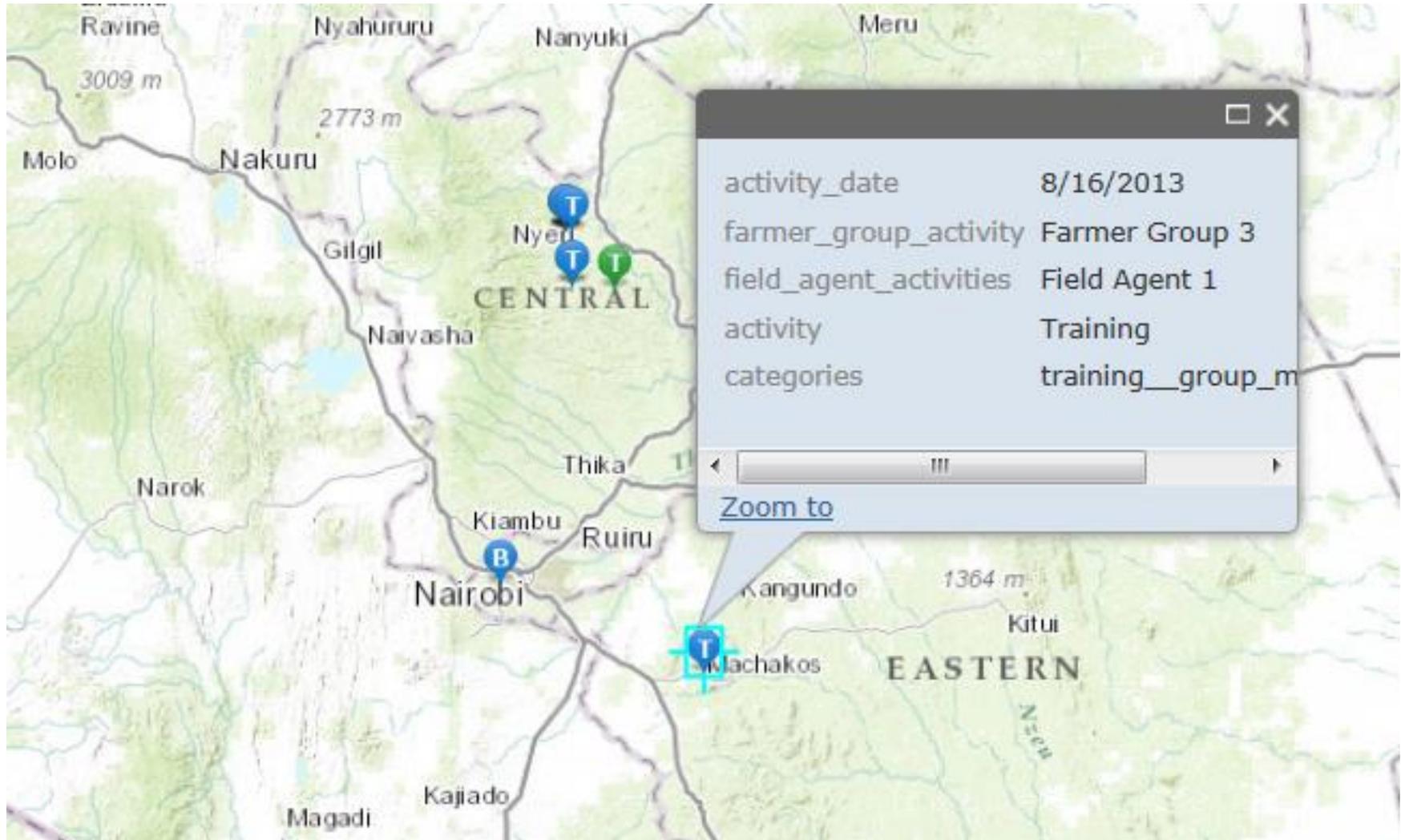
Profitability Assessment



Analytical Report

Audit Service Delivery with Map and Track

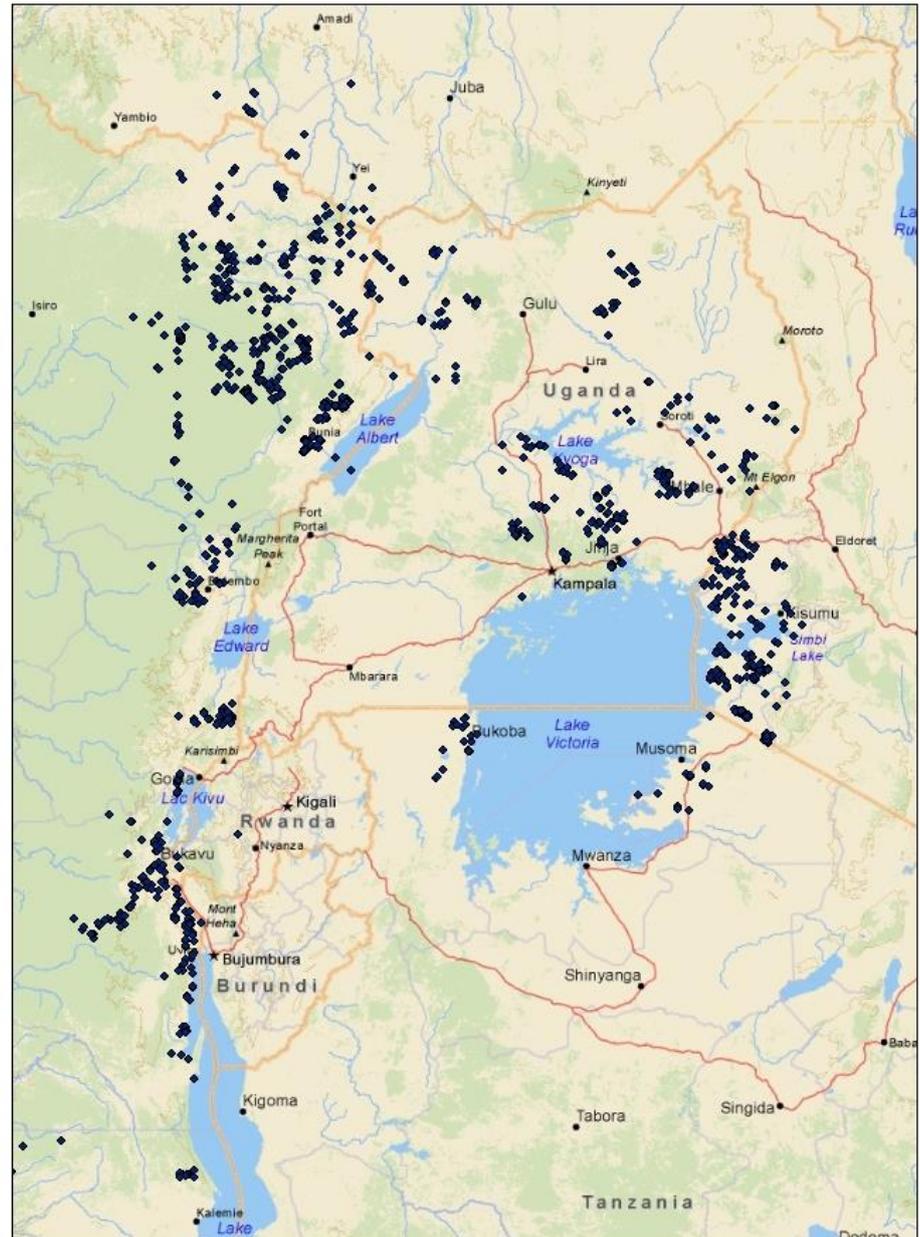
Currently under development: Map and Track A GIS-linked tracking tool to enable field agents to report all training and service delivery in real time.



Enabled Mapping

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

Farmer Field Group Locations



0 40 80 160 240 320 Kilometers



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:
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Suzanne.Andrews@crs.org*