

# AWARENESS OF SAFE HARVEST STORAGE

Output indicator

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## Indicator Phrasing

**INDICATOR PHRASING:** number of target group members aware of the promoted methods for safe storage of their harvested staple crops

## What is its purpose?

The indicator measures the extent to which the target group members are aware of the promoted types of methods for safely storing harvested crops (i.e. protecting them from excessive humidity, pests, etc.).

## How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

- 1) **List all the promoted methods** for safe storage of harvested staple crops.
- 2) **Decide how many methods a respondent needs to know** to be considered as “aware of the promoted methods for safe storage” - for example, at least 2 out of 3 methods (ensure that the **baseline and endline surveys use the same benchmark** - e.g. always 2 out of 3 methods).
- 3) **Conduct individual interviews** with a [representative sample](#) of the target group members, collecting the following data:  
**Q1:** Can you please tell me all the ways in which people can safely store their harvested staple crops, such as [specify the types of staple crops] so that they are protected from pests and diseases? Please mention all the methods you know and explain to me how they work. (keep probing: “What other methods do you know?”)  
**A1:** pre-define all relevant storage methods + include option “other - specify: .....”
- 4) **Count the number of respondents** who knew the minimum number of the safe storage methods promoted by the project (e.g. at least 2 out of 3 methods).
- 5) To **calculate the indicator's value:**

- Divide the number of respondents who knew the minimum number of safe storage methods by the total number of respondents
- Multiply the resulting number by 100 to convert it to a percentage
- Multiply the percentage by the total number of the target group members
- The resulting number is the “number of target group members aware of the promoted methods for safe storage of their harvested staple crops”

**See example:** 150 respondents knowing the minimum number of safe storage methods divided by a total of 300 interviewed respondents equals 0.5. This multiplied by 100 equals 50%. If the total number of the target group members is 1,000, then 50% out of 1,000 households equals to 500 target group members knowing the minimum number of safe storage methods.

## Disaggregate by

Disaggregate the data by gender.

## Important Comments

1) It is recommended that you also measure the percentage of target group members who used the promoted methods for safe storage of their harvested staple crops. You can follow the methodology recommended in the indicator [Adoption of Promoted Practices](#).