

ADOPTION OF PROMOTED PRACTICES

Outcome indicator

Indicator Phrasing

INDICATOR PHRASING: % of households who follow the promoted agronomic practice(s)

Français: to be added later

What is its purpose?

The indicator assesses the extent to which the targeted households started following the promoted agricultural practices. It shows an effectiveness of agricultural extension / training activities and the acceptability of promoted practices among the target household members.

How to Collect and Analyse the Required Data

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

- 1) **Specify what exactly does it mean** to follow the promoted agronomic practice – what exactly needs to be done, how, with what materials, for what purpose, etc. (for example, “intercropping” means combined sowing of the maize and haricot beans in rows with 40cm span).
- 2) **Prepare survey questions** that will help the enumerators determine 1) whether the practice was followed and 2) whether it was followed correctly.
- 3) **Collect the required information** by asking the heads of a [representative sample](#) of the target households whether their households’ members have followed the practice. If so, ask the pre-prepared questions that will help you determine whether the practice has been followed correctly. If possible, always verify the answers by conducting observations.
- 4) To **calculate the indicator’s value**, divide the number of farmers who have followed the promoted practice and who have followed it correctly by the total number of interviewed respondents. Multiply the result by 100 to convert it to percentages.

Disaggregate by

Disaggregate the data by wealth, the number of agronomic trainings (or other learning events) the respondents participated in, and other relevant criteria.

Important Comments

1) If you **promoted several different practices**, ask during the interview separately about each of the practices (ensure that you always ask only about a practice that the given respondent could realistically follow – for example, don't ask people who do not grow cash crops about practices that are most relevant to cash crop production). If you decide to assess the use of several practices, it is recommended that you:

- **Focus on a limited number of the most important practices** (e.g. 3-5 practices)
- **Decide how many practices the household needs to** follow to be considered as “following the promoted agronomic practices” – for example, at least 2 out of 4 practices

2) Since the indicator measures the extent to which people followed the promoted agronomic practice(s), it is important to **always assess whether the given practice was followed as it was promoted**. If people followed it incorrectly, they should not be counted as “following the promoted practices(s)”.

3) Consider including also **question on where the respondents** (or their households' members) **learnt the agronomic practice** – this might help you assess the extent to which the use of the given practice can be attributed to your intervention.