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| <p><b>STANDARD SECTOR INDICATOR CODE:</b><br/>AG-031 FTF<br/><br/>(FTF Code: 4.5.2-23)</p>  | <p><b>Farm Level Sales Profitability:</b> Value of incremental sales (collected at farm-level) attributed to FTF implementation. (AG-031 FTF)</p>   |  |
| <p><b>AGRICULTURE SECTOR</b></p>  | <p><b>Sector Schematic Alignment</b><br/><i>Note: This indicator belongs to the “Markets” Project Area and “Business Development Services” Project Activities/Training Package (PA/TP) within the AG Sector but is borrowed by the following Project Activities/Training Packages within the ENV Sector.</i></p> <p><b><u>AG Sector (“Home” of the SSI)</u></b><br/><b>PA/TP:</b> Business Development Services</p> <p><b><u>ENV Sector</u></b><br/><b>PA/TP:</b> Business Development Services</p> |  |
| <p><b>Type:</b><br/><br/>Outcome</p>  | <p><b>Unit of Measure:</b> Value of sales (USD)<br/>Volume of sales (metric tons)<br/><i>Note: Convert local currency to USD at the average market foreign exchange rate for the reporting period</i></p>   | <p><b>Disaggregation:</b><br/><b>Commodity:</b> Beans and pulses, Cashews, Cassava, Cocoa, Coffee, Dairy, Fish (aquaculture), Forestry products – native, Honey, Horticulture, Maize, Mango, Millet, Other, Potatoes, Rice, Sheep/goats, Sorghum, Soybeans, Sweet potatoes</p> |
| <p><b>Definitions:</b></p> <p><b>Data collected for this indicator:</b> 1.) Volume of sales (in metric tons) and 2.) Value (in US dollars) of purchases from smallholders of targeted commodities. All sales by the smallholder farmer of the targeted commodity(ies), not just farm-gate sales should be collected for this indicator. However, only count sales in the fiscal year (the fiscal year runs from Oct. 1 to Sept. 30) <u>attributable</u> to the Feed the Future assistance (i.e. where Feed the Future assisted the individual farmer directly.)</p> <p>Under the Peace Corps’ and USAID’s Global Food Security Partnership Agreement, Feed the Future supports many training and programmatic activities within the Peace Corps system. So all Volunteers in the identified food security sectors of Agriculture, Community Economic Development, Environment, and Health should report on this indicator</p> <p><b>Examples of Feed the Future assistance include but are not limited to:</b> activities that benefit smallholder farmers, such as facilitating access to improved seeds and other inputs, providing extension services, marketing assistance, financial aid, workshops, demonstrations, lessons, service delivery, or activities conducted by any agency or organization of the U.S. government or any contractor working at the direction of the U.S. government. These activities typically are conducted to provide participants with knowledge and/or skills, technical assistance, learning opportunities, services or expand coverage for services, etc.</p> <p><b>Value of incremental sales—</b> Data on the total amount a farmer sold (volume) and the total value of those sales are</p> |   |  |

reported by commodity in each reporting (FISCAL) year. The total sales (value) is then compared to a commodity-specific base-year value based on sales prior to Feed the Future implementation.

The value of incremental sales indicator requires collecting sales data from direct beneficiaries prior to initiation of Feed the Future activities. Baseline year sales allows for comparison of sales from Feed the Future-promoted commodities (crops, livestock or fish) in each reporting year with those from a “non-Feed the Future” year.

Incremental sales reflect only cash sales and do not include estimations of home consumption in either volume or value of sales.

- The value of incremental sales can be collected directly from a census or sample of farmer beneficiaries, from recorded sales data by farmer’s association, from farm records

It is **absolutely essential that a Baseline Year Sales data point is collected**. The Value of Incremental Sales indicator value cannot be calculated without a value for Baseline Year Sales. If data on the total value of sales of the value chain commodity by direct beneficiaries prior to Feed the Future activity implementation started is not available, do not assume the baseline is ‘0’. Use the earliest Reporting (fiscal) Year Sales actual as the Baseline Year Sales. This will cause some underestimation of the total value of incremental sales achieved by the Feed the Future activity, but this is preferable to being unable to calculate incremental sales at all.

- Example:
 

|                                    |   |                      |   |                    |
|------------------------------------|---|----------------------|---|--------------------|
| Value of Crop in Base Year = 500   |   |                      |   |                    |
| Value of Crop in Fiscal Year = 650 |   |                      |   |                    |
| Value of Incremental Sales         | = | Value in Fiscal Year | – | Value in Base Year |
| 150                                | = | 650                  | – | 500                |

**Rationale:** Measuring the value (in US dollars) of purchases from smallholders of targeted commodities is a metric to determine the competitiveness, the access to markets, and progress toward commercialization by subsistence and semi-subsistence smallholders. Improving markets will increase agricultural productivity and production, which in turn will reduce poverty.

**Measurement Notes:**

- 1. 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, interview, or secondary data review of available farm records—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:** Volunteers must collect a baseline measurement of the value (in USD and metric tons) of the total amount of agricultural sales 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. The information for the baseline measurement will be the same 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.

Please note that successfully documenting the value of an individual’s agricultural sales requires a period of relationship and trust-building with the individuals that a Volunteer is working with, and an understanding of cultural norms and gender relationships. Please note that obtaining financial information on agricultural sales can be difficult, so Volunteers should take their time and make sure they are well integrated into the community before attempting to report against this indicator.

- 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 incremental sales 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 the change in incremental sales, 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 the change in incremental sales for the same or additional individuals, particularly for any activities that are on-going in nature (no clear end date or there are multiple growing seasons within a fiscal year);
- 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.

- 5. Definition of Change:** The minimum change to report against this indicator is the change in incremental sales of the targeted commodities. Calculation of the change in incremental sales is explained above (see “Definitions”).
- 6. General Reporting in the VRF:** This indicator requires unique reporting into the VRF (see “Reporting on Disaggregated Data in the VRF” for further explanation). Due to limitations in the VRF, Volunteers are asked to report the change in incremental sales (in metric tons) in the “Achieved” column of the VRF. The change in incremental sales (in US Dollars) should be reported in the “Total” column of the VRF. PLEASE NOTE: the VRF will not accept decimals, so please round your figures to the nearest whole number.

**7. Reporting on Disaggregated Data in the VRF:** This indicator is disaggregated by “commodity”. When reporting in the VRF, a Volunteer should disaggregate the change in incremental sales based on twenty commodities. Complete list of commodities can be in “Disaggregation” section of this indicator data sheet.

**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:** TBD