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IPs' M&E and Gender PoCs Meeting

Akayet Hotel, Bolgatanga

Nov. 7 - 9, 2017

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M&E Activities implemented in FY2017:
Lessons Learned

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November 7, 2017

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Brief Description of Your Project

- **Project Goal:** Improve the competitiveness of the value chains of rice, maize and soya
- **Key project activities**:
  - Introduction and Scaling of ag. techs to improve productivity
- **Targeted beneficiaries:**
  - Rice, Maize and Soya farmers of the 3 northern regions
- **Implementation Period:**
  - 2013 - 2018

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M&E Activities Implemented in FY 2017

- Two (2) studies conducted and published in peer reviewed journals to communicate ATT project's efforts with the UDP technology.
- Cost benefit analyses of some project activities
- Surveys conducted to determine:
  - Number of people trained (Ind. 1.3 {EG.3.2-1})
  - Number of hectares under improved technologies and people applying the technologies (Ind. 2 & 3 {EG.3.2-18 and EG.3.2-17})
  - Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation (Ind. 1.2 {EG.3.2-22 })
- The M&E team also kept updates of all indicators and contributed to the project's periodic reports.

Lessons Learned

- **Lesson 1**:

- An analysis comparing the costs of reaching a farmer with information on improved technologies and management practices through field demonstrations versus IT-based solutions, revealed that it is significantly more cost effective to use ICT tools – at least in the 'awareness creation' stage of technology dissemination.

- ATT's analysis showed that the cost of reaching a farmer using field demonstration was GHc 68.38 ($16.28) per individual, whilst the cost of reaching the same farmer using ICT tools (i.e., the video screening strategy) was only GHc 11.20 ($2.80).

Lessons Learned cont'd

- **Lesson 2:**

ATT's trials of the two water harvesting technologies, the Bhungroo and the PAVE. These technologies gather and sequester floodwater deep underground for retrieval during the dry season for high value horticultural crop production. Crops successfully produced without emptying the water reserve. However, two important lessons were learned:

- one will not be able to recover the cost of installing and operating either technology (especially the Bhungroos powered by solar panels) if only low value, locally marketable vegetables are grown, e.g. *okro and brah.* Therefore, other crop mixes which comprise combinations of low value, locally marketable vegetables and high value, locally- and regionally marketable crops need to be identified on the basis of their comparative return-on-investment ratio.

- Alternative management systems are needed to ensure the viability of the system. The community-based systems used during the first set of trials did not perform well. Community member interest slacked off as the production season continued, leaving few individuals to maintain farmed plots.