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# **ASSESSING THE IMPACT OF USAID-KENYA'S TREE FRUIT PROJECTS**

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## AGENDA

- What is Impact Assessment?
- Why do it?
- Designing Impact Assessment for PSD projects
- Challenges
- Field Tests: Mark Twain



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## WHAT IS IMPACT ASSESSMENT?

It is not:

- Performance monitoring
- PMP
- Contractor evaluation



IA tries to get at attribution: What difference did the project make for the impact variables it aimed to affect?



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## WHAT GOOD IS IT?

- Goals of IA:
  - **Prove** impact
  - **Improve** project design



IA responds to Administrator's call to reinvigorate USAID's culture of evaluation, make USAID a learning organization.



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## DEVELOPING IA FOR PSD PROJECTS

New generation of private sector development programs

Literature does not tell us how to assess their effectiveness

AMAP BDS, Component D will:

- Develop IA methodology for USAID's new generation of PSD projects
- Test methodology in a few cases
- Disseminate findings



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## **TOUGH CHALLENGES BEING ADDRESSED**

- Understanding causal chains
- Measuring impacts on markets
- Measuring impact when benefits spill over to non-participants
- Political Economy of IA
- Managing the cost of IA



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## FIELD TESTS

- AMAP IAs:
  - Kenya BDS and HDC (Kenya)
  - GMED (India)
  - CRESCE (Brazil)
  - PROFIT (Zambia)
  - Work by Lucy Creevey on Azerbaijan, Guatemala, India and Uganda
- ALSO: KATALYST (Bangladesh)



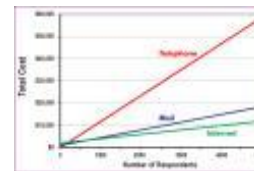
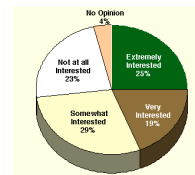
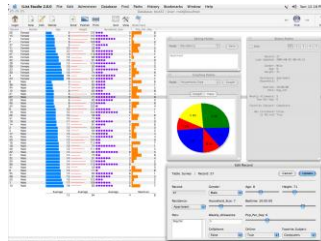


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## METHODOLOGY

Preferred methodology is longitudinal, quasi-experimental, and mixed-method. Includes:

- Panel surveys: baseline and follow-up
- Qualitative research



Also experimenting with lower-cost approaches to determine their cost-effectiveness.





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## A FIELD TEST: TWO TREE CROP PROJECTS IN KENYA



- Kenya BDS (avocados, mangos, and passion fruit)
- HDC (passion fruit)



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## IMPACT ON WHAT?

- Competitiveness of value chains
- Smallholder participation and benefits
- Rural household incomes

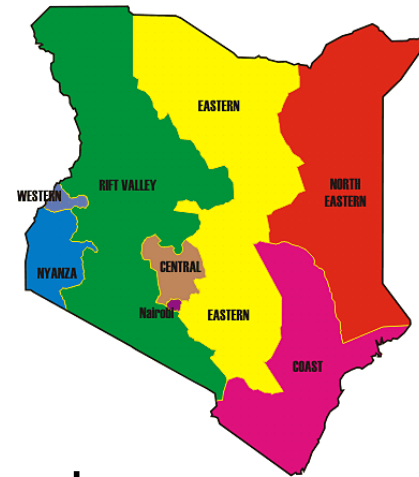




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## HOW WE BEGAN

- Baseline survey: nearly 2,000 smallholders in three provinces
- Interviews, focus group discussions, more than 60 individuals





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## **FINDINGS FROM BASELINE SURVEY**

- Level 1: Business Environment
- Level 2: Value Chain Market
- Level 3: Producer Level
- Level 4: Producer Groups
- Level 5: Households



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## LEVEL 1: THE BUSINESS ENVIRONMENT



Benign neglect  
of Kenyan government

Challenging international  
business environment





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## LEVEL 2: THE TREE FRUIT MARKET

- All rural households have fruit trees; most sell some fruit
- Few smallholders participate in export market
- Kenya is competitive in avocados, not yet in mangos and passion fruit
- Smallholders rely on spot sales to brokers
- EAGA is a model for linking smallholders to lead firms; some other exporters are copying



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## LEVEL 3: THE SMALLHOLDERS

- Plot sizes vary widely
- Contract sales are mainly in EAGA avocado and HDC passion fruit areas
- Many farmers improved cultivation and marketing methods in past 2 years and/or planted trees



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## **LEVEL 4: THE PRODUCER GROUPS**

- Nearly universal membership and high approval ratings among project participants
- Membership almost nil among non-participants





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## LEVEL 5: HOUSEHOLDS

- Poverty measured by asset scores and consumption levels
- K/BDS project reaches many poor and non-poor households; HDC works with somewhat richer farmers
- Households earn income from many sources; tree fruits important
- Potential for raising household incomes among the poor as well as the non-poor



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## WHAT'S NEXT?

Follow-up survey and qualitative study late next year.

Analysis of findings will tell us a lot about:

- The impact of the two projects
- How to do IA of new-model PSD projects
- Impacts of new-model PSD projects





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# THANK YOU!

Please visit [www.microlinks.org/breakfast](http://www.microlinks.org/breakfast) for seminar presentations and papers



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