

# ADOPTION OF PROMOTED PRACTICES

Outcome indicator

---

## Indicator Phrasing

**English:** number or % of farmers who for the past [specify the duration] followed the promoted [specify the practice] on their farms

**French:** nombre ou % d'agriculteurs qui, pendant les [précisez la durée] passés, ont appliqué [précisez la pratique] promue dans leurs fermes

**Portuguese:** número ou % de agricultores que, nos passados [especifique a duração] seguiram [especifique a prática] promovida nas suas fazendas

**Czech:** počet nebo % vyškolených farmářů, kteří během uplynulých [určete časové období] používali [určete propagovanou zemědělskou praktiku]

## What is its purpose?

The indicator assesses the proportion or number of farmers who started, and for a minimum period of time at least, continued to follow the promoted agricultural practice. It is a crucial sign of the extension services' effectiveness. The long-term use of the promoted practices is also the best indication of their sustainability.

## 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 methodology – 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). Always **define the minimum time** the practice needs to be followed to be considered as “adopted” (for example, at least for the previous two seasons).

2) **Collect the required information** by asking a [representative sample](#) of respondents whether their households' members a) follow the practice and b) have followed it for the minimum required time period. If the replies are YES, ask further pre-prepared questions that will help you determine whether the practice has been followed correctly. If possible, always verify the answers by conducting observations.

3) **Calculate** the percentage or number of farmers a) who have followed the promoted practice for the minimum required time period and b) who have followed it correctly (decide in advance which result

you will use for your indicator).

## Disaggregate by

[Disaggregate](#) the data by [wealth](#) and other relevant criteria.

## Important Comments

1) This indicator is suitable **only for longer-term projects** where you can measure not only whether farmers have tried the practice you promote but have also adopted it (i.e. use it for the minimum required period of time).

2) If you **promote a larger number of practices**, consider changing the indicator to “% / number of farmers who for the past [specify the time period] followed at least X out of X promoted agronomic practices on their farms” (for example, 2 out of 4).

3) Decide whether you want to collect the data **only from those farmers who were trained in the promoted practice or also from other local farmers**. If you implement a longer-term project and you expect that farmers who were not trained might replicate the practice from those who were, the latter option will give you a more accurate picture of the project’s outcomes (alternatively, you can also segregate the data by those farmers which were and those which were not trained).

4) Also consider including a **question about where farmers learned the agronomic practice** – this might help you assess to what extent the production of the given crop can be attributed to your intervention.

5) Even if a farmer follows the promoted practice, s/he might do so on a tiny portion of her/his land. Therefore, consider **assessing also the extent to which the practices were applied** – for example, on how many hectares of land.

6) **European Commission's DEVCO** [recommends](#) to use two similar indicators: “*Land managed using a) improved technologies and b) improved management practices (in hectares)*” and “*Number of hectares of where land management practices have been introduced with EU support*”.