



# MEASURING PERFORMANCE IN AGRICULTURAL EXTENSION: A COMMON METRICS FRAMEWORK

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CHAT TRANSCRIPT

SEPTEMBER 20, 2018

## **PRESENTERS**

David Spielman, International Food Policy Research Institute

Kristin Davis, International Food Policy Research Institute

Judy Payne, Digital Solutions for Agriculture

## **MODERATOR**

Julie MacCartee, USAID Bureau for Food Security

Amrit Bhandari: Yes, we can hear you.

Kristin Davis: Hi everyone, waiting for my icon to show up to turn on mic

April Thompson - Agrilinks: Welcome to our early birds here! We will be getting started in about 20 minutes, so thanks for bearing with us while we work out audio issues.

Julie MacCartee: Good morning! This is Julie with USAID, your regular Agrilinks webinar facilitator. Glad you all could join!

Avi De Silva: Avi De Silva USAID Power Africa

Catherine Kilelu: Catherine Kilelu from Kenya <http://www.3r-kenya.org/>

Lisa Lauxman: Hi, everyone! This is Lisa Lauxman with Center for International Program, USDA NIFA, as national program leader - will not be able to stay on the whole time

Kristin Davis: Karibu Catherine : )

Julie MacCartee: Welcome, Avi, Catherine, and Lisa!

Davis Mwakanyamale: Hello all, this is Davis from IITA Tanzania

Catherine Kilelu: Thanks Kristin. I will be in touch with you about our work

A Yarmah: Hi. This is Abu Yarmah, FSL Advisor with Food for the Hungry, based in Washington DC

Kristin Davis: Looks very interesting, Catherine!

April Thompson - Agrilinks: Welcome Davis, Catherine and Lisa!

April Thompson - Agrilinks: ANd Abu : )

STEPHANUS TERBLANCHE: Stephanus Terblanche

Bernard Pelletier: Hello, This Bernard from Farm Radio International

April Thompson - Agrilinks: Hello Bernanrd and Stephanus!

Julie MacCartee: Hello! Please excuse our early audio testing and set-up. We'll get started in about 10 minutes.

Lisa Lauxman: Will the slides be shared later?

Julie MacCartee: Thanks for joining and introducing yourselves!

Julie MacCartee: Yes, you will be able to download the slides

April Thompson - Agrilinks: Lisa, you will be able to download them from the next screen

Judy Payne: Welcome to everyone! I'm Judy Payne, a digital solutions advisor for agriculture and I have keen interest in the topic today. I look forward to great feedback during and after the webinar from you.

Kristin Davis: Hi, Kristin Davis from IFPRI, one of the speakers calling in from South Africa, looking forward to the discussion!

Padma singh: good morning this is Padma singh, Heifer Internaional HQ, Little Rock, Arkansas

Lloyd Owen Banwart (TANGO): Good morning all, Lloyd Banwart from TANGO International. Joining from St. Paul Minnesota.

Amadou Issaka: hi everyone. I'm currently in a meeting on boosting seed sector in west africa. I'm will join the meeting in the next 20 mn, since we are about to close

April Thompson - Agrilinks: About to move to our opening polls here, feel free to continue to introduce yourselves here!

April Thompson - Agrilinks: No problem, Amadou!

April Thompson - Agrilinks: Hello to our friends dialing in from an earlier time zone in middle America : )

Hailey Dougherty: Good morning all! Research Assistant at CSIS (Center for Strategic and International Studies) Global Food Security team. Looking forward to the discussion : )

Théo SAUNIER: Hi everyone, I'm Theo SAUNIER from Swisscontact, Burkina Faso

Janet Ott: Hello, Janet Out from We-Empower.

Diana Zhang : Hi This is Diana Zhang from China Agricultural University, Beijing China

April Thompson - Agrilinks: Salut Theo! Welcome Hailey!

Mzondi Ziba: Mzondi Ziba, M&E Coordinator for Concern Worldwide Malawi. Greetings.

April Thompson - Agrilinks: Ni hao Diana! Welcome Janet! And Karibu Mzondi!

April Thompson - Agrilinks: Please do fill out the polls here while we're waiting to get started.

Rick Peyser: Good Morning! - Rick Peyser from Lutheran World Relief

Diana Zhang : Ni Hao April

AV Tech: Polls up for about four minutes ...

Mahesh Chander: Hi, mahesh from India

Kristin Davis: Hi Mahesh.

April Thompson - Agrilinks: Welcome Mahesh!

Nitin Gopalkrishnan: Hi everyone, I'm Nitin from S3IDF, India

Amadou Issaka: hi Im Issaka From Senegal

David Munthali: David Munthali, Program Manager, UBALE Project in Malawi

AV Tech: We'll be starting a little after 9: 30am

April Thompson - Agrilinks: How many of you all are currently working on ag extension programs?

Saad Usmani: Hello everyone I am Saad from The Kaizen Company in DC

April Thompson - Agrilinks: Hello Saad!

Allan Pineda: Hi. Joining from Albania.

April Thompson - Agrilinks: Super, Allan! We don't often get people tuning in from Albania : )

Allan Pineda: Interesting.

Girma Hailu: Greetings to you all, connecting from Nairobi icipe campus

Reginald Toussaint: Hello Everyone, I am Reginald Toussaint from Haiti

Abby Love: Hey all - Abby Love, Agriculture Advisor with Mercy Corps. Joining from Washington, DC

April Thompson - Agrilinks: Bienvenue Reginald! Hi Abby, great to see you here.

Una Murray: Hello, Una from Ireland

Marissa Strniste: Good morning from New York!

April Thompson - Agrilinks: Welcome Girma. All getting, started now!

April Thompson - Agrilinks: Hello Una and Marissa!

Elaine Reinke: Hi. are we muted by default, and if not, how do we mute ourselves?

Andrea Bohn: Good day to all

April Thompson - Agrilinks: Feel free to download the slide deck from the file downloads at the bottom left.

Loretta Ishida: I'm Loretta with Lutheran World Relief - many of our programs include private extension services offered by our partner producer organizations

April Thompson - Agrilinks: Elaine, you are muted.

Josue Lopez: good Julie, I can hear you well. j

AV Tech: @Elaine, yes, you are muted by default. All interaction takes place via the chat pod. Thanks

April Thompson - Agrilinks: Fantastic, Loretta - thanks for letting us know.

Hammadur Rahman: Good day. I am Hammadur joining from Bangladesh.

April Thompson - Agrilinks: Hi Josue! Hope you will share your experiences here, glad you could make it.

Julius Okello: Hi. Am Julius Okello, CIP, Kampala

Diana Chiodo: Hallo! Diana from the Netherlands!

Gena Perry: Hi I'm Gena Perry with AgriCorps, we build capacity for agricultural education in West Africa

April Thompson - Agrilinks: Hallo Diana, Hena, Julius and Hammadur!

Andrew Bracken: Morning, Andrew from Feed the Future Partnering for Innovation based in Washington, DC

Britta Deutsch: Hey everyone, this is Tobias, M&E Coordinator for HRNS based in Germany

Debdatta Sengupta: Hello everyone! This is Debdatta Sengupta, International Food Policy Research Institute, DC

Dianne Dormer: I am Dianne Dormer from Jamaica

Ali Momand: Hi All - I am Ali A. Momand joining from DC

Brian Flanagan: Hi everyone, I'm Brian Flanagan, I work at ECHO.

AV Tech: If you have issues with technology during the webinar, please hover your mouse over my name and private chat me

Katherine Noack: Hola, Katherine Noack from Guatemala

Abhijit Mohapatra: Hi I am Abhijit, Value Chain Specialist with UN in Mumbai India.

Nirinjaka Ramasinjatovo: Hi, this is Niri, with ACDI/VOCA

Courtney Buck: Hi all! Courtney Buck, USAID/BFS Policy team

Carol Stoney: Good morning! I am Carol Stoney at Winrock

AV Tech: This webinar is being recorded and we will share out the recording and other resources in about a week

April Thompson - Agrilinks: If you would like to see the presentation full screen, click on the box with the four arrows at the top of the presentation box.

Frezer Asfaw: Hi all, I am Frezer Asfaw working for International Potato Center in Ethiopia

Isabelle McMahon: Hi everyone, I am a French speaking M&E consultant (isabelle mcmahon)

AV Tech: Julie MacCartee (USAID BFS) is currently introducing our presenters

Nina Getachew: Hi April, please let us know when the audio has been enabled.

Jyothi Swaroop BOMMIDI: Hello Everyone, I am Jyothi Swaroop, a graduate student from University of Florida.

AV Tech: @Nina, audio is being broadcast now

Nina Getachew: Fixed, thanks!

April Thompson - Agrilinks: Hi Niri and Courtney! Good to see familiar "faces" : ) Great to see such a big turnout today - this is such an important topic.

Abby Love: @April - Kristin has a bit of a reverb on her audio

AV Tech: Audio is NOT enabled for participants

Melanie Levine: Hello all, I am Melanie Levine, a Graduate Fellow with the World Cocoa Foundation. Tuning in from Washington, DC.

April Thompson - Agrilinks: Thanks, Abby - we do hear that too, but not sure we can do much at this stage.

Abby Love: Ok, thanks!

Julie MacCartee: Please feel free to liberally comment on what you think about DLEC's framework!

April Thompson - Agrilinks: And if you have comments or questions for the presenters, please do type them in here.

AV Tech: Thanks to Kristin for joining us from South Africa

Gift Mwembe 2: Can we access these presentation for reflection and continued engament ??????

Josue Lopez: good!

April Thompson - Agrilinks: Of course, Gift - we will be sending out the recording etc after the event, and you can download the slide deck from the bottom right "pod".

April Thompson - Agrilinks: Bottom left, I mean!

April Thompson - Agrilinks: The other left : )

Nirinjaka Ramasinjatovo: Thanks @April. @AV Tech what should we do to have the audio enabled please? Should we call in?

AV Tech: @Nirinjaka: audio is currently being broadcast for the webinar. Participants do NOT have mic rights. Thanks.

Julie MacCartee: ALL- Do you agree w. this EAS definition?

April Thompson - Agrilinks: (Feel free to download the slides to refer back!)

Diana Zhang : can we have access to PPT slides after this webinar?

Diana Zhang : Great !

Catherine Kilelu: I agree to the definition but beyond empowerment I think adding something related to providing decision support to the clients (farmers)

April Thompson - Agrilinks: You can access them to the bottom left - "webinar slide deck."

Viviana Palmieri: Is there any reason why the system is limited to "extension" instead of considering the broader innovation systems?

April Thompson - Agrilinks: Good questions, Viviana, thanks!

April Thompson - Agrilinks: All, please do keep the questions coming, and/or provide your input and feedback on the framework being presentd.

Hammadur Rahman: The audio is not good in my place due to poor connectivity.

April Thompson - Agrilinks: Sorry to hear Hammadur. You will be able to access audio recording afterward.

Stacie Irwin: Yes, can hear you clearly.

April Thompson - Agrilinks: Thanks, Stacie!

Julie MacCartee: "Are we sure that extension leads ti better farmers, or do better farmers seek out extension services?" <--interesting question

April Thompson - Agrilinks: Chicken or egg question : )

Jay Woosaree 2: HI everyone, i am Jay Woosaree. i am interested in the topic.

April Thompson - Agrilinks: Welcome, Jay!

Don Kerr: @Viviana Would you be referring to farmer-farmer exchanges? (which are also valuable, and could be facilitated or prompted by extension work).

Seth Kamens: @Julie It's a very good question... one that I've been thinking about often in my work

Seth Kamens: I think it has to be a mix of both

Mahesh Chander: how & what to measure-productivity or profitability?

Hammadur Rahman: It is difficult to measure outcomes in terms of monetary value. Is there any good indicator available for the researchers?

Don Kerr: @Julie I think that effective extension work would actively work to ensure that all "types" or calibers of farmers were being reached.

Seth Kamens: @Don that is highly idealistic, though.

April Thompson - Agrilinks: There is also the knock-on effects -- the influence that successful farmers can have on their neighbors

Don Kerr: =aspirational, yes

Wilfred Odhiambo: Julie, I think better farmers seek out extension - especially in the context of demand-driven extension; which is the norm in many developing countries. My experience has it that public extension services are designed to meet the needs of well-to-do farmers.....debatable, but that's the fact!!

Mahesh Chander: product quality vs product quantity, organic products may be in low volume may fetch high prices

Julie MacCartee: Interesting, thanks for sharing these perspectives / experiences!

Robert Hargrave: Also from ECHO, just a little late

Kristin Davis: Hey, Bob!

Reginald Toussaint: Based on your experience, what is the minimum timeframe to measure the impact of an extension system ?

Mahesh Chander: can we use the same metrics for different extension service providers?

Robert Hargrave: Hi Kristin, 3 of us from ECHO listening in.

April Thompson - Agrilinks: Good question, Reginald... depending on the crop, that can take more or less time!

David Munthali 2: my thoughts are that the public extension system is design well for public goods. the demand driven extension system works super well for private goods

Josue Lopez: One of the challenges is using on-farm research and dissemination, of farmers knowledge in extension metrics.

Don Kerr: @Josue Could you elaborate?

April Thompson - Agrilinks: If you hear a little faint ruff ruff that is Judy's dalmation Waldo! : )

Kristin Davis: Glad we can see Waldo's picture too!

Stacie Irwin: Ahhh yes, Judy! I love that you're raised that point about presumed impact of tech-enabled extension.

Don Kerr: I also heard the dog, that's hilarious. : )

April Thompson - Agrilinks: Waldo may have some thoughts on the topic...

Marissa Strniste: Are there targets or guidelines for any of these metrics? Once you get the data, how do you know if you're doing well? For example, is there a recommended share of public budget on extension?

AV Tech: Waldo has a PhD in conflict resolution, weather impacts on underserved areas, and Snausages

April Thompson - Agrilinks: Good question Marissa. May need baselines before we can benchmark!

Gary Alex: The Gates 10 Common Metrics include # of households reached by public extension. Such direct public service delivery is a valid approach and the indicator is useful. An alternate approach may be that of "wholesaling" services by supporting other private and civil society service providers. Thus, an indicator of substive public sector extension support to other providers may be equally useful.

Kristin Davis: Thanks, Gary, good point!

Steven Franzel: How are the 10 listed metrics linked to the overall objectives/goals/desired impacts of extension? That would help us see gaps and overlaps. You have probably thought that through but a simple slide showing the connections would be useful

Josue Lopez: Farmers conduct on-farm practices using their own knowledge, and those results could be disseminated within similar contexts; some metrics could be included to measure the impacts of that research to benefit other farmers.

Catherine Kilelu: For private extension what is missing it to understand the business case especially in cases where there is interesting mix of private services getting a mix of public and private funds. Also how do private sector compare in terms of cost-effectiveness of delivery

April Thompson - Agrilinks: Thanks for the great input everyone. We will be downloading the chat and sharing with presenters so do use this area to provide input.

Greg Bonin: Will the chat also be shared with the webinar recording?

April Thompson - Agrilinks: Good point, Catherine.

Catherine Kilelu: Another metrics to include is how to determine targeting the different types of farmers especially in context of supporting sustainable commercialization

April Thompson - Agrilinks: Yes, Greg!

Wilfred Odhiambo: Gary, I agree - we have been using similar metrics e.g. number of households reached in seed systems interventions. But again there are other approaches such as assessing the level of bi-directional learning through surveys especially where interventions are done through intermediaries like Village Based Agricultural Advisors....

Jay Woosaree 2: may be you mentioned it already, is we can look at efficiency at farmer's livelihood as an indicator

Nirinjaka Ramasinjatovo: one dimension we may want to consider is the ability of the governments and actors to collect, analyze and use the data. If the indicator/framework is relevant but too complex and expensive to measure, it will stay on the shelves...

Mahesh Chander: Impact is outcom eof multiple facors, how to isolate impact due to extension?

April Thompson - Agrilinks: @Jay - efficiency meaning efficiency of extension dollars to income increases, or??

Wilfred Odhiambo: Good question, Mahesh!

Marissa Strniste: The indicators are geared towards government or measuring at a higher administration level. Can they be adapted to community-level interventions from NGOs, and how?

Lloyd Owen Banwart (TANGO): Its important to consider the scope and scale of the programs/projects for any framework. A small program, working primarily with local extension agents and farmers won't have breadth/scope /\$ to engage higher extension system actors. Common metrics framework should aim to be flexible enough to measure small to large scale program/projects.

Mahesh Chander: divergent interests of service providers!!!!

Cecil Osei: Government Extension systems in Africa should leverage private systems. The experience gathered through several donor-funded projects shows public systems may never on their own deliver holistic services and products to smallholders.

Viviana Palmieri: Thank you, David! I was referring more to the framework presented at the beginning, than the specific measuring of the subsystem performance

Padma Singh: your thoughts on considering service providers and agri-entrepreneurs as target audience of agri extension?

Mahesh Chander: farmer vs agripreneur

Nirinjaka Ramasinjatovo: one seemingly easy and common indicator is the ratio number of farmers by number of agents, but even that, many countries aren't able to accurately measure. We need to think about how we can build the capacity of the Gvts and users

Frances Williams: How would you define 'quality' of public extension - if you are trying to measure it

Nafis Muntasir: Extension is one piece of the whole farming ecosystem. Given that extension service is to improve productivity and income of farmers, we should be thinking about contribution rather than attribution of extension services to improved farming.

Don Kerr: @Josue Very true. To maximize the validity or reproducibility of a farmer's on-farm innovations, extension could assist with the design of the farmer's on-farm experiments and/or the aggregation or sharing of on-farm innovations (to make it known to other farmers).

Ed Connerley: "Profitability" over what time frame(s)?

Amadou Issaka: can we use the same approach to measure quality outcomes like for instance the functionality of Innovations platform? farmers capacity to mobilize funds from financial institutions etc... ?

Ivan Rodriguez: It would be very important to have standard metrics for inputs in the system, like minimum competences of technicians to do their job. This probably would explain a lot of the results in the field.

Nirinjaka Ramasinjatovo: another area to consider is do we want a measurement that is comparable globally or something that is specific to the needs and context of each country? Meaning, to what extent can countries adapt the content of the framework?

Wilfred Odhiambo: Cecil, I agree - public extension can not deliver much in isolation. One reason is basically lack of incentive and sufficient support of this system in many African countries. The way forward is public-private-partnerships.

Thomas Caffrey Osvald: How can the impact of extension services be effectively measured when one farmer may be receiving overlapping extension support (from public extension service as well as from private sector when coupled with investment in new technology or input?)

Gary Alex: For an understanding of extension systems, it is probably important to start from the farmer level - to understand the needs, objectives, preferences, and potential actors. Too often we have gaps in this understanding and perspective and treat "the farmer" as a blank slate to be worked on. It is hard to think of how this might be reflected in an indicator, but is important to developing effective extension.

April Thompson - Agrilinks: By the way everyone - we are midway through Ag Extension month on Agrilinks, and have a lot of great resources and posts on the topic on Agrilinks already -- including from some of our attendees today! So please do check that out and look out for our newsletter next week with some highlights from the month so far.

Gift Mwembe 2: Financial Incentive of an Extension Agent . Not sure how we can assess this. are we assessing from both angles whereby extension is demanded and paid for by users or being financed by agents themselves

Sevak Amalyan: Looking at Gates metrics - what if we reach 100% of HHs covered by extension, have a very generous public budget, service to female etc, but no essential increase in yield per hectare, no increase in production and trade - are those the most important and probably the only metrics that matter?

Mahesh Chander: impact vary between different categories of farmers due to their different needs!

Vickie Sigman: Is the expectation that public sector extension will support (pay for) data collection - or otherwise, what role will they play? If public sector to support then are there clear indications governments will support this?

Wilfred Odhiambo: Thomas, when the public-private-partnerships approach is adopted, the overlap will be eliminated and services are more targeted. It all starts with open engagement from both sides.....indeed, the multiple interventions is one of the reasons why many subsidy programs have either failed or benefited the non-targeted farmers...

Andrea Bohn: I recommend including an indicator that captures services provided to young farmers, i.e., the next generation

Mahesh Chander: Thanks, it was hassle-free experience, good audio, for me!!! since often I experience troubles in webinars!

April Thompson - Agrilinks: Thanks, Mahesh - appreciate it!

Kristin Davis: Great, Mahesh! Andrea, you sound like John!

Vo vo Htwe: could you recommend some books of extensive strategy books

Cathy Phiri: In the 10 common metrics, the quality of public extension is a metric, but the same approach of determining quality is not applied to the private sector. Is it implicitly implied that private sector extension does not need to be assessed for quality of extension?

Suzanne Poland: Farming is a business. How do business advisory services measure impact? What metrics do these business advisory services use? Could these be relevant to farming business and other agri-businesses?

Gary Alex: Private extension works best with commercial/economic objectives. Some valid extension objectives may not have increased profitability objectives (in the short term!), but may focus on public health objectives, conservation, NRM, or equity concerns. Farmers may be responsive to such extension messaging, but it can be a 'harder sell' and there may be some but limited opportunities for private sector funding, for such.

Carolyn Baldwin: Extension evaluation metrics are going to need to be scale dependent. What is appropriate to measure for a country or world-wide Extension is going to be different than the metrics needed to evaluate the impact of local Extension. Both are important but are going to require different approaches.

Gary Alex: Very good point, Carolyn.

Cecil Osei: The One Acre Model is excellent but should be delivered by private agribusiness or third party providers.

Steven Franzel: a lot, a lot, a lot of care needs to be given to precisely defining the metric and assuring that data collection methods are standardized across country because presently they are not and data cannot be compared across country. What could be more simple than asking what proportion of extension staff are women? But it's not simple at all and presently available data cannot be compared across country because we find that in most instances we do not know if available data covers government extension only or all extension, field staff or all staff including secretaries, tea servers, etc., if field staff is it only professional field staff or are para-professionals (volunteer farmer trainers, lead farmers also included), etc. Mucho pretesting and very detailed guidelines will be needed!

Don Kerr: @Cathy Great point - we cannot assume that private extension indicators or services will be as wide in scope as public extension; (spoiler alert: it will not -- it's happened in other sectors).

Andrea Bohn: Think about how the data that feeds into the indicators can/should be made available to those from whom they are collected. The data flow seems too often to go from the base to the top, but not back. Maybe preference can be given to indicators that can serve dual purposes - inform policymakers, and help farmers, communities, districts make sense of what is happening.

Mahesh Chander: extension services by input dealers, by public extension services have different objectives

Catherine Kilelu: Andrea I concur with your point about feeding back the data to the users

Mahesh Chander: in pluralistic extension environment can we have one standard extension metrics uniformly applicable, if yes, really its great.

Kristin Davis: @Vo vo Htwe, not books but a set of global good practice notes on extension: <http://www.betterextension.org>

marlene roefs : Who has proof of / insights in the effects of participation in performance related data collection on performance?

April Thompson - Agrilinks: [bit.ly/agrilinksyoungscholars](http://bit.ly/agrilinksyoungscholars)

MaryLou Carlson: Jose Lopez- are you a PSU grad?

Don Kerr: @Mahesh Precisely - and that's how extension work in my province (in Canada) got pared down to agribusiness representatives approaching farmers to see what products they could sell them.

Kristin Davis: @Catherine, on decision support, that is certainly part of empowerment - also things like critical thinking.

Wilfred Odhiambo: Andrea, i agree and recommend bi-directional learning approach - with two-way flow of information!

kebba ngumbo sima: what would be the best way of measuring performance in agric extension in a scenario where an organization uses agric extension models bearing in mind that such models entail different technologies??

David Spielman 2: Thanks Steve; yes, a lot of care is needed in defining metrics.

Thomas Caffrey Oswald: Thanks for answering my question David, but if using the common metrics put forward by Gates Foundation, the support provided by 3rd party, would be captured by measurement s of public contribution, and would challenge the usefulness of comparable statistics or measurements, even though the progress may be attributable to 3rd party?

Lisa Kitinoja: I think a lot of the metrics and measurements issues go back to setting measurable objectives. So maybe we need a month for "Common extension objectives" -- the better these are (well stated, related to key outcomes and desired impacts), the easier it will be to develop metrics.

Cathy Phiri: Thank you!

Nicolas Uwitonze: hello

Kristin Davis: Steve Franzel, operational definitions are key/crucial

Nicolas Uwitonze: Was glad to follow the webinar. I ma Nicolas Uwitonze From Rwanda working for the Feed the Future Rwanda Hinga Weze Activity as the Extension Advisor

Kristin Davis: Hi Nicolas, nice to meet you

Julie MacCartee: Really great questions and comments, all - thank you! We've got 15-20 mins left to discuss them. And we will share them all with the presenters to consider after the webinar.

Sevak Amalyan: Thank you very much!

Mahesh Chander: True, operational definitions are key/crucial

Padma singh: How do we ensure producers are getting fair share in benefit in private sector extension, does gov has role here?

Gary Alex: The Common Indicators seem really to target the system level. That is important. At the firm level or NGO level for extension indicator selection the issues may be much different. Though in my experience, a lot of NGOs and private firms draw heavily on public extension services for support.

Derian ECHEVERRI-MOLINA: Good day! What would be the starting point? Pre- and Post-intervention measurements to measure the impact. Regards, Derian

Ed Connerley: I'd like to hear more about Agrilinks/DLEC's intention to be "aspirational." Are there tradeoffs between aspirations and likelihood of measurable outcomes? Does being "aspirational" lead in the direction of "values-based" assistance?

Kristin Davis: Thanks very much for joining, everyone!

Mahesh Chander: Thanks!

Ezinne Emeana: Thank you

Wilfred Odhiambo: Thanks and great meeting all of you!. Wonderful discussion. I'm looking for employment, just in case anyone may provide a lead (I have MSc in Agricultural & Applied Economics). My email address: [wilfredodhis@gmail.com](mailto:wilfredodhis@gmail.com)

Anthony Storrow: What about private sector 'pirates' who do not pay fair prices?

David Spielman 2: Derian: Yes, before and after; but also with and without the intervention, with a proper matching strategy so one is comparing similar types of participants. Or try something more experimental, like a randomized controlled trial in which the only thing that differs between farmers ins whether they have been assigned to the intervention or no.

Frezer Asfaw: Thanks for the webinar

April Thompson - Agrilinks: Thanks for joining, Frezer!

Suzanne Poland: Don't business advisory services try to measure their impact - for example on the yields and on farm income - not just aspirational. A business adviosr who does not give relevant advice that results in positive changes may not be used by farmer anymore. Should the objectives only be aspirational?

Steven Franzel: Farmer organizations getting more involved in and building capacity in extension provision. As we said about the private sector, farmer organizations need to be treated separately in terms of objectives, indicators, etc.

Marise Blom: Thank you for the informative meeting!

April Thompson - Agrilinks: Thanks for joining, Marise! Rich discussion here.

Brian Chikosha: Thank you. Very informative

Don Kerr: Thanks to the organizers, presenters and fellow audience : )

Cecil Osei: In an earlier work we tried to situate a PPP extension system analogous to a health insurance scheme (not the complicated one in the US). Government pays for the vulnerable though private providers who are mandated to provide data (digitally) to government for reimbursement.

Beverly Brul: Thanks for the webinar. Its very informative. Will a recording be shared to the attendees?

Hammadur Rahman: The topic was new and informative for me. Thanks. I like to know more.

April Thompson - Agrilinks: Beverly, indeed we will!

April Thompson - Agrilinks: Great, Hammadur - glad you learned something!

Lisa Kitinoja: Thanks all!

Mary Crave: When I tried to link to the CoP I got an error message.

Rick Peyser: Thank you!

Andrea Bohn: Thanks for the excellent presentations and Q&A

kebba ngumbo sima: thanks for job well done

Adam Ahmed - Agrilinks: Thanks Everyone!!

Viviana Palmieri: Thank you!

Vickie Sigman: Thanks!

Girma Hailu: Thanks

Padma singh: thank you all..

Julie MacCartee: Thank you for joining!

April Thompson - Agrilinks: Mary - we will look into that!

Wilfred Odhiambo: Excellent presentations!

David Spielman 2: Thanks to everyone!

Robert Hargrave: Mary, me too. Just click on the icon top left

Catherine Kilelu: Thanks

Kristin Davis: Sorry, Mary, please contact us to sort it out, [k.davis@cgiar.org](mailto:k.davis@cgiar.org)

Jerry Brown: Thanks so much Jerry Brown

Bernard Pelletier: Thank you. Very interesting

Ezinne Emeana: I thank you all the presenters and my fellow audience, but unfortunately extension in Nigeria is highly neglected

Julie MacCartee: We'll be sure to share the DLEC CoP link with the post-event resources also

Glen Shinn: Thanks to all for the thoughtful presentations and Q&A

Collins Osae: Hi April

Steven Franzel: Inspiring!

AV Tech: THANK YOU for joining us. We'll leave the room open for another couple of minutes so that you can complete the polls

Kristin Davis: @Ezinne, we have a DLEC report on extension in Nigeria and hopes it will influence policymakers and other investors