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PRODUCTION, FINANCE, AND IMPROVED TECHNOLOGY PLUS (PROFIT+)

TASK ORDER NO. AID-611-TO-12-00002

QUARTERLY PERFORMANCE REPORT # 8
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ACRONYMS

BEO	BLOCK EXTENSION OFFICERS
CAD	COMMUNITY AGRO-DEALER
CB	COPPERBELT PROVINCE
CEO	CAMP EXTENSION OFFICER
COMACO	COMMON MARKETS FOR CONSERVATION
DACO	DISTRICT AGRICULTURAL COORDINATOR
DADA	DISTRICT AGRO-DEALERS ASSOCIATION
DFA	DISTRICT FARMERS' ASSOCIATION
DHF	DEMO HOST FARMER
DWA	DISTRICT WOMEN'S DEVELOPMENT ASSOCIATION
EPFC	EASTERN PROVINCE FARMERS' COOPERATIVE
FRA	FOOD RESERVE AGENCY
FTF	FEED THE FUTURE
IIP	INNOVATION, INVESTMENT, AND PARTNERSHIP FUND
FTFMS	FEED THE FUTURE MONITORING SYSTEM
LUSE	LUSAKA STOCK EXCHANGE
MAL	MINISTRY OF AGRICULTURE AND LIVESTOCK
MOU	MEMORANDUM OF UNDERSTANDING
PMEP	PERFORMANCE MONITORING AND EVALUATION PLAN
PMT	PROJECT MANAGEMENT TEAM
PSA	PUBLIC SERVICE ANNOUNCEMENTS
SILC	SAVINGS INTERNAL LENDING COMMUNITIES
USAID	UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
USG	UNITED STATES GOVERNMENT
ZAMACE	ZAMBIA AGRICULTURAL COMMODITY EXCHANGE
ZARI	ZAMBIA AGRICULTURE RESEARCH INSTITUTE
ZEMA	ZAMBIA ENVIRONMENTAL MANAGEMENT AGENCY
ZNFU	ZAMBIA NATIONAL FARMERS UNION

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I. INTRODUCTION

The Production, Finance, and Improved Technology Plus (PROFIT+) is a United States Agency for International Development (USAID)/Zambia-funded project under Contract No. AID-623-I-10-00001 and Task Order No. AID-611-TO-12-00002. The Project will improve smallholder productivity, expand markets and trade, and increase private sector investment in agriculture-related activities. This quarterly report covers the period October 1, 2014, through December 31, 2014. It focuses on the progress made on key activities undertaken in the quarter, following the re-alignment of the project's strategic focus that prioritized IR2 (Market and Trade) as the driving Intermediate Result Area.

The following were the identified areas of focus for the new strategic direction.

1. Creating and improving mutually beneficial relationships between organized markets and producers/groups for increased volumes and value of sales;
2. Disseminating knowledge (technologies and improved practices) and localizing access to farming resources (inputs and information) through capacity building and linkages to a more efficient input distribution system in order to respond to increased market demand; and
3. Improving participation of private sector in input and output supply chains in order to provide services, stimulate demand and growth as well as increase efficiency in market systems.

II. QUARTERLY REPORT AT A GLANCE

IR1: Improved Smallholder Productivity

With the new focus for this IR having been re-oriented to disseminating knowledge (improved technologies and practices) and localizing access to farming resources, the project coined the concept of Community Agro-dealers (CAD), as a way to enhance the target groups' disposition towards "farming as a business". This concept presents a new paradigm shift in PROFIT+ approach to increasing smallholder productivity by placing potential and enterprising farmers/local community service providers at the center of the project's interventions plan.

During the period under review the project undertook to create awareness among its implementing partners regarding the CAD concept and its implication on existing relationships. About 1,106 project partners received this training. They included: Demo Host Farmers (2013/14), Ministry of Agriculture and Livestock (MAL) staff, District Farmers Associations (DFAs), District Women Associations (DWAs), District Agro Dealers Associations (DADAs), Mfumbeni and Kachere development associations.

Following the awareness training and agreement with partners on the selection criteria for CADs, 140 (90 male & 50 female) enterprising farmers/entrepreneurs were identified to host the 2014/15 demonstration plots, reducing

the number of demos from 690 installed in 2013/14 season. This will enable the project to leverage this critical mass of influential community members to spearhead promotion of technologies and good agricultural practices, implement inputs and outputs aggregation and provide other agribusiness services in target communities, for the purpose of sustaining increased productivity among farmers.



A Demo Plot Installed by a Community Agro-dealer (CAD) in Katete District in the 2014/15 Season

In order to ensure that CADs had sufficient capacity to promote technology and good agricultural practices, the project conducted training in demo plot and field school management. 205 (140 males and 65 females) were trained, including officers from Ministry of Agriculture and Livestock (MAL) staff, Agro dealers, District Women Association (DWA) members and District Farmers Association (DFA). The overwhelming acceptability of the CADs concept by MAL staff in Eastern province culminated into a joint backstopping plan with the project, with the first review of the plan conducted before the close of the reporting period.

As an entry point for strengthening agro-dealer networks, the project undertook an agro-dealer assessment, involving existing agro-dealers in the PROFIT+ database, to establish their market characteristics, needs, challenges, cash flow and seasonality of business. The results will help the project develop a sustainable business strategy for both input and output commodities.

Partnerships with private sector companies is vital to sustain the CAD initiative,. Thus far, 10 partnerships were established and these companies donated various farm inputs towards the CADs facilitated demos. The inputs included: fertilizer, maize seed, lime and inoculum.

To trigger adoption and use of certified/improved seed, the project assisted 137,996 (89,697 Male and 48,299 Female) farmers with 200g (MRI 624) “Mbasela” small maize seed packs. This will cover an estimated 1,494 Ha and generate production of #####MT of maize in the 2015/16 production season. This technology promotional strategy was complemented by mass media campaigns launched by the project through PSAs, interactive radio programs and interactive community theater performances.

IR2: Expanded Markets and Trade

The project facilitated market linkages between Delicious Milling and four cooperatives in Chipata district (Kapasa, Chithandika, Mtambarara and Kazyhula) whose members still had maize by close of the marketing season on September 2014. The total of 400 MT of maize worth K400, 000 (USD66,667) was aggregated and purchased by the company.

The new focus for this IR is “Creating and improving mutually beneficial relationships between organized markets and producers/groups for increased volumes and value of sales.” And the project implemented this by initiating discussion platforms with various market players. The aim was to secure MOUs for fostering business relationships between farmers and buyers through a match-making process. Companies and organizations involved were Grain Traders Association, Zambia Agricultural Commodity Exchange (ZAMACE) and Lusaka stock exchange regarding possibilities for farmers groups to participate on the ZAMACE platform through a warehouse receipt system. Met with Delicious milling, Dzenakie, Continental ginneries, and Export trading group to explore opportunities for forward contracting.

The project trained 205 project partners (140 males and 65 females) in Incremental Sales Data Collection to achieve timely inputs and outputs aggregation. They included MAL staff, CADs, District Farmers Associations (DFAs), District Women Associations (DWAs) and District Agrodealers Association (DADAs).

IR3: Increased Private Sector Investment in Agriculture

The project’s new strategic focus is “Improving participation of the private sector in input and output supply chains in order to provide services, stimulate demand and growth as well as increase efficiency in market systems”

In view of this new project direction, the Innovation, Investment Partnership (IIP) fund continued to play a pivotal role in attracting private sector investment in the selected value chains. In the review period:

- 3 concept notes were passed for PMT review.
- 2 Full Proposals were received as a result of the Annual Public Statement process.
- 4 new grants valued at \$234,442 were approved for the groundnut seed revolving fund.
- Grants valued at \$164,478.00 were disbursed

To facilitate effective and efficient commodity aggregation and commodity price discovery mechanisms, the project initiated discussions with Zambia Agricultural Commodity Exchange (ZAMACE). The project also engaged the Lusaka Stock Exchange (LUSE), an institution mandated to carry the commodity trade platform by the new Agriculture Credit Act. LUSE pledged to invest USD 800,000 in system upgrades to effectively conduct this new role, which will enhance the use of the warehouse receipt as a trade and financial instrument.

Savings internal lending communities (SILC) continued to be used as a pragmatic strategy for facilitating village banking and access to loans among resource poor smallholder farmers. There were strong indications that the loans and shared funds were being applied to enhance the livelihoods among the farming community, as evidenced by a significant number of SILC members establishing small businesses and also managing to pay for the government subsidized inputs. During the quarter, the number of SILC groups increased from 308 to 326, with membership also increasing from 5,781 to 6,501 members (1,514 male and 4,987 female). 250 SILC groups with 4,852 (941 male and 3,911 female) members saved about ZMW 384,495 (US\$64,082.5) and secured 1,470 loans, valued at ZMW 271,733 (US\$45,288.8). At the time of reporting, 37 groups had shared out their savings. The group with the highest amount shared out ZMW 28,478 (US\$4,746.30).

Cross Cutting Themes

Gender Mainstreaming

The project continued to integrate gender intervention and messages in all its activities. The gender piece was an integral part of the CADs' and partners' training on demo protocols and farmer field management, and stakeholders' workshop on the project's new strategic focus. As a result, 36% of CADs selected to host the 2014/15 demos were female; 35% of farmers who received the small maize seed promotional packs were female; and 32% of stakeholders who attended training on demo management were female. The gender sector participated in the 16 days of Gender Activism, and managed to disseminate relevant gender messages to the public.

Behavior Change and Communication

To promote adoption of technologies and management practices on the use of certified seed, and correct use of fertilizers, the project facilitated:

- Mass media campaigns through PSAs;
- Interactive radio programs; and
- Interactive community theater performances.

Environmental Compliance

The environmental piece was also an integral part of the CADs and partners' training on demo protocols and farmer field management, and stakeholders' workshop on the project's new strategic focus. As a result, 40 CADs were identified from Katete and Petauke districts as lacking protective clothing and equipment appropriate for implementing demo plots and were earmarked for accessing this gear through the project grant.

21 Farmer Advisors (14 males and 7 females) in peri-urban Lusaka and 18 DHFs (14 males and 4 females) were trained in Integrated Pest Management (IPM), Spray Service Provision (SSP) and Environmental Mitigation and Monitoring Plan (EMMP).

Monitoring and Evaluation

The project printed and distributed 8000 farmer field school registers in project sites, as a way of streamlining data capture for various project indicators.

The project also continued to upload beneficiary data from the initial 63,000 to 87,631 (48,839 male and 38,792 Female) by the end of this quarter and will continue until all 105,000 beneficiaries are uploaded into the project database (Share point). The electronic database eliminates duplicates while maintain the beneficiary base digitally.

The Annual Outcome survey was launched and will provide results for reporting on the outcome indicators such as Gross Margins and incremental sales.

III. PROJECT IMPLEMENTATION

IR1: Improved Smallholder Productivity

Demo plot Management Training for 2014/15 farming Season

During the review period, the project conducted four training sessions to the demo host farmers - DHFs (before the introduction of the CADs concept) in all the four target districts in the Eastern Province. The purpose was to equip participants with knowledge and skills on demo plot management as well as to share lessons learned from the previous farming season. The Ministry of Agriculture and Livestock (MAL) staff, Champion Demo Host Farmers (DHFs), District Agro Dealers Association (DADA) members, District Women Association (DWA) members and District Farmers Association (DFA) were in attendance. The total attendance was 205. Table 1 shows attendance during the 4 sessions conducted in respective districts.

Table 1: Attendance during demo plot management sessions

No.	District	Attendance		Total
		Males	Females	
1	Lundazi	38	10	48
2	Chipata	31	18	49
3	Katete	33	16	49
4	Petauke	38	21	59
	TOTALS	140	65	205

Training on New Strategic Direction for the Project

In the quarter under review, the project revised its implementation strategic direction, and streamlined its operational approach. The focus for IR1 was recast to “Disseminating knowledge (technologies and improved practices) and localizing access to farming resources (inputs and information) through capacity building and linkages to a more efficient input distribution system in order to respond to increased market demand”. There was also a shift in thematic intervention areas of focus to the following:

- Promoting outreach and extension services through Community Agro-dealers (CADs), in close collaboration with MAL, the private sector (especially input suppliers) and other partners; applying the farmer field school methodology.
- Strengthening input distribution system by building agro-dealer capacity and developing linkages to input suppliers.

The project identified 140 Community Agro Dealers (CADs), trained them and facilitated links to input suppliers, and commodity buyers in different farming communities. The objective was to

create sustainable linkages with input suppliers and financial institutions so that the CADs begin to identify business opportunities and then diversify their service provision to smallholder farmers in their communities. The demo plots will likely serve as leverage points for aggregating demand for various agribusiness services that may be offered to the CADs to fulfill farmers' needs.

To solicit support and strengthen the CAD model, partner organization such as MAL, DWAs, DFAs, DADAs, Mfumbeni and Kachere were also trained on the new project strategic approaches, and joint backstopping plans developed. Table 2 below gives details of partners' attendance during the training.

Table 2: Attendance ToT during training

No.	District	Attendance		Total
		Males	Females	
1	Lundazi	40	15	55
2	Chipata	39	32	71
3	Katete	62	16	78
4	Petauke	50	28	78
	TOTALS	191	91	282

The above training was later rolled-out to DHFs so they understand the implications of the new strategy and approach as well as the intention of the same in ensuring timely access to affordable inputs within their communities. Attendance during roll-out training is as indicated in Table 3 below.

Table 3: Attendance during roll-out training

No.	District	Attendance		Total
		Males	Females	
1	Lundazi	115	69	184
2	Chipata	131	101	232
3	Katete	87	36	123
4	Petauke	195	90	285
	TOTALS	528	296	824

Agro dealer assessment

The agro dealer assessment was commissioned to understand market characteristics, needs, challenges, cash flow and seasonality of the current agro-dealers, with a view to identifying gaps in

their business cases. This information will help the project in developing a business strategy that will strengthen the sustainability of the agro-dealers' businesses in input and output commodities, as well as other services.

Highlights on Community Agro Dealer Assessment results

- i. 64 of the 84 agro dealers who participated in the survey are fully functional, selling and stocking at least some agro inputs;
- ii. Agro dealers operating from town manage to stock inputs throughout the year.
- iii. 78 % (66 out of 84) of Agro dealers are established. They either own or rent shops where they conduct their inputs business. Some agro-dealers, especially those who are well established around town centers, have opened additional outlets in other areas;
- iv. 90% of agro dealers have diversified their business ventures. Other than trading in agriculture inputs, they are also involved in farming, output commodity trading, restaurant, bars and grocery shops;
- v. The agro dealers get the most revenue from their agro input business in the third quarter of an annual calendar year (September to December), and about 80% have an annual revenue from agro inputs of over ZMW 5,000. Only 20% get less than ZMW 2,400 revenue per year, and all are rural based. They attribute the low income to low levels of investment.
- vi. 80% of agro dealers invest less than K2,400 a year in seed, chemicals and other agro-inputs. Town based agro dealers invest over K5,000 per year.
- vii. Agro dealers have contributed to agriculture related job creation. 19 jobs were created from July 2012 to December 2014. The job type ranges from shop assistants to sub agents;
- viii. While 40% of agro dealers interviewed have good storage facilities, the storage facilities for the 50% of the agro dealers who participated in the survey require attention and the rest (10%) do not have any storage facilities at all;
- ix. Most of the agro dealers (90%) have some form of linkage with input suppliers. However, the contracts are short term and seasonal. The contracts are based on consignment of rain fed inputs as opposed to all year round inputs or contracts; and
- x. Only 10% of agro-dealers buy back produce from farmers as traders and sell in town or supply to their commercial commodity contractors due to poor storage facilities. These crops include maize, soya beans and groundnuts.

IR2: Expanded Markets and Trade

Just like IR1, focus for this component was also revised-to “Creating and improving mutually beneficial relationships between organized markets and producers/groups for increased volumes and value of sales.” The key thematic areas of focus for IR2 also changed to the following:

- Facilitating end market partnerships;
- Facilitating crop aggregation; and
- Streamlining market information system.

a) Training on Incremental Sales Data Collection

To enhance efficiency in the data collection of incremental sales for the project's six value chains, PROFIT+ embarked on a vigorous campaign to train 205 (140 males/65 females) MAL staff, cooperative members, partner organizations and smallholder farmers in creating awareness on using the tool to capture the required data. This was done through the demo protocol training and the partners' re-orientation workshops jointly conducted with the IR1 and IR3 teams (see above). This training forum provided an opportunity for revising the sales data capture tool used in 2013/14, through participants' feedback. The new data capture tool is not only easy to use but also logically structured to capture data from the number of hectares cultivated through output sales by farmers.

b) Market Linkage

The project facilitated market linkages between Delicious Milling and four cooperatives in Chipata district (Kapasa, Chithandika, Mtambarara and Kazyhula) whose members still had maize by close of the marketing season on September 2014. The total of 400 MT of maize worth K400, 000 (USD66,667) was aggregated and purchased by the company.

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IR3: Increased Private Sector Investment

The new strategic focus for this component is "Improving participation of the private sector in input and output supply chains in order to provide services, stimulate demand and growth as well as increase efficiency in market systems.

The key thematic areas of focus include:

- Assessing and identifying highest potential leverage points within market systems to stimulate increased investments;
- Continuously scanning and networking for additional opportunities;
- Streamlining the IIP strategy to leverage project funds for attracting private equity investments; and
- Continually provide technical assistance to industry stakeholders to promote innovation

a. Partnerships and Collaborations

The project collaborated with existing partner organizations to popularize the CAD concept, as an entry point for streamlining private sector investment. These included cooperatives, MAL, DWAs, DFAs, DADAs, Mfumbeni and Kachere development organizations. The strengthened CADs concept resulted in 10 input companies investing in promotional inputs for the 140 CADs facilitated demos (see IR1 above).

To facilitate effective and efficient commodity aggregation and commodity price discovery mechanisms, the project initiated discussions with Zambia Agricultural Commodity Exchange (ZAMACE). The project also engaged the Lusaka Stock Exchange (LUSE), an institution mandated to carry the commodity trade platform by the new Agriculture Credit Act. LUSE pledged to invest USD 800,000 in system upgrades to effectively conduct this new role, which will enhance the use of the warehouse receipt as a trade and financial instrument.

b. Savings Internal lending Communities (SILC)

Community Mobilization and Formation of New SILC Groups

Whilst some of the groups formed during this quarter were established as a result of community sensitization meetings, others were born out of share-out meetings. Share-out meetings usually give community members an opportunity to hear first-hand information and testimonies regarding how SILC groups benefit members.

During the quarter, the number of SILC groups increased by 18 to 326, with membership also increasing by 720 to 6,501 members (1,514 male and 4,987 female). The project documented that 250 SILC groups with 4,852 (941 male and 3,911 female) members saved about ZMW 384,495 (US\$64,082.5) and secured 1,470 loans, valued at ZMW 271,733 (US\$45,288.8). At the time of reporting, 37 groups had shared out their savings. The group with the highest amount shared out ZMW 28,478 (US\$4,746.30). Note: Data was capture for 246 out of 250 savings groups.

Table 4: SILC groups Formed

SILC GROUP FORMATION	
Total # of old groups*	308
Total # of new groups	18
Total current # of groups	326
Total # of female only groups	33
Total # of male only groups	0
Total # of members reached out	6,501
Total # of female members reached out	4,987
Total # of male members reached out	1,514
Total # of groups saving	250

*Note: old groups refer to groups reported in the previous quarter.

c. Innovation, Investment and Partnership Fund (IIP Fund)

The Innovation, Investment, and Partnership Fund (IIP Fund) aims to catalyze public/private partnerships across selected value chains. It is one of the ways the project leverages private sector investment for the selected agriculture value chains. In the quarter under review the project received two full proposal applications and reviewed three out of four concept notes and two applicants were subsequently recommended for a RFA. These are listed below;

Grantee/Beneficiaries	Purpose	Value US\$
- Sunline Investments	Peanut butter processing	243,166.00
- Blue Ocean	Commodity marketing	97,175.00
Total Value of Proposals Received		340,341.00

i. Fixed Amount Awards (FAAs) signed

Grantee/Beneficiaries	Purpose	Value US\$
- EPFC	Groundnut seed Revolving fund	191,066.67
Total Value of new FAAs		191,066.67

ii. In Kind Grants

Grantee/Beneficiaries	Purpose	Value US\$
- Jungle Beat	Groundnut seed Revolving Fund	18,208.33
- Share Zambia	Groundnut seed Revolving Fund	17,083.33
- COMACO	Groundnut seed Revolving Fund	8,083.33
Total Value of In kind Grants		43,374.99

iii. Grant Disbursements

a) Fixed Amount Awards (FAA)

Grantee	Value (US\$)
- Mitengo Women for Horticulture production & marketing	2,083.00
- Cooperatives for the Sell More For More trainings and PHH	29,213.00
- EPFC for the seed revolving fund	91,667.00
- Peoples Process for Gender Mainstreaming	6,125.00
- Kafue DFA for Gender Mainstreaming	3,265.00
- Chibombo DFA for Gender Mainstreaming	1,875.00
- WLSA for Gender Mainstreaming	7,125.00
Total FAA	\$164,478.00

b) In Kind Grants

- ZARI for 11.5 MT of basic seed	23,125.00
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Crosscutting Themes

Gender

The project continued to integrate gender intervention and messages in all its activities. The gender piece was an integral part of the CADs' and partners' training on demo protocols and farmer field management, and stakeholders' workshop on the project's new strategic focus. As a result 36% of CADs selected to host the 2014/15 demos were female; 35% of farmers who received the small maize seed promotional packs were female; and 32% of stakeholders who attended training on demo management were female.

The gender sector participated in the 16 Days of Gender Activism, and managed to disseminate relevant gender messages to the public. The theme was ***“From Peace in the home to Peace in the nation; Stop Gender Based Violence, Empower a woman”***. The SILC group Share out sessions were also a target of the messages and a total number of 82 (56 F; 26M) members drawn from 5 groups benefitted from the messages.

Environmental Compliance

The purpose of the environmental stewardship and climate change activities is two-fold. The first is to ensure that PROFIT+ integrates natural resource management and climate change adaptation into the agricultural practices through conservation agriculture, better soil and water management, and by supporting producer groups and communities in responsible stewardship of common resources. The second purpose is to ensure that PROFIT+ activities are conducted in an environmentally sustainable way and in compliance with USAID and ZEMA environmental procedures and regulations. In the period under review the project conducted the following activities

- *Sensitized 282 Farmers (CADs) and stakeholders*
The 282 (91 Females, 191 Males) farmers and partners who attended the meetings on the paradigm shift were sensitized on the need to put in measures to mitigate against the potential adverse impacts associated with the activities. Additionally, the safer use of pesticides was also discussed and the list of Allowed Active ingredients in this program was shared. Emphasis was also placed on the need for the CADs to develop and utilize site-specific EMMPs and for the partners to monitor the utilization of the EMMPs.
- *Sensitized 824 Farmers on EMMP during Roll Out Of Demo Plot Management*
824 (528 males, 296 females) attended the roll out trainings in demo plot management technologies including the preparation and utilization of EMMPs. All the farmers who were selected as CADs and DHFs in Chipata attended the IPM, SSP and EMMP training conducted in FY 15 by the project and this event served as an important means of reinforcing environmental awareness messages.
- The partnership with ZARI for the provision of nitrogen-fixing munsangu tree seedlings (*Faidherbia albida*) is a significant milestone.

Behavior Change and Communication

Input Campaign

Mass media

Implemented the use of media to inform farmers on the various technologies that PROFIT+ was promoting. The technologies being promoted are the use of certified seed and correct fertilizers as well as other good agricultural practices.

The Public Service Announcements (PSAs) were done through the following radio stations: Radio Breeze in Chipata, Radio Chikaya in Lundazi, Radio Explorer in Petauke and Radio Mphangwe in Katete districts, respectively. The radio stations were contracted to run PSAs on a daily basis during prime time usually just before the morning, afternoon and evening News bulletins. PSAs were done in local languages based on the area: Chipata – Chinyanja; Katete - Chi Chewa; Petauke - Chi Nsenga; and Lundazi - Tubumka. Each radio station aired two PSAs, one message on the use of certified seed and the other one on the use of fertilizers.

Interactive Radio programs

Community radio stations were contracted to run 13 weeks interactive radio programs on selected topics starting from Land preparation by the farmer, selection and use of certified seed, use of correct fertilizers and field management. The programs were still running into the next quarter and will also include proper ways of harvesting, finding markets for the harvest as well as record management. The weekly program featured carefully selected CADs and also representatives of the Ministry of Agriculture and Livestock such as the District Agriculture officers in the four respective districts. Listeners were encouraged to phone in and ask questions or comment on the subject and this provided a platform for learning and sharing knowledge and experiences.



Community theater performance in Katete and Lundazi: promoting new farming technologies.
-Picture by John Lungu.

Community theater performances

During the input campaign, another inter-personal activity was undertaken that involved the use of participatory community theater performances. Four local community theater groups developed scripts on key farming technologies being promoted by PROFIT+ and made plays to sensitize the farmers. These were highly interactive as they involved the audience during the performances. The skits promoted the planting of certified seed and the use of correct fertilizers. Each district had one performance each and over 500 farmers attended the performance in all the four districts namely Chipata, Lundazi, Katete and Petauke. The performances were highly interactive in that participants/audience asked questions during the performance and equally the performers asked the audience key questions about the technologies that PROFIT+ was promoting. These events were undertaken in the presence of MAL and PROFIT+ technical staff who ensured that all misunderstandings and myths were dispelled.

Monitoring and Evaluation

Annual outcome Survey

An independent consultant was contracted to undertake the Annual Outcome Survey, a tool used to assess project performance on an annual basis and designed to capture standard indicators at output, outcome and goal. Results especially for gross margins and incremental sales have been presented and the data set is still being validated for result results. However, preliminarily results show the following gross margins for the six value chains promoted by the project.

Project Electronic Database (SharePoint)

To ensure that the project accounts for goods and services provided to the beneficiaries and track project indicators in a more efficient, effective and transparent manner, improvements in managing the M&E system are continuous. This period, the project transformed its database and it now sits on the SharePoint platform. The project also continued to upload beneficiary data from the initial 87,631 (48,839 male and 38,792 female) during the quarter and will continue until all 105,000 beneficiaries' data are uploaded into SharePoint database which will result in better data quality control and improved digital accessibility.

Feed the Future Monitoring System and Dev Results

Feed the Future Monitoring System and Dev Results are web based databases where Feed the Future projects post the results and targets for their respective portfolios. The project posted targets for FY15 and the life of activity targets and the results for FY14. To the existing list of indicators the project added a custom indicator which will measure the value of sales. The life of activity target for

this indicator is US\$ 125 million. The exercise of updating targets in the Feed the Future Monitoring System involved the introduction of targets for year 2017, which was not initially included in the system. The review of the Feed the Future Monitoring System and the Dev Results facilitated the review of the project Performance Monitoring Plan.

Farmer Field School Registers

The project has established Farmer Schools to facilitate technology transfer and adoption. The field schools help farmers to learn and encourage each other to apply modern farming technologies and management practices for better crop production. To capture data from the Farmer Field Schools the project has printed and distributed a total of 8000 farmer field school registers which will capture data on a number of project indicators such as the number of individuals receiving short term training, the number of rural households receiving assistance from the project as well as the number of farmers practicing technological and management practices promoted by the project among other project indicators. So far the tool has helped the project capture beneficiaries who participated in over 700 demo plots managed by the Farmer Advisors and the Demo Host Farmers combined. The table 2 below shows the dashboard of the status of project indicators.

Table 2: Dashboard of the status of project indicators

Indicator Source	Indicator Name	Actual October 2012-September 2014	Targets FY15 (Inclusive)	Actual FYQ1 Oct. – Dec. 2015 (Inclusive)	Actual Cumulative to Date
FTF 4.5.2-14	Number of vulnerable households benefiting directly from USG assistance	84,280	137,000	26,117	110,397
FTF 4.5.2-13	Number of rural households benefiting directly from USG interventions (S)	105,351	180,000	32,645	137,996
FtF4.5.2-7	Number of individuals who have received USG supported short-term agricultural sector productivity or food security training	100,051	146,250	37,945	137,996
FtF4.4.5.2-5	Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	79,908	139,000	59,092	139,000

Indicator Source	Indicator Name	Actual October 2012-September 2014	Targets FY15 (Inclusive)	Actual FYQ1 Oct. – Dec. 2015 (Inclusive)	Actual Cumulative to Date
FtF 4.5.2-2	Number of hectares under improved technologies or management practices as a result of USG assistance	70,337	100,000	1,493.75	71,830.75
FtF 4.5.2-11	Number of food security private enterprises (for profit), producers organizations, water users associations, women's groups, trade and business associations, and community-based organizations (CBOs) receiving USG assistance	1,448	1,648	181	1,629
4.5.2(42): (4.5.2-28)	4.5.2(42): (4.5.2-28) Number of private enterprises (for profit), producers organizations, water users associations, women's groups, trade and business associations, and community-based organizations (CBOs) that applied new technologies or management practices as a result of USG assistance (RIA) (WOG)	1,128	1,405	22	1,150
4.5(2)	Number of jobs attributed to FTF implementation	479	500	0	479
FtF 4.5.2-38	Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	\$ 5,504,222	\$15,000,000	7,114	\$5,511,336

1 The 18 are producer organizations under SILC

2 The 2 are private enterprises Share Zambia and Jungle Beat who partnered with the project for groundnuts seed multiplication

Indicator Source	Indicator Name	Actual Oct. 2012-Sept. 2014	Targets FY15	Actual FY15Q1 Oct. – Dec. 2015	Actual Cumulative to Date
FTF 4.5.2-14	Number of vulnerable households benefiting directly from USG assistance	84,280	137,000	72,883	110,397
FTF 4.5.2-13	Number of rural households benefiting directly from USG interventions (S)	105,351	180,000	32,645	137,996
FtF4.5.2-7	Number of individuals who have received USG supported short-term agricultural sector productivity or food security training	100,051	146,250	37,945	137,996
FtF4.4.5.2-5	Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	79,908	139,000	140,000	139,000
FtF 4.5.2-2	Number of hectares under improved technologies or management practices as a result of USG assistance	70,337	100,000	1,493.75	71,830.75
FtF 4.5.2-11	Number of food security private enterprises (for profit), producers organizations, water users associations, women's groups, trade and business associations, and community-based organizations (CBOs) receiving USG assistance	1,448	1,648	183	1,632

³ The 18 are producer organizations under SILC

Indicator Source	Indicator Name	Actual Oct. 2012-Sept. 2014	Targets FY15	Actual FY15Q1 Oct. – Dec. 2015	Actual Cumulative to Date
4.5.2(42): (4.5.2-28)	Number of private enterprises (for profit), producers organizations, water users associations, women's groups, trade and business associations, and community-based organizations (CBOs) that applied new technologies or management practices as a result of USG assistance (RIA) (WOG)	1,128	1,405	24	1,153
4.5(2)	Number of jobs attributed to FTF implementation	479	500	0	479
FtF 4.5.2-38	Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	\$ 5,504,222	\$15,000,000	0	\$5,504,222

4 The 2 are private enterprises Share Zambia and Jungle Beat who partnered with the project for groundnuts seed multiplication

IV. PLANS FOR NEXT QUARTER

Activity	Location	Lead person(s)	Participants/ Collaborators	Proposed dates
Train agro-dealers in product knowledge and business skills	EP	Alex Hasingo	Field Facilitators,	Jan-Mar. 2015
Meet the district agro dealers Association	EP	Alex Hasingo	Field Facilitators,	Jan-Mar. 2015
Monitor performance of the Input Distribution Networks for legal and environmental compliance	EP	Alex Hasingo	Sam Lungu	Jan-Mar. 2015
Assess SH farmers on application of sustainable technologies in a gender responsive manner	EP	Sinyinda	M&E, Gender and Field Facilitators	Jan-Mar. 2015
Promote use of irrigation technologies among SH farmers in a gender responsive manner	EP	Sinyinda	M&E, Gender and Field Facilitators	Jan-Mar. 2015
Farmer Field School methodology, gender and environmental stewardship in demo plot management	EP	Botany	All cross cutting sectors	January 2015
Review the Gender strategy in consultation with other Sector Leads.	EP	Betty	Field facilitators	February 2015
Profit+ staff training in Gender integration in the new Project strategy.	EP	Betty	Field facilitators	February 2015
Organizational, gender and leadership training for Provincial and District Agro Dealers Associations	EP	Betty	Field facilitators	February 2015
Gender integration in warehouse management training	EP	Betty	Field facilitators	February 2015
Conduct the input media campaign evaluation	EP	Steve	Sector Leads	Jan.-Mar. 2015
Develop a documentary for the farmer adoption of the new farming technologies and distribute.	EP	Steve	Sector Leads	Jan.-Mar. 2015
Support the development of PROFIT+ brands such as brochures and other IEC materials.	EP	Steve	Sector Leads	Jan.-Mar. 2015
Profile and document 2 success stories on improved farming technologies.	EP	Steve	Sector Leads	Jan.-Mar. 2015
Data Validation for FY14 Annual Outcome Survey	Project Zone of	Moses	Rural Net and sector leads	Jan.-Mar. 2015
Review and update of the database	EP & Lusaka	Moses Musikanga	Jeremy and M&E team	January to March
Training staff and interns in project M&E system	EP & Lusaka	Moses Musikanga	Alex and M&E team	September

ANNEX 1: Success Stories

Success stories for this period will be submitted at a later date.