

# ANNEX 3: DESCRIPTION OF SAMPLING PROCEDURES FOR BASELINE SURVEY

To conduct the NAFKA sample, we will use the 2010 Census data sent to us by the NAFKA team. The challenge will be to understand where the streets (what we are calling Enumeration Areas) are on a physical map. Please see below for an update on the process.

1. To make sure we have adequate coverage, **we have decided that we need to increase the sample size back up to 2000 households**. The coverage will be divided as follows

Crop	Region	District	Households to be interviewed	# of EAs (streets) based on 15 HH per street
Maize	Dodoma	Kongwa	600	40
Maize	Manyara	Kiteto	600	40
Rice	Morogoro	Kilombero	400	26
Rice	Morogoro	Mvomero	400	26

2. Our starting point will be the 2010 census data that you sent us, culled down to the districts mentioned by the project (see attached list).
3. Have our GIS expert do a geo-analysis using available public data on where maize and rice are grown within the Districts targeted by the program. Using this map as a reference we will cross out any Wards that don't grow rice and maize.
4. If the data are available, we would also like to do a geo-analysis of the radio and SMS network coverage in the program areas. This exercise will help us ensure that coverage is adequate to measure diffusion of NAFKA information.
5. For the remaining wards, we will need to have someone from Kimetrica/NAFKA drive out to the district/ward office and speak with an official in the office who is knowledgeable about the area. This person will need to do the following: **TO DO ITEM:**
  - Show the list of remaining EAs or streets to the official, asking him to cross off any EAs where rice/maize is NOT grown. These EAs will be eliminated from the sampling.
  - Show the map of that district/ward and ask where the EAs are located on the map. This updated map will help guide the enumeration teams to the appropriate location.
6. From the remaining list of EAs in each district, the Kimetrica team will randomly sample to reach the defined number of EAs per district

7. Teams will travel to the selected EAs. To select households, we will drop enumerators within the EA . From there, each enumerator will spin a stick and walk in direction it falls, passing two households and interviewing the third household. On completion of the interview, the enumerator will repeat the process. **Challenges to address:**

- Since we will use the 2010 data provided, we will not have GIS coordinates for these EAs. As such, we have no way to validate that the enumerators are staying within a given EA/street.
- As such, we will need to make sure to perform rigorous back-checking of the data, in particular, the GIS coordinates. The 15 households from a given EA should be clustered in that area.

FGD and KI interviews

We propose to do approximately 24 focus groups with farmers, 10 with producer groups, 10 with local traders to assess market conditions. We then propose additional interviews with input suppliers and product purchasers (either in groups or one-on-one) – these numbers will likely be determined by the VC analysis.

Note: breakout by district is just indicative – may change according to population information

District	FGDs with Famers			
	M	F	Mix	Tot
Kilobero	2	2	2	6
Mvomero	2	2	2	6
Kiteto	2	2	2	6
Kongwa	2	2	2	6
<b>Total</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>24</b>

District	FGDs with Producer/Farmer Groups			
	M	F	Mix	Tot
Kilobero	1	1	1	3
Mvomero	1		1	2
Kiteto	1	1	1	3
Kongwa		1	1	2

District	FGDs with Local Traders (market survey format)			
	M	F	Mix	Tot
Kilobero	1	1	1	3
Mvomero	1		1	2
Kiteto	1	1	1	3
Kongwa		1	1	2
<b>Total</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>10</b>