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Royaume du Maroc
Ministère de l'Agriculture
du Développement Rural
et des Pêches Maritimes

Integrated Agriculture & Agribusiness

MONITORING AND EVALUATION SYSTEM PLAN

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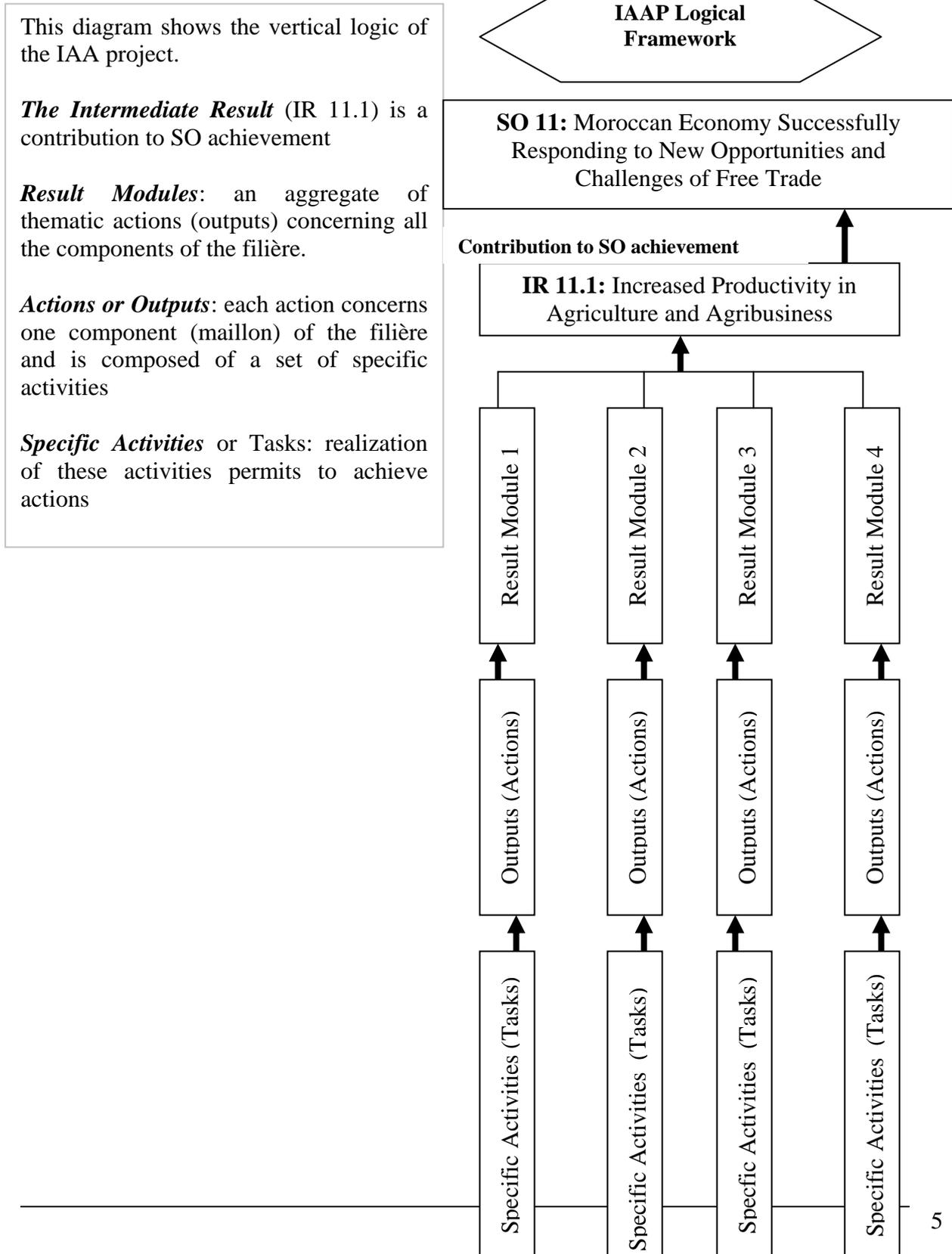
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1. Preamble

This present approach for Monitoring & Evaluation of IAA Program resulted from the first Douglas and Brahim Report with some modifications driven by the Work Plan reviewing after regional workshops. An effort was made to simplify the M&E system in order to make it significant and to avoid difference (conflict) in interpretation.

2. IAAP logical framework



3. Components of M&E system

3.1. Indicators

Individually, indicators should have validity, integrity, precision, reliability, and timeliness. Taken together, they should give a clear picture of what is being achieved and how well the targets are being achieved in terms of targets and impact.

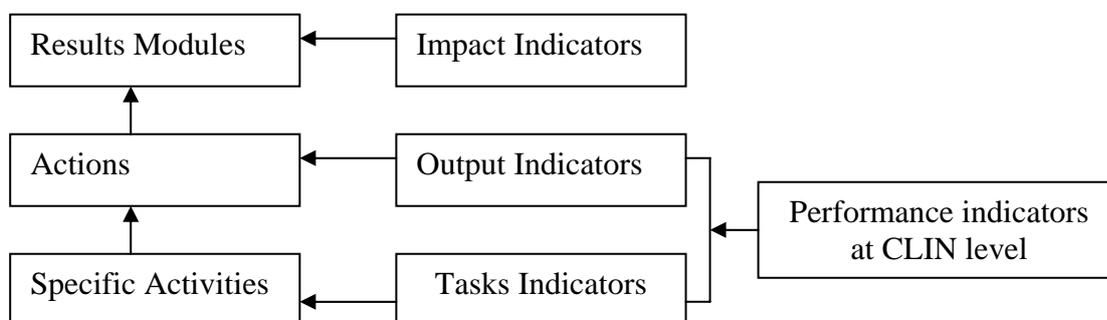
The dimensions of indicators are:

- Time: When target will be achieved?
- Place: Where?
- Target Group: e.g.: farmers, ag-processors, women, etc.
- Quantity: e.g. : Number of farmers, value of sales etc.
- Quality: e.g. Certified plants

In harmony of the IAAP logical framework, three indicators are considered:

- Impact Indicators
- Output Indicators
- Performance Indicators
- Specific Activities Indicators (for internal management)

The indicators system and logical framework correspondence is illustrated by the following diagram



The performance indicators are generated from the set of outputs indicators related to actions themselves related to the different components of the filière (Ag-production, Ag-conditioning and processing, PO, policies etc.). It is recommended to formulate only two or three performance indicators (IP) for each filière. Each IP corresponds to an homogenous aggregate of actions related to the components (CLINS). The achievement of IP is a measurement of the impact indicators achievement and consequently of the chain performance.

The content of IP will probably correspond to the following topics:

- Productivity
- Competitiveness
- Volume and value of sales

- Organizational aspects
- Information system
- Policy and institutional aspects (norms, certification, homologation, environment protection, etc.)

3.2. Data collection (see details in Doug and Brahim Report)

The Output and Task Indicators will be formulated and précised on the based of the baseline data and targets. For this purpose we need to collect data related to each action. We can distinguish two categories of data: **Primary data** defined as information collected and produced by the IAA project (surveys, field measurements, etc.) and **Secondary data** defined as existing information already collected from various sources with or without cost.

As reported in the last report, for the output indicators, the targets are being set so as to represent real achievements for the project and for Morocco. They are being chosen to be reachable through effort and hard work and will be based on the proposal, workplan, and subsequent experience.

For the tasks indicators there will be no targets but there will be plans during each work plan period (annually).

Sometimes the definition of targets needs a “pre - feasibility study”.

3.3. Reporting and Evaluation (see Doug and Brahim Report)

3.4. Forms and sheets

For example: OM/CBO/AgProduction
 OM : Oriental – Moulouya
 CS: Clementine & Blood orange
 RM or CLIN: Ag Production

Sheet # 1. Action Sheet

Title of Action:														
Region:	Filière2 :				CLIN #				Action ID: ↓					
S0 11 Result Module 2														
Impact Indicator (related to RM)														
Succinct description														
Objectives														
Target group														
Partners														
Specific Activities (Tasks)														
T1														
T2														
T3														
T4														
Specific Activities Indicators														
TI11														
TI12														
TI13														
TI14														
Resources requirements														
Communication/dissemination														
Technical sheets, Field visits, Workshops, regional/national fairs, seminars														
Operation Plan of Main Specific Tasks														
Main Specific Tasks	Schedule							Period: Nov 05 to Dec 06						
	N	D	J	F	M	A	M	J	J	A	S	O	N	D
T1														
T2														
T3														
T4														
Output Indicators of the action														
O1:														
O2:														
Assumptions:														

Example of Action Sheet#1

Title of Action: Develop an integrated pilot project based on water management associated to a Good Agricultural Practices			
Region: Oriental-Moulouya	Filière2 : Clementine-Sanguine	CLIN # AP	Action ID: OM/CS/AP
S0 11 Result Module 2	RM2: Increased productivity and variety in agriculture and livestock production		
Impact Indicators related to RM:	Indicator 2.4: Number and value of new investments by farmers/producers is increased.		
Succinct description	Provide technical assistance to farmer groups based on water use efficiency and as the main key of the project, while improving productivity in terms of choice of varieties, production practices, input use efficiency, upgrading new plantations by grafting, market information, certification/traceability, training and field visits.		
Objectives	Improve water use efficiency and productivity and adapting production to meet present and future market demand		
Target group	Motivated small and medium Farmers		
Partners	ORMVAG, Nurseries, INRA-EI Menzeh, Credit Agricole, Others to be identified		
Specific Activities (Tasks)	<p>T1. Rapid appraisal of needs, identify target farmers, define specific activities, define contributions and responsibilities of the partners, cost benefit analysis</p> <p>T2. Install demonstration trials on production techniques:</p> <ul style="list-style-type: none"> ▪ Water use efficiency (pilot introduction of water/fertilizer saving techniques "ferti-irrigation") ▪ Salinity control ▪ Varieties/rootstock in conjunction with action on nurseries ▪ Harvesting ▪ Field quality control ▪ Environmental aspects <p>T3. Elaborate a Guide-book (manual) for good practices</p> <p>T4. Organize trainings on the good practices</p> <p>T5. Organize field visit to leading farms (Souss-Massa (to be combined with action proposed for Gharb)</p> <p>T6. Support for traceability and certification</p> <p>T7. Supervise the activities</p>		
Tasks indicators	<p>IT2: x integrated demonstration trials is set up in three orchards</p> <p>IT3: A manual on GP is elaborated before 31 December, 2006 and disseminated</p> <p>IT4. Before end of dec 2006, x training sessions (2 days per session) are organized (target groups: technicians, farmers, etc) on the subjects: x, y.</p> <p>IT5. One visit of Clementine orchards in Souss Massa is organized (beneficiaries: 32 farmers and 10 technicians)</p> <p>IT6. Three selected orchards are selected and initiated to certification and traceability in</p>		
Resources requirements	<p>Technical assistance and equipments/materials provided by IAA</p> <p>Technical assistance provided by ORMVAG</p> <p>Support for traceability and certification provided by IAA</p>		
Communication/dissemination	<p>Technical sheets, Field visits, Workshops, regional/national fairs, seminars</p>		

Operation Plan of Main Specific Tasks														
Main Specific Tasks	Schedule													
	Period: Nov 05 to Dec 06													
	N	D	J	F	M	A	M	J	J	A	S	O	N	D
T1. Rapid appraisal: identify target farmers, precise target of output indicators, define contributions and responsibilities of the partners, cost benefit analysis														
T2. Improve technical practices														
T3. Elaborate a Guide-book (manual) for good ag practices														
T4. Organize trainings sessions on all activities related to this action														
T5. Organize field visit to leading farms (Souss-Massa (to be combined with action proposed for Gharb)														
T6. Support for traceability and certification														
T7. Supervise the filed activities														
Outputs indicators	O11. Water efficiency is improved O12. Inputs are optimized and cost production is reduced Indicator O13. Number and value of new investments in certified plants production is increased in Pilot nurseries O14. Demand of certified plants by farmers is increased													
Assumptions:														

Sheet # 2. Result Modules, Actions & Specific Activities correspondence

Filière/Region :		
Result Module	Actions	Specific Activities (Tasks)
RM1	ID# OM/CBO/Agproduction

	
	ID#	
	ID#	

Sheet # 3. Performance Indicator Reference Sheet (PIRS)

Integrated Agriculture and Agribusiness Project			
Performance Indicator Reference Sheet			
Filière:			
Strategic Objective: SO11 Intermediate results (IR) namely IR11.1: “Productivity in Agriculture and Agribusiness is increased”.			
S0 11 Result Module x:			
Impact Indicators related to the RM:			
Performance Indicator: (generated from output indicators)			
Concerned actions (ouputs)			
-			
-			
-			
DESCRIPTION			
Precise Definition(s):			
Unit of Measure:			
Disaggregated by:			
Justification & Management Utility:			
PLAN FOR DATA ACQUISITION			
Primary data collection method:			
Secondary Data Source:			
Frequency and timing of data acquisition:			
Estimated Cost of Data Acquisition:			
Individual responsible for providing data:			
Location of Data Storage:			
DATA QUALITY ISSUES			
Date of Initial Data Quality Assessment:			
Known Data Limitations and Significance (if any):			
Actions Taken or Planned to Address Data Limitations:			
Date of Future Data Quality Assessments:			
Procedures for Future Data Quality Assessments			
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING			
Individual responsible for analysis:			
Data Analysis:			
Presentation of Data:			
Review of Data:			
Reporting of Data:			
OTHER NOTES			
Parameters of Baselines/Targets			
Other Notes:			

PERFORMANCE INDICATOR VALUES			
Year	Target	Actual	Notes
2005			
2006			
2007			
2008			

2009			
THIS SHEET LAST UPDATED ON :			

Note: One filière can have one or more than one Performance indicators (max 2 or 3) and consequently one or more PIRS sheets.

Example of Sheet # 3. Performance Indicator Reference Sheet (PIRS)

Integrated Agriculture and Agribusiness Project	
Performance Indicator Reference Sheet	
Filière: OM/CBO/AG-Production	
Strategic Objective: SO11 Intermediate results (IR) namely IR11.1: "Productivity in Agriculture and Agribusiness is increased".	
S0 11 Result Module 2: Productivity and variety in agriculture and livestock production is increased	
Impact Indicator (I22): Number of farmers and producers who have increased sales of IAAP – assisted commodities are increased	
Concerned actions (outputs): <ul style="list-style-type: none"> - Develop an integrated pilot project based on water management associated to a Good Agricultural Practices - Capacity enhancement/reinforcement of pilot nurseries 	
Performance Indicator : Good agricultural practices, including water efficiency improvement, introduced in three nurseries and three groups of Clementine growers organized on the basis of water management, result in an increase of the productivity decrease of cost production, and enhancing quality of the products	
Justification & Management Utility: This is among the principal measure of the agriculture performance improvements and its harmony with markets	
PLAN FOR DATA ACQUISITION	
Primary Data collection method: Survey of farmers and producers, Data on pilot Projects and Specific Technical reports	
Secondary Data Source: MADRPM- DPAE, MCIMN, Chambre de Commerce, Chambre d'Agriculture, Chambre d'Industrie, Centres régionaux d'Investissement in Target régions	
Frequency and timing of data acquisition: annually	
Estimated Cost of Data Acquisition: Minimal with participation of partners	
Individual responsible for providing data: IAAP and partners	
Location of Data Storage: IAAP headquarter	
DATA QUALITY ISSUES	
Date of Initial Data Quality Assessment: End of first annual	
Known Data Limitations and Significance (if any):	
Actions Taken or Planned to Address Data Limitations:	
Date of Future Data Quality Assessments: Annually with reporting	
Procedures for Future Data Quality Assessments: Regular review of field experience and from unscheduled contact with assisted farmers and producers	
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING	
Individual responsible for analysis: IAAP team and M&E coordinator	
Data Analysis: Specific worksheet are developed for this	
Presentation of Data: Table by chain value	
Review of Data: Data and results reviewed by IAAP management	
Reporting of Data: To USAID in annual reports	
OTHER NOTES	

Parameters of Baselines/Targets:

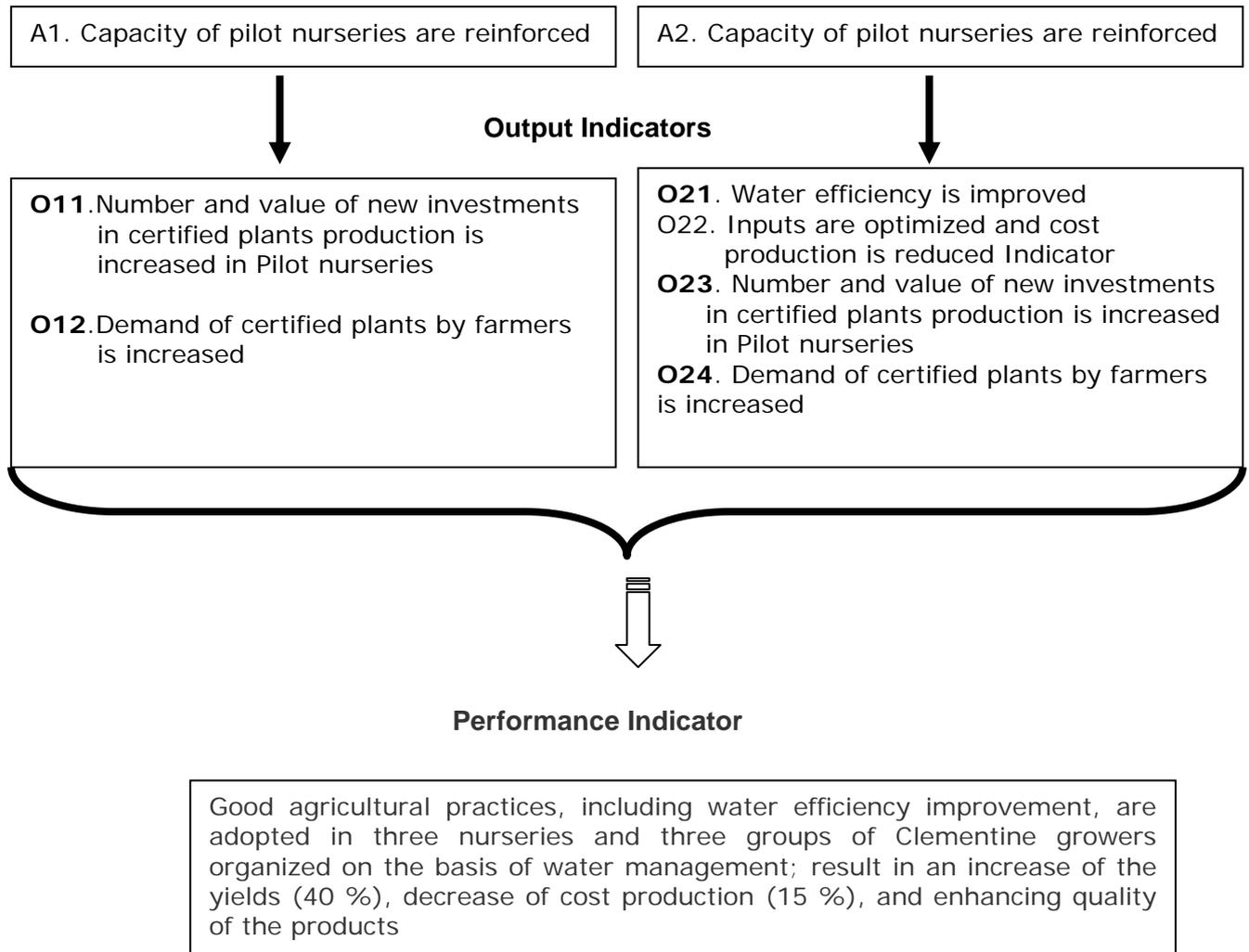
- Increase of the number of certified nurseries (P1)
- Number of farmers with increasing yield (P2)
- Area (in hectares) equipment with new irrigation system (P3)
- Number of farmers with decreased production cost (P4)

Other Notes: Targets are annual

	2005		2006		2007	2008	2009
	Target	Actual	Target	Actual	Target	Target	Target
P1			3	0	5	—	—
P2			10	0	20	30	50
P3			100	30	200	300	400
P4			10	0	20	30	50

Process of the IP formulation for the above example:

Actions related to RM2 (Filière Clementine & Blood Oranges)



4. Case of Policy Reform and Institutional Strengthening

To put the emphasis on this aspect, it is recommended to extract all the outputs and its corresponding indicators in relation with policies and evaluate the contribution of the IAAP:

Outputs	Actual	Target				Progress			
		2006	2007	2008	2009	2006	2007	2008	2009
Certification & Traceability									
Environment and Natural resources preservation and/or valorization									
Homologation									
<i>e.g. Assistance to shortage of homologation procedure</i>		3 years			6 months				
Professional Organization									
Norms and standards									
BDS services									
Market Information System									

years