



## Diversity for Nutrition and Enhanced Resilience (DiNER) Fairs and Voucher Programming: Evaluation and Learning in the Southern Africa Region

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## Table of Contents

List of Tables and Figures .....	5
Tables .....	5
Figures .....	5
Acronyms .....	7
Executive Summary .....	8
Introduction.....	10
Background .....	10
Use of DiNERS and Seed Fairs in Southern Africa .....	11
Study Objectives .....	14
Methods and Limitations.....	15
Sampling.....	15
Data collection tools.....	15
Secondary data analysis .....	15
Primary data collection.....	16
Semi-structured interviews .....	17
Focus group discussions.....	17
Limitations.....	19
Results.....	20
Respondent characteristics.....	20
RQ1a-How does DiNER Fair participation improve households’ crop and agricultural diversity? .....	21
RQ1b-How does DiNER participation improve farmer households’ agricultural production? .....	27
RQ1c-How does DiNER participation improve farmer households’ dietary diversity and consumption of nutritious foods?.....	28
Q1d-How does DiNER participation improve farmer households’ agricultural income?.....	31
.....	32
RQ2a-How effective are DiNERS in disseminating quality seeds and other input products? .....	34
RQ2b-How do farmers appreciate the quantity and types of seeds/inputs available? .....	36
RQ3 – What is the most effective voucher system to serve fair venders and clients?.....	39
RQ4a – How have DiNER fairs changed the way suppliers reach the last-mile farmers? .....	40
RQ4b – How has DiNER participation expanded supplier business .....	42
Key Findings.....	43
Recommendations .....	45
References .....	46
Annex 1 – Map of DiNER Fairs and study sites.....	47

Annex 2 – Data Collection Tools.....	50
Farmer Participants Interview Guide.....	50
Supplier Participants Interview Guide.....	58
Farmer Participants FGD Guide.....	63
Supplier Participants FGD Guide.....	65

## List of Tables and Figures

### Tables

Table 1: Products available at DiNER Fairs of this study.....	11
Table 2: Distance to markets from study sites .....	15
Table 3: DiNER Fairs and Harvest Timeframes.....	16
Table 4: SSI participants by role and location (N=429).....	17
Table 5: FGD farmer participant characteristics by location and gender (N=143).....	18
Table 6: FGD suppliers characteristics by location and gender (N=40).....	19
Table 7: Semi-structured interview farmer participant sample characteristics (N=395).....	20
Table 8: Farmer participant sample characteristics by country (N=395).....	21
Table 9: farmers interviewed that purchased each item offered at the fair – Madagascar (N=127).....	22
Table 10: Number of men and women who received nutrition information that guided fair purchases.....	28

### Figures

Figure 1: Total seed quantity (kg) purchased by all farmers, Madagascar.....	22
Figure 2 Average quantity (kg) of seed purchased by respondent in Madagascar, sex.....	22
Figure 3: Number of farmers that purchased a crop seed for the first time Madagascar.....	23
Figure 4: Total seed quantity (kg) purchased by all farmers, Zimbabwe.....	23
Figure 5: Average quantity (kg) of seed purchased by respondent in Zimbabwe, sex.....	24
Figure 6: Number of farmers that purchase seed, by crop, for the first time Zimbabwe.....	24
Figure 7: What did you do with the seed during the farming season following the fair, Zimbabwe (number of farmers).....	26
Figure 8: Number of farmers who planted all seed for each crop purchased, Madagascar.....	26
Figure 9: Zimbabwe farmers response to “Following planting the seeds, vines, or saplings after the fair, how would you describe your harvest by crop? (Number of farmers).....	27
Figure 10: Madagascar Farmers response to “Following planting the seeds, vines, or saplings after the fair, how would you describe your harvest by crop? (Number of farmers).....	27
Figure 11: Madagascar Farmers response to “Following planting the seeds, vines, or saplings after the fair, how would you describe your harvest by crop?.....	27
Figure 12: Number of farmers who received information on nutrition that guided fair purchases).....	29
Figure 13: Relative amount of cereals available for consumption compared to before and due to the fair, as reported by number of farmers.....	29
Figure 14: Relative amount of vegetables, fruits and legumes available for consumption compared to before and due to the fair, as reported by farmers.....	29
Figure 15: Amount of ASF available for consumption compared to before and due to the fair. ....	30
Figure 16: Changes in consumption by children (ages 6-59 months) after the harvest following the DiNERs Fair- legumes ....	30
Figure 17: Changes in consumption by children (ages 6-59 months) after the harvest following the DiNERs Fair- fruits and vegetables (N= 67).....	31
Figure 18: Changes in consumption by children (ages 6-59 months) after the harvest following the DiNERs Fair- ASF.....	31
Figure 19: Number of farmers whose experience at the fair helped them immediately earn more money.....	31
Figure 20: Number of farmers whose experience at the fair helped them earn more money beyond the past agriculture season....	32
Figure 21: Top 3 ways farmer income increased in Madagascar.....	32
Figure 23: Top 3 ways farmers income increased in Zimbabwe.....	33
Figure 22: Top 3 ways farmer income increased in Malawi).....	33
Figure 24: Number of farmers that state participation in the DiNER fair has had a significant change on their or their family's lives.....	33
Figure 25: Number of farmers that state participants in the DiNER fair has had a significant change on their or their family's lives by household head.....	33

Figure 26: Type of significant changes on family due to the fairs (number of farmer respondents).....	34
Figure 27: Farmers satisfaction with seed quality by crop, Madagascar.....	34
Figure 28: Farmers satisfaction with seed quality by crop, Zimbabwe.....	35
Figure 29: Number of farmers responses on germination rates by crop, Zimbabwe (N=130) (Other refers to “I don’t know”).....	35
Figure 30: Number of farmers responses on germination rates by crop, Zimbabwe (N=130) (Other refers to “I don’t know”).....	36
Figure 31: Number of farmers responses on germination rates by crop, Madagascar (Other refers to “I don’t know”).....	36
Figure 32: Level of satisfaction with range of products at the fair.....	38
Figure 33: Number of farmers stating products not available at the fair that they would have wanted.....	38
Figure 34: Farmers who negotiated prices with the suppliers.....	38
Figure 35: Prices of products at fair compared to normal – suppliers’ perspective.....	38
Figure 38: Efficiency of voucher verification process.....	39
Figure 37: Timeliness of Payments.....	39
Figure 36: Efficiency of the payment system.....	39
Figure 39: Fairs influence how vendors package their product.....	40
Figure 40: Fairs have influenced suppliers’ relationship with community.....	40
Figure 41: Fairs influence how suppliers communicate with their clients.....	41
Figure 42: Suppliers who sought to understand the needs of their female clients post-fair.....	41
Figure 43: Number of Farmer participants response to have you seen any change in the way suppliers give services since the fair.....	41
Figure 44 - DiNER fair locations and study sites, Madagascar.....	47
Figure 45 – DiNER fair locations and study sites, Malawi.....	48
Figure 46 – DiNER fair locations and study sites, Zimbabwe.....	49

## Acronyms

AG	Adolescent girl
AR	Ariary
ASF	Animal-sourced foods
CADECOM	Catholic Development Commission in Malawi
CRS	Catholic Relief Services
CU2	Children under 2
CU5	Children under 5
DiNER	Diversity and Nutrition for Enhanced Resilience
EPA	Extension Planning Area
FEWSNET	Famine Early Warning Systems Network
FGD	Focus Group Discussion
HH	Household
LOVA	Livelihood Strengthening to Reduce Vulnerability in Androy project
MK	Malawian Kwacha
OFDA	Office of United States Foreign Disaster Assistance
PABRA	Pan-African Bean Research Alliance
PLW	Pregnant and lactating women
S34D	Feed the Future Global Supporting Seed Systems for Development activity
S&VF	Seed and Voucher Fairs
SARO	Southern Africa Regional Office
SSI	Semi-structured interview
SSSA	Seed System Security Assessment
The Alliance	Alliance for Bioversity International and CIAT
USAID	United States Agency for International Development
USD	United States Dollar
ZimVac	Zimbabwe Vulnerability Assessment Committee

## Executive Summary

In response to major shocks, governments and international humanitarian agencies often use direct seed distribution as a first level response to help communities stabilize or restart their farming systems. In contrast, CRS uses Seed and Voucher Fairs (S&VFs). After many years of successfully implementing S&VF, CRS developed a new type of seed fair that specifically focuses on the relief-development continuum and diversity, both in household dietary diversity for improved nutrition, and crop diversity for increased farming system resilience. This new approach, **Diversity for Nutrition and Enhanced Resilience (DiNER) Fair**, offers inputs such as a diverse mix of quality seed for multiple crops and varieties with an emphasis on those which might alleviate a current stress (e.g. drought or disease) or encourage better nutrition, as well as small livestock, fishing gear, agriculture technologies, and other inputs. DiNER Fairs can create a platform for establishing longer-term business relationships between farmers and seed suppliers.

This study evaluates how the DiNER Fair approach improves participating households' food and nutrition security as well as strengthen access to seed and other agricultural inputs at the last mile in Madagascar, Malawi, and Zimbabwe. The research and learning questions focus on understanding the following:

1. To what extent does farmer participation in DiNERs improve the following:
  - a. Crop and agricultural diversity of households' farming system,
  - b. Households' agricultural productivity,
  - c. Households' dietary diversity and consumption levels, and
  - d. Households' income earned from agriculture.
2. How effective are DiNER Fairs in disseminating quality seeds and other agricultural inputs (plant materials, small livestock, etc.) to the most vulnerable households? To what extent do DiNER Fair participants appreciate the quantities and types of inputs available?
3. How does the voucher system process used during DiNER Fairs<sup>1</sup> serve beneficiary and supplier needs?
4. To what extent do DiNER Fairs change the way suppliers operate and reach last mile households with inputs and services? To what extent do suppliers continue to serve participant households' needs post-fair?

This case study followed a mixed methods approach combining multiple quantitative and qualitative methods using semi-structured interviews (SSI) and focus group discussions (FGDs) with farmers and supplier participants of DiNER Fairs. The SSI was administered to 429 respondents (395 farmers and 34 suppliers) across five sites in the three countries. A total of 143 farmers participated in 14 FGDs across the five targeted sites: 55 farmers in Madagascar (65% female and 35% male); 47 in Malawi (72% female and 28% male); and 41 in Zimbabwe (90% female and 10% male) were interviewed. The SSI and FGD participants attended DiNER Fairs offered by one of three CRS projects: (1) *Livelihood Strengthening to Reduce Vulnerability in Androy (LOVA) project in Madagascar*; (2) *Recovering Agricultural Livelihoods in Small-Holder Farmers in Malawi*; and, (3) *Recover Project in Zimbabwe*.

Key findings from this study suggest that:

- DiNER Fairs can contribute to improved crop diversity as it provides access to crops or varieties that farmers have not had access to before or were too expensive.
- The use of seed from the fair can contribute to improved agriculture productivity but climate shocks affect overall harvest.
- The most significant life change mentioned by farmers who participated in a DiNER Fair was improved food security with more food being available for consumption, and especially in Malawi, over a longer time period.

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<sup>1</sup> Different voucher systems have been used from no conditions on how the voucher amount is spent at the fair to vouchers that specify how much can be spent on different types of crops (cereals, legumes, vegetable) and livestock.



- When more food was available (plant or animal-source), farmers perceived higher consumption by CU5. This study illustrates the complexity of nutrition-sensitive agriculture programming as climatic factors and pest and disease may affect outcomes.
- Even in short-term emergency programming, an immediate income effect was felt by 40% of farmers interviewed in Madagascar and Malawi through sale of excess outputs or growing a crop that could be sold.
- The majority of farmers were satisfied with the seed quality offered at the fair, but some concerns were raised about seed quality and mixing of seed.
- Type and quantity of product on offer at the fairs was sufficient for most participants in Madagascar (60%) and Malawi (77%), but in Zimbabwe 85% of participants recommended other products to be available. Concern about suppliers running out of desired varieties was raised.
- Farmers interviewed felt prices were relatively fair in Madagascar and Zimbabwe, but concerns about prices being higher than the market price in Malawi were noted.
- Farmers in all three projects were concerned that the voucher amount limited them from buying all that they wanted.
- Voucher verification and payment systems were said to be efficient, but payment timeliness to suppliers varied across countries.
- Fairs brought new knowledge to vendors and a few adjusted their business model to reach last mile farmers, particularly poor farmers or female clients.
- Suppliers felt their businesses were positively affected with 59% stating that their relationship with clients were improved.

Key recommendations for enhancing the effectiveness of fairs based on the study results and key findings are:

1. DiNER Fairs should be part of a larger project that layers complementary activities, particularly, extension services to support products bought at the fair, climate-smart agriculture practices to address climatic factors, nutrition knowledge to guide voucher purchases and post-fair use, gender consideration, as well as business skills and linkages;
2. Coordination and alignment across projects serving the same population can help maximize farmer benefits from both interventions;
3. Additional sensitization before and at the fair on the voucher process from its value to its redemption may help farmers to fully benefit from the fair and minimize errors that delay the verification and payment process;
4. Actively designing the supply side of the DiNER fairs by putting together an explicit action guide to engage and guide suppliers before the fair;
5. DiNER Fairs should be framed and planned as an emerging private sector opportunity for continuing businesses that serve remote or vulnerable clientele;
6. Increase recruitment of local vendors by reviewing recruitment, selection criteria and registration process to ensure it is inclusive and clear to all potential suppliers; and
7. Collaborate across programming and operations team, particularly finance and procurement staff, early in the planning process to ensure efficiency and transparency.

Given the emergency nature of the three projects included in this study, more research within the development context is needed, particularly as it relates to changes in crop and diet diversity, income generation, and forming stronger relationships between the supplier and the client.

## Introduction

### Background

The Southern Africa region is increasingly experiencing extreme weather as a result of climate change. In 2016, several countries declared States of Emergencies due to the El Niño cycle, which brought extensive drought to many locations. In 2019, cyclones Ideh and Kenneth brought extensive flooding in Seychelles, Comoros, Mayotte, northern Madagascar, northern Mozambique, southern Tanzania, and Malawi. These weather events decimated harvests and forced millions of smallholder farming families to rely on food aid. Food security was further threatened with the arrival of fall armyworm, detected in 2017 in Madagascar, Malawi, and Zimbabwe. In addition to the weather-related shocks, Zimbabwe has also been experiencing deteriorating macroeconomy and high food prices.<sup>2</sup> Food insecurity in the southern Africa region is expected to worsen especially in Zimbabwe, Madagascar, and elsewhere due to the macroeconomic effects of the COVID-19 global pandemic that can reduce household food and cash income, exacerbating already pervasive poverty (FEWSNET 2020).

In response to these major shocks, governments and international humanitarian agencies often use direct seed distribution as a first level response to help communities stabilize or restart their farming systems. In contrast, CRS uses Seed and Voucher Fairs (S&VFs) as a common response effort to mitigate the effects of crop loss and help families acquire or recover the necessary seed and inputs to support their farming system. After many years of successfully implementing S&VFs, CRS set out to develop a new type of seed fair that specifically focus on the relief-development continuum and diversity. Diversity for improving nutrition and crop diversity for increasing farming system resilience. This new approach was termed, **Diversity for Nutrition and Enhanced Resilience (DiNER)** fair. The DiNER fair is a preferred approach to support emergency response and agricultural development in chronic stress environments, as it provides access to seed and other products with farmers having greater choice than direct distribution. Inputs offered at a DiNER Fair could include a diverse mix of quality seed of multiple crops and varieties, with an emphasis on those which might alleviate a current stress (e.g. drought or disease) or encourage better nutrition, as well as small livestock, fishing gear, agriculture technologies and other inputs. What is offered at the fair should be derived from a Seed System Security Assessment (SSSA) as well as other agriculture, nutrition and gender assessments and/or reviews. The type of response—emergency or chronic stress—may spur the introduction of a new crop or variety, if the seed is proven to be adapted, farmer-acceptable and accompanied by technical support. This range of goods is offered in exchange for vouchers, but at some fairs, participants can use their own cash to purchase items.<sup>3</sup> Leading up to and at the DiNER Fair, participants are likely to receive nutrition education and gender messaging to guide purchases and to support women in equitably benefitting from this activity.

Although geared to meet short-term needs for an upcoming season, DiNER Fairs are a bridge between emergency and development. They can create a platform for establishing longer-term business relationships between farmers and seed companies, agrodealers, vendors, and farmer-producers who regularly sell quality seed and can be encouraged to expand the crops and varieties on offer in communities on a more continuous basis. Buyers and sellers come together at the fair event. Sellers showcase the merits of specific agriculture inputs and small livestock while being exposed to the local demand of this farmer segment. Ties formed at the fair should spur business relationships for many seasons onwards.

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<sup>2</sup> FEWS NET. 2019. Zimbabwe Food Security Outlook. June 2019 to January 2020.

<sup>3</sup> In more recent fairs, cash transfers have been issued in lieu of vouchers.

## Use of DiNERs and Seed Fairs in Southern Africa

CRS's Southern Africa Regional Office (SARO) has promoted DiNER Fairs since 2012 through various integrated agriculture and nutrition programming, emergency response efforts, and large-scale Food for Peace (Malawi and Madagascar), Feed the Future (Zambia), and the Office of United States Foreign Disaster Assistance (OFDA) programs (Madagascar and Zimbabwe). Through these efforts, DiNER Fairs have reached millions of smallholder farming households, yet there has been limited documentation to demonstrate the extent to which DiNER Fairs contribute to improve food and nutrition security of farming households. Little is known about how seed suppliers who participate in DiNER Fairs can sustain and expand their businesses to support an input supply system that meets the needs of these farmer segments. This study looked at DiNER Fairs in 3 countries: Madagascar, Malawi and Zimbabwe. Below is a brief description of the DiNER Fairs that were conducted in each country and included in this study.

### *Madagascar – Livelihood Strengthening to Reduce Vulnerability in Androy (LOVA) project*

The Livelihood Strengthening to Reduce Vulnerability in Androy (LOVA) project, funded by OFDA from August 2018-April 2020, aimed to improve food security among vulnerable households in five communes in the Tsihombe and Beloha districts in southern Madagascar. LOVA's goal was to strengthen household productive resources and capacities, as well as agricultural and fishing systems, to protect the livelihoods of vulnerable households and, by doing so, prevent malnutrition. The project's activities complemented the Food for Peace-funded project HAVELO (Households Averting Vulnerability by Expanding Livelihood Opportunities). Overall, 94,005 people benefitted from LOVA project activities over the life of project. One activity within LOVA was DiNER Fairs. The project reached 22,587 participants (5,157 men and 14,230 women) with DiNER fairs. The DiNER process in the LOVA project provided vouchers to exchange for select seed and agricultural tool (Table 1). The seed offered at these Fairs were common, consumable varieties. Seeds for drought tolerant crops were available. Forty-five DiNER Fairs were conducted for the 2018-19 cropping seasons from mid-October to mid-December 2018. Voucher values were AR 30,000 (USD 8.33) with AR 5,000 allocated to access seed from the Centre Technique Agroécologique du Sud.

*Table 1: Products available at DiNER Fairs of this study*

Product	Madagascar	Malawi	Zimbabwe
<b>SEED/Planting materials</b>			
Millet/ Pearl Millet	X		X
Sorghum	X		X
Maize	X	X	
Pigeon Pea	X		
Beans	X	X	
Groundnuts	X	X	
Bambara beans	X		
Mung bean	X		
Black-eyed peas	X		
Cape pea	X		
Cowpea	X		X
Soybean		X	
Lablab Bean			X
Mucuna			X
Cassava sticks	X		
Sweet potato vines	X		
Tomatoes		X	
Mustard		X	
Rape giant		X	
Chinese cabbage		X	
Onion		X	
<b>Livestock</b>			
Chicken			X
Goats		X	
<b>Agriculture Tools</b>			
Shovel	X		
Ax	X		

The minimum volume unit sold for field seed was 1 kg, and the maximum was 5 kg. Total product sales value at fairs for the 2018-2019 cropping season was Ar 608,576,370, equivalent to USD \$168,981. Vendor payments were done through mobile money. Leading up to and during the fair, nutrition messages were delivered to participants to guide decisions on what to purchase. The nutrition message focused on buying seeds to produce a 'rainbow' of foods, buying seeds to diversify crops, and an Infant and Young Child Feeding message about feeding frequencies and quantity of food consumed.

### *Malawi – Recovering Agricultural Livelihoods In Small-Holder Farmers*

The primary aim of the *Recovering Agricultural Livelihoods in Small-holder Farmers* project was to support the recovery and rebuilding of food security and self-sufficiency of small-holder farmer households affected by the 2016 El Niño event and the 2017 fall armyworm outbreak in Mzimba and Kasungu Districts. The project

was designed to support this goal through a three-pronged approach: (i) direct agricultural and productive inputs; (ii) access to innovative farming techniques; and (iii) Savings and Internal Lending Community (SILC) groups. This project was supported by Latter Day Saints and implemented by CRS local church partner, Mzuzu Catholic Development Commission in Malawi (CADECOM) from October 2017-September 2018. The DiNERS program was implemented to expand existing seed and livestock input systems to 7,000 participants. Five thousand farmers (1,475 men and 3,542 women) attended nine rainfed crop seed fairs (December 2017) and 2000 farmers (598 males, 1,402 females) attended winter seed fairs (April 2018). Vulnerability criteria for selecting farmers to benefit from the seed fairs included: orphan/child-headed household, female-headed household, elderly-headed household, and households in which a member had a disability. Furthermore, farmers selected should not be a beneficiary of any farm input distribution or subsidy program. In addition to the seed fairs, there were 16 goat fairs in which 733 (332 men, 401 women) beneficiaries received vouchers for goats based on the same vulnerability criteria above plus not having livestock. Each type of fair was designed for a specific population, so there was very little overlap of farmers that attended both fair types. A list of products on offer is in Table 1.

For the summer and winter fairs, there was no difference in the types of crop seeds available but the fair assessment surveys showed that most beneficiaries bought vegetables in large quantities and other crops in smaller quantities at the winter fairs, as compared to summer fairs where vegetables were bought in smaller quantities. From previous learning in implementing fairs in Malawi, this project promoted local vendors from the same community so no new food was introduced. The total voucher amount allocated for the summer fair was MK 10,500 (USD 14.03) and MK 7,500 (USD 10.02) for the winter fairs. Conditionality for the summer fair was applied as follows: MK 4500 was allocated for maize, MK 5000 for legumes, and MK 1000 for vegetables to encourage participants to purchase seed of more diverse/nutritious foods. There was no conditionality for the winter fair. A voucher for MK 35,000 (USD 46.76) was given to participants to purchase goats. The minimum volume unit sold for field crop seed was 1 kg. Smaller packs of vegetable seed were on offer. Total product sales value from the summer fairs was MK 52,500,000.00 (approximately USD 70,150), from the goat fairs MK 25,655,000 (approximately USD 34,280) and from the winter fair MK 15,000,000 (USD 20,043). Vendor payments were done through bank account transfers to the suppliers. Leading up to the fairs and during the fairs, participants received nutrition messages about the six food groups, which we did not assess under this study. Participants also learned how to use vouchers to buy seed for diversity, prepare food and post-harvest management. The project's gender messaging focused on decision-making and shared domestic responsibilities, but these were not explicitly linked to the fairs.

#### *Zimbabwe – Recover Project*

The RECOVER project, funded by OFDA from October 2018-January 2020, aimed to restore, stabilize, and reinforce food security and incomes disrupted by recurring dry spells. The project used the DiNER approach for the 2018-19 agriculture season to expand seed and livestock inputs and reached approximately 8,600 participants (2,316 men and 6,284 women). DiNER fairs were held in Bulilima, Gwanda, Mangwe and Matobo districts in Matebeleland South from mid-November to early December 2018. Products available at the DiNER fairs comprised of seeds of drought tolerant crops and chickens (Table 1). Most seeds offered were not new except lablab, which the project promoted as a fodder crop. Twenty-eight fairs were conducted during the 2018-19 cropping season. The total voucher amount was USD 50. Within this USD 50 allocation, USD 6 was allocated for either lablab/mucuna (2.5kgs), USD 18 for chickens (2 birds), USD 8 for cowpea (2kg) and USD 8 for either pearl millet/sorghum (2.5kg). The minimum unit volume of seed sold was 1 kg. Total product sales value from these fairs was USD 434,800 for the 2018-19 cropping season. Vendor payments were completed by wire transfers to suppliers' bank accounts.

At the fairs, project participants were sensitized on the importance of using vouchers to exchange for seeds/small livestock that supports a balanced diet and were reminded about the nutritional composition of project promoted crops/poultry, preparation and storage of produce using PICS bags to reduce damage from weevils and aflatoxins. After the fairs, nutrition demonstrations were used to showcase food preparation, preservation and hygiene practices like hand washing with soap or ash. In regard to gender, with many of the men migrating to neighboring countries, vouchers were mainly received by women who would consult their

spouses on what to buy. For those present (men and women), the men would receive the vouchers and joint decisions were encouraged. Through the fair day, there was sensitizations on joint decision making on what to buy with vouchers and how much area to grow a particular crop. In addition to gender messaging at the fair, extension agents alongside staff from the Ministry of Gender conveyed gender related issues during training held with agriculture farmer groups and SILC groups.

## Study Objectives

This study aims to evaluate, at the regional and country level, how the DiNER Fair approach improves participating households' food and nutrition security as well as how the DiNER Fair approach strengthens access to seed and other agricultural inputs at the last mile. Specifically, this study examines how the inputs received during fairs affected: (i) households' agricultural productivity; (ii) crop diversity of their farming system; (iii) households' dietary diversity and consumption of nutritious foods; (iv) income; and, (v) the effectiveness to build longer term business relationships with vendors in subsequent seasons.

Our research and learning questions focus on understanding the following:

1. To what extent does farmer participation in DiNER fairs improve the following:
  - a. Crop and agricultural diversity of households' farming system,
  - b. Households' agricultural productivity,
  - c. Households' dietary diversity and consumption levels, and
  - d. Households' income earned from agriculture.
2. How effective are DiNER fairs to disseminate quality seeds and other agricultural inputs (plant materials, small livestock, etc.) to the most vulnerable households? To what extent do DiNER/seed fair participants appreciate the quantities and types of inputs available?
3. How does the voucher system process used during DiNER/seed fairs<sup>4</sup> serve beneficiary and supplier needs?
4. To what extent do DiNER/seed fairs change the way suppliers operate and reach the last mile households with inputs and services? To what extent do suppliers continue to serve participant households' needs post-fair?

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<sup>4</sup> Different voucher systems have been used, ranging from no conditions on how the voucher amount is spent to those that place specific limitations on spending such as how much can be spent on different type of crop (cereals, legumes, vegetable) and livestock.

## Methods and Limitations

This case study followed a mixed methods approach combining multiple quantitative and qualitative methods to assess how DiNER Fairs benefitted farmer participants (referred to as farmers) to improve their agricultural productivity, crop diversity, dietary diversity and consumption levels, and incomes as well as how supplier participants (referred to as suppliers) have adapted and expanded their business. The study was conducted in three phases:

1. Document review and tool design;
2. Fieldwork using semi-structured interviews and focus group discussions (FGDs) with farmers and vendor participants, and;
3. Analysis and reporting.

## Sampling

The sampling for the study applied a multi-stage purposive sampling approach. Study countries selected included three target countries (Madagascar, Malawi, and Zimbabwe) in the Southern Africa region where CRS programs had completed DiNER Fairs in the last two years/cropping seasons. These specific countries were sampled as they had completed seed fairs in the most recent 2018-19 cropping season, thereby limiting study participant recall bias regarding outcomes pre- and post-fair to allow for comparison across sites and countries.

The sampling frame within each country for the primary data collection used the following criteria to select the specific study sites:

1. Project site locations that implemented DiNER Fairs in the recent cropping season (2018-19);
2. Districts or sub-district locations where DiNERs were implemented far from local markets; and
3. Districts or sub-district locations where DiNERs were implemented near to local markets.

Once the two sites based on distance to nearest market (Table 2) were selected per country, a combination of purposive and random sampling was applied to select individual study participants including farmers and suppliers. Randomization relies on the database of households that benefitted from the fairs and suppliers who participated in the fairs. For farmers, the study pre-identified the different administrative units below the district level and aimed to select at least 60 farmers from two districts per country. Farmers who had participated in a DiNER Fair in the most recent cropping season were selected based on country program project registration at the ward and commune levels. The data collection team relied on local contact persons and project field staff to select diverse farmers in each ward/commune from DiNER Fair registration lists. Additional parameters considered were gender and age.

*Table 2: Distance to markets from study sites*

Country	Site Name	Distance to nearest market (km)
Madagascar	Anjampaly Marosarana	4
	Anjampaly Mahatalaky	8
	Marolinta Abolaza	17
	Marolinta Sasavisoa	0
Malawi	Champhira EPA	10
	Kaluluma EPA	4
Zimbabwe	Enyandeni Shake	25
	Nhwali	100

Suppliers who had participated in a DiNER Fair in 2018-19 cropping season were initially identified based on project fair vendor registration lists. The enumerators and S34D researcher leading the in-country data collection also relied on local contacts with project field staff, seed companies, suppliers, and last mile vendors to arrange meetings with respondents.

## Data collection tools

### Secondary data analysis

A review of secondary data collected from the CRS projects implementing DiNER Fairs in southern Africa, was completed to gain a broader understanding of the scope of fairs completed in 2017 and 2018. The secondary data review led to a detailed profile of DiNER Fairs by country focusing on the following areas:

type of project implementing fairs; fair locations; the total number of fairs completed by cropping season; the total participants of each fair (disaggregated by gender); the type of products distributed at the fair; the total number of vendors participating in the fair; the total volume of sales by product; and the process by which CRS engaged vendors. A brief description for the countries of this study is presented in the Results section.

### Primary data collection

Preliminary semi-structured interview (SSI) and focus group discussion (FGD) guides for DiNER farmer participants<sup>5</sup> and supplier participants<sup>6</sup> were developed based on the study research objectives and previous learning on seed systems in sub-Saharan Africa (Sperling and McGuire 2010; McGuire and Sperling 2013; McGuire and Sperling 2016; Byrne, March, McGuire, Meissner, Sperling 2013). The SSI guides for farmer and suppliers were reviewed for relevancy with the DiNERs interventions being studied. The tools were translated into the local language of each of the target sites (Chichewa, Malagasy, and Ndebele). A pre-test of the tools took place post training of enumerators. The survey tools were digitized on the CommCare<sup>7</sup> platform to facilitate direct data collection and entry.

Twenty-two enumerators (9 in Madagascar, 6 in Zimbabwe and 7 in Malawi – 13 males, 9 female) were recruited from the target wards/communes who had familiarity with the local language and context. Enumerators participated in a 3-day training workshop on both the content and the digital data collection technology. Upon completion of the training, the enumerators and a S34D researcher conducted the data collection in each target site per country. All data collection was conducted in the local language of the sampled sites; however, FGDs were facilitated in the local language using a translator who was often a member of CRS field staff from the target district.

The fieldwork for this study took place over six weeks from late April to mid-June 2019, beginning first in Malawi, Zimbabwe and ending in Madagascar (Table 3). The data collection and fieldwork in each country was completed over a period of about 12-15 days and led by a researcher from S34D partner PABRA and the Alliance who worked with a team of CRS country program and national partner staff.

*Table 3: DiNER Fairs and Harvest Timeframes*

Project Country	Timeframe for DiNER Fairs	Harvest Timeframe
Madagascar	Mid-October to mid-December 2018	January to April
Malawi Summer seed fair/ goat fair Winter fair	December 2017  April 2018	
Zimbabwe	Mid-November to early December 2018	April-July

<sup>5</sup> Referred to as farmers throughout the paper

<sup>6</sup> Referred to as suppliers throughout the paper

<sup>7</sup> For more information see: <https://ics.crs.org/commcare>



### Semi-structured interviews

Over six weeks of data collection, the teams interviewed 429 respondents (395 farmers and 34 suppliers) in total across five sites in the three countries (Table 4). The semi-structured interview questions included both closed and open-ended questions asking respondents about their perceptions and benefits gained through DiNER Fair attendance in three stages: pre-fair; during the fair; and post-fair (see Annex 2 for the detailed SSI guide).

### Focus group discussions

In addition to interviews with respondents, FGDs were held with select farmers and suppliers in each of the targeted study sites. FGDs with farmers aimed to gain a more detailed understanding of respondent perceptions and the processes to participate in DiNER Fairs, what products, knowledge, and information were gained from participation, and how such participation has impacted their production systems, dietary diversity and incomes. A total of 143 farmers participated in 14 FGDs across the five targeted sites: 55 farmers in Madagascar (65% female and 35% male); 47 in Malawi (72% female and 28% male); and 41 in Zimbabwe (90% female and 10% male) (Table 5). See Annex 2 for the detailed FGD guides.

<b>Respondent (district, country)</b>	<b>N</b>
<i>Beloha, Madagascar</i>	76
Farmer participant	68
Local seed trader (private)	8
<b><i>Tsihombe, Madagascar</i></b>	<b>72</b>
Farmer participant	59
Local seed trader (private)	13
<b><i>Mzimba, Champhira, Malawi</i></b>	<b>107</b>
Farmer participant	105
Local agro-dealer (private)	2
<b><i>Kasungu, Kaluluma, Malawi</i></b>	<b>36</b>
Farmer participant	33
Local agro-dealer (private)	3
<b><i>Gwanda, Zimbabwe</i></b>	<b>138</b>
Farmer Participant	130
Poultry breeder/trader	7
Local agro-dealer (private)	1
<b>Total Farmers</b>	<b>395</b>
<b>Total Suppliers</b>	<b>34</b>

*Table 5: FGD farmer participant characteristics by location and gender (N=143)*

Indicator	Participants (N)	%
<b><i>Farmers – Madagascar</i></b>	<b>55</b>	<b>100</b>
1. Beloha, women only	10	18.18
2. Beloha, mixed	8	
Men	5	9.09
Women	3	5.45
3. Beloha, mixed	8	
Men	5	9.09
Women	3	5.45
4. Tsihombe, women only	10	18.18
5. Tsihombe, mixed	9	
Men	5	9.09
Women	4	7.27
6. Tsihombe, mixed	10	
Men	4	7.27
Women	6	10.91
<b><i>Farmers – Malawi</i></b>	<b>47</b>	<b>100</b>
7. Champhira, mixed	20	
Men	2	4.25
Women	18	38.30
8. Champhira, mixed	10	
Men	4	8.50
Women	6	12.77
9. Kaluluma, mixed	6	
Men	1	2.13
Women	5	10.65
10. Kaluluma, mixed	11	
Men	6	12.77
Women	5	10.65
<b><i>Farmers – Zimbabwe</i></b>	<b>41</b>	<b>100</b>
11. Ward 4, Gwanda South, women only	8	19.51
12. Ward 4, Gwanda South, mixed	12	
Men	3	7.32
Women	9	21.95
13. Ward 4, Gwanda South, mixed	10	
Men	1	2.44
Women	9	21.95
14. Ward 24, Gwanda South, women only	11	26.83

The supplier FGDs aimed to gain more insight into the processes to engage suppliers in meeting the local input market demand through DiNER participation. Specifically, questions focused on understanding the specific information provided to suppliers before and during the fair, how products were tailored to meet client needs, and how participation changed or expanded their business post-fair. Forty suppliers participated in five FGDs, one per target site respectively (Table 6). Suppliers present were of four main types: agrodealer shops, larger seed companies, sellers of local seed (whose wares were screened) and chicken traders.

*Table 6: FGD suppliers characteristics by location and gender (N=40)*

Indicator	Participants (N)	%
<b>Suppliers - Madagascar</b>	<b>20</b>	<b>100</b>
1. Beloha, women only	10	50.00
2. Tsihombe, mixed	10	
Male	1	5.00
Female	9	45.00
<b>Suppliers - Malawi</b>	<b>8</b>	<b>100</b>
3. Kaluluma, mixed	8	100.00
Male	7	87.50
Female	1	12.50
<b>Suppliers - Zimbabwe</b>	<b>12</b>	<b>100</b>
4. Harare, mixed		
Male	4	33.33
Female	2	16.67
5. Ward 24, Gwanda South, mixed		
Male	2	16.67
Female	4	33.33

Pre-coded interview data were analyzed using descriptive statistical approaches and disaggregated by country; additional tests for difference were explored based on respondent characteristics. Qualitative data from the interviews and FGDs were coded and analyzed to identify key trends and concepts (by country) to add a more comprehensive understanding as to *why* and *how* DiNER participation impacted both farmer and suppliers.

### Limitations

Findings from this case study are not representative of all farmer and supplier views, perspectives, and outcomes achieved through DiNER programming in the CRS's Southern Africa region or globally. The 3 projects included in this study were relatively short-term projects, lasting less than 24 months. The collective aim of this research and learning was to assess select CRS projects (in the SARO region) implementing DiNER Fairs to understand how access to quality inputs strengthens and restores their agricultural production, crop diversity, household dietary diversity, incomes, and expansion of input businesses during emergencies and recovery. These results provide a detailed description and case study examination of how DiNER approaches have affected farmers while at the same time expanded agricultural input supply at the last mile.

While a large sample of farmer across the three countries was taken (n=429), a global analysis was not feasible as the three country databases could not be combined. The analysis for the Malawi fairs is also limited given data collection errors associated with information on what products were purchased. It is noted throughout the results section the questions where Malawi data is not available. Lastly, the study did not oversample for pregnancy and lactating women, which limited the analysis on nutrition outcomes.

## Results

The findings draw from both the farmer and supplier SSIs and FGDs. Findings describe the overall context of DiNER Fair programming, benefits, and outcomes by country. First, the farmer socio-demographic information is presented to provide a general description of farmers, suppliers and their context across countries/sites. Following this general description there is a comparison of the results from the farmer and supplier interview data, which is supplemented by FGD findings. Results are organized and presented according to the study's key research questions and relevant similarities and differences across countries are noted.

### Respondent characteristics

395 farmers were interviewed across Madagascar, Malawi, and Zimbabwe (Table 7). Most participants were women (60.5%), over the age of 30 (77.7%), with quite a substantial number over 50 years old (39.5%) and married or living in union (69.9%). Most participants lived in male-headed households and three-fifths had children under five years in the home (60.0%). A respondent could have children in multiple age groupings, therefore children under 5 distributions are not mutually exclusive. On average, respondents owned 1.2 hectares of land, at least half were member of a formal group in their community with 50.4% belonging to a SILC group. A respondent could be a member of more than one group, therefore group membership distributions shown here are not mutually exclusive.

*Table 7: Semi-structured interview farmer participant sample characteristics (N=395)*

Indicator	Mean	Min	Max	N	%
<i>Gender</i>				395	
Male				156	39.5
Female				239	60.5
<i>Age<sup>8</sup></i>				395	
Less than 25 years				45	11.4
25-29 years				43	10.9
30-49 years				151	38.2
50 + years				156	39.5
<i>Household type</i>				276	
Male-headed				254	64.3
Female-headed				22	5.6
<i>Household status</i>				395	
Married, or living conjointly				276	69.9
Not married				52	13.2
Widowed				65	16.5
Child-headed				2	0.5
HH with Children (not mutually exclusive)				237	60
HH with no children under 5 years old				158	40.0
HH with children 0-5 months				28	7.1
HH with children 6-23 months				72	18.2
HH with children 24-59 months				178	45.1
<i>Land area owned (Ha) (median=1.2)</i>	1.59	0	24.0	394	
<i>Group membership</i>					
SILC				130	50.4
Livestock group				61	23.6
Farmer/crop demo group				43	16.7
Marketing group/cooperative				16	6.2
CARE/Nutrition group				8	3.1

Differences were noted in farmers interviewed across the three countries (Table 8). While in all three countries farmers were generally older, in Zimbabwe, over half were over the age of 50 (53.8%). This is not surprising considering the outmigration of youth in Matabeleland South urban areas such as Bulawayo or

<sup>8</sup> Age was determined by asking respondents to indicate their age based on a range in years; their actual age was not requested.

neighboring Botswana and South Africa for alternative livelihoods opportunities; the outmigration rate for the province was 31% in 2017 (Zimbabwe ICDS 2017). Madagascar had the highest percentage of farmers less than 25 years (16.5%), followed closely by Malawi (13.8%) as compared to Zimbabwe where only 3.8% were less than 25. Household marital status differences were also noted across countries; while most of all farmers were married or living conjointly, a quarter of Zimbabwe farmers were widowed, and a quarter of Madagascar farmers were not married. Additionally, while most of farmers' households were male-headed, there was a significant difference across the sample; Madagascar had a larger proportion of female-headed households (15.0%) as compared to Malawi and Zimbabwe (8.1% and 1.2% respectively). The higher number of female-headed households noted in southern Madagascar is likely due to the practice of separation (e.g. divorce).

Table 8: Farmer participant sample characteristics by country (N=395)

Indicator	Madagascar (n=127)	Malawi (n=138)	Zimbabwe (n=130)
Gender, female=1 (%)	53.5	62.3	65.4
Age (%)***			
Less than 25 years	16.5	13.8	3.8
25-29 years	9.4	13.8	9.2
30-49 years	37.8	43.5	33.1
50 + years	36.2	29	53.8
Household type, female-headed (%)***	15.0	8.1	1.2
Household status (%)***			
Married, or living conjointly	63.0	80.4	65.4
Not married	25.2	6.5	8.5
Widowed	11.0	13.0	25.4
Child	0.8	0	0.8
HH with Children (not mutually exclusive)	76.4	52.2	52.3
HH with no children under 5 years old	23.6	47.8	47.7
HH with children 0-5 months	12.6	5.8	3.1
HH with children 6-23 months	33.1	13.0	9.2
HH with children 24-59 months	54.3	37.7	43.8
Land area owned (Ha), mean	1.86	1.34	1.60
Group membership (not mutually exclusive)			
SILC	-	72.3	35.9
Livestock group	71.7	-	43.8
Farmer/crop demo group	-	20.3	20.3
Marketing group/cooperative	23.9	3.4	-
CARE/Nutrition group	4.3	4.1	-

\*90% confidence level, \*\* 95% confidence level, \*\*\* 99% confidence level

## RQ1a-How does DiNER Fair participation improve households' crop and agricultural diversity?

Expanding diversity of farming systems enhances the systems resilience in the face of climatic shocks and stressors, a critical challenge many farmers face in all three countries. Diverse farming systems can also provide access to diverse foods that could provide a foundation to support diverse diets. In order to illustrate if access to seed through a DiNER Fair effected agricultural diversity, farmers were asked to indicate the various seeds and products purchased with cash or voucher, if they purchased it for the first time, and what they did with the products purchased.

In Madagascar, the seeds most purchased by the 127 farmer respondents with the vouchers were maize and cowpea (Table 9) with 524 kgs of maize seed and 375 kg of cowpea seed being purchased (

*Table 9: farmers interviewed that purchased each item offered at the fair – Madagascar (N=127)*

Crop seed	Percent	Number
Maize	94%	120
Cowpea	89%	112
Mungbean	43%	55
Peanut	37%	47
Pearl Millet	25%	32
Sorghum	24%	31
Red Lablab	23%	30
Groundnut	17%	19
Lima bean	5%	5
Red Lima bean	5%	5
White lablab	5%	5
Shovel	6%	7
Ax	23%	29

Figure 1).

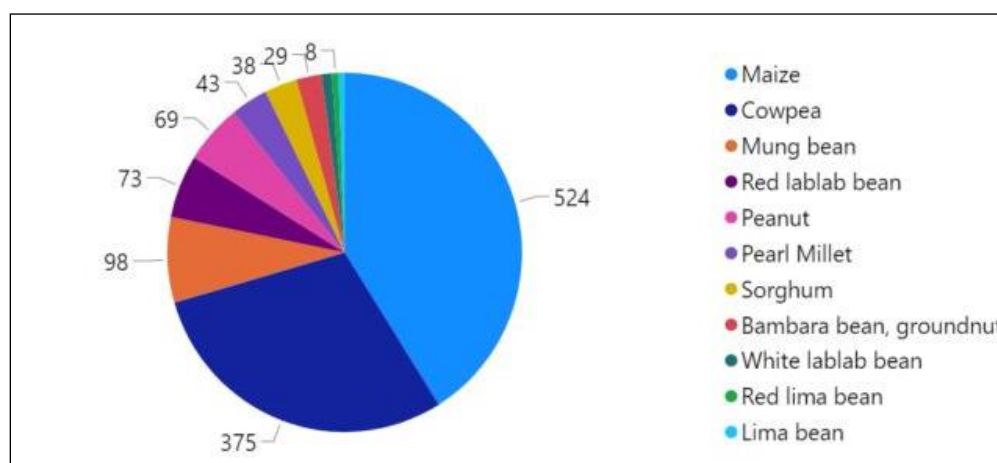
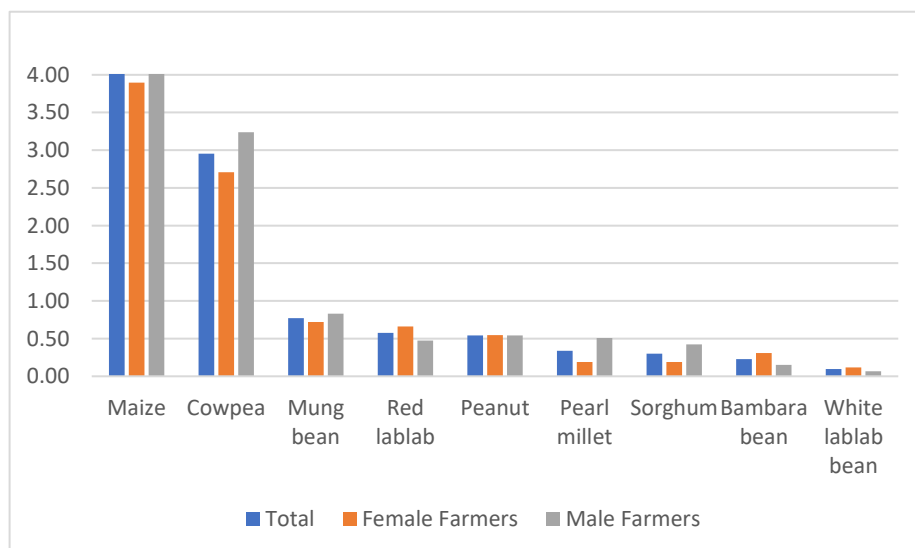


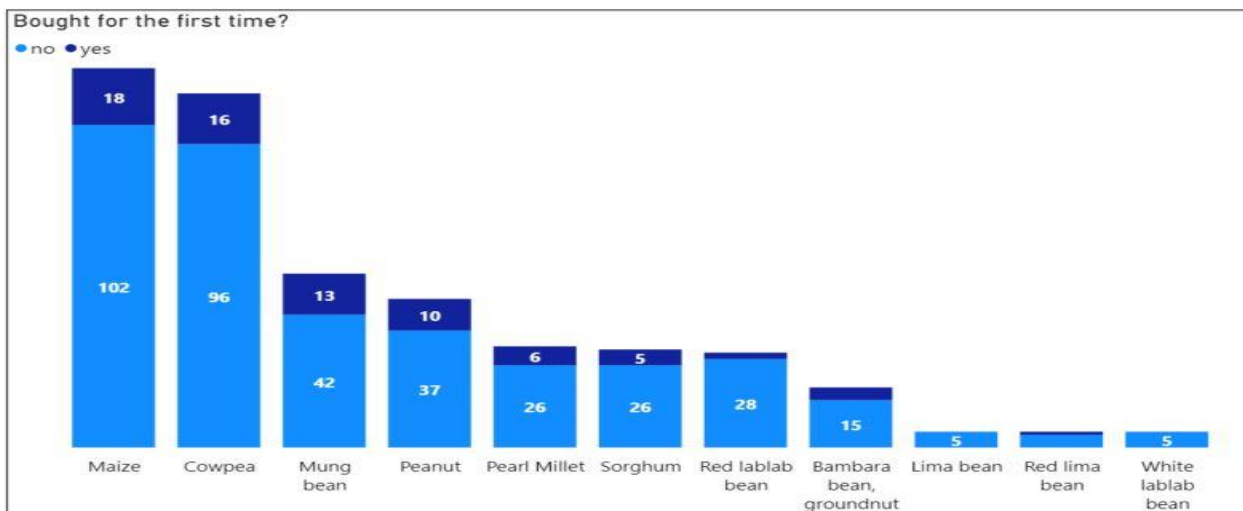
Figure 1: Total seed quantity (kg) purchased by all farmers, Madagascar



Slightly more than 40% of farmers purchased mung bean and 37% purchased peanuts. Male and female farmers selected similar proportions of seed purchased (**Error! Not a valid bookmark self-reference.**).

Figure 2: Average quantity (kg) of seed purchased by respondent in Madagascar, sex

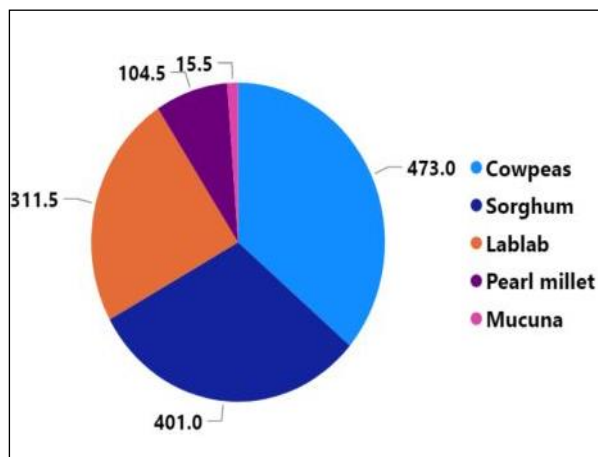
Figure 3: Number of farmers that purchased a crop seed for the first time Madagascar



Most farmers in Madagascar had purchased these seeds before, but a small proportion of farmers purchased these seeds for the first time using their voucher (Figure 3). For example, 18 of 120 farmer respondents that purchased maize seed, used their voucher to purchased maize for the first time. For the top 4 crops, male farmers were likely to purchase the crop seed for the first time slightly more than female farmers. Across all the seed purchased for the first time, 54 farmers stated they purchased it as it was the first time the seed was available to them). Nineteen farmers stated they purchased the seed for the first time as they knew it was highly productive.

For Zimbabwe, of the five crops on offer at the fair. Overall, the largest volume of seeds purchased by farmers included cowpea (473kg), followed by sorghum (401kg), lablab (312kg), millet (105kg), and *Mucuna* (16kg) (Figure 4).

Figure 4: Total seed quantity (kg) purchased by all farmers, Zimbabwe



Slight differences were observed in average quantity of each seed purchased by male and female farmers (Figure 5). Note that lablab and Mucuna are important for reasons that go beyond food security: both can provide good soil cover, enrich the soil with nitrogen and organic matter, and are excellent feed for livestock (note, *Mucuna* is not eaten).

Figure 5: Average quantity (kg) of seed purchased by respondent in Zimbabwe, sex

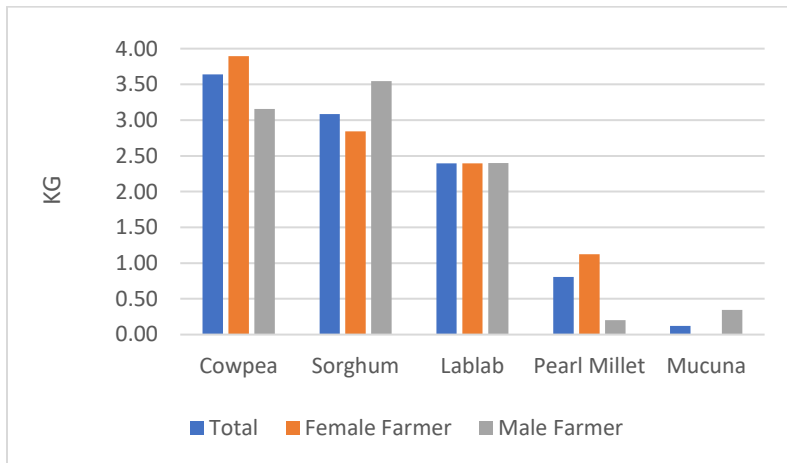
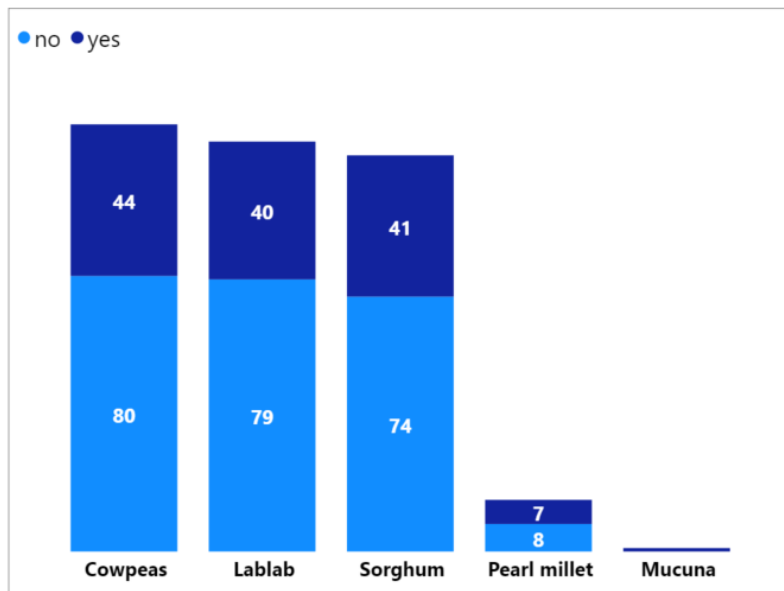


Figure 6: Number of farmers that purchase seed, by crop, for the first time Zimbabwe





In Zimbabwe, while the majority of farmers had purchased these crop seeds before, approximate one-third of participants who purchased cowpeas, lablab and sorghum at the fair, purchase that crop seed for the first time (Figure 6). For the farmers who said they purchased a seed for the first time, the two most mentioned reasons why a farmer purchased seed for the first time were: 1) available to her/him for the first time (20 farmers) and 2) made the seed affordable (18 farmers). Other common reasons seeds were purchased for the first time were: variety is known to be highly productive (15 farmers), recently learned about it at an agriculture or nutrition group meeting (13 farmers), crop variety is drought resistant (14 farmers) or disease-resistant (7 farmers), and offers family a more diverse diet (9 farmers).

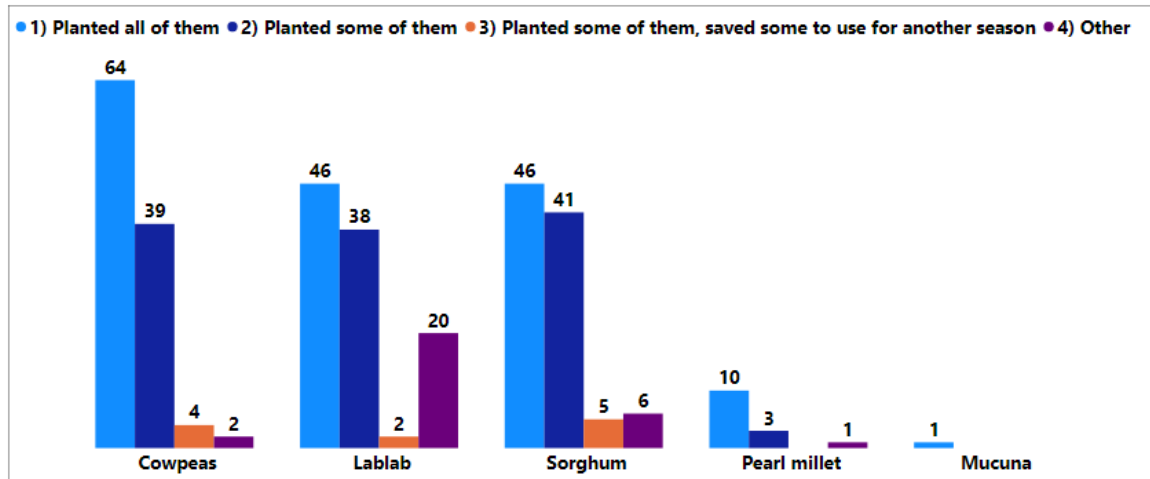
From the Malawi FGDs, it is clear that fairs help introduce crop varieties that are fast-maturing and drought-resistant. It enabled some farmers to incorporate more crops into their crop profile of maize and groundnuts, which allowed for mixed cropping. Making seed available for a new crop or a new variety is important for farmers to access it, but farmers also need to have knowledge about these seeds to guide their purchases and use so the study explored during the FGDs what information farmers received about seeds or products they purchased for the first time. In Madagascar, of the six FGDs, three FGDs stated they were sensitized on use of the new products during the fair. Four of six FGDs said the information received before or during the fair about new products was enough to meet their needs. Farmers mentioned they received information on seed cultivation for some crops. In addition to agriculture-based information, farmers mentioned they learned new ways of cooking foods grown from the seed purchase at the fair as well as nutrition information related to the crops being promoted.

During the FGD in Zimbabwe, some farmers did receive information on new products before or after the fair while other farmers did not. Some farmers received information from *Umlimisi* (village level communication) or ADRA staff before the fair, CRS staff after the fair or from Agritex officers after the fair. Agritex Extension workers established demonstration plots post-fair to show participants proper planting practices and there were follow-up visits. ADRA provided some information before the fair on management of lablab leaves i.e., drying and baling. The farmers were satisfied with information provided on caring for chickens and planting seeds. The participants are happy to receive continued training.

In Malawi, lead farmers and extension workers disseminated information. Some of the extension workers utilized opportunities at VSLA/SILC Groups to pass on information about seed. The project implementers also provided product instructions to guide use post-fair. Overall, feelings were that the information was enough, but refreshers would be important.

Accessing seed is necessary, but not sufficient in diversifying one's farming system as the seed may be used for other purposes. In Zimbabwe, 95% of 130 respondents purchased cowpea seed, 92% lablab, 85% sorghum, 12% purchase millet and 1% mucuna. Of the 109 farmers who purchased cowpea, 64 planted all seed received at the fair while 39 planted some of the seed, 4 saved some seed for another season and 2 did something else with the seed. Similar trends were seen with lablab and sorghum (Figure 7). For the seed that was not planted, some farmers stated they saved seed for the next season or did not plant as the rains were erratic.

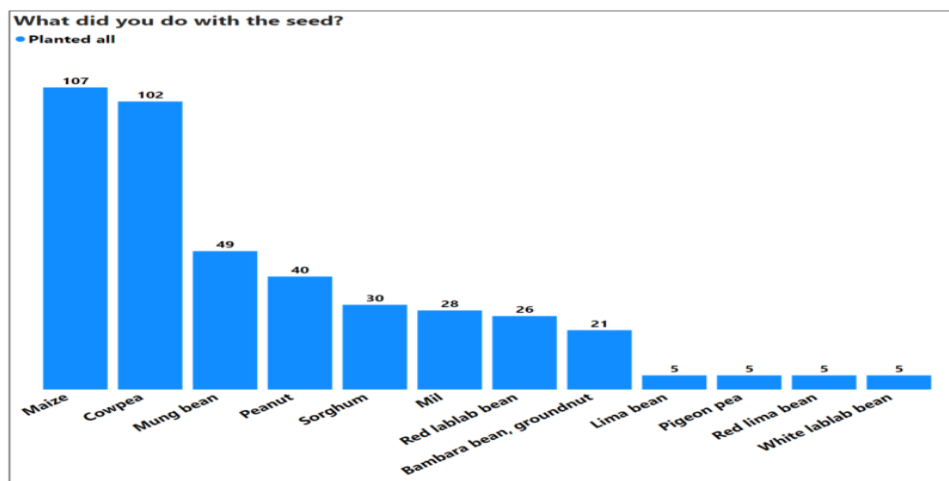
Figure 7: What did you do with the seed during the farming season following the fair, Zimbabwe (number of farmers)



The majority of farmers in Madagascar planted the seed they received at the fair (Figure 8)<sup>9</sup> with 107 farmers who purchase maize seed, planting all of the maize seed, 102 farmers who planted all of their cowpea seed, 49 for mung bean, 40 for peanut, and so forth. For the few farmers who did not plant all of the seed, some said

Figure 8: Number of farmers who planted all seed for each crop purchased, Madagascar

; with the Madagascar implementation team suggested that holding the DiNER Fair at the same time as a food distribution likely discouraged the consumption of the seeds purchased at the fair.



It is not surprising that 100% of those interviewed in Zimbabwe used their vouchers to purchase chickens at the fair as there was a voucher specific for chicken. Of those who purchased chicken, over 37% said they purchased them for the first time. Twenty-four farmers stated they purchased chickens for the first time as a source of income, 13 because the breed was highly productive, 9 said the voucher made them affordable, 6 stated to have more diverse diets and improved nutrition, and 5 said it was the first time available to them. Some farmers experienced difficulties with their chicken surviving the trip home from the fair and later when disease was detected. The farmers suggested that fairs organizers need further guidance on how chickens are

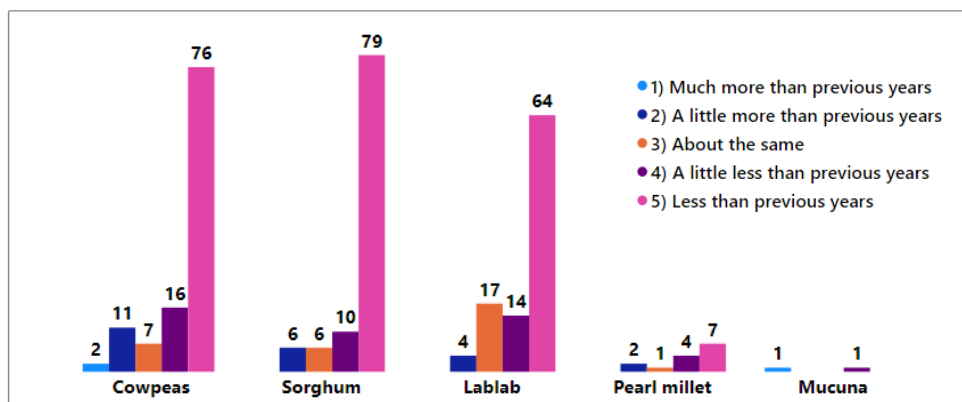
<sup>9</sup> N values for each crop are listed here: Maize -120, Cowpea -112, mungbean - 55, peanut - 47, pearl millet - 32, sorghum - 31, red lablab - 30, bambara bean - 19, lima bean - 5, red lima bean - 5, white lablab - 5

managed in terms of vaccination, transportation and handling throughout the fair process (i.e., access to water at fair site, effects of hot weather).

### RQ1b-How does DiNER participation improve farmer households' agricultural production?

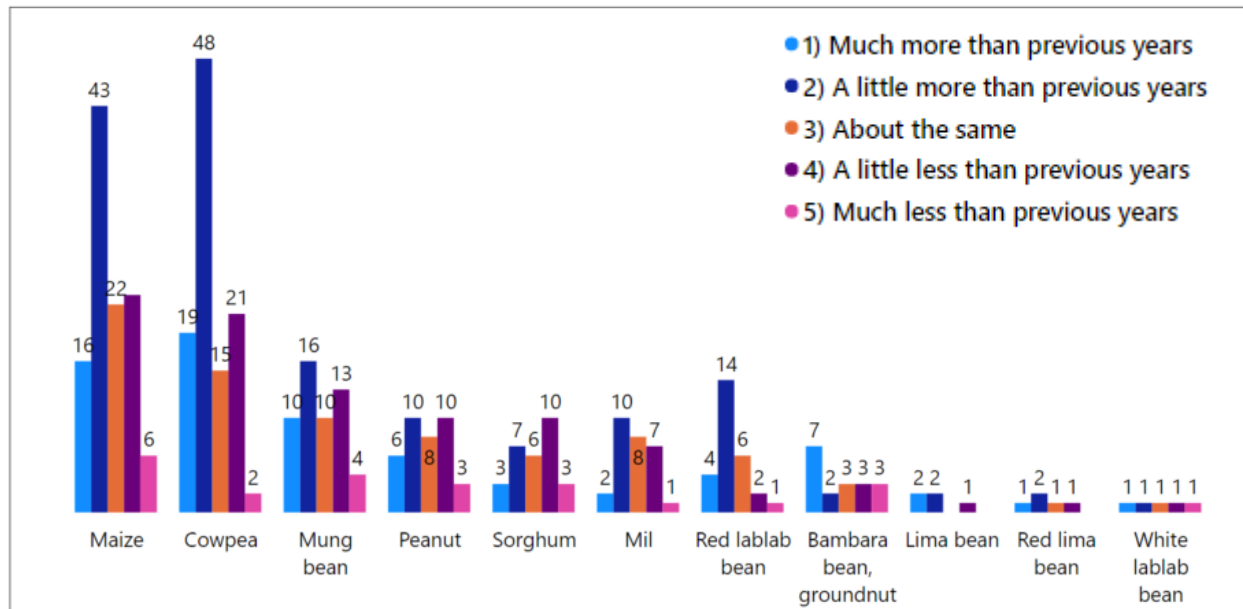
The study seeks to understand how farmers perceived the change in their crop productivity for the first harvest post-fair. In Zimbabwe, 97% of respondents purchased cowpea, 87% sorghum, 85% lablab, 12% pearl millet and 2% macuna. The majority of the Zimbabwe respondents stated that the harvest levels were a little to a lot less than the previous harvest. With 92 respondents who purchase cowpea seed states that the harvest was less than before. Similar results for sorghum and lablab seed. Respondents believe the poor harvest was due to the drought. Zimbabwe's farmers noted a growth in the number of chickens per household post-fair, but disease and the severe drought effected this growth.

Figure 9: Zimbabwe farmers response to "Following planting the seeds, vines, or saplings after the fair, how would you describe your harvest by crop? (Number of farmers)



For Madagascar, the majority of the farmers stated that they had more to harvest than the previous year. Of the respondents, 59 farmer who purchased maize seed stated that the harvest was little or much more than last year, 67 farmers for cowpea, 26 farmers for mung bean, 16 farmers for peanut and so forth (Figure 10). In the SSI, few farmers expressed that drought and/or flood affected their harvest. The FGD with Madagascar farmers highlighted that pests (FAW, aphids), in at least two locations, negatively affected the harvest. The FGD highlighted that expanded access to seed enabled planting of more land.

Figure 10: Madagascar Farmers response to "Following planting the seeds, vines, or saplings after the fair, how would you describe your harvest by crop? (Number of farmers)



Given the data collection issues in Malawi, this study relies on the results of the Malawi FGDs with farmers, which suggest that yields were relatively higher compared to past year in Malawi. The Sasakawa<sup>10</sup> method of planting was mentioned a lot in Malawi as a way that enabled farmers to improve their planting method of the seeds they purchased at the fair. Overall, farmers who did not face a climate shock produced more during the crop season after the fair than before, though some of this could be derived from planting higher quality seed, (drought-tolerant/disease-resistant), or planting additional land. Farmers who experienced major drought conditions found their production levels to be less.

### RQ1c-How does DiNER participation improve farmer households' dietary diversity and consumption of nutritious foods?

A key tenet to promote nutrition security for smallholder households is to increase access to locally available nutritious foods. In many of CRS' integrated food/nutrition security programs, the agency seeks to enhance participants' dietary diversity by introducing new nutrient-rich foods, as well as increase consumption of existing nutrient-rich foods, especially for pregnant and lactating women (P&LW) and young children (CU2 or CU5). To support these efforts, DiNER Fair methodology often shares nutrition information leading up to the fair and at the fair as a behavior change mechanism on what is sought at the fair.

*Table 10 : Number of men and women who received nutrition information that guided fair purchases*

Country	Gender	Received information	Did not receive information	Total
Madagascar	Total	112	15	127
	Female	60	8	68
	Male	52	7	59
Malawi	Total	58	80	138
	Female	33	53	86

<sup>10</sup> Method where farmers plant one seed per planting station (hole) as compared to planting 3 seeds.

Nutritional information provided to farmers at the DiNER fairs varied substantially by country. In

	Male	25	27	52
Zimbabwe	Total	75	55	130
	Female	49	36	85
	Male	26	19	45

Madagascar, most participants (88% of the 127 respondents) and more than half (58% of the 138 respondents) of participants in Zimbabwe received nutrition information that guided what crop seeds and products they purchased at the fair. In contrast, over half of Malawi farmers (58%) indicated that they did not receive any nutrition information to guide their purchases at the fair (Figure 12/Table 10). Overall, in Madagascar and Zimbabwe an equal proportion of males and females received the nutrition messages, illustrating no bias in who received messaging. In Malawi, 38% of female farmers and 48% of male farmers received nutrition information (Table 10). Eighty percent of farmers from Madagascar indicated that they received nutrition information through messages at the fair. For Malawi and Zimbabwe farmers, messages at the fair were not well noted (15% and 5% respectively), but 35% of farmers in Malawi, 22% in Zimbabwe and 11% in Madagascar received nutritional information from agriculture extension agents or lead farmers before the fair. Farmers in Madagascar and Zimbabwe received information on crop nutrient content for human nutrition (53% and 46% respectively). In Zimbabwe, 48% mentioned receiving information on the nutritional benefits of livestock (e.g., chickens).

As the products offered at the fair were foods normally consumed by the community, it is no surprise that there were very few households who consumed a new food they grew/raised from purchases at the fair (23%). Introducing a new food to a household takes additional activities such as awareness raising, recipe development and cooking demonstrations, which were likely outside of the scope of these projects given all three projects were 20 months or less.

Without changes in dietary diversity, the study looked at changes in consumption of food normally consumed and explored if the changes in harvest shown in Figure 9 and Figure 10 led to changes in the amount of food available at home for consumption as the harvest could have been sold or environmental factors could have affected productivity. For cereals, 93 of the 138 farmer respondents in Malawi and more than half of the 127 farmer respondents in Madagascar believed they had more cereals available for consumption because of their participation in DiNER fairs. In contrast, almost two-thirds or 79 of the 130 Zimbabwe farmer respondents noted they had less cereal available after their DiNER participation, with just less than one-third or 40 believing their cereal available was about the same as compared to before the fair (Figure 13). Zimbabwe participants noted that the drought resulted in less being available.

Figure 13: Relative amount of cereals available for consumption compared to before and due to the fair, as reported by number of farmers

Figure 12: Number of farmers who received information on nutrition that guided fair purchases)

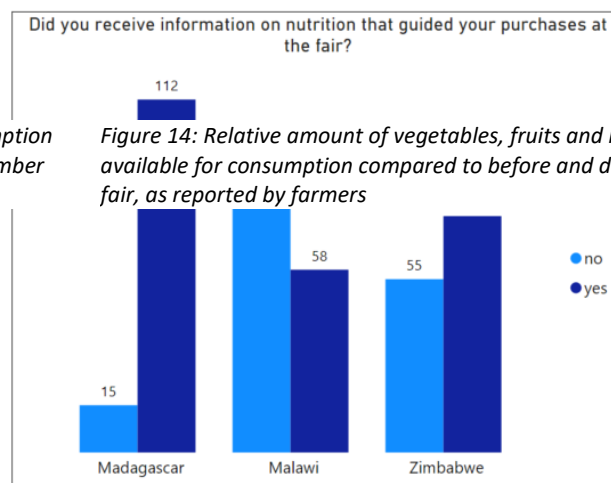
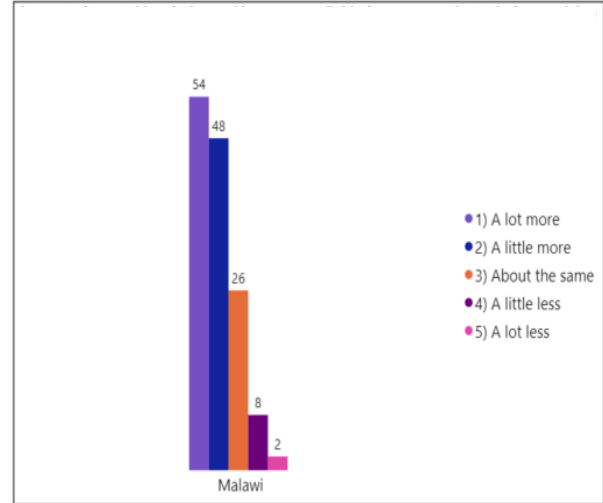
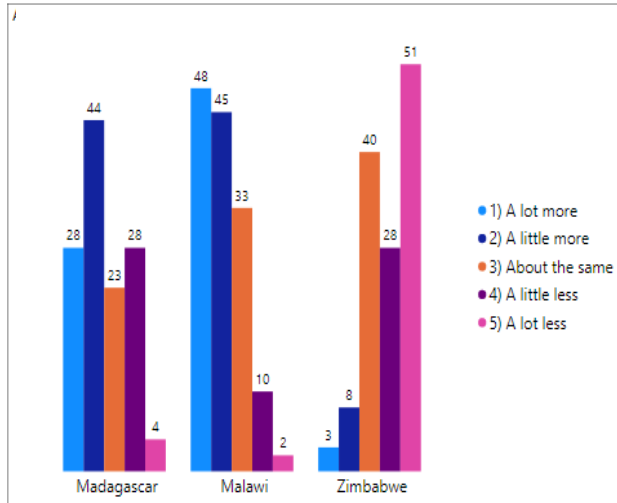


Figure 14: Relative amount of vegetables, fruits and legumes available for consumption compared to before and due to the fair, as reported by farmers



The study also observed the amount of vegetables, fruits, and legumes available for consumption in Malawi only as vegetables were not offered at the fairs in Zimbabwe and there was an enumerator error with Madagascar data. In Malawi, nearly three-quarters (74%) or 102 of the 138 farmers responding to this question noted that they had more vegetables, fruits, and legumes available for consumption (Figure 14: *Relative amount of vegetables, fruits and legumes available for consumption compared to before and due to the fair, as reported by farmers* Figure 14).

Figure 15: Amount of ASF available for consumption compared to before and due to the fair.

The study also looked at the amount of animal source foods (ASF) available for consumption by farmers and their family after the fair for Zimbabwe only as no animals were on offer at the Madagascar fair and only a few people in the Malawi sample attended the goat fair. In Zimbabwe, 45% or 58 of the 130 farmer respondents noted that they had more ASF available for consumption with 19% or 25 farmer respondents stating it stayed the same. Thirty-six percent or 47 farmer respondents stated ASF was a little or a lot less (Figure 15). Note chickens were vaccinated upon arrival at the fair as vendors were required to provide certificates from animal health inspectors. Although chickens were vaccinated, there were reported cases of chicken disease that resulted in chicken death in some districts. The level of ASF may have also been affected by the severe drought that affected the availability of chicken feed as well as encourage the sale of the chicken to earn cash to purchase food.

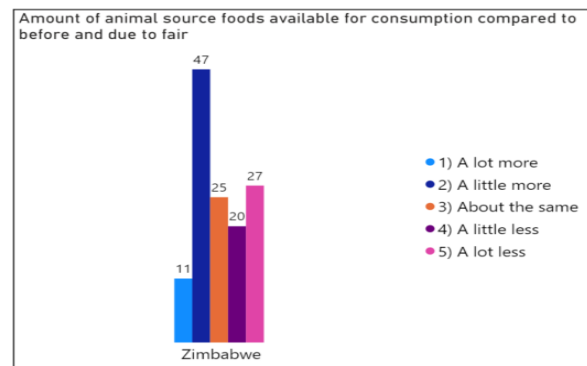
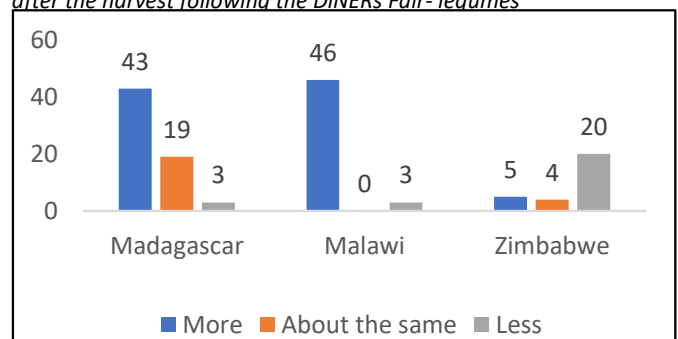


Figure 16: Changes in consumption by children (ages 6-59 months) after the harvest following the DiNERs Fair- legumes



Knowing that more than half the farmers interviewed in Malawi and Madagascar had more cereals available, that 74% had more vegetables available in Malawi for consumption and 45% of farmers in Zimbabwe had more ASF available, the study then explored if there were any changes in the consumption of these foods by CU5 as there was insufficient data to explore changes in consumption for pregnant and lactating women and adolescent girls.

In Madagascar, farmers said the fair made some contribution in what their households consume. This is despite the pests that attacked part of their crops. The crops that were consumed more were cowpea (*niebê*) and mung bean (*amberique*). Farmers mentioned “we have more relish from vegetables...”. The farmers in Malawi said the fairs enabled their households to consume a variety of food groups. The crop diversification enabled harvest of multiple crops some of which could be consumed together. In a women’s FGD, it was said that children are now able to eat soya porridge when going to school. From the SSI, 66% (N=65) and 94% (N=49) of farmers who found this question applicable mentioned legume consumption was higher in Madagascar and Malawi, respectively. For Zimbabwe, 69% of the applicable 29 respondents noted CU5 legume consumption was less after the fair (Figure 16), which is not surprising as 80% of respondents who purchase cowpea seed stated that the harvest was less than before. The women’s FGD reiterated that the drought led to a poor harvest. Of the 65 Malagasy and 49 Malawian farmers in which this question was applicable, 64% and 94% stated there was increased consumption of vegetables and fruits by CU5 in Madagascar and Malawi (Figure 17). Changes in ASF consumption for CU5 before and after the DiNER fair in Zimbabwe was less obvious (Figure 18), which aligns with the findings about the availability of ASF for consumption post-harvest.

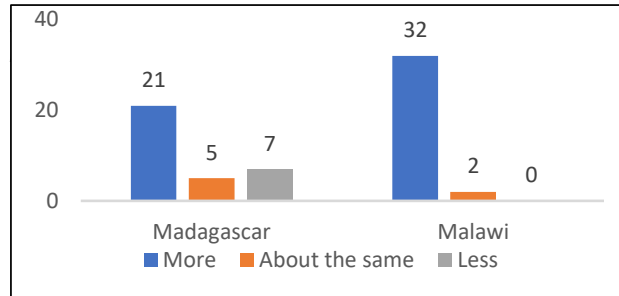
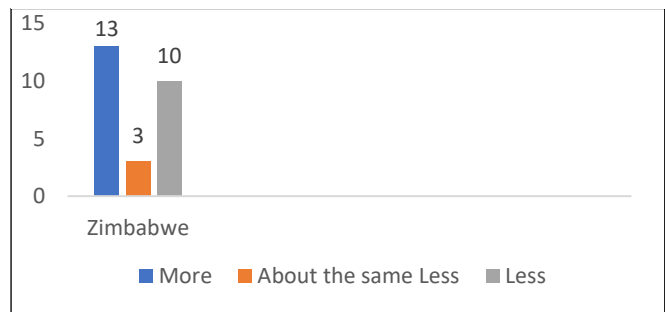
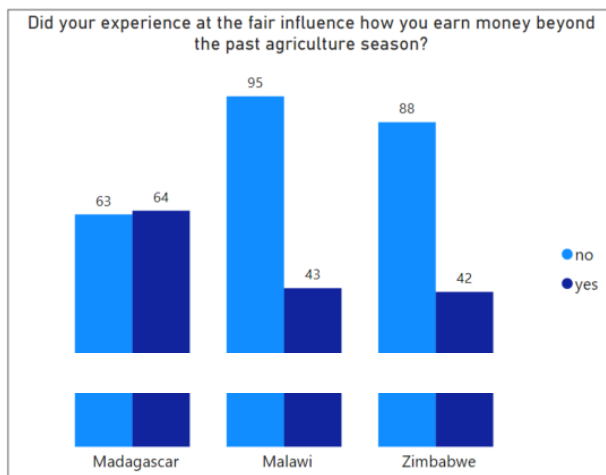


Figure 18: Changes in consumption by children (ages 6-59 months) after the harvest following the DiNERS Fair- ASF



### Q1d-How does DiNER participation improve farmer households’ agricultural income?

In Malawi and Zimbabwe, approximately two out of five of participants believed DiNER participation did help them earn money immediately from the harvest post-fair (45% of 138 respondents and 40% of 130 respondents respectively) (Figure 19) and three of five of participants in Madagascar responded similarly. Thirty-two percent of farmer respondents in Malawi and Zimbabwe and 50% in Madagascar believed their DiNERS experience had influenced their ability to earn money past the current cropping season (Figure 19). This is not surprising as most farmers interviewed in Madagascar stated they had larger harvests and



similar sentiments were gathered from the Malawi farmer FGD.

Figure 20: Number of farmers whose experience at the fair helped them earn more money beyond the past agriculture season

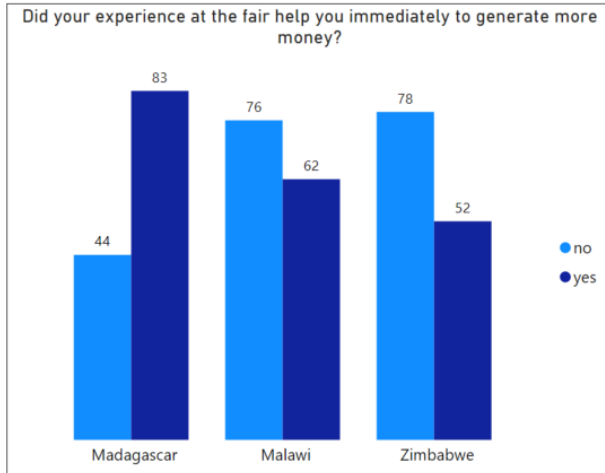


Figure 20, Figure 21 and Figure 22 capture the top 3 methods of 138 farmer (Madagascar: 69, Malawi: 29 and Zimbabwe: 40) who said their income increased. Across all 3 countries, farmers who did see an increase in income stated that they focus more on a crop that they could sell, started to sell a new variety or produced more of a crop or livestock that they sold. In Malawi, the FGD highlighted the ability to sell fritters made from beans, soybean and wheat flour which generated income. In Zimbabwe, many farmers had poor harvest, so few crops were available for sale. For the farmers who did see increases in immediate income, 65% expressed it was from the sale of chickens, which was reaffirmed with findings of the FGD that highlighted the sale of chickens, eggs and dried cowpea leaves. For those farmers who said the fair influenced how they generated income past the current agriculture season about 81% of farmers in Malawi and Madagascar said it was from a focus on more cash crops. From the FGDs, participants perceived that there were increased incomes where harvests were higher and farmers were able to sell surplus. As this was a perception question, factors such as market prices were not considered.

Figure 21: Top 3 ways farmer income increased in Madagascar

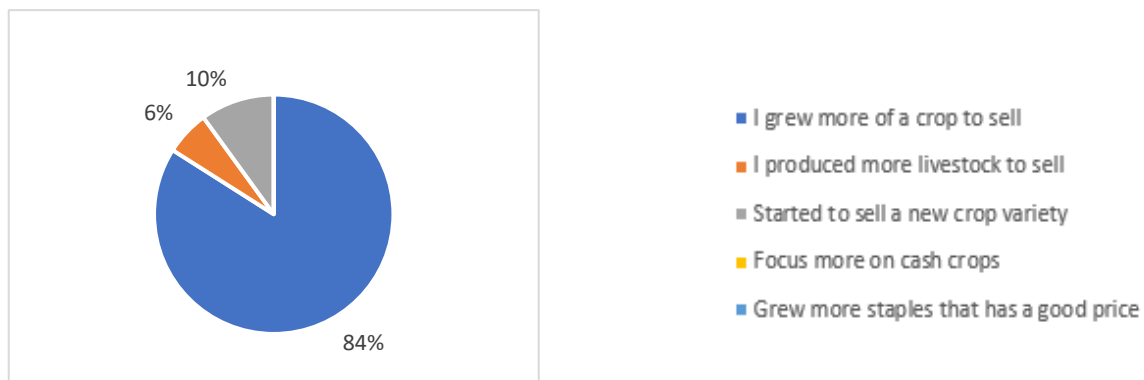




Figure 23: Top 3 ways farmer income increased in Malawi)

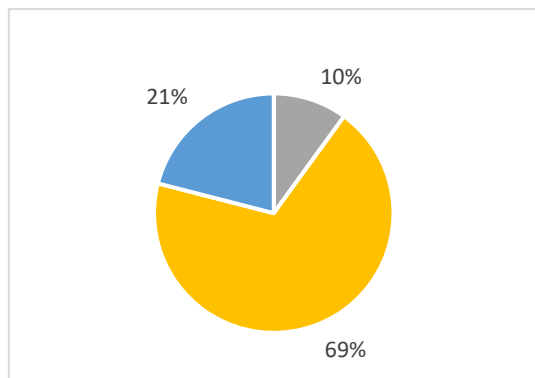
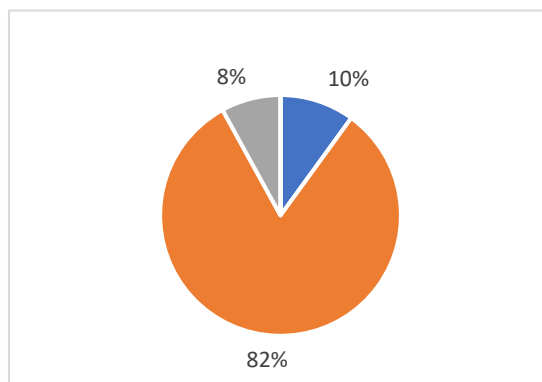


Figure 22: Top 3 ways farmers income increased in Zimbabwe



RQ1e-How has DiNER participation significantly changed farmers’ and their family’s lives?

This question sought to appreciate how DiNER participation strengthened smallholder farmers’ resilience and impacted their lives. Overall, in Madagascar (83% or 105 of 127 respondents) and Malawi (83% or 114 of 138 respondents) an overwhelming majority of farmers felt that participation in DiNER fairs has significantly changed their lives whereas in Zimbabwe about 68% or 88 of 130 respondents indicated this positive change (Figure 24). This result was also seen across different household types (Figure 25).

When examining the various significant changes brought about from DiNER participation, farmer respondents identified multiple changes (Figure 26). The most mentioned was “produce and eat more food” by 61% Madagascar and 73% Malawi farmers. Along the same vein, about 35% of Malawi farmers noted that DiNER participation enabled them to “have food for more months”, essentially improving farmers household’s food security. In Zimbabwe, 27% of farmers felt DiNER fair participation changes included “purchased and raised more livestock” followed by “produce and eat more food” (25%). Additionally, in Madagascar, being able to pay for children’s school fees was a significant change noted by about 17% of farmers.

Figure 24: Number of farmers that state participation in the DiNER fair has had a significant change on their or their family’s lives

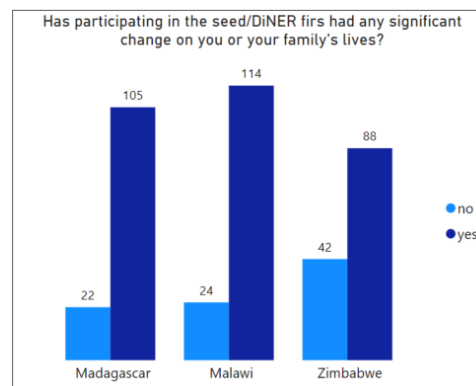


Figure 25: Number of farmers that state participants in the DiNER fair has had a significant change on their or their family’s lives by household head

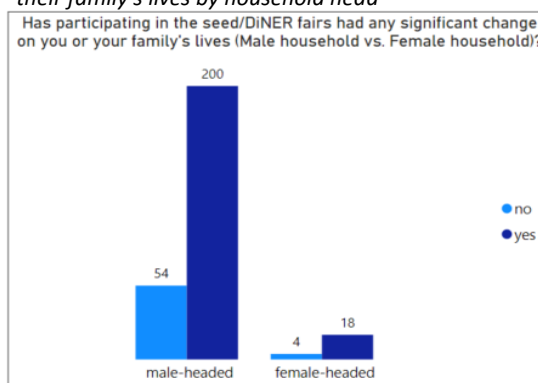
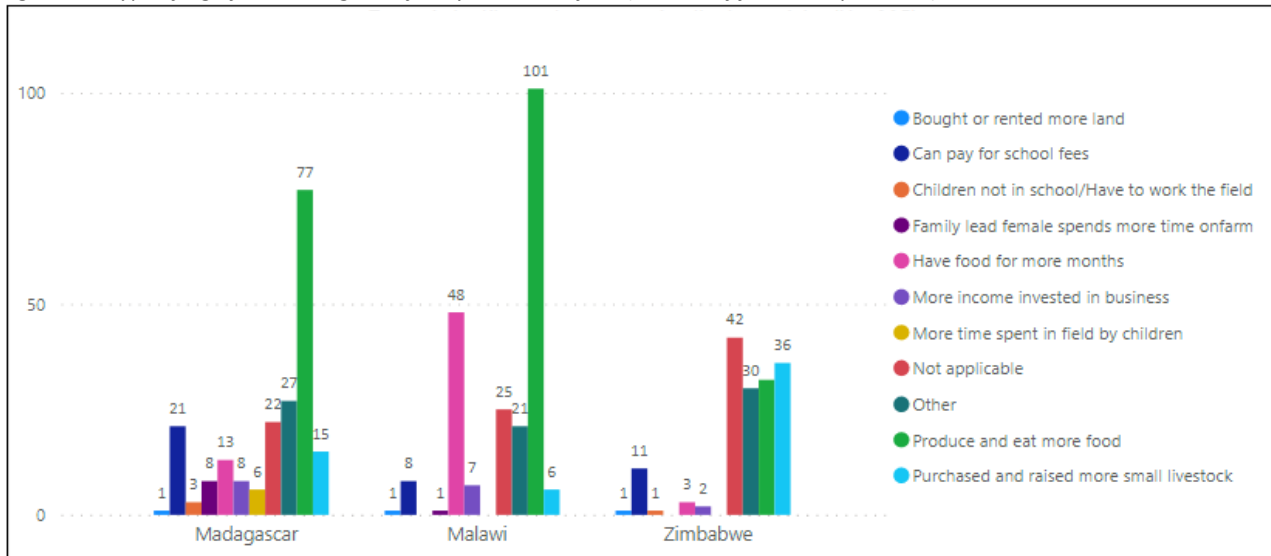


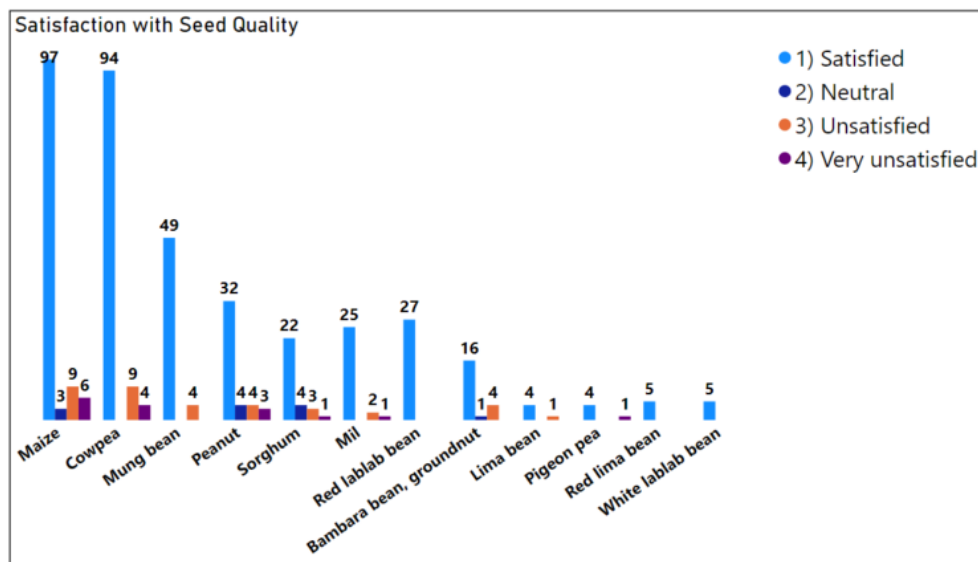
Figure 26: Type of significant changes on family due to the fairs (number of farmer respondents)



### RQ2a-How effective are DiNERs in disseminating quality seeds and other input products?

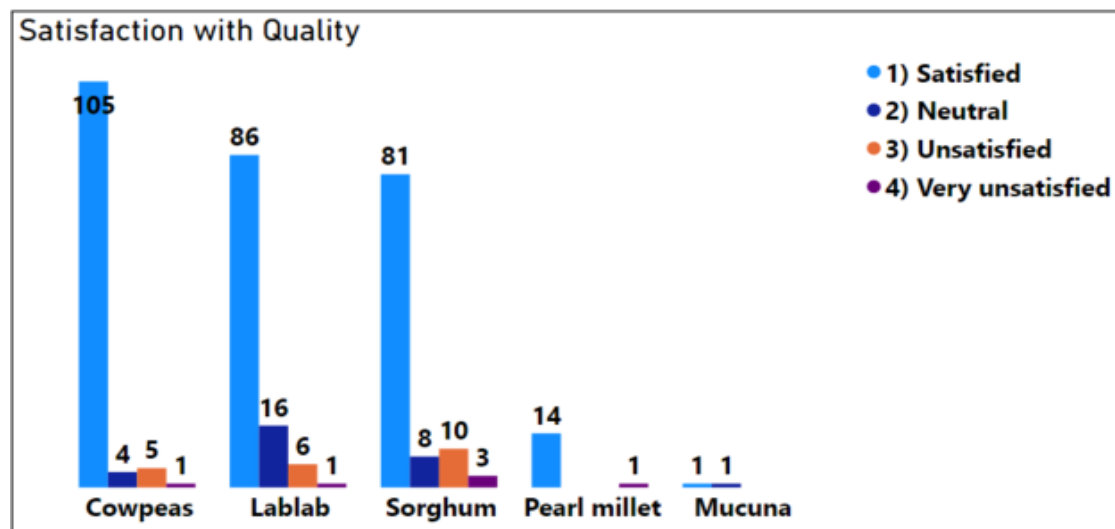
Overall farmers in Madagascar were satisfied with the seed quality offered at the DiNER fairs. With 84% (N=115) and 88% (N=107) of Malagasy farmers who purchased maize and cowpea being satisfied with the seed quality, respectively. For those who purchased mung bean, 92% (N=53) indicated that they were satisfied with the seed quality at the fairs (Figure 27).

Figure 27: Farmers satisfaction with seed quality by crop, Madagascar



Like Madagascar, farmers in Zimbabwe, overall, were satisfied with the seed quality at DiNER fairs. Many farmers (91%, N=115) who purchased cowpea were satisfied. Eighty percent (N=102) who purchased sorghum and 79% (N=109) who purchased lablab were satisfied (Figure 28). The farmers FGD, reaffirmed farmers overall satisfaction with seed quality in Madagascar and Zimbabwe. In Malawi, many respondents were satisfied with the quality of the seed on offer, but there were concerns that some of the seed was of poor quality and/or expired, particularly groundnuts. The FGD also raised some concerns on vendor(s) mixing varieties and this should be monitored.

Figure 28: Farmers satisfaction with seed quality by crop, Zimbabwe



Germination rates of the commodity seed purchased by Zimbabwean DiNER participants varied by crop. Almost 58% of the farmers who purchased cowpea seed and responded to this question noted that three quarters or more of the seed had germinated. For those farmers who purchased lablab and sorghum, about half (50% and 47%, respectively) stated that three quarters or more of the seed had germinated (Figure 30). Across these 3 crops, 15-20% of those who responded did not know the germination rate of the seed they planted. During the FGD with suppliers, they mentioned that when they reach out to those who bought from them at fair, they received positive feedback on the germination of the seed they sold.

The germination rates for the various seeds purchased by farmers in Madagascar varied also by crop.<sup>11</sup> For the 112 farmers in Madagascar who purchased maize and responded to this question, about 59% indicated three quarters or more had germinated. Twenty-two percent of those who bought maize responded that half germinated. For the 106 farmers who purchased cowpea and responded to this question, 56% indicated three quarters or more germinated and 24% indicated half. For those farmers who purchased mung bean, 43% (N=54) described that three quarters or more of the seed had germinated. Across these 3 crops, 13-25% of those who responded did not know the germination rate of the seed they planted (Figure 31).

<sup>11</sup> For reference, FAO seeks 80% germination rates for maize and vegetables even during emergencies and 70% germination rates for most legumes. FAO uses QDS standards when possible.

Figure 30: Number of farmers responses on germination rates by crop, Zimbabwe (N=130) (Other refers to "I don't know")

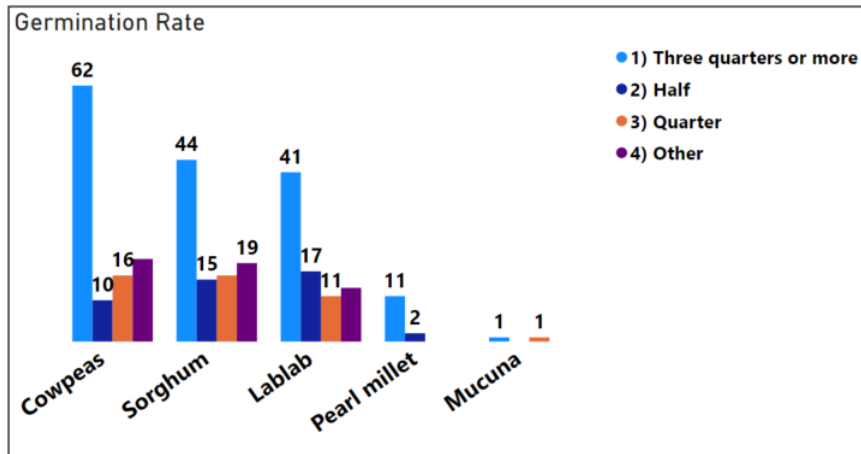
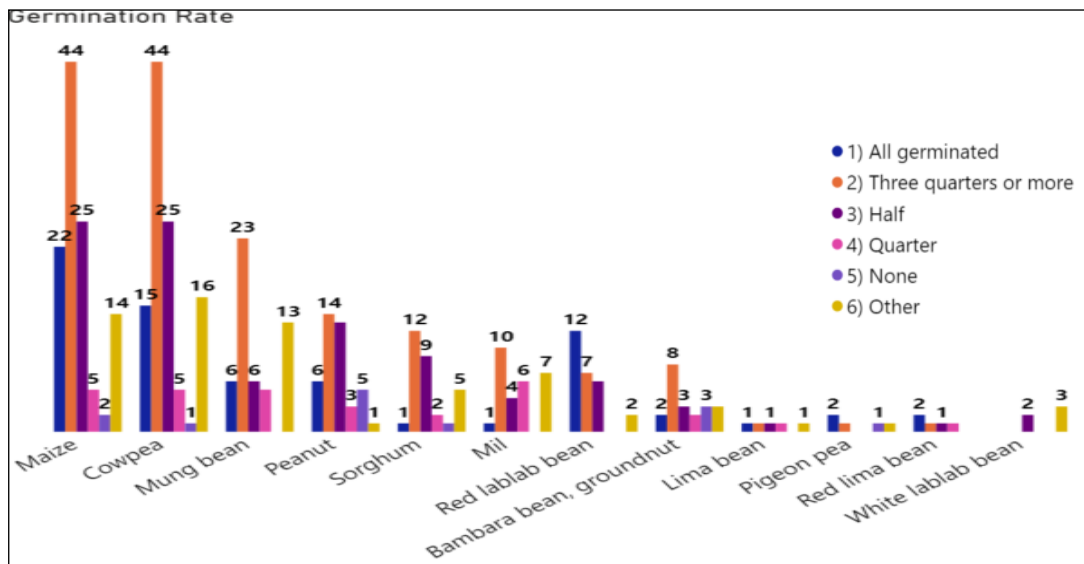


Figure 31: Number of farmers responses on germination rates by crop, Madagascar (Other refers to "I don't know")



RQ2b-How do farmers appreciate the quantity and types of seeds/inputs available?<sup>12</sup>

In terms of the effectiveness of DiNER Fairs in meeting participants’ needs, the FGDs found that the most important crops were available at the fair. In Madagascar, the crops available at the fair were sorghum, millet, mung bean, and cowpea. Cowpea is very key in provision of income and *konoke* (lima bean) is pest and disease tolerant. Farmers in Malawi considered maize, groundnuts, soybean and beans as the important crops available. For beans, the NUA and *Kholophethe* varieties were particularly liked and maize being a staple could not be missed. Zimbabwean farmers considered cowpeas, sorghum and lablab as important products available at the fair. The latter was great for feeding their livestock and it could also be dried and sold for income. Chickens provided a double benefit of meat and eggs for income and nutrition as an alternative

<sup>12</sup> Given error, data for Malawi on seed quality satisfaction is not included.

protein source. FGD participants also expressed their satisfaction in having access to early maturing varieties and vegetable seed.

The majority of 365 farmers were satisfied with the range of products at the fairs (Figure 32). Most farmers in Madagascar (60% of 127 respondents) and Malawi (77% of 138 respondents) indicated that there were no other products they would have liked to be available during the fair. In contrast, a majority (85%) of 130 Zimbabwe farmers expressed that there were additional products that they would have like to see at the fairs (Figure 33). Agricultural tools (i.e., axe, sprayer) and enough off-season crops like cape peas and beans were items that farmers in Madagascar were interested to purchase using their own money but were not available at the fairs they attended. For two women-only FGDs, phytosanitary products i.e., insecticides and fungicides, and *Konoke* (e.g., lima bean) were identified. Farmers in Malawi wanted access to fertilizers, particularly with hybrid maize being available, pesticides especially for Fall Army Worm and seeds for cash crops. For specific crops, Irish potatoes was mentioned in all the FGDs in Malawi.

In Zimbabwe, farmers asked to have maize in the fairs as these fairs targeted sorghum and millet as key cereals. Groundnuts were important in the women-only FGDs due to multiple uses i.e., building soil condition, pressed for oil and peanut butter and the stover for livestock. Participants also stated that by the end of the fair some of the most desired varieties were not available. Few suppliers suggested that having additional lead time prior to the fair could help them increase their seed stock for the fair. Farming tools were missing, but if availed at subsequent fairs, farmers stated they were willing to buy.

An additional benefit highlighted in some FGDs, when farmers can access these products at fairs, it saves them time as they would not need to go to the market as some are very far away. However, in Malawi, several respondents stated that the fair was very far away. Farmer ability to negotiate prices varied significantly across countries. In Madagascar, a vast majority of farmers (83%) were able to negotiate product prices with suppliers as it was a group exercise between buyers and suppliers that occurred during the introduction session at the fair. In Malawi and Zimbabwe a large majority of farmers (98% and 85% respectively) noted that they did not negotiate product prices at the fairs (Figure 32). Further probing would be needed to better understand why negotiating did not take happen

The ability to negotiate is welcome and encouraged in the [Agriculture Fairs and Vouchers Manual](#). From the FGDs, there were mixed feelings about the prices at the fair. Some farmers felt the prices were fair while others thought suppliers should reduce the mark-up to enable farmers to benefit from more product purchases. Particularly, in Malawi, a number of farmers raised concerns that the prices of seed at the fair were higher than the local market and prices got higher at the end of the day when supply was more limited. Figure 34 summarizes 34 suppliers perspectives on the price of seed offered at the fair. During the FGD with suppliers, suppliers suggested that prices need to be communicated clearly to farmers to demystify the notion that “suppliers are robbing [farmers]” due to the “little mark-up made to cover for costs incurred by suppliers to get at the fair.” Overall, participants of the fairs were satisfied with the quantity and range of products at the fair.

Figure 32: Level of satisfaction with range of products at the fair

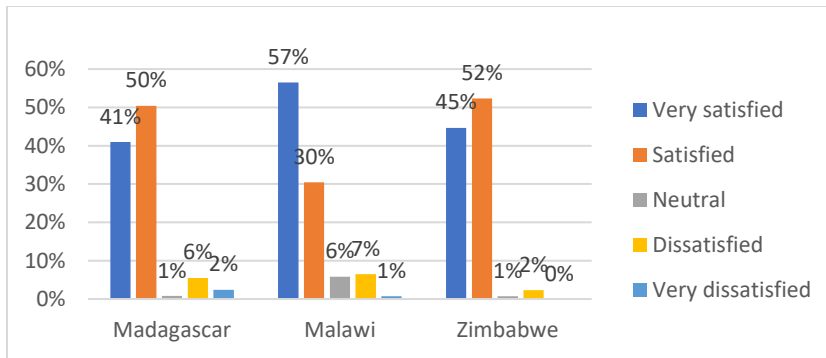


Figure 33: Number of farmers stating products not available at the fair that they would have wanted

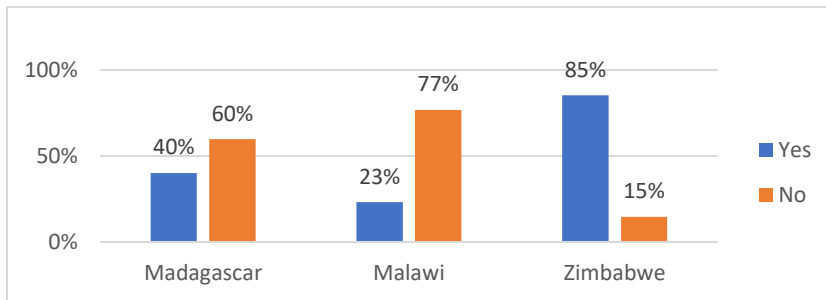


Figure 34: Farmers who negotiated prices with the suppliers

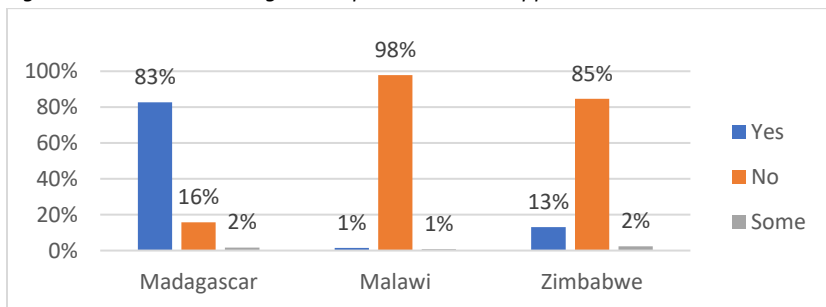
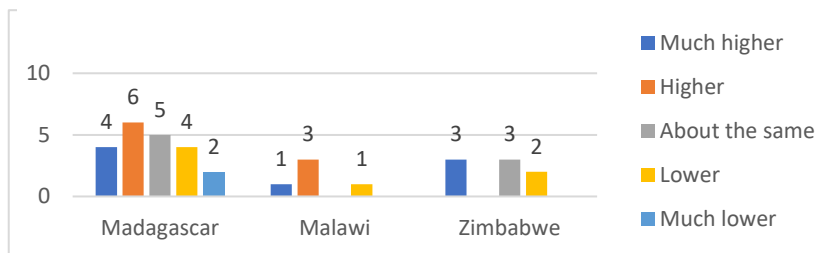


Figure 35: Prices of products at fair compared to normal – suppliers' perspective



### RQ3 – What is the most effective voucher system to serve fair vendors and clients?

Each country program used a different method to issue payments to vendors for vouchers redeemed. Madagascar made payments using mobile money, Malawi made payment through bank account transfers and Zimbabwe made payments through wire transfers to suppliers' bank accounts. Overall, 30 of the 34 suppliers said the payment process was efficient (Figure 36) while 20 vendors in Madagascar said the timeliness of payment were either efficient or very efficient, the opposite was observed in Malawi and Zimbabwe (Figure 387), which can affect overall vendor cash flow. Particularly, in Malawi, the FGDs highlighted long delays in payment due to errors in the voucher verification process and a policy decision in which no supplier was paid until all errors were corrected.

Given the hyper-inflation in Zimbabwe, suppliers preferred payment in US dollars and wanted to be paid rapidly. Suppliers also requested that the organizer be consistent with the agreed upon terms in the MoU so that suppliers do not have to “make several trips to facilitate the process.” The use of Mobile Money was considered rapid and safer. Suppliers at one FGD advocated for a full migration to a mobile money platform, shying away from cash. In Malawi, suppliers preferred bank transfers which were simple, economical and fast rather than physical cheques which required more on travel.

In Zimbabwe, the FGD with vendors suggested that the voucher verification process was generally fast and appreciated. In the semi-structure interviews, 62% of the respondents stated that the voucher verification process was efficient or very efficient (Figure 38). It was suggested that upon redemption of the

vouchers, “organizers/partners should pay in cash.” It was recognized by vendors that having their account in the same bank as the organizers made payment easy. In Madagascar, voucher verification process was effective and efficient (90%) given the transparency and knowledge of payment process shared prior to fair. The voucher verification process in Malawi seems to be very efficient for most of the vendors surveyed through the semi-structure interviewed (80%) (Figure 38). The FGD suggested that organizers identify ways to reduce the amount of time spent with each farmer. Suppliers also recommended that farmers receive information on the voucher verification process such as the use of the fingerprint to signify purchase. Overall, the voucher verification process was efficient.

Figure 386: Efficiency of the payment system

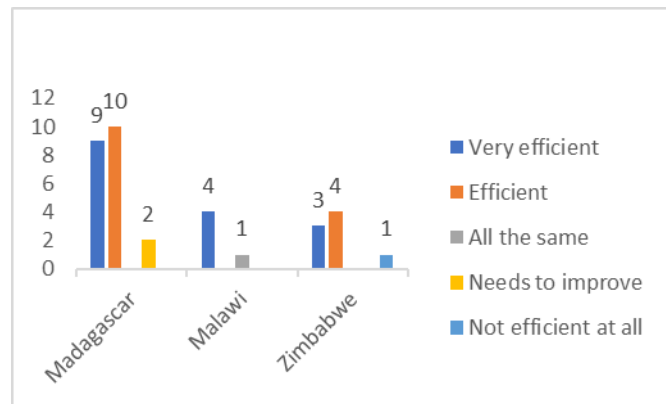


Figure 387: Timeliness of Payments

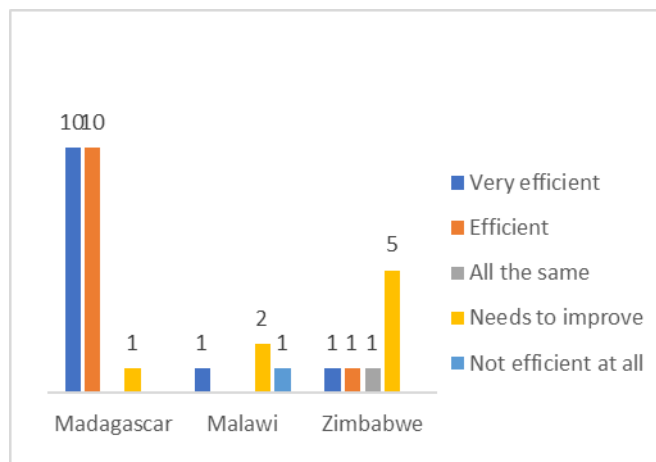
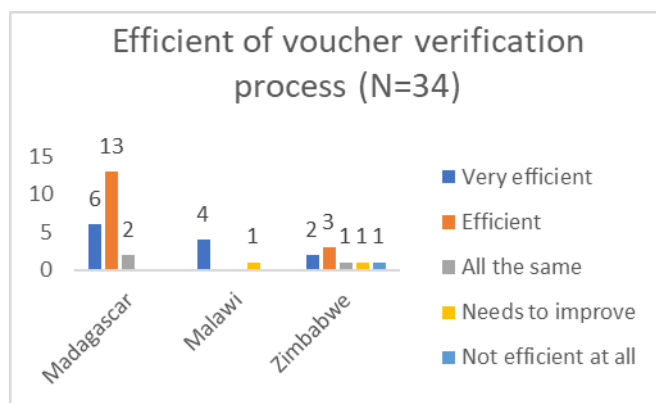


Figure 38: Efficiency of voucher verification process



The FGD also highlighted that voucher approach and fair organization ensured both men and women who were vulnerable (elderly and youth) were able to access products through their vouchers. However, concerns were raised in the FGDs about the voucher amount. In Madagascar, farmers expressed that the small voucher value did not enable the quantity of seed and agriculture tools they would have “wanted to buy.” In Malawi and Zimbabwe, farmers felt that the cap prevented them from buying all the diverse products brought to the fair. In Malawi, there were also concerns that the price being offered at the fair were higher than the local market, particularly as the supply declined at the end of the fair day. Another concern heard from several participants in Malawi was that a vendor was taking vouchers and giving the participant what the vendor wanted to give and not what the participant wanted. More exploration is needed to understand if this was just a particular vendor or common across vendors.

#### RQ4a – How have DiNER fairs changed the way suppliers reach the last-mile farmers?

Participating in DiNER fairs gave suppliers new knowledge about the customer segments who attended the fairs, which was reported by all supplier focus groups. The most common knowledge gain was customer preferences related to crops, varieties and breed varied across locations, markets and sometimes gender. For example, in Madagascar they learned about taboos that restricted interest in a product. Vendors in Zimbabwe realized women preferred a certain breed of chickens and there was a preference for velvet bean over lablab. They recognized that the introduction of a relatively new crop or variety requires training and behaviour change for adoption.

Figure 39: Fairs influence how vendors package their product

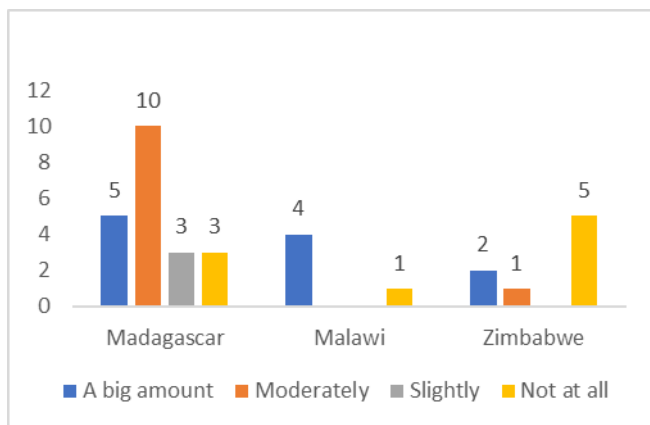
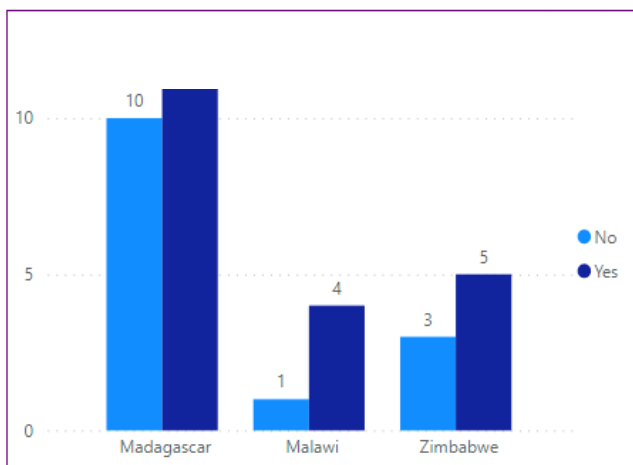


Figure 40: Fairs have influenced suppliers’ relationship with community



Fifty-nine percent of the 34 suppliers said that the fairs had improved their relationship with their communities stating they know their communities better (Figure 40). And 21% felt that their community members trusted them more. Most respondents (62%) said fairs did influence where they sell their products from “a little to a lot.” Fairs also influenced 79% of suppliers in whom they sold products to post fair with 29%, 38% and 12% reporting that fairs influence their decision a lot, moderate or slightly, respectively. Although half of the suppliers said the fairs did not influence how products are packaged, half of the suppliers stated the fairs did influence how they packaged their product (Figure 39). In Zimbabwe, suppliers included vegetables in their seed portfolio and actively promoted small packs. More than half (56%) of suppliers said the fairs did not influence their delivery method of sale.



Figure 41: Fairs influence how suppliers communicate with their clients

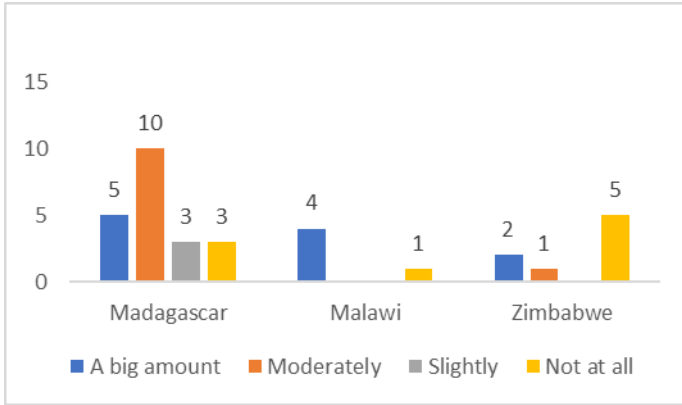


Figure 42: Suppliers who sought to understand the needs of their female clients post-fair

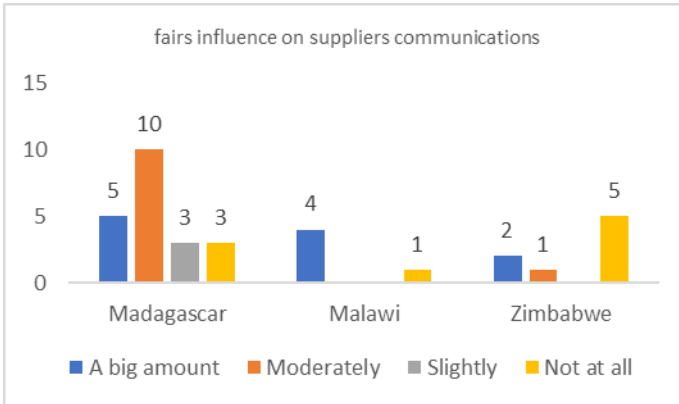
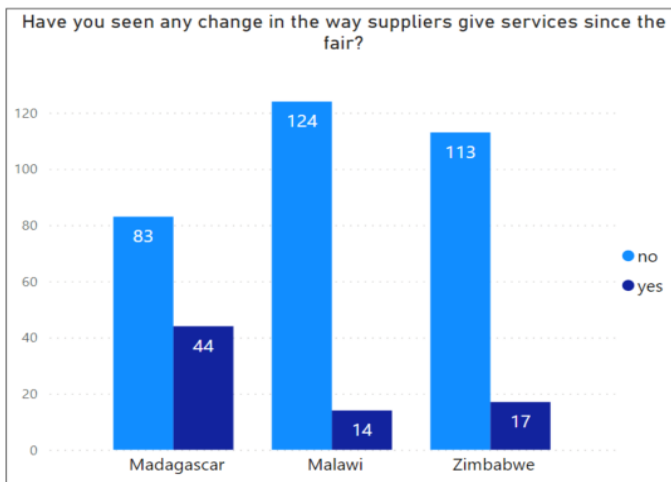


Figure 43: Number of Farmer participants response to have you seen any change in the way suppliers give services since the fair



Fairs did influence how suppliers communicated with their farmer customers post fair with 32%, 32% and 9% of the 34 suppliers reporting that fairs had a big, moderate or slight influence on the way they communicate with clients, respectively (Figure 41). Post-fair, six Malagasy businesses developed targeted communication strategies for female farmers. Four suppliers in Zimbabwe use SMS messaging and three businesses used social media to communicate with male and female farmers post-fair. Eighteen businesses across the three countries use other communication methods to engage with male and female farmers post-fair.

Businesses also sought to understand the different needs of their clients post-fair with 21 of 34 suppliers seeking to know needs of their female clients (Figure 42). Only 37.5% suppliers in Zimbabwe (3/8) took explicit steps to better understand the needs of their male clients.

In contrast to the suppliers' feedback, an overwhelming majority of the 395 farmer respondents across the three countries indicated suppliers had NOT changed their services since participating in the DiNER fair: 90% in Malawi; 87% in Zimbabwe; and 65% in Madagascar. The split in Madagascar was a bit more prominent where a little over a third of farmers (35%) believed suppliers had changed their services post fair (Figure 43). Four of six farmer participant FGDs in Madagascar suggested that there have been mixed interactions with suppliers meeting their needs post-fair. The other two focus groups said they only saw the suppliers during the fair and have not had interactions with them afterwards.

In Zimbabwe, only one farmer participant focus group said they were in constant communication with the suppliers who brought them chicken. The supplier continues to provide guidance on how to manage their chickens. Although farmers feel that suppliers have not changed their services since the

DiNER Fair, the supplier semi-structured interview and FGD suggest that some are making changes (see RQ4b). One FGD observation that may help explain why farmers did not see these changes is understanding

where the suppliers are from—are they from the local community or from a distant town? In Madagascar, the farmers mention during the FGD that they saw all the most important suppliers from the region i.e., Beloha and Tsihombe at the fair. In Malawi, all but one FGD reported to have the most important local suppliers at the fair. Two of the four farmer participant FGDs in Zimbabwe said that local suppliers were absent and most of the products at the fair were brought by suppliers “from far.”

To reach more smallholders, suppliers made suggestions on what they could do differently 1) better understanding customer needs by physically connecting with farmers or through proxies e.g., farmers’ groups; 2) delivering products beyond usual sale areas; 3) collecting feedback from farmers on how best to serve them and 4) capitalizing on the DiNERs opportunity to market their products, including tailoring information, to this market segment.

#### RQ4b – How has DiNER participation expanded supplier business?

Although farmers feel that suppliers have not changed their services since the DiNER Fair, the supplier SSI and FGD suggest that some are making change. In two of five FGDs (both in Zimbabwe), suppliers increased their staff to enable better reach to these farmer segments, are using different modes of transportation to get staff closer to the farmer segments and have bundled vegetable seed with other products offered at DiNERs. Only one FGD in Zimbabwe mentioned that they used mobile internet for increasing reach. Two of five FGDs had used mobile money to enable their reach to farmer segments. In Madagascar, one FGD had suppliers that were creating awareness on drought-resistant seeds. Three of five FGDs reported to have adopted effective practices to reach more farmers. In Madagascar, they “offered a price reduction compared to other sellers” and “encouraged customers on the quality of seed sold.”

Suppliers in three of five FGDs had specific strategies to reach poorer farmers. In Madagascar, to reach poorer farmers some vendors offered price reduction for fair products, gave gifts, displayed prices, and built rapport before and after fair. Three of five FGDs responded with specific ways they reach female farmers. For example, in one FGD in Zimbabwe, the response was “Not quite, maybe in future we’ll link with them in their local groups since we do not quite segregate our sales by gender.” The other FGD said, “when the project was implemented there was no affirmative action or suggestions towards a certain gender, it was rather passive. They prefer to work with women, as they are more consistent and honest. They are intentionally looking into chicken breeds that women prefer as long as they can survive in those areas.” The SSI with 34 suppliers shared some additional insights on how they are reaching female clients with products post-fair. Three businesses hired female salespersons to engage with female clients, four businesses packaged products in small portions to be more affordable, nine businesses developed targeted communications for female clients and three worked with local agro-dealers to supply varieties females prefer. Twenty-two businesses did not feel it was applicable to have specific way to reach female clients with products.

Although some suppliers have made adjustments to reach last mile farmers, others raise issues they need to address such as franchising and alignment with government regulations, particularly when expanding delivery models (i.e., bikes and vans) and the current financial situation in Zimbabwe keeps them from investing in opening more outlets closer to the participants. In Madagascar, the distance to the clients was too restrictive in serving clients more often than at the weekly market.

## Key Findings

### **Agriculture productivity improved but climate shocks affect overall harvest.**

- Farmers who purchase seed at DiNER Fairs saw improvements in production levels either due to increased productivity or planting more land. During the FGDs, some respondents mentioned that the fairs provided more diverse seed in addition to a larger quantity allowing them to plant more land, while other respondents mentioned that increased productivity by using the Sasakawa technology of planting less seed per planting station.
- Fairs did not assist farmers to mitigate adverse weather such as severe drought.

### **Crop diversity did improve on some household farms.**

- DiNER Fairs increased crop diversity for some participants by providing access to seed for the first time and offering it at a price they could afford.
- More information is needed to understand if access to the seed altered the crop proportion on the field and if more drought or disease resistance varieties replaced other varieties.

### **Changes in HH consumption patterns after the Fair**

- When more food was available (plant or animal-source), there was more consumption by CU5.
- Nutrition-sensitive agriculture programming is complex: even with nutrition education and access to inputs for nutritious foods, climatic factors and pest and disease may affect outcomes.

### **Effect of Fairs on income**

- Immediate income effect was felt by more fair participants than long-term income opportunities.
- Climate factors affect income earned.

### **DiNER Fairs have significant life changes on farmers.**

- DiNER Fairs increased farming households' food security through access to quality seed that usually increases food being available. As DiNER Fairs are typically used in emergency or chronic stress scenarios, the key objective is increasing food availability on the farm with excess supply supporting income changes.

### **DiNER Fairs offered products mostly wanted by farmers**

- Majority of farmers in all 3 countries were satisfied with the seed quality and diversity of products available at the fair at the price in which vouchers were exchanged.
- Fair organizers may need to provide suppliers sufficient time to prepare seed stocks for the fair. To ensure vendors have time, it is recommended that organizers reach out to vendors when initially considering the use of fairs to gather information on the time required to stock seed for such an event.
- Oversight of supplier business practices at the fair may need to be enhanced to ensure quality seed is being sold throughout the day, and participants have sufficient information from vendors on their products and time to make the best decision.

### **Voucher verification and payment system was generally effective**

- Vouchers were processed efficiently.
- Overall, the voucher verification and payment system were efficient, but voucher verification errors and country program payment policies can delay payments for some suppliers.

### **Some suppliers adjusted business model to reach the last-mile farmer**

- DiNER Fairs did help shape how some suppliers engage with clients post-fair, but a more strategic approach is needed to strengthen this expected connection. The follow-on scoping exercise and case studies report titled ‘Can Seed Vouchers and Fairs Promote Seed Market Development and Sustainable Business Models?’ could provide insights on how to strengthen a sustained relationship
- Some suppliers are identifying the needs of specific client types, particularly female clients.

**Suppliers businesses positively affected.**

- Fairs have strengthened the relationship between suppliers and the communities they work.
- Some suppliers use specific strategies to target poor or female farmers.

## Recommendations

Based on this study results and discussions with farmer and suppliers on ways to improve the DiNER Fair approach, a number of recommendations for enhancing the effectiveness of fairs are shared.

1. This study illustrates that **DiNER Fairs should be part of a large project that layers complementary activities**, particularly, extension services to support products bought at the fair, climate-smart agriculture practices to address climatic factors, nutrition knowledge to guide voucher purchases and post-fair use, gender consideration and business skills.
2. **Coordinate and align across projects serving the same population.** For example, teams dealing with food and seed should be coordinated such that farmers get maximum benefit from both interventions.
3. Although substantial effort is placed in ensuring DiNER Fairs benefit project direct participants, the farmer, **additional sensitization before and at the fair on the voucher process from its value to its redemption may enhance the fair experience** for farmers.
4. There is a need to **actively design the supply side of the DiNER fairs by putting together an explicit action guide to engage suppliers before the fair.** This could entail guidance on what products are needed, discussion on package size, issues related to vitality of livestock being sold, marketing to specific farmer segments, guidance on voucher administration, and payment processes.
5. **DiNER Fairs need to be framed (and planned) as emerging private sector opportunity for continuing businesses that serve remote or vulnerable clientele.** The programming could involve design of explicit process links i.e., fair event to post fair ongoing business. Complementary programming could be offered to suppliers on making their services more gender sensitive such as specific business strategies targeting female farmers.
6. **Local suppliers and vendors should be recruited**, that is, those who might serve the community on a continuing basis. Consider reviewing the recruitment, selection criteria, and registration process to ensure it is inclusive and clear to all potential suppliers.
7. Consider using a more efficient implementation process by **integrating programming and operations at project design and during implementation.** Collaboration across programming and operations teams, particularly finance and procurement staff, needs to happen early in the DiNER process and they need to be present at fairs to ensure efficiency and transparency.
8. **Given the emergency nature of the three projects included in this study, more research within the development context is needed**, particularly as it relates to changes in crop and diet diversity, income generation and forming stronger relationships between the supplier and the client.

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# Annex 1 – Map of DiNER Fairs and study sites

Figure 44: DiNER fair locations and study sites, Madagascar

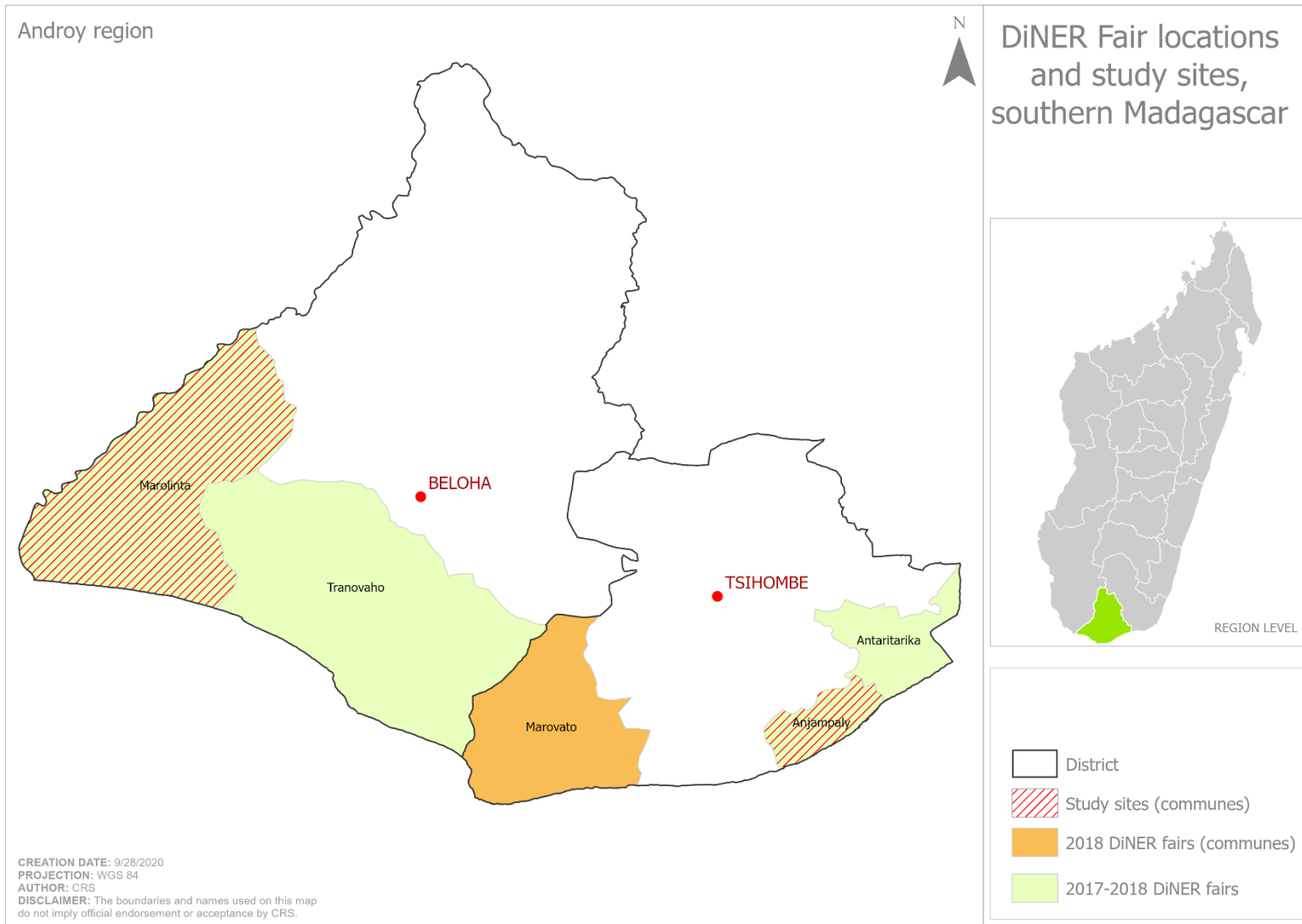


Figure 45: DiNER fair locations and study sites, Malawi

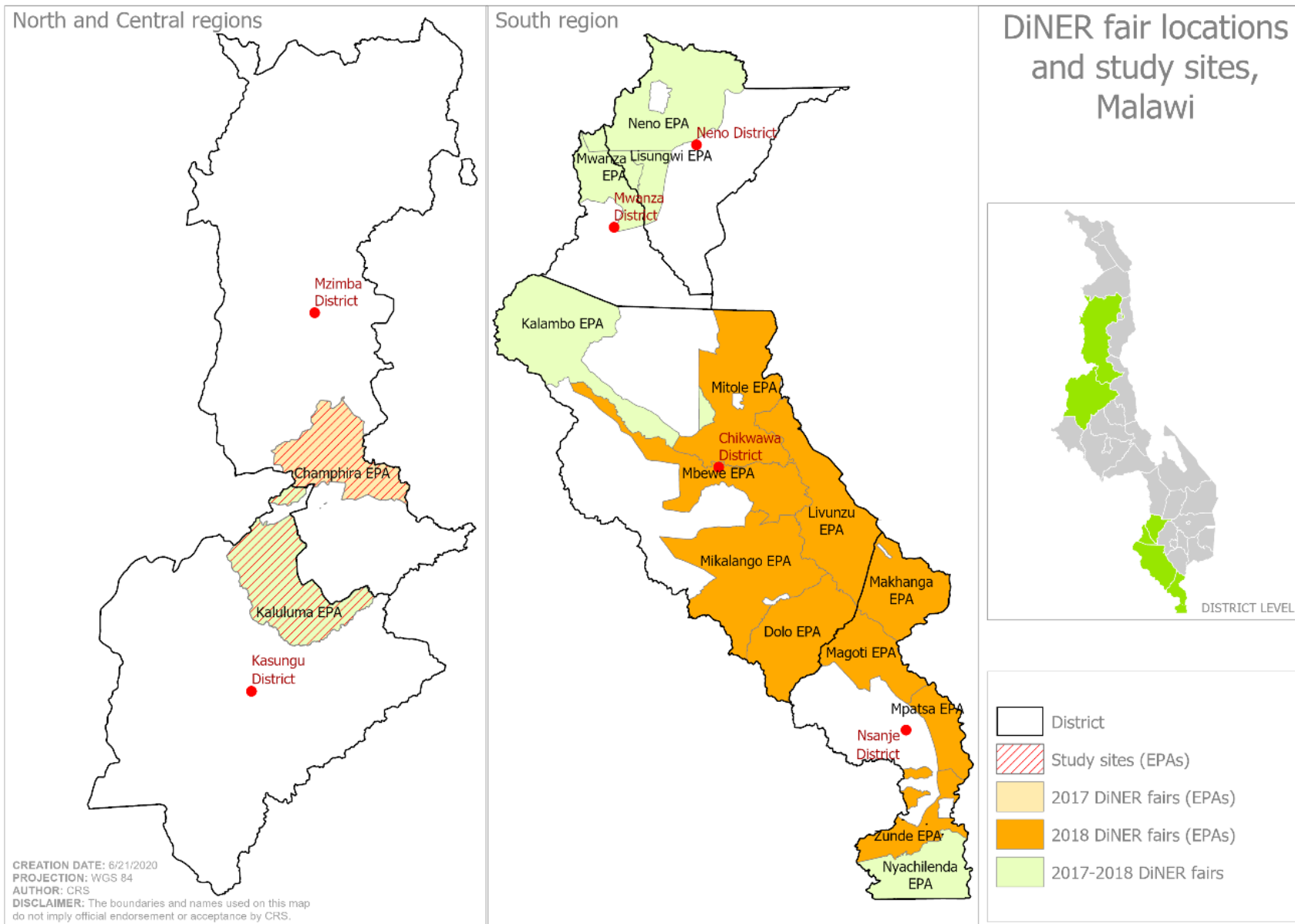
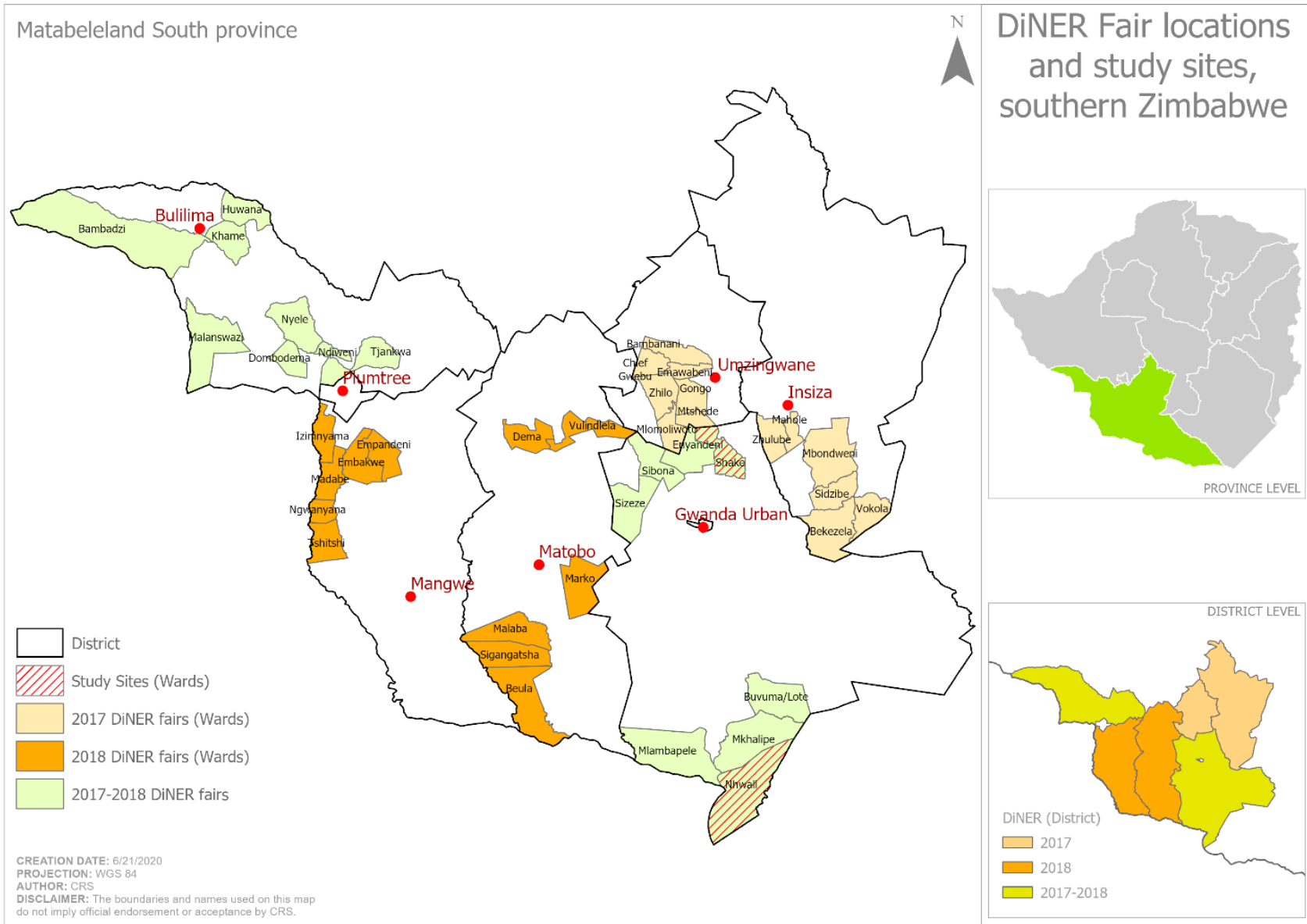




Figure 46: DiNER fair locations and study sites, Zimbabwe



## Annex 2 – Data Collection Tools

The following four data collection tools used in this study include the: (i) farmer participants interview guide; (ii) supplier participants interview guide; (iii) farmer participant FGD guide; and (iv) supplier participants FGD guide.

### Farmer Participants Interview Guide

Name of Enumerator	Field Team	Date	Serial No.

Name of Respondent	BID	District	TA	GVH	Village	Gender

\*BID – Beneficiary Identification

### INTRODUCTION

Good morning/afternoon. My name is ..... I am working with Catholic Relief Services [country name]. I have requested to talk to you today because you were randomly chosen from a list of farmers that participated in either a seed and livestock or DiNER Fair between October to December 2018, or during the winter cropping season in 2018. We are trying to learn more about your experience as a farmer following these fairs and what you think could be done to improve future seed fairs. Your feedback and experience from the time you participated in the fairs and now to your current farming and livestock systems is important. The information collected from you will be combined with information collected from others who have been selected like you. We will not disclose your name and what you have told us to others. We would like to have an open discussion and please try to give us as much information as possible. Participation in this study is voluntary. You are free to respond to all questions, but also skip any questions you are not comfortable answering. However, we encourage you to participate because it is extremely important to hear your views. Please do not hesitate to say you do not understand a question, or if you do not want to answer, just let me know and I will go on to the next question, or you can stop the interview at any time. The interview takes about 45 - 60 minutes.

Would you be willing to talk to me?                      YES                                            NO                     

### Section 1 - Participant characteristics

1. **Gender:**

- Male
- Female

2. **Age:**

- 15-19
- 20-24
- 25-29
- 30-49
- 50 or older

3. **Household type:**

[Please select only one answer.]

- Currently married or living conjointly as if married
- Not married
- Widow/Widower
- Child-headed

If married or living con-jointly,

- Male-headed

- Female-headed
4. Are there **children in the household**, if yes, select the appropriate responses below for children under 5 years old?
- 0-5 months  
 6-23 months  
 24-59 months
5. **Total land size area owned** (hectares or local unit area): \_\_\_\_\_
6. **Are you a member of the following groups?** [Please select all that apply.]
- SILC  
 Farmer group  
 Marketing Club / Producer Organization  
 Care group/nutrition group  
 Other (specify) \_\_\_\_\_

**Section 2 – During the Fair**

For the following questions we will be asking you about your **most recent** participation in a seed or DiNER fair in your district. Please answer these questions thinking back to **the most recent seed or DiNER fair you attended**.

1. When was the most recent seed or DiNER fair you attended?  
 Month/year [responses will be month and year in a drop-down menu from 2018 to 2017]

**DIVERSITY**

2. How satisfied were you with the range of products and crops the seed and DiNER fair offered?
- 1) Very satisfied  
 2) Satisfied  
 3) Neutral  
 4) Dissatisfied  
 5) very dissatisfied

Please explain: \_\_\_\_\_

3. **From your participation in the seed or DiNER fair...** [participants indicate the crop in the box then answer the questions related to that crop/product.]

What seed/variety did you purchase with cash or voucher at the fair?	What quantity did you buy of each seed/variety?	Buy with cash or voucher at the fair	Buy for the first time? [Y/N]	For items that where the first time bought, why did you buy it? See list of drop down option below?	Could you purchase this product locally? [Y/N]	Did you not grow or stop growing this product?	If you did not grow or stopped growing, explain.

4. **From your participation in the seed or DiNER fair...** [participants indicate the crop in the box then answer the questions related to that crop/product.]

What Livestock type/breed	Animal units	Buy with cash or voucher	Buy for the first	For items that where the first	Could you purchase this	Did you vaccinate the	What condition is the

did you purchase with cash or voucher at the fair?	purchased (n)	at the fair	time? [Y/N}	time bought, why did you buy it? See list of drop down option below?	product locally? [Y/N]	livestock: (no, at the fair, after the fair)	livestock in today? (healthy, ill, sold it, ate it, died of natural causes)

5. From your participation in the seed or DiNER fair... [participants indicate the crop in the box then answer the questions related to that crop/product.]

What <u>agricultural tools</u> did you purchase at the fair with the voucher or cash?	Units purchased (n)	Buy with cash or voucher at the fair	Buy for the first time? [Y/N}	For items that where the first time bought, why did you buy it? See list of drop down option below?	Could you purchase this product locally? [Y/N]	Are you still using the tool/technology? Y/N	If no, explain (it broke, do not know how to use, sold it, easier with another tool, other)

6. Were there crops/varieties, animals or tools not available at the fair that you would have wanted to be available? If so, what crops, varieties, livestock or tools were missing?
7. Overall, how did your crop cultivation, fishing or livestock activities change because of your participation in the seed or DiNER fair?
  - a. Changes in crop cultivation: \_\_\_\_\_
  - b. Changes in livestock activities: \_\_\_\_\_
  - c. Changes in fishing activities: \_\_\_\_\_
8. Anything else you want to add about the fair? \_\_\_\_\_

**After you attended the seed or DiNER fair...**

9. Have you seen any change in the way suppliers give services since the fair? Y\_\_\_\_\_ N\_\_\_\_\_
 

If yes, explain: (Please select all that apply.)

  - Some are closer
  - Some pack in small sizes
  - Some have greater range of crops
  - Some provide on credit
  - Some hired female staff so women can engage with them
  - Some use mobile money
  - Some change the timing of selling seed to when I want it
  - Some change the hours they sell so I am now able to get them

Other: \_\_\_\_\_  
 10. Other comments on changes in suppliers—linked to the fair? \_\_\_\_\_

**FOOD SECURITY**

11. Of the seed/crops/ tree saplings you bought at the fair, what did you do with them during the farming season following the fair? (Please select all that apply.)

- Planted all of them
- Planted some of them
- Ate all of them
- At some of them
- Sold all of them
- Sold some of them
- Gave some to neighbours
- Gave all to neighbours
- Saved some to use for another season
- Saved all to use for another season
- Saved some to sell during another season
- Saved all to sell during another season
- Other: \_\_\_\_\_

Crop/Variety	What Happened to Product

12. For the seed you received/purchased at the fair, what quantity germinated? Please categorize by crop/variety

[Participant indicates crop and germination rate from drop down menu from the responses below:]

- a. None
- b. A quarter
- c. A half
- d. Three quarters more
- e. I don't remember

Crop/Variety	Germination Rate

13. How satisfied are you with the quality of the seed you purchased at the fair? [Please select only one response per crop.]

- 1) Very Unsatisfied
- 2) Unsatisfied
- 3) Neutral
- 4) Satisfied
- 5) Very Satisfied

Crop/Variety	Satisfaction with Quality

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14. Following planting the seeds, vines, or saplings after the fair, how would you describe your harvest **BY CROP?** (Please select only one response.)

[Participant indicates the crop and selects response on harvest and reason from drop down menu from the responses below:]

- 1) Much less than previous years
- 2) A little less than previous years
- 3) About the same
- 4) Little more than previous years
- 5) Much more than previous years

Why do you think the harvest performed this way **BY CROP?** (Please select all that apply.)

- Drought
- Flooding
- Good quality seed
- Poor quality seed
- More seed available to plant
- Seed germinated very well
- Other (please specify): \_\_\_\_\_

Crop/Variety	Level of Harvest	Specify Reason for Level

15. Did you see any changes in how you store—due to the fair? Y N (If yes, select all that apply as it can vary by crop.)

- I did not store any produce/harvest
- I used PICS Bag(s)
- I used another new technology: specified
- I used my normal storage technology
- Other: \_\_\_\_\_

***NUTRITION***

16. Did you receive information on nutrition that guided your purchases at the fair? Y N

If yes, how did you receive the nutrition information? (Please select all that apply)

- CARE Groups/ Nutrition Groups
- Cooking demonstration
- Agriculture Extension agents /lead farmers/ volunteers
- Health extension agents/Community health agents/ volunteers
- Agriculture groups
- Radio
- Flyer
- Messages at the fair
- From spouse/partner
- Other?

17. Did you receive information at the fair about how products or processes can help improve nutrition?

Y\_\_\_\_\_ N\_\_\_\_\_

If yes, for which products? (Please select all that apply)

- Nutrient content of different crops (overall)
  - Specific varieties having higher levels of nutrient
  - Nutritious benefits of livestock or potential livestock products
  - Storage techniques that prevent mould
  - Soil Management that enhances soil nutrient content
  - Cooking techniques that preserve nutrients or creates a nutritious meal
  - Other
18. Following the first harvest after the fair, describe the amount of vegetable, fruits and legumes available for consumption compared to before the fair (due to the fair):
- Lot less
  - Little less
  - About the same
  - Little more
  - Lot more
- If less or a lot less, explain.
19. Following the first harvest after the fair, describe the amount of cereals available for consumption compared to before the fair (due to the fair):
- Lot less
  - Little less
  - About the same
  - Little more
  - Lot more
- If less or a lot less, explain.
20. Following the first harvest after the fair, describe the amount of animal source foods (milk, eggs/meat) available for consumption compared to before the fair (due to the fair):
- Lot less
  - Little less
  - About the same
  - Little more
  - Lot more
- If less or a lot less, explain.
21. Overall, describe any changes in what the family consumed after the harvest following the fair (mark all that apply)  
*Prompt about change in food consumed by children under 5 years old, pregnant and lactating women, and adolescent girls*
- Children 6-59 months ate more, about the same, less vegetable and fruits
  - Children 6-59 months ate more, about the same, less legumes than before the fairs
  - Children 6-59 months ate more, about the same, less animal source products (milk, eggs)/meat than before the fairs
  - Pregnant and lactating women ate more, about the same, less vegetable and fruits than before the fairs
  - Pregnant and lactating women ate more, about the same, less legumes than before the fairs
  - Pregnant and lactating women ate more, about the same, less animal source products (milk, eggs)/meat than before the fairs
  - Adolescent girls ate more, about the same, less vegetable and fruits than before the fairs
  - Adolescent girls months ate more, about the same, less legumes than before the fairs

- Adolescent girls ate more, about the same, less animal source products (milk, eggs)/meat than before the fairs
22. As a result of the fair, did your household begin consuming a new food? Y N  
If yes, what new food? Why did your family begin consuming this new food? Any challenges with preparing or consuming this new food?

**INCOME**

23. Did your experience at the fair help you immediately to generate more money, in any way? Y\_\_\_\_ N\_\_\_\_
- Grew more of a crop to sell
  - Produced more livestock to sell
  - Harvested more fish
  - Produced more secondary processed products (like milk, processed fish or groundnut paste)
  - Started selling a new crop or variety
  - Started selling a new kind of livestock
  - Other

Explain \_\_\_\_\_

24. Did your experience at the fair influence how you earn money beyond the past agriculture season (i.e. ongoing benefits/livelihood changes)? Y\_\_\_\_ N\_\_\_\_
- I focus more on cash crops
  - I grow more of a staple that has a good price
  - I reach more or bigger markets i.e. beyond local
  - I process more of the products e.g. fish, crop
  - Other: \_\_\_\_\_

Explain. \_\_\_\_\_

**Overall Fair Experience**

25. From your experience, tell us what went well at the fair?
26. From your experience, what went poorly at the fair?
27. From your experience, how can we improve the fair?
28. How did you know a fair was taking place? (Please select all that apply) [*Please list sources and probe intentional targeting*]
- Field agent/volunteer told us at a group meeting
  - Flyer/poster
  - Radio program
  - Theatre/skit/etc
  - Community leader told us
  - Didn't know about the fair until day of the fair
  - Other (please specify): \_\_\_\_\_
29. Did you negotiate product prices with the vendors?
- Yes
  - No
  - For some products
- a. Earlier you mentioned that you used cash to purchase items at the fair, why did you use your own cash?
- Voucher amount was not sufficient to cover all products I wanted to purchase



- These items are not readily available
  - Wanted more that allocated for this type of voucher
  - Other (please specify): \_\_\_\_\_
- b. If you did not use cash to buy items, why? [*Please select only one response.*]
- No cash available
  - Voucher amount was sufficient to cover my needs
  - I did not know I could use my own cash to buy items at the fair
  - I wanted to use cash, but my spouse/partner did not agree
  - Other (please specify): \_\_\_\_\_

**RESILIENCE**

30. Has participating in the seed/DiNER fairs had any significant change on you or your family's lives?  
 (Please select all that apply):

- No change brought
- I bought/rented more land
- I am able to purchase and raise more small livestock
- I have more food produced and to eat
- I have food for more months than before the fair
- I can pay for school fees
- More income that allowed me to invest in a business
- More time spent in the field by children
- Children are not going to school because they have to work the field
- The family lead female spends more time in the
- Other: \_\_\_\_\_

31. Any other comments to share with us?

## Supplier Participants Interview Guide

Name of Enumerator	Field Team	Date	Serial No.

Name of Respondent	VID	District	TA	GVH	Village/Town

\*VID – Vendor Identification

### INTRODUCTION

Good morning/afternoon. My name is ..... I work with Catholic Relief Service [country name]. I have come to your agro-input/livestock shop today because your business was randomly chosen from a list of vendors that participated in either seed and livestock fairs or DiNER fairs in October - December 2018 or during earlier seasons. We are trying to learn more about your business experience following these fairs and what you think could be done to improve future seed fairs. Your feedback and experience from the time you participated in the fairs and now to your current farming and livestock systems is important. The information collected from you will be combined with information collected from others who have been selected like you. We will not disclose your name and what you have told us to others. We would like to have an open discussion and please try to give us as much information as possible. Participation in this study is voluntary. You are free to respond to all questions, but also skip any questions you are not comfortable answering. However, we encourage you to participate because it is extremely important to hear your views. Please do not hesitate to say you do not understand a question, or if you do not want to answer, just let me know and I will go on to the next question, or you can stop the interview at any time. The interview takes about 45 - 60 minutes.

Would you be willing to talk to me?                      YES                       NO                     

### SECTION A: Actual Fair Day (last set of fair(s) their business participated in...)

- How did this business decide on what products or seeds to sell at the fairs attended? (Please select all that apply.)
  - Fair organizers informed them of what to bring
  - Market survey(s) of fair location
  - Brought current stock
  - Title of fair suggested they offer seeds for nutrient-rich crops (i.e. vegetables, fruit tree saplings, beans etc.)
  - Title of fair suggested they offer seeds for diverse crops
  - Other: \_\_\_\_\_
- Did the business pack seed in smaller quantities for the fair?                      Yes                      No                      N/A (did not sell seed)
 

If yes, explain why (select all that apply)

  - Fair organizers asked the business to pack in smaller packs
  - Market survey suggested that clients could not afford larger packs
  - Understood clients' interest to be able to purchase multiple types of diverse seed
  - Strategy to reach female farmers
  - Other: \_\_\_\_\_

For crops that you packed seeds in smaller size, what were the crops and what was the smallest size offered? Please list by crop:

Crop	Size

--	--

3. Did the business use specific strategies to reach female farmers at the fair? Yes      No
4. If yes, explain (Please select all that apply.)
- Packed in smaller bags
  - Brought products/varieties that female farmers preferred
  - For seed companies, had female vendors at the fair
  - Engaged with females actively during the fair
  - Served customers based upon first come, first serve instead of based on gender
  - Other: \_\_\_\_\_
5. How satisfied were you with the information the organizers provided about the DiNER fair? (Please select only one response).
- 1) Very unsatisfied
  - 2) Unsatisfied
  - 3) Neither
  - 4) Satisfied
  - 5) Very Satisfied
- If unsatisfied, please describe (Please select all that apply):
- No information was provided
  - Information came too late
  - Information did not describe the payment process well
  - Information did not explain the voucher system well
  - We did not know who the targeted audience of the fair was
  - Instructions on what was needed for the fair were not clear
  - Other: \_\_\_\_\_
6. Overall, how was the price of products sold at the fair compared to the price your business normally sells? (Please select only one response).
- 1) Much lower
  - 2) Lower
  - 3) About the same
  - 4) Higher
  - 5) Much higher

If there were products that had higher or much higher than normal prices, please specify (crop, livestock, fishing equipment, tools, vaccinations, etc):

Specific Product	Fair Price/Unit	Normal Price/Unit

If there were products that had lower or much lower than normal, please specify (crop, livestock, fishing equipment, tools, vaccinations, etc):

Specific Product	Fair Price/Unit	Normal Price/Unit

7. In your opinion, how was the payment process during the fair in terms of:
- a. Timeliness in payment...

1. Not efficient at all 2. Needs to improve 3. All the same 4. Efficient 5. Very efficient  
Please explain: \_\_\_\_\_
- b. Payment Method...  
1. Not efficient at all. 2. Needs to improve. 3. All the same. 4. Efficient. 5. Very efficient  
Please explain: \_\_\_\_\_
- c. Voucher Verification Process...  
1. Not efficient at all. 2. Needs to improve. 3. All the same. 4. Efficient. 5. Very efficient  
Please explain: \_\_\_\_\_
- d. Knowledge Administration on process prior to fair...  
1. No information 2. Little information 3. Some information 4. A lot of information 5. Everything I needed to know.  
Please explain: \_\_\_\_\_
- e. Other [Please explain] : \_\_\_\_\_

### SECTION B: Since the Fair (Post-fair)

8. Since the DiNER/ Seed Fair, have you as a supplier communicated with male and female farmers who participated at the fair? Yes No  
If yes, explain why you have communicated with male and female farmers
- Inquire about quality of product
  - Inquire about questions on using the seed/product
  - Share information on when and where seed/product will be available for sale
  - Share information on new products being offered by the business
  - Other: \_\_\_\_\_
9. Have you received feedback from a farmer who participated in the fair regarding products they bought? Yes No  
If yes, what feedback did you receive?
- Seed germinated well
  - Crop productivity was higher than normal
  - Crop was resilient during drought/lack of water
  - Disease/pest did not attack my crop e.g. FAW
  - The crop was easier to process
  - The crop was more difficult to process
  - I had a lot more labour with the new variety
  - I didn't know how to manage the new variety I purchased
  - Livestock was healthy
  - Livestock got ill
  - Livestock died
  - Tools worked well
  - Tools broke
  - Fishing equipment functioned well
  - Fishing equipment broke
  - Had difficulty in using the product
  - Other: \_\_\_\_\_
10. In your opinion has the fair influenced:
- Where you sell product(s)...  
1. Not at all 2. Slightly 3. Moderately 4. A Big Amount  
Please explain: \_\_\_\_\_
  - Who sells the product(s)...  
1. Not at all 2. Slightly 3. Moderately 4. A Big Amount  
Please explain: \_\_\_\_\_
  - Whom the product(s) is sold to...  
1. Not at all 2. Slightly 3. Moderately 4. A Big Amount

- Please explain: \_\_\_\_\_
- d. What is the delivery method of sale (mom and pop shops, mobile vans etc.)...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- e. How the products are packaged...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- f. When the product(s) is sold...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- g. What type of products to sell...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- h. How you communicate with your clients...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- i. How you seek to understand the preferences and needs of clients...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- j. How you reach poorer farmers...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
- k. How you reach female farmers...  
**1. Not at all 2. Slightly 3. Moderately 4. A Big Amount**  
 Please explain: \_\_\_\_\_
11. Do you seek to understand the different needs of your female clients?      Yes      No  
 If yes, how do you learn about the needs and preferences of female clients?
- Sex-disaggregated market survey that analyses female interests and needs
  - Focus-group discussions with females
  - Ad-hoc discussions with current female clients
  - Discussions with male clients about female partner's needs and interest
  - Discussions with community leaders about female needs
  - Other:

Share with us any specific female needs or preferences you found (capture information by):

Specific Product	Female Unique need/preference

12. Do you seek to understand the different needs of your male clients?      Yes      No  
 If yes, how do you learn about the needs and preferences of male clients?
- Sex-disaggregated market survey that analyses males interests and needs
  - Focus-group discussions with males
  - Ad-hoc discussions with current male clients
  - Discussions with female clients about male partner's needs and interest
  - Discussions with community leaders about male needs

f. Other:

Share with us any specific male needs or preferences you found (capture information by):

Specific Product	Male Unique need/preference

13. How specifically do you reach female clients with products?
- Hire female sales person to engage with female clients
  - Work with local agro-dealers/shops to supply seed/varieties that female community members have demanded
  - Package products in smaller portions to be affordable by female clients
  - Last mile selling point – using community agents, shops in village, mobile vans
  - Targeted communication for females
  - Other: \_\_\_\_\_
14. Do you have any special strategies for reaching poorer farmers?    Yes    No  
 If yes, please explain (select all that apply):
- Package product in smaller portions to be affordable
  - Offering seed at times when poor farmers can purchase
  - Offering the purchase of seed on credit
  - Last mile selling point – using community agents, shops in village, mobile vans
  - Other: \_\_\_\_\_
15. How do you communicate with male and female farmers?
- Targeted strategies for segmented farmers
  - Targeted strategies for female farmers
  - Reaching out to rural communities not known before the fair
  - Use of social media
  - Use of SMS messaging
  - Other: \_\_\_\_\_
16. Other changes? Please explain: \_\_\_\_\_
17. For **Farmer Sellers/Associations**: Has the fair in anyway changed your relationship with the community?    Yes    No  
 If yes, please explain the changes
- I know my community needs better
  - I have a stronger relationship with specific community members
  - I am in conflict with community members (i.e. my product(s) failed, poor negotiations, etc)
  - My relationship is the same with community members
  - I engage with more diverse community members than before
  - Community members trust me more now
  - Other: \_\_\_\_\_
18. Would you participate in future fairs? Yes/No  
 Please explain: \_\_\_\_\_
19. What would you like to see in future fairs? Please explain the changes desired: \_\_\_\_\_
20. Overall, have the fairs had key positive effects on your business?    Yes    No  
 Please explain: \_\_\_\_\_
21. Overall, have the fairs had key negative effects on your business?    Yes    No  
 Please explain: \_\_\_\_\_
22. Any questions for us?

## Farmer Participants FGD Guide

Name of Moderator/Facilitator: \_\_\_\_\_ | Name of Note Taker: \_\_\_\_\_

Location: \_\_\_\_\_ | Date: \_\_\_\_\_

Attendees: \_\_\_\_\_

### Introduction

Good morning/afternoon. My name is ..... I work with Catholic Relief Services [*country name incl. CADECOM*]. We have asked you to come today so we could learn about your participation \_\_\_\_\_ (*specific type of fair*) fairs in \_\_\_\_\_ (*specify timeframe of last fair*) organized by Catholic Relief Services. We are trying to learn more about how the fairs have affected you and your household. We would like to hear your honest views about your experience with the \_\_\_\_\_ fairs.

There are no right or wrong answers. This is an open, honest space to communicate with each other, to express your opinions, maybe you may or may not agree with one another, and you can change your mind. We invite and encourage you to speak your mind, feel comfortable saying what you think on your opinions and perspectives with \_\_\_\_\_ fairs.

The information collected from you will be combined with information collected from others who participated in individual survey. **Everything is confidential.** No one will know who said what except for those in this group discussion. (*name of note taker*) \_\_\_\_\_ is our note taker and s/he will be capturing our discussion today.

**Participation in this study is voluntary.** You are free to respond to all questions, but also skip any questions you are not comfortable answering. However, we encourage you to participate because it is extremely important to hear your views. Please do not hesitate to say you do not understand a question, or if you do not want to answer. The discussion should take about \_\_\_\_\_ minutes.

Before we start, let us introduce ourselves to each other. Please share your name and what you grow or sell.

Let us get started with reflecting on your experience with the \_\_\_\_\_ Fair. Think of a word that best described your farming experience prior to the fair and how that compares to how you farm today – ***what has changed since you attended a seed and/or DiNER fair.*** We are going to go around so that you can share your choices.

**Who in this group has participated or attended a seed or DiNER fair within the last calendar year?** Please can you raise your hand. [*If there are participants who have not attended a fair, please note how many in the group who have not attended a DiNER or seed fair*].

-- Interview (probes in italics)

### At the Fair:

1. Overall, what are your perceptions about the seed and DiNER fair?
  - a. What was positive?
  - b. What was negative?
  - c. Have they influenced any changes in you or your family's lives?  
*Both positive and negative perceptions are important to us -- aspects you consider (not) beneficial*
2. For you, what were the most important products available at the fairs you attended?  
*Explore range/diversity, whether new to them*
3. What can you tell us about any new products (crops, varieties, equipment, tools, livestock, storage items etc.) that you have not used before but you got at the seed and DiNER fairs?
4. Were there specific products seed/equipment/varieties/supplies that you were not available at the fair, but you would be interested to purchase with your voucher or cash?
5. Were the most important suppliers from the **local area** at the seed and DiNER fair?
6. Anything else you want to tell us about the fair?

### Post Fair:

Products (Crops/varieties, livestock, livestock supplies, fishing equipment, tools, storage, etc.)

7. For the products you purchased at the fair that you used for the first time, how did you get information on how to use them?  
*Probe: from whom? Timing i.e. before and/or after the fair?*
8. Was the information provided about these new products enough to meet your needs? If not, what information is still needed?
9. How has attending a seed or DiNER fair changed the number of products you grow or raise on your farm (crops, varieties, livestock, etc.)? If there has been a change, what is the effect on your farm? How has this affected your household (positive or negative)?  
*Probe: What specific practices have you used?*

Desired outcomes

10. Have the crop/varieties/livestock/technologies acquired through the fair resulted in any changes in what your household consumes?  
*Probe: More food, diverse food, nutritious foods, consuming further into the lean season etc.?*
11. Have the crop/varieties/livestock/technologies acquired through the fair resulted in any changes in income? (Probe: positive or negative)
12. Of the product /technologies, you purchased with vouchers or cash at the seed or DiNER fair, which ones have you used? Which ones have you not used?  
*Why did you not use them? For the products/ technologies you use, did they change your farming/ production system?*

Information

13. In terms of information, was there any key information, knowledge, or skill you gained by attending a seed or DiNER fair? If so, why was this important to you?
14. Of the information, knowledge, skills, product, technology received at the fair, what has been the most beneficial in improving how you farm?
15. Has knowledge from the fair or information you received on products influenced how you plant, manage, harvest and/or store crops, raise livestock, or capture fish?

Farmer-Supplier dynamics

16. How have the seed and input suppliers in the area changed since you attended the seed or DiNER fair? *Probe: new suppliers or vendors*
17. Since you attended a seed or DiNER fair, how have your local agro-input suppliers responded to your farming and livestock needs? *Probe: changed products offered, prices reduced, smaller quantities, location of product suppliers closer to me...*
18. How would you change the way seed and DiNER fairs happen in your area in the future? Why? *Any ideas of how to best do that?*

**-- Closure/Summary**

Though there were many different opinions about \_\_\_\_\_, it appears unanimous that \_\_\_\_\_. Does anyone see it differently? It seems most of you agree \_\_\_\_\_, but some think that \_\_\_\_\_. Does anyone want to add or clarify an opinion on this? Is there any other information regarding your experience with or following the DiNER fairs that you think would be useful for me to know? Thank you very much for coming this morning/afternoon. Your time is very much appreciated, and your insights have been very helpful to us on how seed and DiNER fairs have affected you.



## Supplier Participants FGD Guide

**Name of Facilitator/Moderator:**

**Location:**

**Date:**

**Attendees:**

- **List of participants**
- **Gender of participants**
- **Note the type of vendor i.e. individual farmer/agrodealers/associations**
- **Location information**

-- **Explanation:** Greeting. Name of interviewer and colleagues. Thank them for coming.

-- **Purpose:** To talk about their experiences since they participated in the DiNER Fairs organized by Catholic Relief Service (CRS). To get their views of how the fairs have affected their lives as farmers/agro-input suppliers in terms of diversity, food security, nutrition and incomes. Their views are what matters in this conversation. Please note that there are no right/desirable or wrong/undesirable answers. You can disagree with each other, and you can change your mind. We will be very happy if you feel comfortable saying what you really think and how you really feel.

-- **Procedure:** Introduce colleague who will be taking notes during the discussion so that nothing they say is missed. Everything is confidential. No one will know who said what. Reaffirm that this is a group discussion, and they should feel free to respond to me and to other members in the group without waiting to be called on. However, note that if only one person did talk at a time, it will be appreciated. The discussion will last approximately one hour. RA/Enumerator takes notes and captures on flip charts

-- **Participant Introductions:** Let them share their name, where they are from and what they grow or sell

-- **Rapport Building:** Think of an adjective that best described your farming/sales prior to the DiNER fair experience and one that describes it after the experience/now. If you do not think your farm/life/business has changed, you may select one adjective. We are going to go around so that you can share your choices. Please briefly explain why you selected the adjective(s) you did

-- **Interview**

**At the Fair**

1. Overall, what are your perceptions about seed and DiNER fairs?
  - a. What was positive?
  - b. What was negative?

*Both positive and negative perceptions are important to us -- aspects you consider (not) beneficial*

2. Did you learn anything new about what your customers want (male, females, other classifications) --- due to the fairs?
3. What are your views on the payment process in terms of:
  - a. Timeliness of payment
  - b. Payment method
  - c. Voucher verification process
  - d. Knowledge of payment process prior to fair
  - e. Other
4. Finally, two overall questions on the Fairs.
  - a. Do you sense that male and female farmers benefitted from the DiNERS Fair? If yes, what have you observed that suggest these benefits? (**note:** if vendor describe different benefits for males and females farmers, clearly capture who the benefit (gender) is for)
  - b. Conversely, do you sense that the Fairs may have negatively affected smallholder male and female farmers? If yes, what have you observed that suggest these negative effect? (**note:** if vendor describe different negative effects on males and females farmers, clearly capture who (male or female) the affect is happening to)
5. From your point of view as a supplier, are there practices that we, as the NGO, absolutely need to improve? (*Be open, so we can all do better*). Note that CRS does not give things free—but we do want to be a better partner with you to serve smallholders.

**Post Fair**

Now we want to focus on you as business people. Specifically, how being involved in the fairs may have influenced your business. (*Please - we do not want to ask anything private at all - but get your wisdom on some of the broad effects or changes*).

6. Have the Fairs—and your being involved in them—changed your business in any way (*and probe*)—or the agriculture input business in the community?  
(then more specific questions)

#### **7. Customer base**

Has your customer base changed at all since your participation in the fair(s)?

*Probes*

- a. Number of customers?
- b. Type of customers?
- c. Proportion of male and female customers?
- d. Your relationship with customers?

With the changes in your customer base since the fair, did you face problems/obstacles in trying to better serve these new customers segments? If yes, we would appreciate you sharing about these problems/obstacles. Other things relating to customers? (*again, feel free to share the negative or positive*)

#### **8. Agriculture inputs (Crops and varieties, livestock, fishing equipment, tools, etc)**

Think about the products you normally sold before the fairs—and now after.

Have there been any changes in your own business? If there were changes, what were the changes? Why do you think the changes happened (probe about the fair)? If there were no changes, why do you think no change happened?

*Probing questions:*

- *Have you added any crops, varieties, or other agro-inputs because of the fair?*
- *Have you dropped any crops, varieties or agro-inputs because of the fair?*

Have there been any change in the agro-input business as whole?

If there were changes, what were the changes? Why do you think the changes happened (*probe about the fair*)?

If there were no changes, why do you think no changed happened?

*Probing questions:*

- *Have you added any crops, varieties, or other agro-input because of the fair?*
- *Have you dropped any crops, varieties or agro-inputs because of the fair?*

#### **9. Sales Outlets or Outreach Practices**

Your participation in the fair brought seed supply and other products very close to farmers. Since the fair, have you done anything new to get seed/other products closer to communities?

*Probes about different approaches as well as differences in approaches used for segment groups (very poor, males, females, youth, people with disabilities)*

- a. Travelled further?
- b. Added sales outlets?
- c. Used different modes of transportation to get staff closer?
- d. Increased sales staff?
- e. Bundled products
- f. Used any sort of mobile phone messaging/mobile internet?
- g. Used mobile money
- h. Changes to advertising/publicizing/ sharing information about your products
- i. Anything else to get seed and products to different customer segments groups?

#### **10. Strategies to further reach people—as customers**

Now we are interested in specific ways you use to reach more people and even the poor with seed.

- a. Did you sell any small packs at the fair? If no, why? If so, what is your impression of the approach?
- b. To reach more farmers, are there other practices you have adopted or could adopt? (*when we say 'you', we mean the whole community?*)
- c. To reach poor farmers are there specific practices you have adopted or could adopt (*when we say 'you', we mean the whole community?*)
- d. To reach female farmers are there specific practices you have adopted or could adopt (*when we say 'you', we mean the whole community?*)
- e. Other segment groups that you have specific practices to help you better reach, if so, what is the segment groups and specific practices?

**11. Closing questions**

We as an NGO really want to help farmers get the seed and agriculture products they want and need. You, as business people, want to increase your business and serve more smallholders.

Is there anything, we as NGOs should do differently? To reach more smallholders, should you, as business people do anything differently?

**And your Ideas** -- Are there specific activities -- for the FUTURE -- we should be doing together?

**Ending** -- Any questions for us???