

# Monitoring and Evaluation

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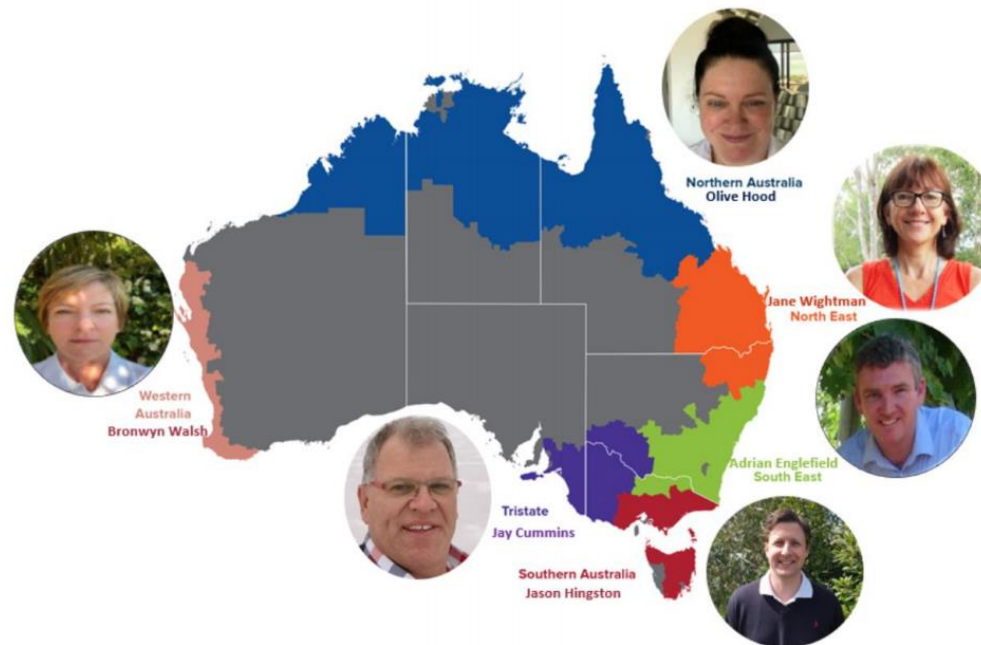
**Adrian Englefield**

**APEN webinar**

**16 August 2021**



# Intro



Hort Innovation Extension team





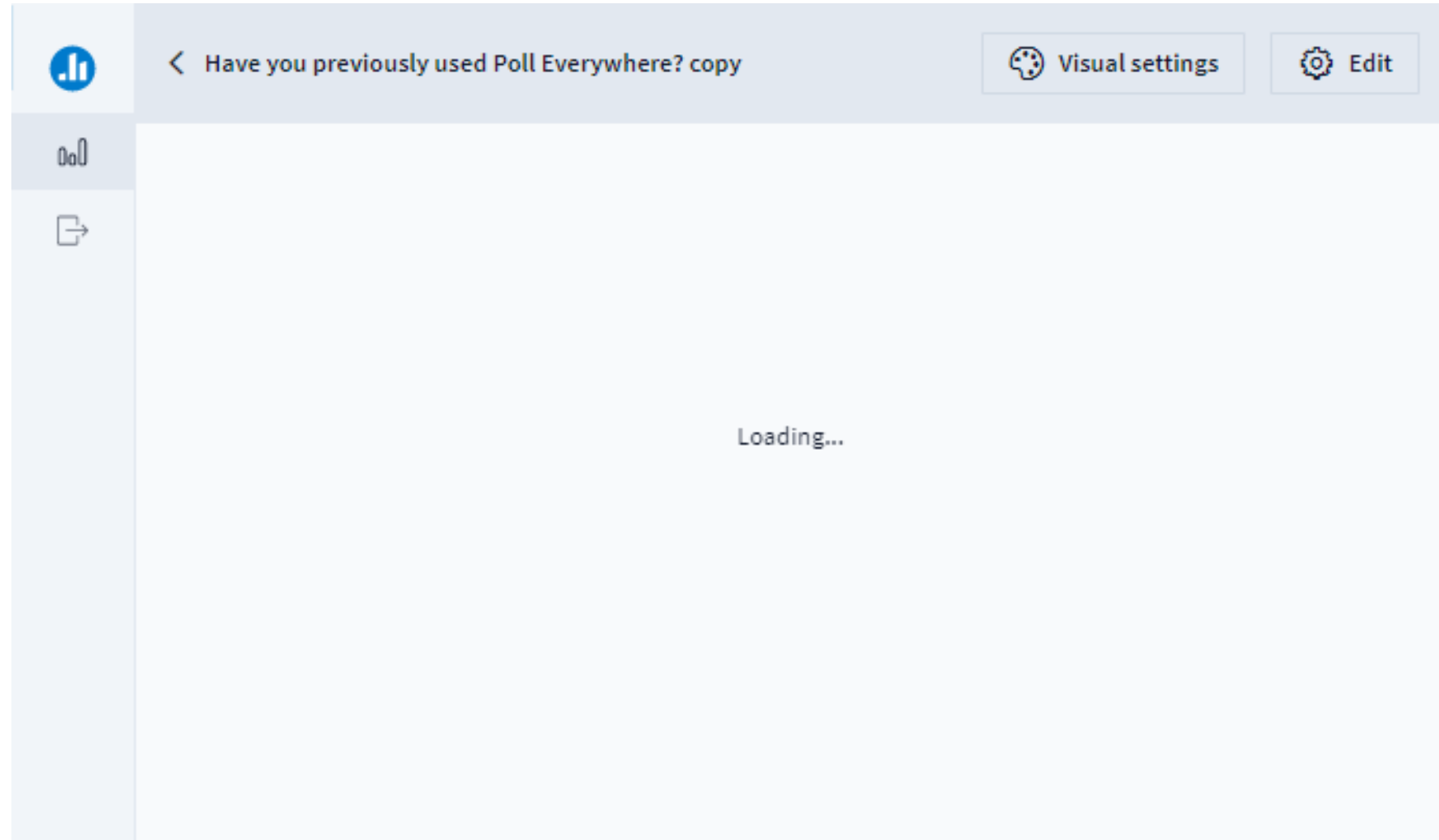


Figure 1. Poll Everywhere

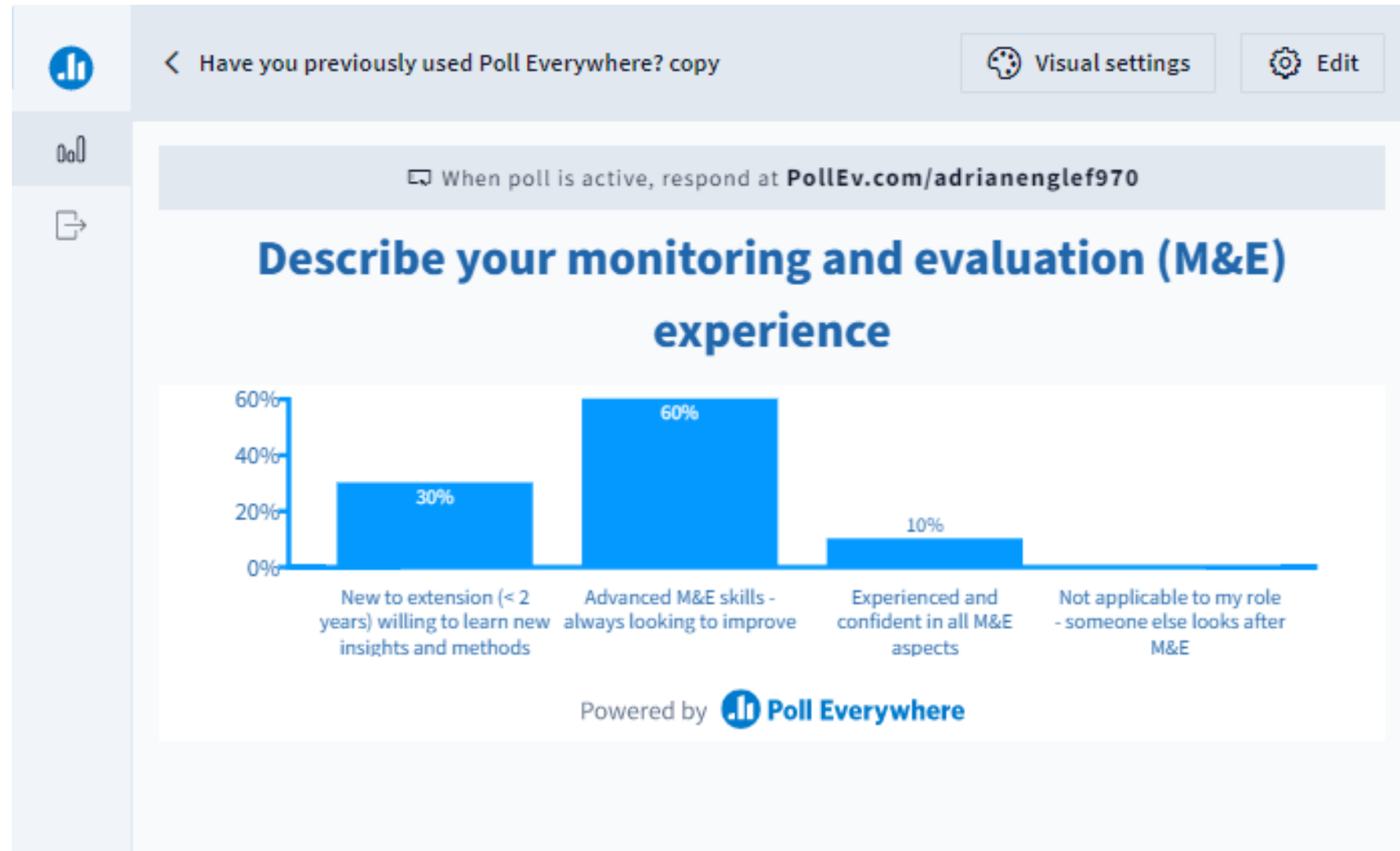


Figure 2. Poll Everywhere



## This M&E webinar will cover

- MERI framework
- Program logic
- KASA and practice change
- Breakout room – 10 min
- M&E toolkit
- Questions???

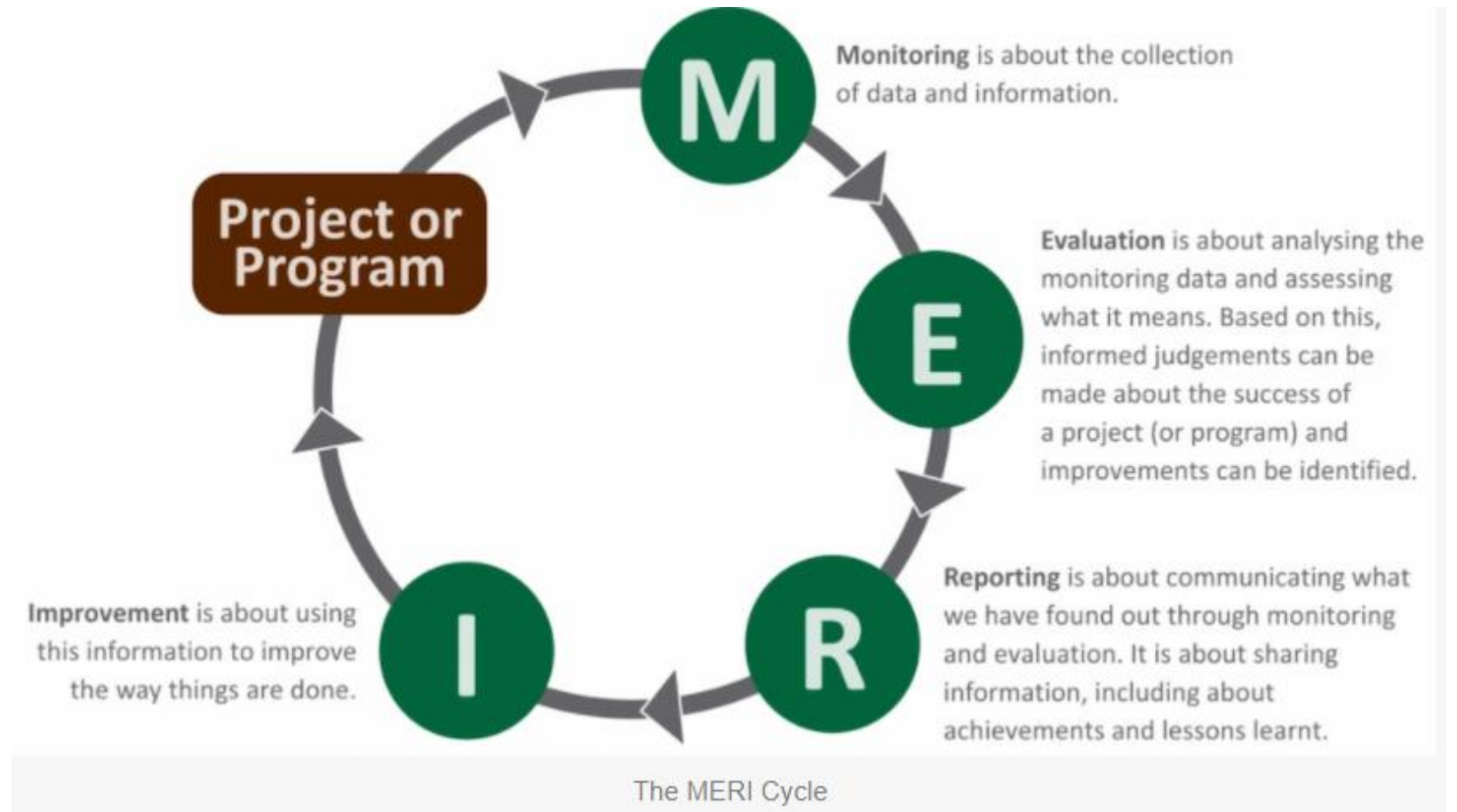


Figure 3. The MERI cycle

[www.extensionaus.com.au/extension-practice/the-monitoring-evaluation-reporting-and-improvement-meri-framework/](http://www.extensionaus.com.au/extension-practice/the-monitoring-evaluation-reporting-and-improvement-meri-framework/)

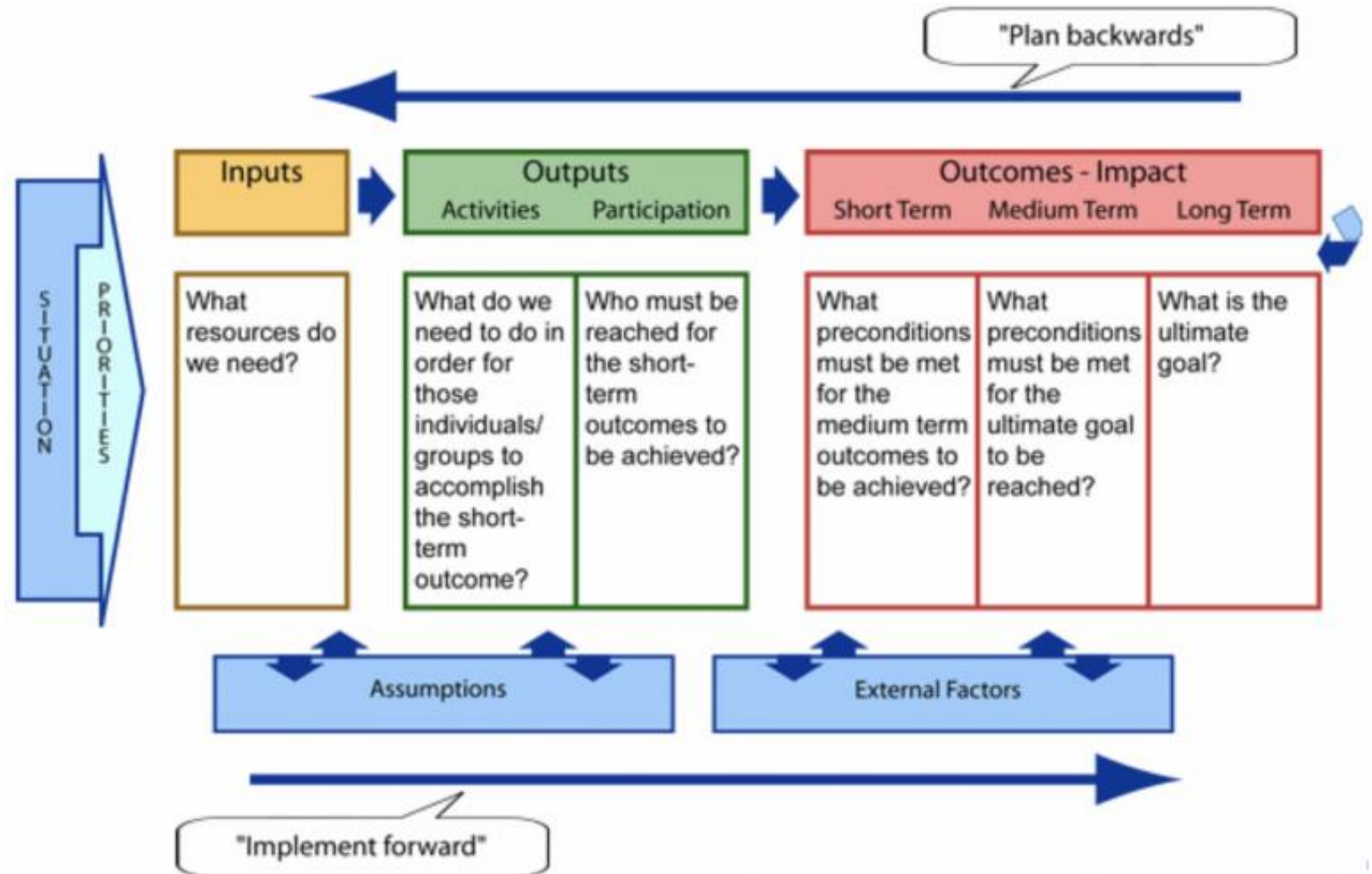
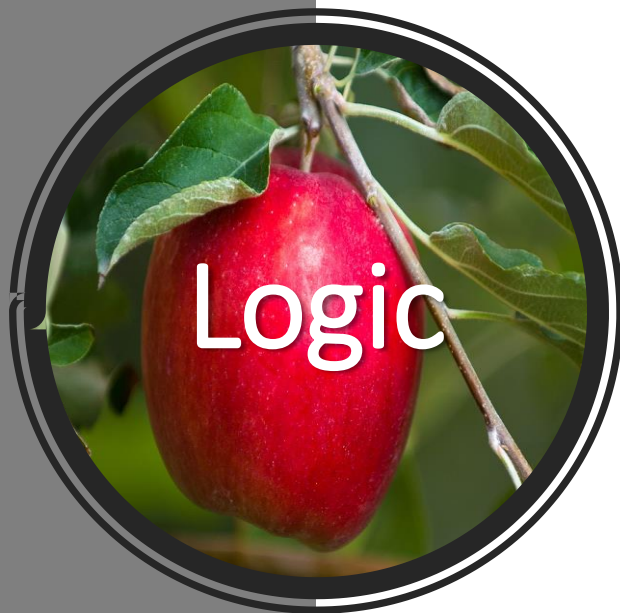


Figure 4. Example program logic

[www.extensionaus.com.au/extension-practice/program-logic-for-extension-project-planning/](http://www.extensionaus.com.au/extension-practice/program-logic-for-extension-project-planning/)





## 1.1 Program Investment Logic: Successful Crop Protection

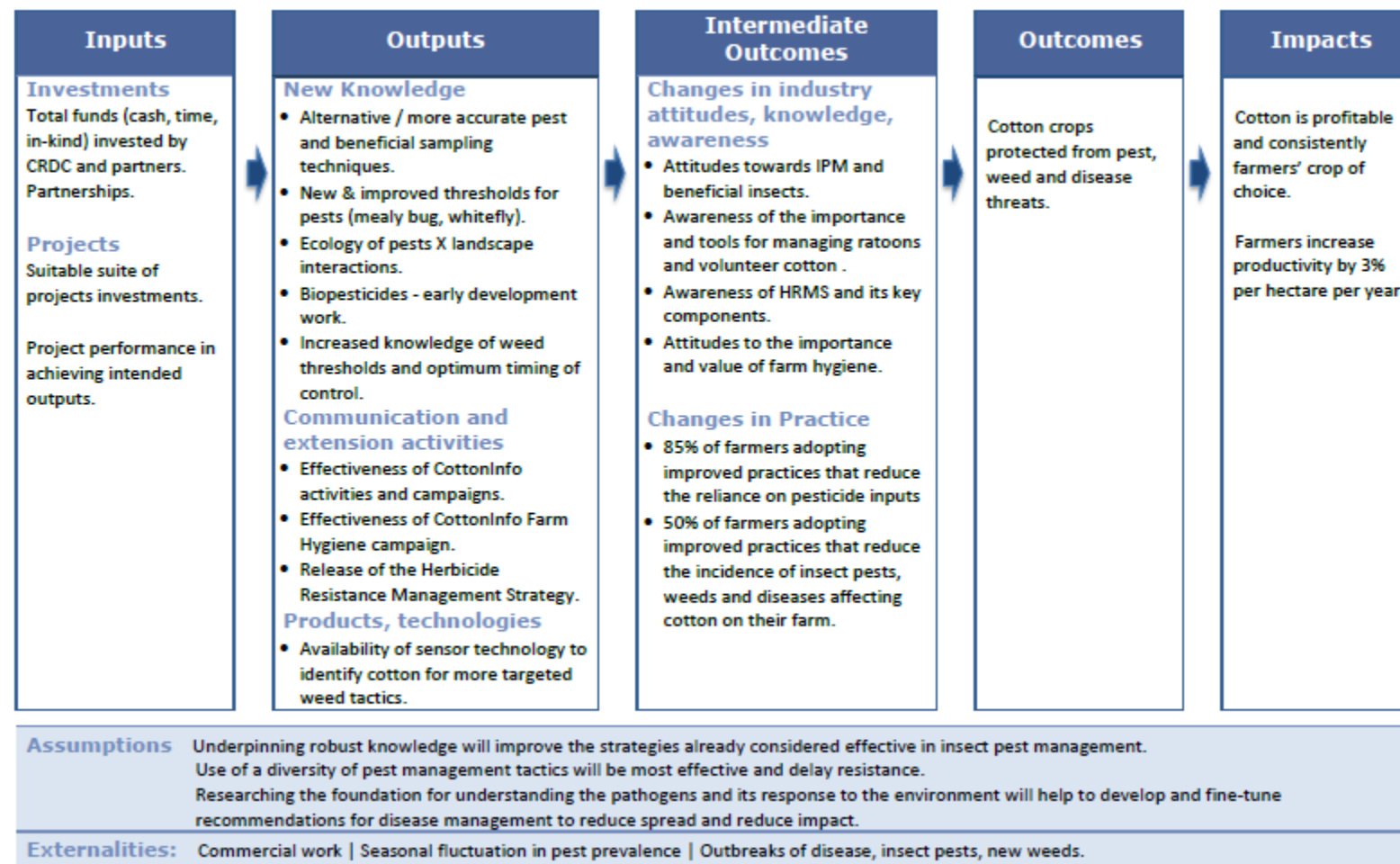


Figure 5. CRDC Program Investment Logic: Successful Crop Production.

[www.crdc.com.au/sites/default/files/CRDC%20M%20E%20Frame%20September%202015.pdf](http://www.crdc.com.au/sites/default/files/CRDC%20M%20E%20Frame%20September%202015.pdf)



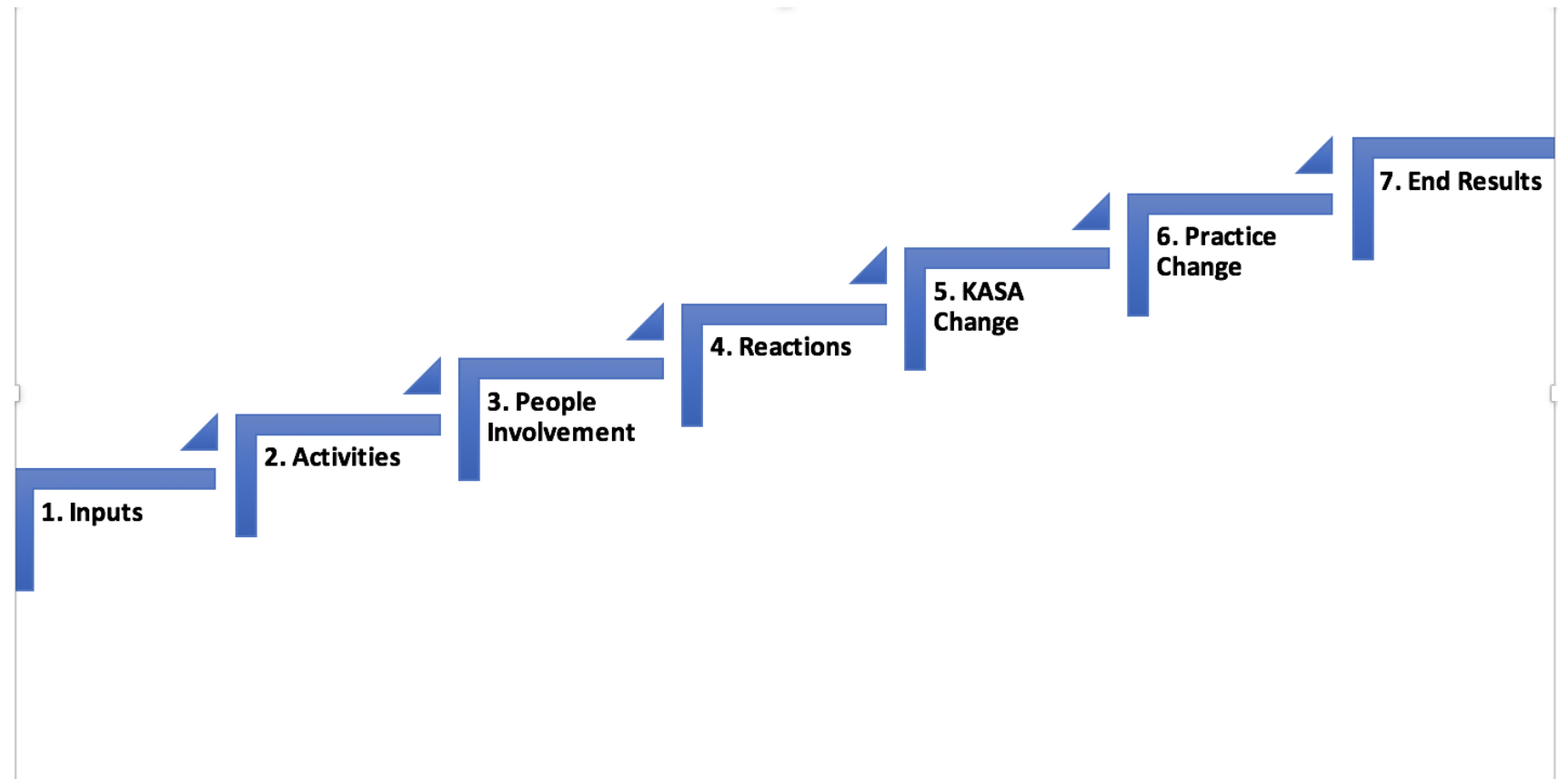
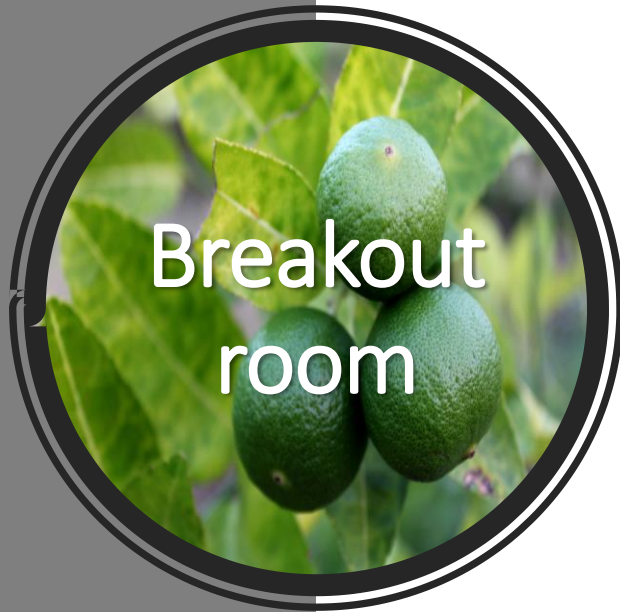


Figure 6. Bennett's Hierarchy

[www.extensionaus.com.au/extension-practice/bennetts-hierarchy-extension-program-evaluation-model/](http://www.extensionaus.com.au/extension-practice/bennetts-hierarchy-extension-program-evaluation-model/)



### Breakout room

- 10 min – groups of four

### Peer-to-peer opportunity

- do you have a M&E story to share
- discuss your M&E challenges and success
- identify resources

### Keep notes

- one group scribe
- please share notes in chat
- summary and further links shared with handout.



**Hort  
Innovation**

[Delivery partners](#) > [Resources for delivery partners](#) > Project resources



[Resources for delivery partners](#)



## **Project resources**

Guides and templates for delivery partners

Figure 7. Hort Innovation project resources.

[www.horticulture.com.au/delivery-partners/resources-for-delivery-partners/project-resources/](http://www.horticulture.com.au/delivery-partners/resources-for-delivery-partners/project-resources/)





**extension**AUS<sup>TM</sup>  
Expertise. Connections. Answers.

Figure 8. ExtensionAus. [www.extensionaus.com.au/](http://www.extensionaus.com.au/)

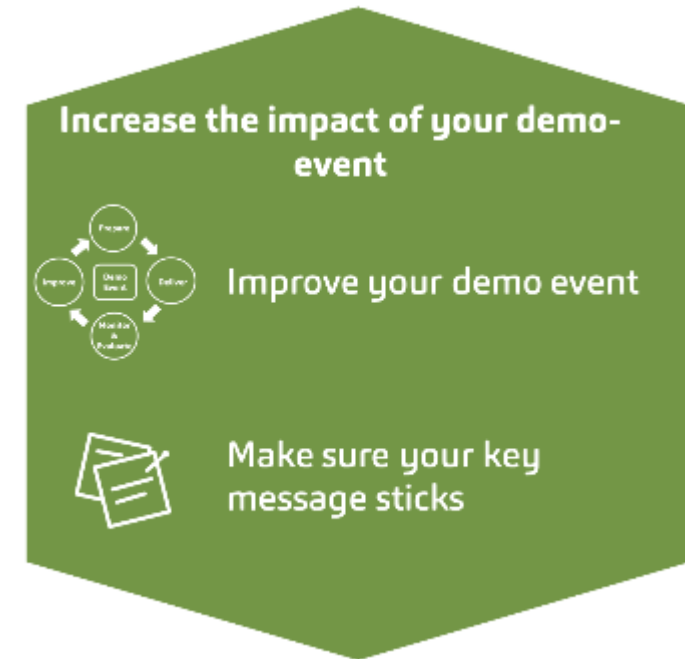


Figure 9. Farm Demo training kit. [www.trainingkit.farmdemo.eu/](http://www.trainingkit.farmdemo.eu/)



DEMO DESIGN  
GUIDES

TOOLS

INSPIRATION FROM  
PRACTICE

Tools for preparing a demo  
event

Tools for delivering a demo  
event

Tools for evaluation and  
follow-up

## TRAININGKIT

We consider to organise an in-depth training on the organisation of farm demonstrations. If you are interested and want to stay posted, please subscribe here.

[SIGN UP HERE](#)

**Click on tools for evaluation and follow up for resources including:**

- monitoring the organisation of a demo event
- monitoring the dynamics and set-up of a demo event
- participant feedback
- monitoring long-term impact

A circular graphic with a black border containing a close-up photograph of several blueberries on a green stem. The text "M&E toolkit" is overlaid in white.

## M&E toolkit

### Common survey methods

- workshop survey or happy sheets
- E-surveys
- follow up – after event.

### Other survey feedback examples

- [extension program and evaluation resources](#)
- [survey templates.](#)



Figure 10. ANR CE Program evaluation

[www.ucanr.edu/sites/CEprogramevaluation/Extension\\_Program\\_Evaluation\\_Resources\\_368/](http://www.ucanr.edu/sites/CEprogramevaluation/Extension_Program_Evaluation_Resources_368/)





## Business model canvas

<p>● <b>Key partners</b></p> <p>Who are your most important partners? Which key resources do you acquire from partners? Which key activities do your partners perform?</p>	<p>● <b>Key activities</b></p> <p>What are the activities you perform every day to create &amp; deliver your value proposition?</p>	<p>● <b>Value propositions</b></p> <p>What is the value you delivery to your customer? Which of your customer's problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customers? What are the products and services you create for your customers?</p>	<p>● <b>Customer relationships</b></p> <p>What relationship does each customer segment expect you to establish and maintain?</p>	<p>● <b>Customer segments</b></p> <p>For whom are you creating value? What are the customer segments that either pay, receive or decide on your value proposition?</p>
	<p>● <b>Key resources</b></p> <p>What are the resources you need to create &amp; deliver your value proposition?</p>		<p>● <b>Channels</b></p> <p>How does your value proposition reach your customer? Where can your customer buy or use your products or services?</p>	
<p>● <b>Cost structure</b></p> <p>What are the important costs you make to create &amp; delivery your value proposition?</p>		<p>● <b>Revenue streams</b></p> <p>How do customers reward you for the value you provide to them? What are the different revenue models?</p>		

Figure 11. Business model canvas. [www.businessmodelsinc.com/about-bmi/tools/business-model-canvas/](http://www.businessmodelsinc.com/about-bmi/tools/business-model-canvas/)



## M&E toolkit

### Writing outcome statements

A brief description of the difference or potential difference the project made toward achieving desired project outcomes or KPI's.

#### **Poor**

The viticulture pest and disease workshop was attended by 30 people and was well received, with strong industry support.

#### **Better**

##### Griffith 2021 Viticulture R&D workshop

In 2020 powdery mildew resulted in 12% yield decline and reduction in wine quality. The 30 June viticulture pest and disease workshop included a biological and cultural practice powdery mildew management presentation by Dr John Smith.

Attended by 15 growers, 10 agronomists, and 5 technical specialists, feedback survey and interviews indicated:

- 80% of respondents (n=25) indicated they improved awareness of biological and cultural powdery mildew prevention measures
- 75% (n=24) indicated they plan to incorporate biological sprays into their 2022 spray program
- all agronomists (n=10) reported powdery mildew is a regional issue and grower control measures can be improved.

**What else could be included?**



# M&E toolkit

## Writing outcome statements

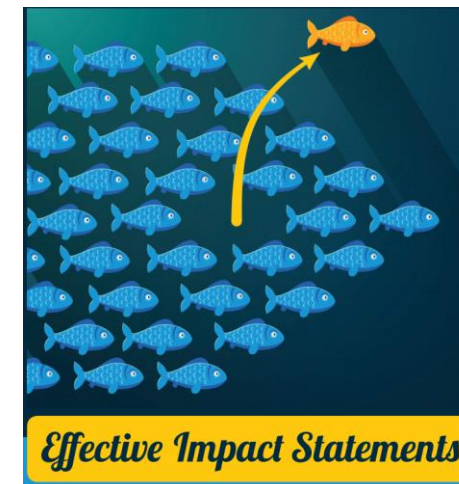
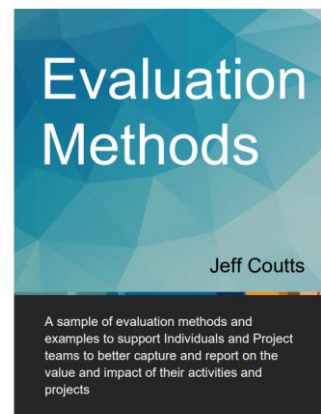
### Some suggestions

- be specific about participant behavior changes
- mention evaluation methods
- articulate project activity value – against KPI's
- define project connection to outcomes - include condition change indicators
- include quantification.

## Resources

- [Evaluation methods](#) - Coutts J&R
- [Effective impact statements](#) – Tennessee State University

Similar methodologies. However, also referred to as narratives.







## Case studies

- extension output
- e.g. [Soil Wealth and Integrated Crop Protection](#)



Our demonstration site in Richmond, southern Tasmania, is hosted by Harvest Farms. In 2018, a trial was established to examine the costs and benefits of quality compost as an organic soil amendment on spinach babyleaf crop yield and quality.

Find out the soil pathogen DNA results from 2020 (year 3 of the trial) in this update. Keep an eye out for a full report on the trial results which will be released shortly.

[More Info »](#)

### Boosting mycorrhizal fungi in vegetable crops

April 2021



The vegetable industry has a growing interest in soil health and beneficial soil microbes, including mycorrhizal fungi. While there is a need for practices that help to boost the beneficial fungi in Australian vegetable crops, getting the benefits under commercial field conditions is not easy.

This case study examines why and how vegetable growers can boost beneficial mycorrhizal fungi in their crops. It also shares the results from a trial which looked at the potential of cover crops, together with commercial mycorrhizal inoculants and reduced soil tillage, to increase the beneficial fungi in vegetable crops.

[More Info »](#)

### Cover crops for weed control and single-use plastic elimination

March 2021



Grower Kim Ngov has sown another cover crop trial on his intense vegetable farm near the southwest outskirts of Sydney (Wedderburn NSW). This time Kim is focused on using cover crops to build soil health, control weeds and eliminate single-use plastic mulch.

[More Info »](#)

### Ag-tech trial turns up the heat on weeds

February 2021



Problem weeds such as oxalis and nutgrass could be a thing of the past for vegetable growers following an Australian-first trial of microwave weed control technology at our Koo Wee Rup demonstration site in Victoria. Read this case study to find out more.

[More Info »](#)

Figure 12. Soil Wealth and Integrated Crop Protection case studies.



## Key points

- M&E is not designed to be onerous and has many benefits
- many project resources are available – reach out to APEN, colleagues, funding bodies, internet resources etc.

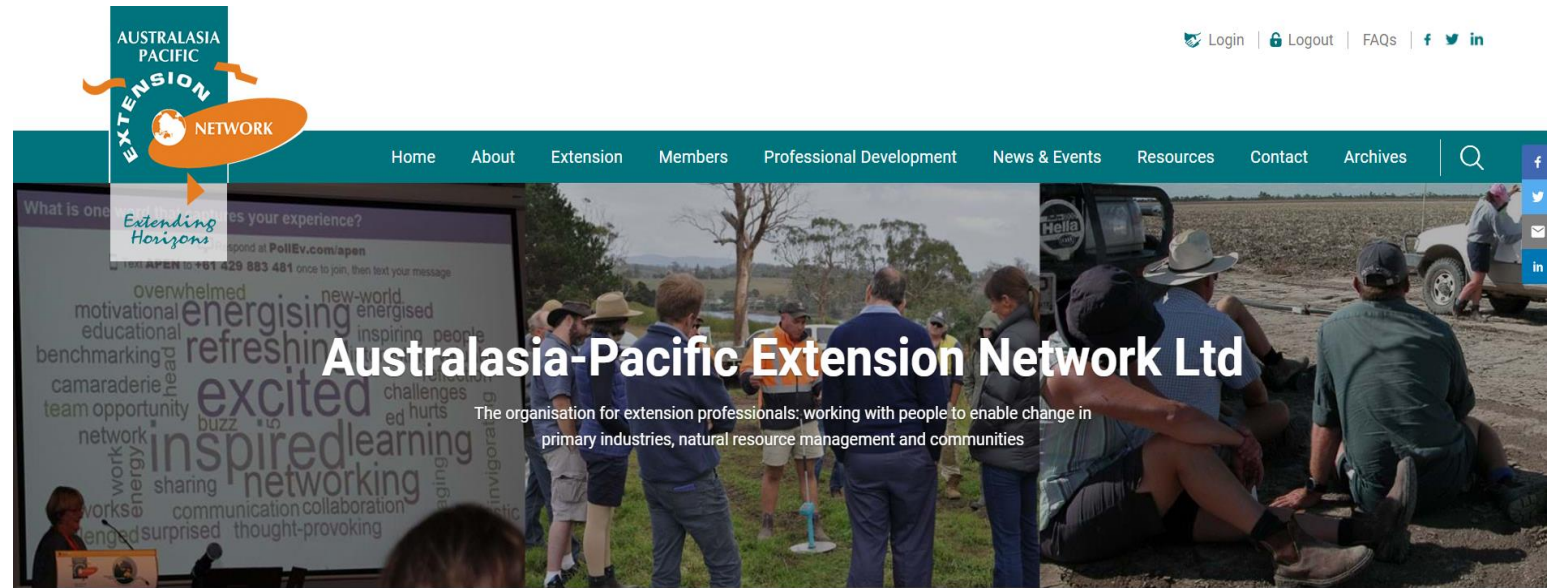
## Questions and discussion

**Are oranges named  
orange because  
they're orange or is  
orange called orange  
because oranges are  
orange ??**





Thanks



- mentoring program
- E-bulletin
- *ExtensionNet*.

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