

# Armenia - Water to Market Post-Harvest Processing

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# Overview

## Identification

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**COUNTRY**

Armenia

**EVALUATION TITLE**

Water to Market Post-Harvest Processing

**EVALUATION TYPE**

Independent Performance Evaluation

**ID NUMBER**

MCC-ARM-MPR-EAS-PPM-2010-v1.1

## Version

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**VERSION DESCRIPTION**

Anonymized dataset for public distribution

## Overview

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**ABSTRACT**

The Enterprise Adoption Survey (EAS) was a one-time survey commissioned by MCA-Armenia to measure assistance, practices, and improvements associated with the Post-Harvest, Processing and Marketing (PPM) Subactivity of the Water-to-Market (WtM) Activity of the MCA-Armenia Program.

The sample frame for the survey was all enterprises, farmer groups, and individuals who had received PPM assistance by September 2010. The survey was fielded by a consortium of AREG, an Armenia-based NGO, and Jen Consult in 2010/2011, after all survey respondents had received PPM assistance. In-person interviews were conducted with respondents at their place of business or residence.

The survey is designed to elicit a range of qualitative and quantitative information. Questions regarding assistance activities and practices were generally qualitative and open-ended, whereas questions regarding improvements were generally quantitative and multiple-choice.

**EVALUATION METHODOLOGY**

Randomization

**UNITS OF ANALYSIS**

The units of analysis are enterprises, farmer groups, and individual business owners/non-registered producers. Batteries of questions are designed for each of these units.

**KIND OF DATA**

Sample survey data [ssd]

## Coverage

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**GEOGRAPHIC COVERAGE**

All 11 Armenian marzes including Yerevan.

**UNIVERSE**

Project-assisted enterprises/farmer groups/individuals

## Producers and Sponsors

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### PRIMARY INVESTIGATOR(S)

Name	Affiliation
Mathematica Policy Research, Inc.	
Consortium of AREG and Jen Consult	

### FUNDING

Name	Abbreviation	Role
Millennium Challenge Corporation	MCC	
MCA-Armenia		

## Metadata Production

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### METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Millennium Challenge Corporation	MCC		Review of Metadata
Mathematica	MPR		Metadata Producer

### DATE OF METADATA PRODUCTION

2014-03-28

### DDI DOCUMENT VERSION

Version 1.1 (March 2014). This version uses an updated metadata template.

### DDI DOCUMENT ID

MCC-ARM-MPR-EAS-PPM-2010-v1.1

## MCC Compact and Program

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### COMPACT OR THRESHOLD

Armenia Compact

### PROGRAM

The Enterprise Adoption Survey (EAS) was funded by the Millennium Challenge Account-Armenia (MCA-Armenia) and conducted by the consortium of Jen Consult and AREG NGO to gather data from enterprises, farmers, and individual producers from October 11, 2010 to June 5, 2011. The EAS collected information on assistance received, business practices, production, sales, profit, and future plans. The EAS was designed to capture information that could be used to describe assistance and participant outcomes related to the Post-Harvest, Processing and Marketing (PPM) Subactivity of the Water-to-Market Activity of the MCA-Armenia program, funded by the Millennium Challenge Corporation (MCC). MCA-Armenia implemented PPM through a subcontract with ACDI/VOCA. 191 enterprises, farmer groups, and individual producers who had been assisted under PPM by the end of September 2010 were surveyed. Additional details of the survey and PPM activities are available in the Water-to-Market evaluation report, which is provided as a resource document.

### MCC SECTOR

Agriculture and Irrigation (Ag & Irr)

### PROGRAM LOGIC

Under the Post-Harvest, Processing, and Marketing (PPM) component, implemented by ACDI/VOCA, enterprises and producer groups were to be trained in processing technologies, food safety, quality standards, financial analysis, and developing commercial linkages. The objective of PPM was to improve post-harvest preservation procedures, strengthen processing enterprises, and provide WtM beneficiary farmers with increased opportunities to sell their products.

### PROGRAM PARTICIPANTS

Members of the 225 beneficiary groups of farmers and families

## Sampling

### Study Population

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Project-assisted enterprises/farmer groups/individuals

### Sampling Procedure

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The sample frame covered all 212 enterprises, farmer groups and individual producers assisted by MCA-Armenia through ACDI/VOCA by the end of Compact Year 4 (end of September 2010). Aggregation of the ACDI/VOCA database showed that 40.6% of units covered under the sample frame were farmer groups, 26.4% were commercial organization, 25.5% individuals and 7.5% non-commercial organizations. The participant type is indicated in the variable W7: assistance unit. No stratification or strategy to account for refusals was employed, as these were not necessary.

The study sample is representative of all PPM participants as of September 2010, as it is a census of these participants. The sample frame was derived from the implementer's list of program participants. AREG verified the existence of each participant in the frame and updated participants' demographic and contact information.

The sample frame covered all RA marzes and the capital city of Yerevan. The distribution of sample frame units across Armenia according to ACDI/VOCA database shows that the most targeted marzes within the project were Armavir, Ararat and Aragatsotn marzes, and the least targeted were Shirak, Lori, and Synik marzes.

### Deviations from Sample Design

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None reported.

### Response Rate

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90% (or 191 of 212) of assisted enterprises/farmer groups/individuals completed the EAS.

### Weighting

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No weights were used.

# Questionnaires

## Overview

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There is one questionnaire for the EAS, but two versions. The EAS was designed both in Armenian and English under close guidance by MCA-Armenia and MCC and in close collaboration with ACDI/VOCA, the program implementer. Given that the survey is tailored to cover different types of assistance units-including enterprises, farmer groups and individual producers-the questionnaire was developed based on the close review of an available database of assisted enterprises/groups and types of assistance provided. In addition to information on assistance provided, the EAS asks about the adoption and use of practices, and future plans.

Questionnaires were administered to enterprises, farmer groups, and individual business owners. In cases of enterprises and groups, interviews were conducted with the individual or individuals who were best qualified to answer. In some cases, some sections of the questionnaire were completed by one group member, and other sections were completed by another member.

## Data Collection

### Data Collection Dates

Start	End	Cycle
2010-10-11	2011-04-20	N/A

### Data Collection Notes

Four main interviewers and one reserve interviewer were trained for the survey. Topics in training included sample verification, quality control checks on completed materials, and coding. Interviewers were trained to understand the study, build cooperation and basic interviewing skills, and to fill in the questionnaires. Separate teams were designated for sample verification, quality control, and aligning coding with the code-book developed for the survey. The survey fielding approach was based on grouping of the sample units by their geographical location. Field trips were organized depending on the number of units in each marz. Interviews generally took place at respondents' homes or places of work. All the interviewers were coordinated and guided by the field coordinator. Interviews were conducted in Armenian, and responses were translated to English. Fieldwork consisted of two stages. The first stage of fieldwork, which spanned the first two weeks, was comprised of day-to-day reporting performed by the field coordinators. Reporting was performed on a daily basis in order to ensure the quality of sample implementation and questionnaires, and to prevent possible problems with instruments and sample. During this period, 15 regular debriefs with MCA-Armenia were held to address all issues related to survey implementation. At the second stage the coordinators gave mandatory reports on weekly basis to the Team Leader (TL) and the Senior Researcher (SR) (and in case of problems, coordinators contacted the research team immediately). A fieldwork interim report was submitted to the client. Issues encountered during data collection: All of the interviewers in many cases had a subjective impression that respondents had been informed beforehand about the survey and its goals, and in some cases they even knew what kind of questions they would be asked. Some interviewees contacted ACDI/VOCA or USDA/CARD by phone during the interviews to clarify some details (e.g. year of beginning collaboration with them). For calculation of such cases, all the interviewers were instructed to write down on the last page of the questionnaire their evaluation of respondents' sincerity and other comments by the end of the interview.

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### Data Collectors

Name	Abbreviation	Affiliation
Jen Finance		Engineering, and Management Consult Ltd. with AREG Scientific Cultural Youth Association Non-Governmental Organization

### Supervision

Four main interviewers and one reserve interviewer were trained to administer the EAS. The sizes of each team depended on the number of units in the region. In some cases the interviewers visited marzes individually, depending on the results of appointments made in advance by sample verification team members. All the interviewers were coordinated and guided by a field coordinator, who directly supervised the interviewers and their data collection efforts.

Field coordinators reviewed completed questionnaires for accuracy and verified adherence to the sample frame. The field coordinators reported to the team leader and senior researcher on a weekly basis. A fieldwork interim report was submitted

to the client.

## Data Processing

### Data Editing

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After interviewers completed each questionnaire, the interviewers reviewed the questionnaire entries and submitted them to the field coordinator for cross-editing. During data entry in SPSS, mistakes were corrected using visual and program control.

### Other Processing

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In order to code open-ended questions, a coding scheme was developed ("the coding book") based on the first 60 hardcopies (30%) of the completed questionnaires. For open-ended questions C2, B8, and D2, group categories with separated codes were developed on the basis of verbatim quotes given by the respondents. Each group category required at least three verbatim quotes. The final list of categories for open-ended questions includes mutually exclusive and miscellaneous categories. "Other" responses should have been limited to no more than 10% of the total. The coding scheme for open-ended questions about types of assistance received and improvements adopted (questions B2 and C1) used a similar approach, but was based primarily on the types of assistance and improved technologies/practices developed by ACDI/VOCA.

Data from hard-copy questionnaires was entered by two specialists independently (double data entry) and verified in SPSS format. The data were transmitted to Mathematica for analysis.



# Data Appraisal

No content available