



Impact Evaluation of the Smallholder Horticulture Marketing Programme: Kenya

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Investing in rural people

Background of the programme

Objectives:

- (i) to increase incomes and reduce poverty among poor rural households in medium-to-high potential farming areas for whom horticulture was a source of livelihood; and,
- (ii) to increase the health and welfare of Kenyans by improving the quality and increasing the quantity of horticultural produce consumed within the country.

Duration: November 2007 to June 2014

Cost: US\$32.15 million (IFAD 73%)

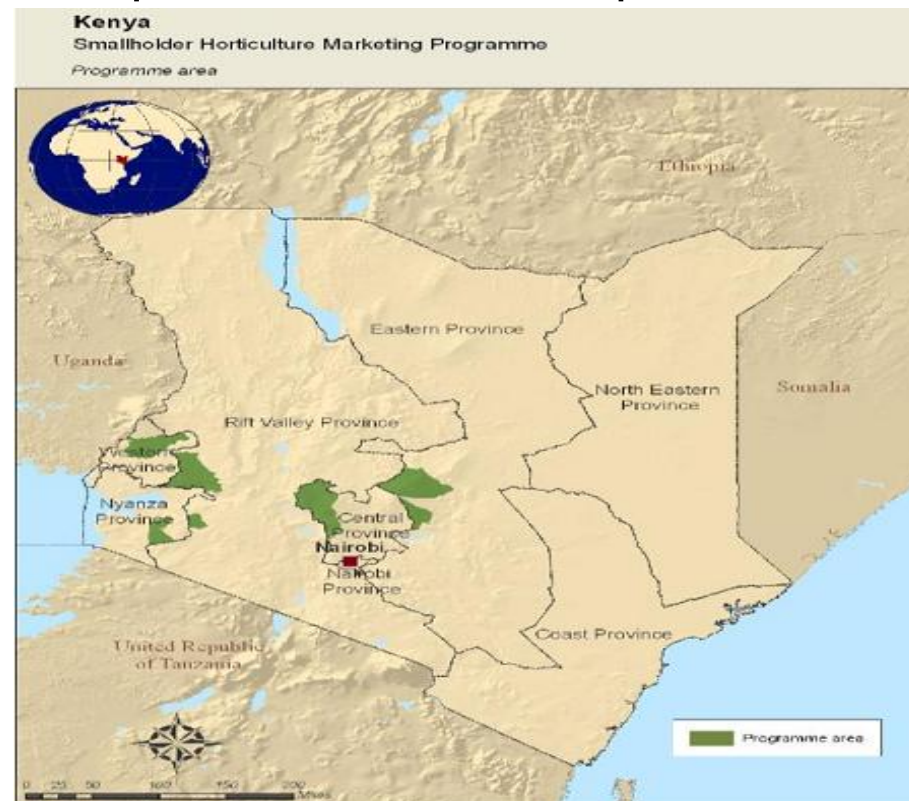
Background of the programme

Component / Activities	Share of total budget
Component A: Domestic Market Systems Analyses	0.74 %
Selection of Priority Crops	
Nation-Wide Value Chain Studies	
Value Chain Studies	
District-wide mapping of stockists, markets, roads and horticultural output clusters	
Component B: Institutional Strengthening	7.43%
Training to existing formal and informal farmer groups	
Training of horticultural input stockists, traders, brokers and market managers	
“On-the-job training” of MoA staff	
Market information to farmers and traders	
Development of improved horticultural sub-sector policy and legislation framework	
Component C: Investment in Domestic Horticulture Value Chains	72.6%
Pilot Initiatives	
Spot improvement of rural access roads	
Development or improvement of physical market infrastructure	

Background of the programme

Selection criteria:

- 14 districts based on poverty profile, horticultural production
- Beneficiaries (direct): Smallholder horticultural farmers; traders; input suppliers (stockists); transporters; horticultural processors.



Impact evaluation methodology

- Outcomes of interest determined using *theory of change*
- *Quasi-experimental* method: use of counterfactual
- *Mixed methods*: quantitative and qualitative
- *Propensity score matching* for creating comparison group
- *Single difference* method for program effects
- *HFIAS (access to food)* and *HDDS (diversity of diet)* for food security effects

Highlights of impact results

Average treatment on treated effects

Outcome of interest	Direction and likelihood of effect (for the beneficiaries)
Agricultural income	positive, statistically significant
Assets	not statistically significant
Food security	positive, statistically significant
Agricultural productivity	positive, statistically significant for some commodities (banana, sweet potato); not statistically significant for others (Irish potato, cabbage)

Main findings

- Higher agricultural incomes were driven mostly by production-side interventions
- Women-headed HHs saw increase in incomes; but these increases were smaller than male-headed HHs
- Rural infrastructure (roads, bridges) interventions were more successful than others
- Connecting farmers to markets was less successful
- The aim of physical markets is yet to be realised
- Value-addition ('pilot initiatives') activities gave mixed results

Conclusions

- The value chain approach rightfully targeted several ‘building blocks’, but an integrated approach was lacking
- The results along the value chain were mixed; some parts of the chain were more successful than others
- The business relationship amongst value chain actors was enhanced, although to a limited extent
- The participatory process of involving beneficiaries in the programme’s activities was notable, but it also posed problems
- The devolution to a county system had important consequences for the programme

Recommendations

- Recommendation 1: In value chain-related interventions, adopt an integrated approach and a proper sequencing of activities.
- Recommendation 2: When strengthening relationships among value chain actors, allocate sufficient time and support for capacity development and behavioural shifts to take shape.
- Recommendation 3: Target individual entrepreneurs or smaller enterprises for agro-processing while positioning farmers as suppliers of raw materials.
- Recommendation 4: For infrastructure-related interventions, establish mechanisms for collaboration among stakeholders as part of the programme exit strategy.

Thank you