



Cambodia HARVEST Commercial Horticulture Evaluation

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Evaluation Team

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Evaluation Background

Commercial Horticulture Program: “farming as a business”

Beneficiaries:

- **Demonstration Clients:** Farmers who demonstrate program techniques and technologies to nearby farmers
- **Training Participants:** Farmers or individuals who attend trainings
- **Producer Groups:** A number of demonstration clients come together as a group to leverage market options
- **Partner Clients:** Communities and/or agribusinesses

Evaluation Objectives

- Determining knowledge, attitude, skills and behavior change impacts on:
 - Demonstration Clients
 - Training Participants
- Comparing economic impacts of adoption of commercial horticulture technology between “Demonstration Clients” and “Training Participants.”
- Soliciting participants’ opinions and suggestions for program improvement.

Study Design

- One-shot post-hoc study
- Survey-- interview schedule
- Collected mostly quantitative data
- Few open-ended questions

Sample Selection

- Commercial Horticulture Program – 34 districts, 4 provinces
- Total beneficiaries: **9,112 households**
 - 3,511 Demonstration Clients
 - 5,603 Training Participants
- Sample size: **560 households**
- 50% of districts selected for geographical representation
- Selected **56 Clusters**– 28 for Demo Clients and 28 for Training Participants
- Random selection of **~10 households from each cluster**
- **545 interviews completed**

Sample Selection

	Demo Clients			Training Participants			Total Sample	
	Popn.	# of Sample	# of cluster	Popn.	# of Sample	# of Cluster	# of Sample	# of Cluster
Battambang	1,382	110	11	1,447	72	7	183	18
Kampong Thom	633	50	5	1,248	62	7	113	12
Pursat	871	69	7	1,439	72	7	141	14
Siem Reap	625	50	5	1,469	73	7	123	12
Total	3,511	280	28	5,603	280	28	560	56

Survey Questionnaire Development

- Interview schedule was developed by evaluation team members
- The instrument was reviewed by HARVEST staff
- Changes and modifications were made
- Instrument was translated into Khmer language
- The interview schedule was field tested in Pursat outside the cluster village

Selection and Training of Enumerators

- Ten senior/junior students from Agronomy Faculty of RUA were recruited to be enumerators
- They received 2-day enumerator training (March 5 & 6)
- Participated in field-testing the instrument (March 7)

Field Data Collection

Fieldwork: March 08 – 19, 2016

- 2 teams (1 Team = 5 enumerators + 2 supervisors)
- 1 MSU staff coordinated the overall fieldwork
- 4 PE Short Course Participants supervised the fieldwork



Data Entry and Analysis

- Data were entered in SPSS
- Data were cleaned by examining frequency counts, cross-tab, and cross-checking hard copy data
- Data were analyzed using STATA and SPSS

Findings: Demo Clients and Training Participants

Description	Demo Clients (N= 287)	Training Participants (N= 258)	Pearson chi2	Sig.
<i>Gender</i>				
Male	54.70%	41.47%	9.52	0.01
Female	45.30%	58.53%		
<i>Poverty status</i>				
ID poor 1	5.92%	11.63%	23.09	0.01
ID poor 2	8.36%	19.77%		
Other	85.71%	68.60%		

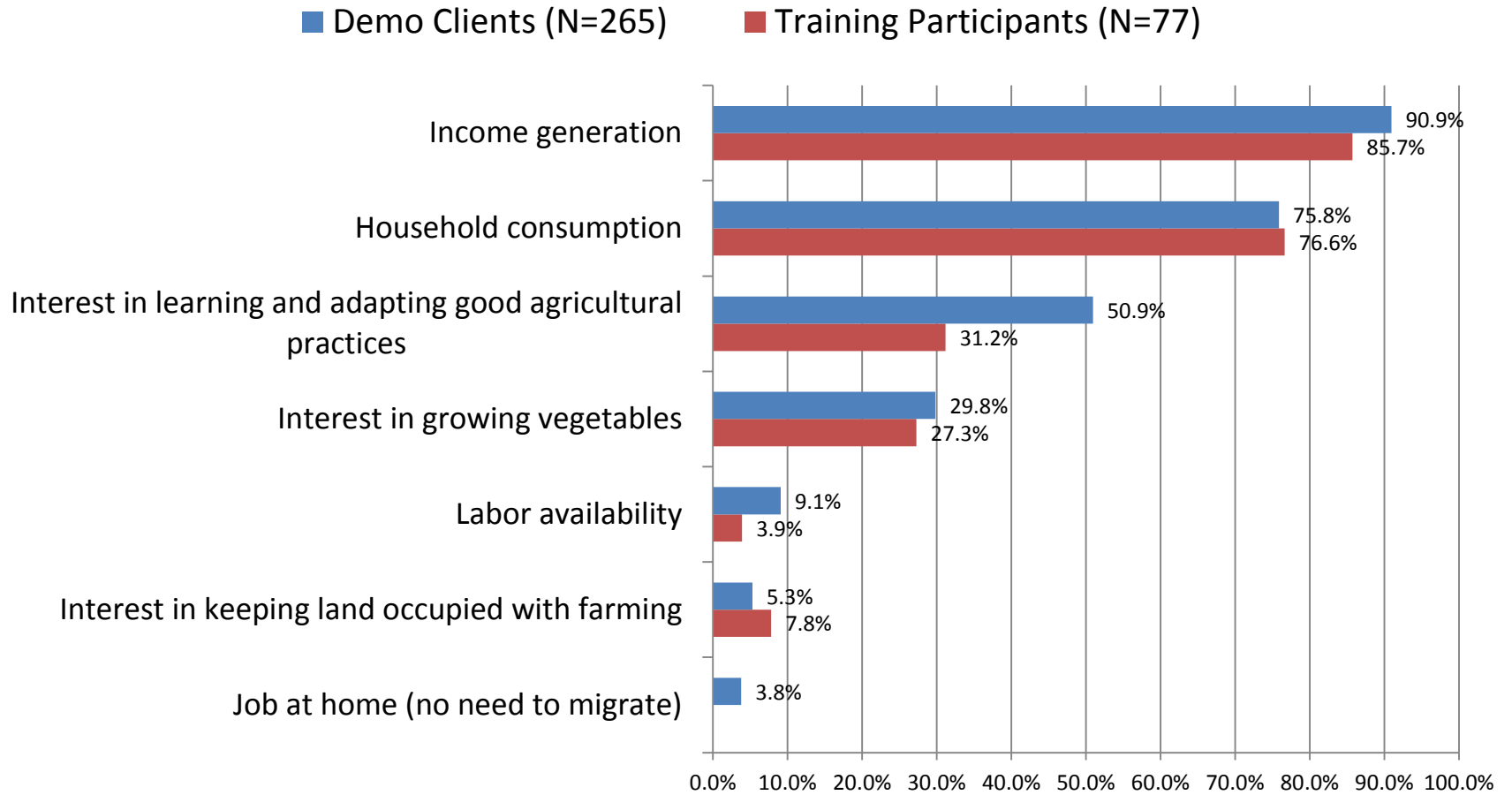
	Demo Clients Mean (SD)	Training Participants Mean (SD)	t-value	prob.
<i>Education</i>				
Years of schooling	5.29 (3.28)	4.69 (3.53)	2.07	0.05
<i>Household size</i>				
Persons engaged in CH production	2.91 (1.21)	2.56 (1.49)	2.10	0.05
Persons earning income	2.65 (1.05)	2.26 (1.17)	4.08	0.01
% of income earners	55.57 (26.03)	49.00 (24.08)	3.05	0.01

Household Growing CH Production

	Demo Clients (N=287) (%)	Training Participants (N=258) (%)
Over the last 5 years	98.61%	60.47%
In the last 12 months	92.3%	29.8%



Motivation for Commercial Horticulture



Farmers Producer Group

Description	Demo Clients (N= 265)	Training Participants (N= 77)	Pearson Chi2	Sig.
Aware of a Commercial Horticulture Farmer Producer Group in the area	43.0%	33.8%	2.11	NS
Member of a Farmer Producer Group	37.4%	9.1%	22.29	0.01
Sold Horticulture Products during the last 12 months	100.0%	96.1%	10.42	0.01
If sold, % sold thru Farmer Producer Group during the last 12 months	6.4%	2.7%	1.51	NS

	Demo Clients		Training Participants	
	N	Mean (SD)	N	Mean (SD)
Average group size (number of members)	99	10.76 (07.25)	7	10.57 (04.30)
Average % of produce "Sold Collectively"	17	61.18 (31.85)	2	53.00 (52.30)

*Reason for not selling all products collectively: different planting schedule

Use of Input in CH Production

Input	Demo Clients (N=265)	Training Participants (N=77)	Pearson chi2	Sig.
Seeds/Seedlings	99.3%	97.4%	1.75	NS
Chemical fertilizer	98.5%	81.8%	33.26	0.01
Pesticide(s)	95.1%	74.0%	30.38	0.01
Oil/gas/gasoline/diesel	94.7%	68.8%	40.48	0.01
Sprayers	84.9%	57.1%	27.39	0.01
Drip irrigation	83.4%	26.0%	94.53	0.01
Plastic mulch	80.4%	15.6%	111.29	0.01
Trellising	80.0%	44.2%	37.97	0.01
Seedling trays	78.1%	15.6%	101.29	0.01
Post-harvest materials	77.4%	36.4%	46.18	0.01
Transportation	60.4%	41.6%	8.58	0.01
Packaging Materials	59.3%	37.7%	11.2	0.01
Other	27.2%	9.1%	10.98	0.01
Hired labor	27.2%	13.0%	6.58	0.01
Land rental	16.6%	7.8%	3.79	NS

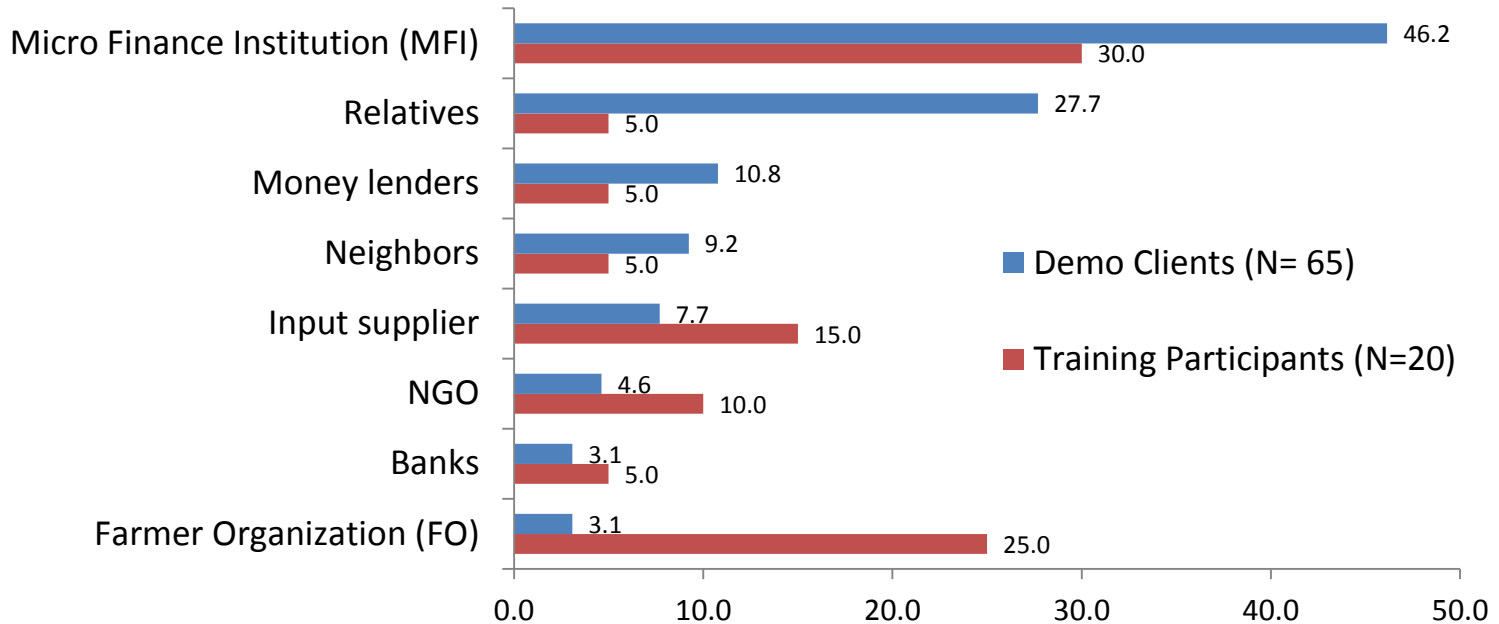
If Input Used, Average Cost of Inputs Paid by Respondent

Input Types	Demo Clients		Training Participants		t-value	prob.
	N	Mean (\$)	N	Mean (\$)		
Seeds/Seedlings	245	\$ 51.0	72	\$ 29.3	1.51	NS
Chemical fertilizer	249	\$ 78.9	60	\$ 50.4	2.17	0.05
Pesticide(s)	249	\$ 46.2	54	\$ 35.3	0.85	NS
Oil/gas/gasoline/diesel	250	\$ 78.7	49	\$ 58.4	1.13	NS
Drip irrigation	76	\$ 100.6	10	\$ 373.0	1.45	0.01
Land rental	24	\$ 79.9	4	\$ 87.5	0.18	NS
Hired labor	58	\$ 126.6	9	\$ 222.5	1.08	NS
Packaging Materials	130	\$ 10.0	25	\$ 12.4	0.68	NS
Transportation	132	\$ 26.3	27	\$ 23.5	0.27	NS
Seedling trays	69	\$ 20.0	9	\$ 20.3	0.04	NS
Plastic mulch	96	\$ 59.6	8	\$ 42.5	1.95	NS
Trellising	127	\$ 45.8	20	\$ 41.3	0.33	NS
Sprayers	59	\$ 57.1	25	\$ 45.6	1.20	NS
Post-harvest materials	9	\$ 13.1	13	\$ 5.7	2.19	0.05
Other	40	\$ 136.9	7	\$ 185.2	0.19	NS
Total Input Cost	265	\$ 403.4	76	\$ 273.5	1.74	NS

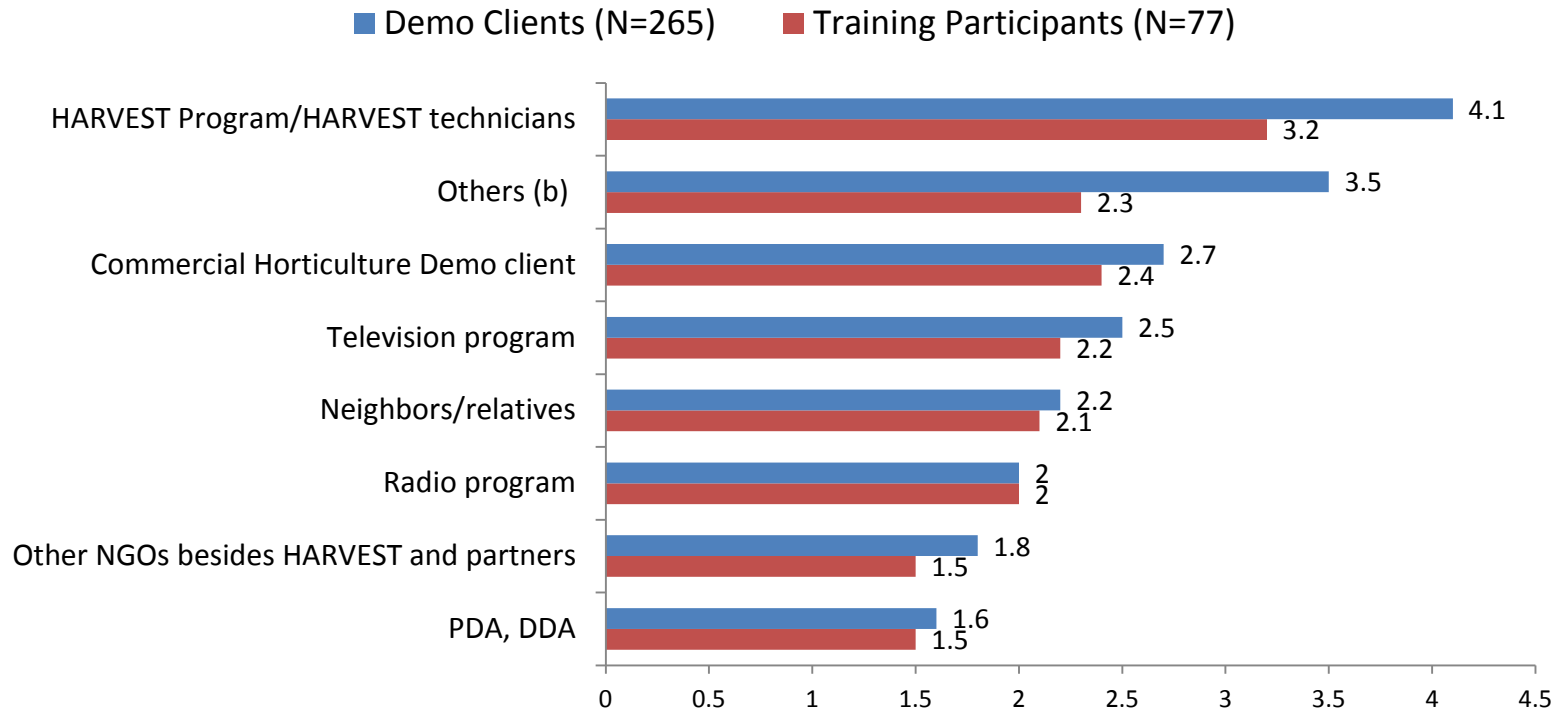
Borrowed Money to Buy Inputs for CH Production

- Borrowed money for inputs:
 - Demo Client: 24.5% (65/265)
 - Training Participants 26.0% (20/77)

Main source of money borrowed



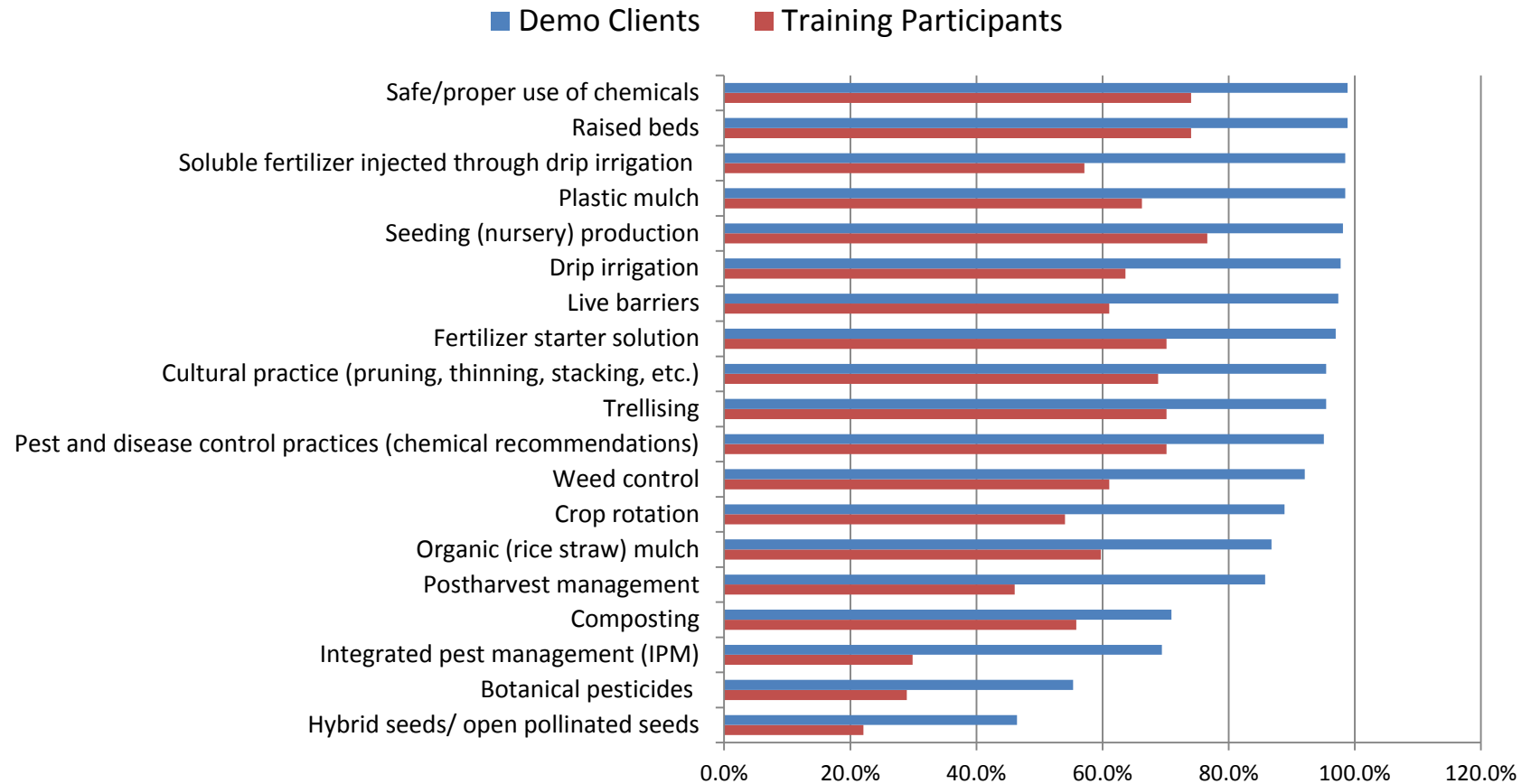
Frequency of Access to Technical Assistance



Scale: 1= Never, 2= Seldom, 3= Sometime, 4= Frequently, 5= Very frequently

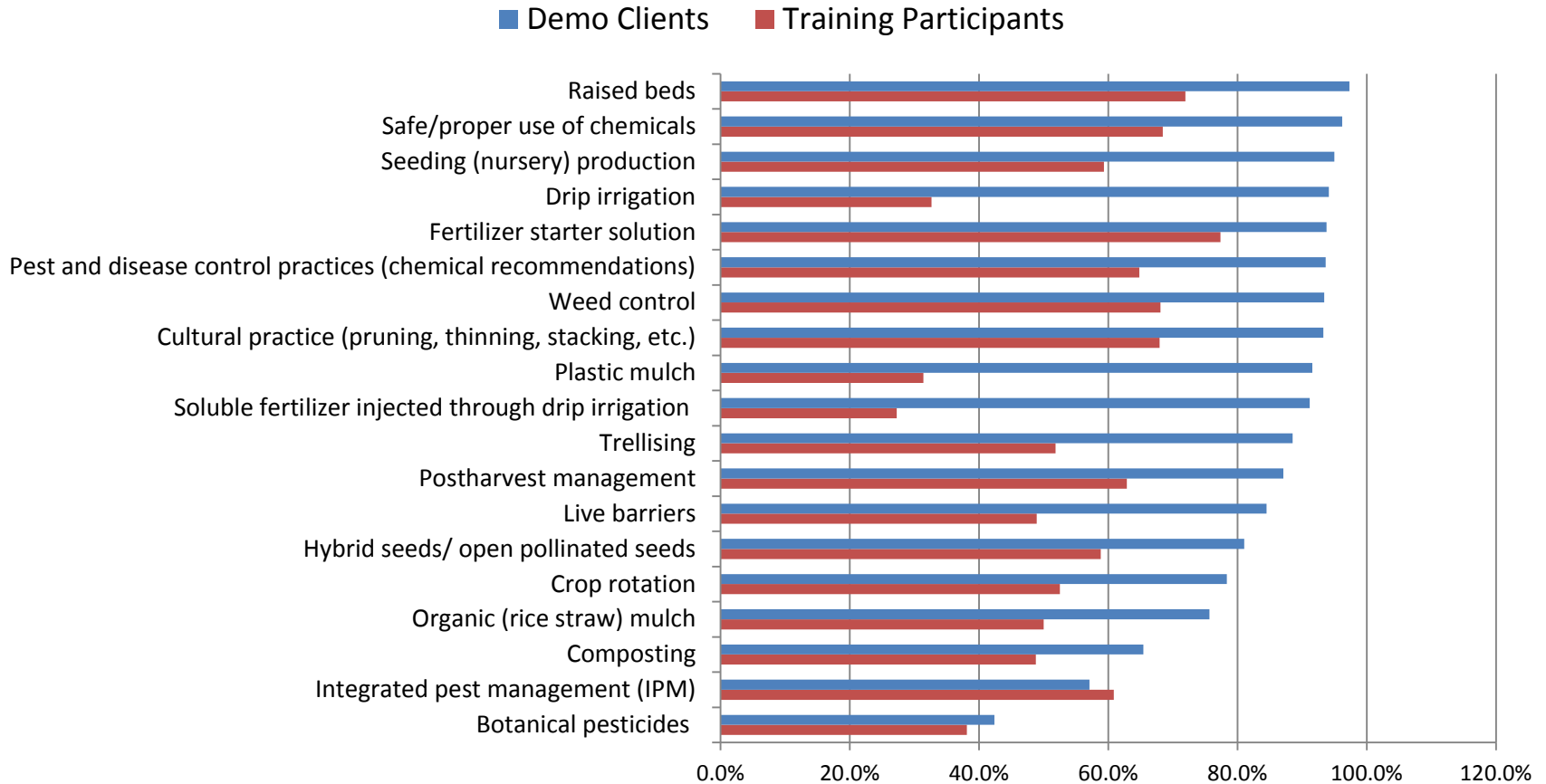
Note: Others= input supplier company, seed and pesticide promoter, village chief, Russey Vocational Training Center, Trapaing, Youtube, and Facebook

CH Technologies Learned



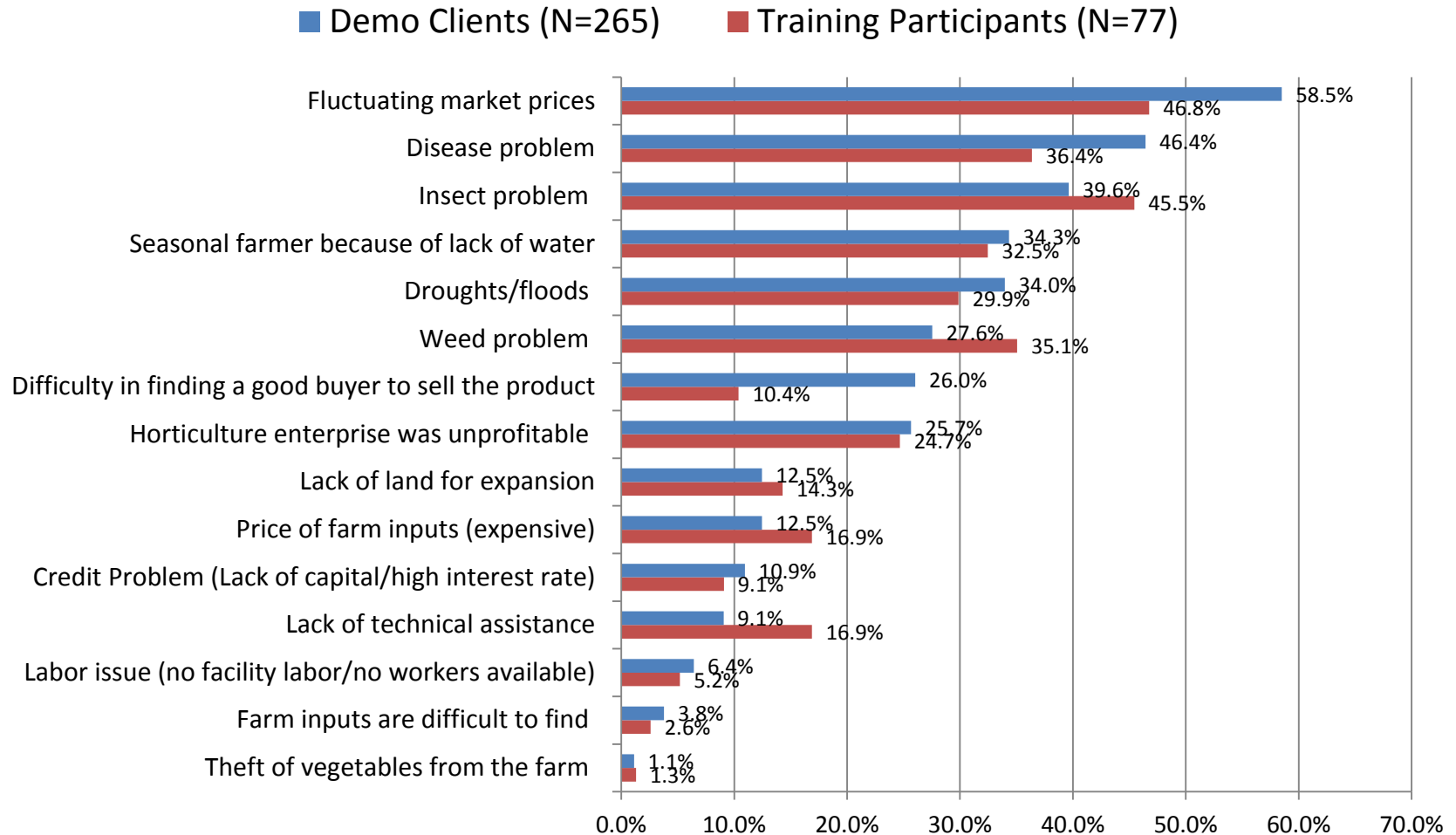
Note: Differences were significant for all types of **CH technologies learned** between Demo Clients and Training Participants

Adoption of CH Technologies



*Note: Adoption rate for all types of **CH technologies** were higher among Demo Clients than Training Participants except for “botanical pesticides” and “IPM techniques”*

Major Barriers to CH Perceived by Adopters



Source of Household Income

Income sources	Demo Clients (N=287)	Training Participants (N=258)	Total (N=545)	Pearson chi2	prob.
Rice production	57.80%	36.00%	47.50%	25.87	0.01
Horticulture	91.60%	28.70%	61.80%	228.18	0.01
Fishing	8.40%	5.00%	6.80%	2.37	NS
Livestock Raising	42.50%	37.20%	40.00%	1.59	NS
Self-employment	23.70%	29.50%	26.40%	2.32	NS
Permanent labor work	22.00%	35.70%	28.40%	12.54	0.01
Seasonal labor work	20.90%	29.10%	24.80%	4.86	0.05
Others activities	17.40%	14.00%	15.80%	1.23	NS

Household Income (Excluding Horticulture)

Source on Income	Demo Clients		Training Participants		Total		t-value	prob.
	N	Mean	N	Mean	N	Mean		
Rice production	166	\$ 1,563.9	93	\$ 939.1	259	\$ 1,339.6	2.73	0.02
Horticulture								
Fishing	24	\$ 737.1	13	\$ 1,174.6	37	\$ 890.8	0.88	0.30
Livestock Raising	122	\$ 763.0	96	\$ 578.0	218	\$ 681.5	1.06	0.29
Self-employment	66	\$ 2,166.7	76	\$ 2,877.0	142	\$ 2,546.9	0.85	0.40
Permanent labor work	63	\$ 2,207.2	91	\$ 2,945.6	154	\$ 2,643.5	1.26	0.21
Seasonal labor work	61	\$ 1,398.1	75	\$ 829.4	136	\$ 1,084.5	1.24	0.22
Others activities	48	\$ 1,635.6	31	\$ 2,363.0	79	\$ 1,921.1	0.78	0.44
Total HH income (excl. CH income)	267	\$ 3,057.1	247	\$ 3,159.0	514	\$ 3,106.0	0.25	0.80

Household Income (Including Horticulture)

Sources	Demo Clients		Training Participants		Total		t-value	prob.
	N	Mean	N	Mean	N	Mean		
Rice production	166	\$ 1,563.9	93	\$ 939.1	259	\$ 1,339.6	2.73	0.02
Horticulture	263	\$ 1,544.0	74	\$ 658.8	337	\$ 1,349.6	4.53	0.00
Fishing	24	\$ 737.1	13	\$ 1,174.6	37	\$ 890.8	0.88	0.30
Livestock Raising	122	\$ 763.0	96	\$ 578.0	218	\$ 681.5	1.06	0.29
Self-employment	66	\$ 2,166.7	76	\$ 2,877.0	142	\$ 2,546.9	0.85	0.40
Permanent work	63	\$ 2,207.2	91	\$ 2,945.6	154	\$ 2,643.5	1.26	0.21
Seasonal work	61	\$ 1,398.1	75	\$ 829.4	136	\$ 1,084.5	1.24	0.22
Others activities	48	\$ 1,635.6	31	\$ 2,363.0	79	\$ 1,921.1	0.78	0.44
Total HH income (Including CH income)	286	\$ 4,273.8	256	\$ 3,238.3	542	\$ 3,784.7	2.47	0.01

Area (sq. m.) and Net Income from Commercial Horticulture

Income Indicators	Demo Clients		Training Participants		Total		Difference	
	N	Mean	N	Mean	N	Mean	t-value	prob.
Area of CH production in 2015 -2016 (m2)	265	3,937.7m2	77	2,341.8m2	342	3,578.4	2.64	0.01
Net CH income in 2015-2016 (\$USD)	263	\$ 1,138.8	73	\$ 390.0	336	\$ 976.1	5.04	0.01
Net CH Income in 2015-2016 per m2 (\$USD)	263	\$ 0.32	73	\$ 0.25	336	\$ 0.31	1.25	0.21

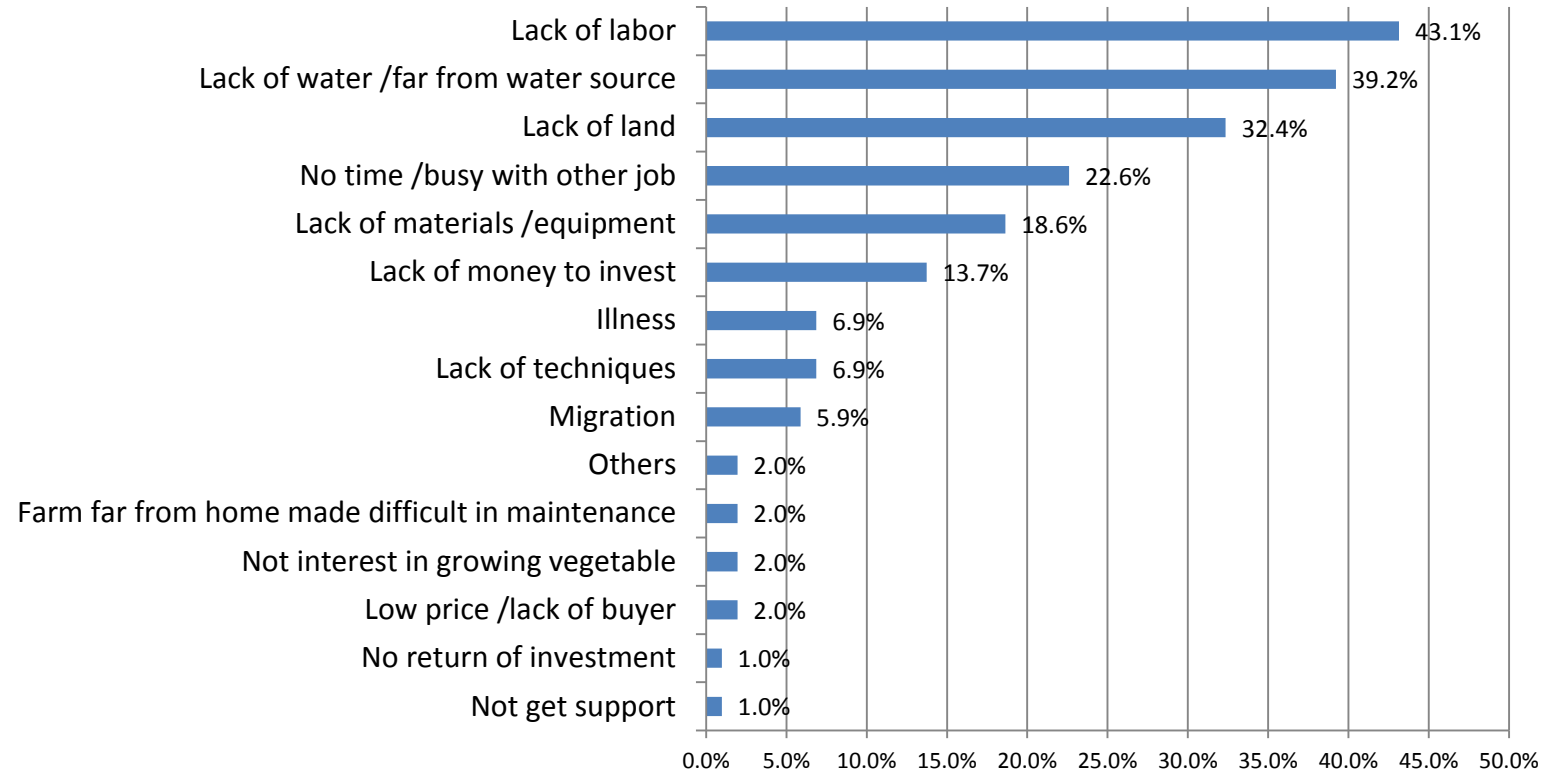
- Higher gross and net commercial horticulture income among Demo Clients than Training Participants.

Impact of CH on Household Income

Group	Before HARVEST	Past 12 months	Mean Difference	t-value (Sig.)
Demo Client	\$ 1,012	\$1,562	+ \$550	3.61 (.01)
Training Participants	\$ 561	\$ 692	+ \$131	1.0 (.32)
		Difference	= \$419	
		t-value (Sig)	2.01 (0.05)	

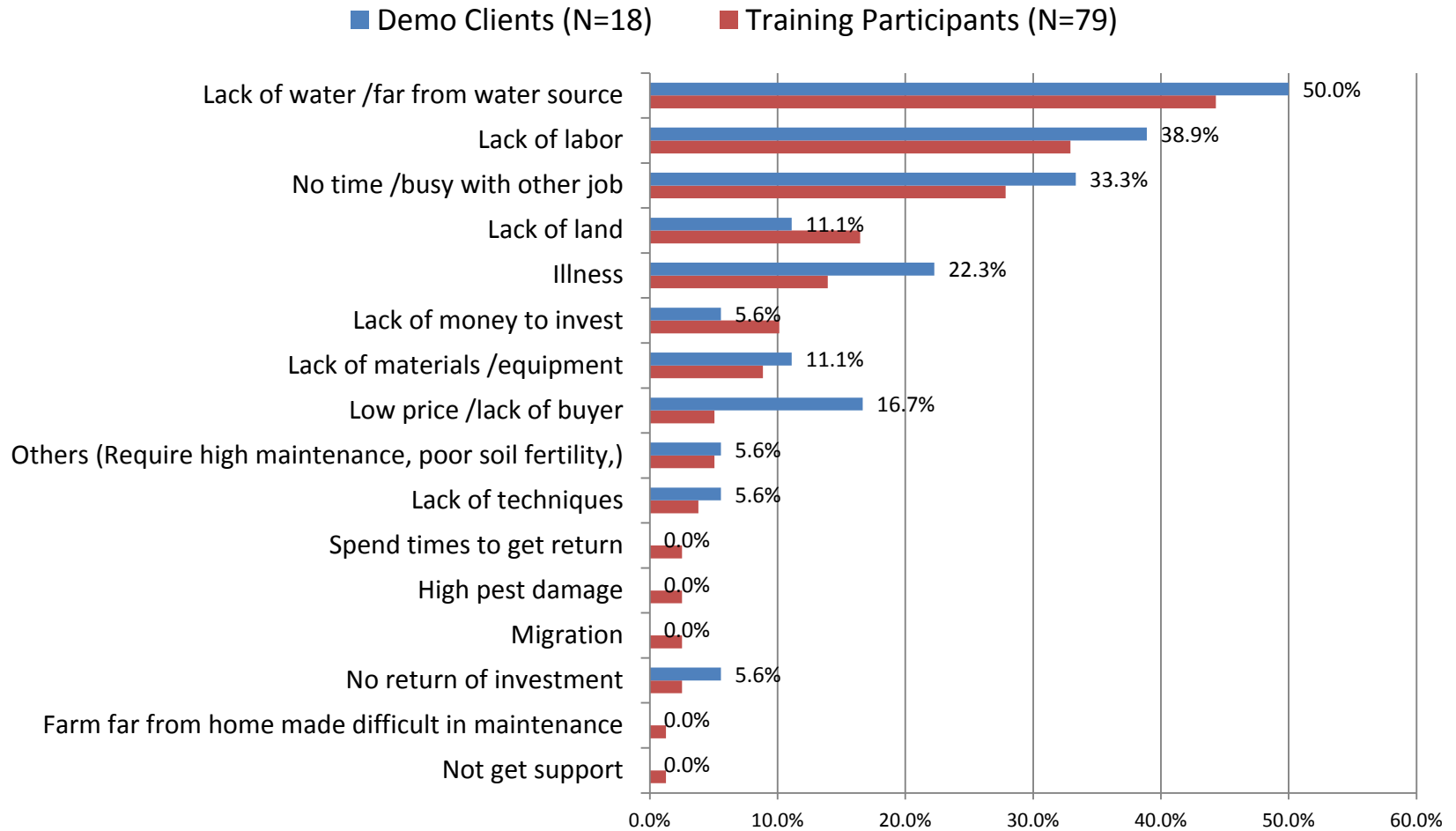
Non-adoption: Reason Behind Farmers Not Starting CH Production

■ Training Participants (N=102)



Note: only 4 Demo Clients did not start the home vegetables /CH production

Discontinuance: Reason Behind Not Growing CH Crops During the Last 12 Months



Conclusion

Economic impact of adoption of commercial horticulture technologies

- 98% Demonstration Clients and 60% Training Participants grew vegetables in the last 5 years.
- Adoption dropped to 92% for Demo Clients and 30% for Training Participants in the past year.
- Differential impact of CH program was found between Demonstration Clients and Training Participants with the former more inclined to adopt recommended CH practices than the latter.
- Demonstration Clients reported significant increase in income as a result of participation in HARVEST Program. No significant difference was observed for Training Participants.

Conclusion

Participants' opinions and suggestions for program improvement:

- Lack of irrigation and shortage of labor were the most frequently cited problems for adoption of commercial horticulture technologies by both groups.
- Demo Clients suggested more trainings on new technologies followed by marketing support.
- Training Participants wanted more support in materials and equipment followed by training on new technologies.
- Training participants -- irrigation water management is more important than provision of market information.
- Training participants are still struggling with production and it may take some time before they start thinking about marketing of products.

Implications and Recommendation

- Promote water conserving and labor saving technologies.
- Demo farmers show a promise to serve as change agents at the village level. Extension service could use this approach to disseminate new technology.
- More hands-on training on disease and pest control, use of IPM and botanical pest control practices.
- Initiate/strengthen programs to link farmers to markets.
- Further develop “farmer producer groups” to enable them for input supply and marketing services.

Thank you

Questions and feedback are welcome!

Acknowledgement



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<http://fsg.afre.msu.edu/>

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