metrics

Systematic reviews

- No one has compiled the evidence in a systematic review of the impact of agricultural extension on tech adoption and welfare (and link the intermediate steps between livelihood adoption and welfare improvements; a.k.a the impact pathway)
- Other topics could include information on client/customer satisfaction and what the current information needs are for smallholders.
- Some might already exist: technology adoption and farmer field schools
- Won't achieve the level of rigor of a meta review (given lack of standardization across studies and contexts) but will be very helpful in terms of framing policy issues.

More impact evaluation & evidence

- Start with a scoping/white paper to identify the key knowledge and evidence gaps before proceeding with thematic areas for rigorous impact evaluation work
- Rigorous impact evaluations that are opportunities for iterative learning. Need to be digging into the why and how from these impact evaluations.
- Focus on larger IEs at scale (not pilots) and examine impacts on sub-groups (typologies of farmers, women, youth, etc.)
- Work not only with governments but also large NGOs and private sector operators (not necessarily CSR initiatives)

More impact evaluation & evidence

- Testing different modes of delivery (including different upward & downward accountability mechanisms) to compare their relative effectiveness. Also need willingness-to-pay and contingent valuation experiments to get a sense of demand. Useful for pricing of cost recovery and fee-for-service operations.
- Need to generate lessons that are externally valid for policymakers in different contexts.

monitoring

- More work still need on calculating macro indicators on public investments on extension.
- Still need to monitor the big picture indicators (e.g., # of farmers per agent) and include sex disaggregation
- Focus less on large, expensive censuses and rely on more on sampling methods
- Need to include measures of quality of service delivery.

monitoring

- We should both measure self-reported and visually verifiable outcomes (e.g., composting practices, high-yield seed adoption) or try to draw on administrative/business sales data, genetic fingerprinting, picture with a tablet (other technology solutions).
- Need to think more carefully about the frequency, location (after the training? at-home visits?), and sources and directions of bias (e.g. field agents collecting data) for service delivery questions.
- Need measures on the content that extension agents have to work with (i.e., the “supply” of new knowledge on new technologies), their mastery of the content itself (e.g., through knowledge tests of extension agents) and the source of the information.