



Evaluating Recommendations

Tips & Facts Sheet

Why do recommendations fail?

A good place to start in evaluating recommendations (or solutions) is to think why many recommendations fail. Often, they are simply inappropriate. The following analysis - before making a recommendation - can help ensure success. The data should be disaggregated by sex to help determine if recommendations are appropriate for men and/or women farmers.

Simple analysis can improve the probability of a successful recommendation.



1. Does the recommendation address a major problem farmers face? How important is the problem?

	Male	Female
What is the percent area affected?		
What percent of farmers are affected?		
What is the frequency of occurrence (each season, every third season)?		
What is the type and extent of the problem (e.g., crop damage, cost, labor required, yield loss)?		
Is the solution feasible and appropriate? Does it consider gender constraints and needs?		
What is the effect on the environment?		
Other?		
Total		

You can use a score of 1 to 5, (1. Very low; 2. Low; 3. Medium; 4. Fairly high; 5. Very high).
Total the score and rank problems

2. Have you evaluated how good your recommendation is?

Has the recommendation been tested under farmers' conditions?
Does it address the major cause of the problem?

What are the characteristics of the recommendation?

Factor	Evaluation (Male)	Evaluation (Female)
Type of benefit (labor, profit, yield)?		
Amount of benefit?		
What is the risk (more, less, same?)		
Are inputs available?		
What are the labor needs (more, same, less)?		
Who performs labor (men, women)? Is the right person targeted?		
Do labor needs impact other agricultural or household responsibilities?		
Is the recommendation easy to understand?		
Is the recommendation easy to adopt? (Does it fit with farming system?)		
Can extra product be sold?		
Who will sell (men, women) and who will benefit?		
What is the effect on the environment?		
Other		

3. What is your conclusion?

	Not important	Important	Very important
The problem is			

	Poor	Good	Very good
The recommendation is			