

**DECK 2**

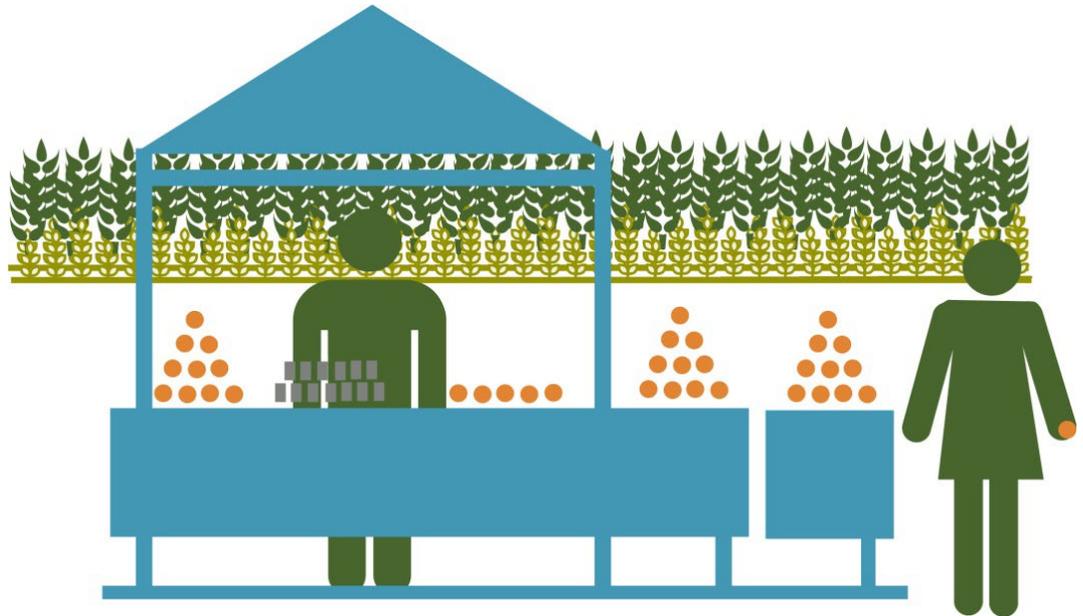
**STEP 1:**

**Prioritize Nutrition-Sensitive  
Agriculture Outcomes for Your Activity**

# What is the Purpose of Your Activity?

## Agriculture activities commonly aim to—

- Improve production of target commodities (crops and livestock/poultry).
- Increase income.
- Sustain, protect, or enhance productive natural resources.
- Engage women and youth to secure their livelihoods.



## Example: West Africa Activity

What	How	Who
Increase production of pumpkin, fish, cowpeas. and rice	<ul style="list-style-type: none"> <li>Promote good farming practices</li> <li>Introduce new technologies</li> </ul>	<ul style="list-style-type: none"> <li>Small farmers, co-ops, agricultural extension agents</li> <li>Agricultural extension agents, small farmers, co-ops, researchers</li> </ul>
Increase income	<ul style="list-style-type: none"> <li>Improve rice storage to sell at higher prices</li> <li>Add value to fresh fish using drying technology</li> <li>Increase access to agricultural financing</li> </ul>	<ul style="list-style-type: none"> <li>Small farmers, co-ops, input suppliers, buyers</li> <li>Fisherfolk, WorldFish, research staff</li> <li>Microfinance institutions, cooperatives, small farmer groups, women's groups</li> </ul>

# Describe Your Agricultural Market Systems Development Activity

What	How	Who

# Describe Your Agricultural Market Systems Development Activity

**Goal:** Agree on the agriculture/market systems components of your activity.

1. Describe **WHAT**: the big-picture results or outcomes.
2. Describe **HOW** your activity will achieve these results.
3. Describe **WHO** will benefit and **WHO** will participate.



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# Nutrition Connection

**What are the key contributors to malnutrition in your implementation area?**



# Identifying Nutrition-Sensitive Agriculture Outcomes

- Improved **availability** of diverse, nutrient-rich foods in local markets
- Improved **affordability** of diverse, nutrient-rich foods in local markets
- Improved **desirability** of diverse, nutrient-rich foods among consumers
- Improved environmental and food **safety**
- Increased **income control by women** and equitable opportunities
- Increased **time and energy** savings for women

# Identify Nutrition-Sensitive Agriculture Outcomes

Nutrition-Sensitive Agriculture Outcome	Implementation Strategy	Practice	Intervention	Indicator
Outcome 1				
Outcome 2				

# Identify Nutrition-Sensitive Agriculture Outcomes

**Goal:** Identify **nutrition-sensitive agriculture outcomes** your activity will be able to achieve

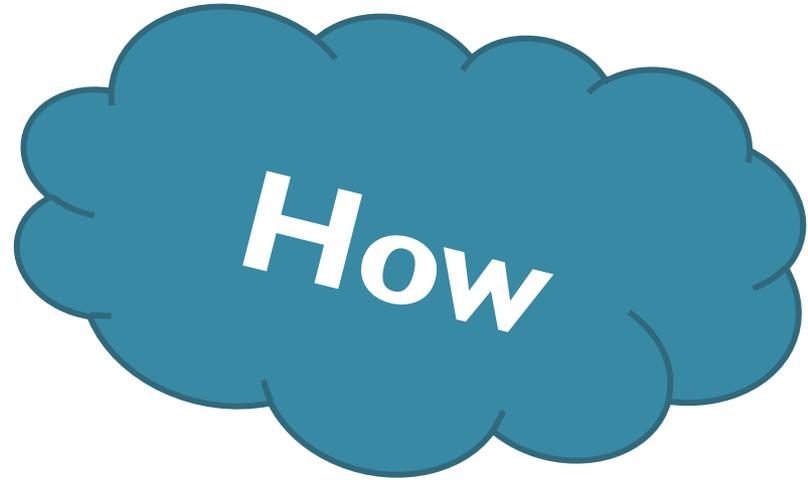
1. Based on **WHAT** your activity is striving to achieve and the key nutritional problems in your target area, think about which of the six nutrition-sensitive agriculture outcomes might be possible. **Use Handout 5.**
2. Insert these into the first column of your activity design matrix. **We recommend no more than three.**

## **STEP 2:**

# **Prioritize Nutrition-Sensitive Agriculture Strategies**

## Key Terms

- **Strategy:** The means or broad approach by which an activity may achieve a stated purpose or **desired outcome**.
- **Intervention:** A deliberate involvement in a process intended to influence events and/or consequences. The term may refer to single activities but often refers to sets of activities organized within a project. In our context, we can think of an intervention as an action that, combined with other actions, will accomplish the nutrition-sensitive agriculture strategies.



## Recap



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## Developing Nutrition-Sensitive Agriculture Strategies



Photo: Michelle Byamugisha, Chemonics



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FROM THE AMERICAN PEOPLE

# Nutrition-Sensitive Agriculture Strategies Criteria and Examples

**Outcome:** Improved availability of diverse, nutrient-rich foods in local markets

**Criteria:** Increase the supply of nutrient-rich food in local markets

Example strategy: Link dairy farmers to milk collection centers

Example strategy: Promote inter-cropping and other practices to diversify home production

**Criteria:** Extend the time period a nutrient-rich food is available in local markets

Example strategy: Use hermetically sealed bags for cowpea storage

Example strategy: Promote community warehouse system to safely store commodities closer to market for longer periods of time

# Some Strategies May **ALREADY** be Nutrition-Sensitive

**Strategy:** Add value to fresh fish using drying technology

This is already nutrition-sensitive because it may—

- Increase the supply in local markets.
- Extend shelf life.
- Improve safety.



Credit: USAID Advancing Nutrition and UNICEF IYCF Image Bank

# Some Strategies Can be **ADAPTED** to be **Nutrition-Sensitive**

Agriculture strategies:

- Promote good farming practices.
- Introduce new productions technologies.

*Adapted strategy:* Strengthen capacity of cooperative members and farmer groups in appropriate storage practices for cowpeas and rice.

# Some New Nutrition-Sensitive Strategies May Need to be **ADDED**

*New strategy:* Facilitate marketing to build consumer demand for fish and cowpeas.

*Review Handout 10 for criteria for nutrition-sensitive agriculture strategies examples!*



Credit: USAID Advancing Nutrition and UNICEF IYCF Image Bank

## Partnering as a Strategy

Consider key linkages, partnerships, and advocacy needs:

- What target groups are others reaching?
- To improve adoption of what practices?
- How can you adjust your strategies to more cost-effectively achieve results through partnerships?



Photo: SPRING/Kyrgyz Republic

# Identify Nutrition-Sensitive Agriculture Strategies

Nutrition-Sensitive Agriculture Outcome	Implementation Strategy	Practice	Intervention	Indicator
Outcome 1	Strategy 1.1 Strategy 1.2			
Outcome 2	Strategy 2.1 Strategy 2.2			

# Identify Nutrition-Sensitive Agriculture Strategies

**Goal:** Identify nutrition-sensitive strategies that your activity will be able to achieve.

1. Start your HOW column from Step I and determine what strategies are already nutrition-sensitive or could be made nutrition-sensitive. Use the criteria on **Handout I I**.
2. Consider the nutrition challenges in your target area and the scope of your activity and add any nutrition-sensitive strategies that you identify.
3. Make sure that each strategy you identify during this step indicates the nutrition-sensitive outcome it supports.



## Recap

Strategies that your agriculture activity included that were **ALREADY** nutrition-sensitive

Strategies that your agriculture activity **ADAPTED** to make them more nutrition-sensitive

Strategies that your agriculture activity **ADDED** to better achieve nutrition-sensitive outcomes



# Checking the Feasibility of Your Nutrition-Sensitive Agriculture Strategies

- Sustainability and potential for impact
- Funding available
- Time available
- Staff capacity and experience
- Organization's competitive advantage/expertise
- Alignment with government priorities
- Alignment with USAID (donor) priorities
- Complementarity with other investments in activity area
- Opportunity to leverage private-sector investment

# Presenting Your Strategies—Check Your Work!

A representative from each small group will present the strategies identified in Step 2. Be sure to include—

- how these strategies considered the original activity design and scope
- the nutrition issues in the activity implementation area
- how the strategies work toward the identified nutrition-sensitive agriculture outcome.

## **STEP 3:**

# **Identify Practices and Develop Interventions**

## Key Terms

- **Practice**—A concrete action that a specific person or group does at a specific time and place. You can think of it as an evidence-based behavior that you would hope to see an actor start doing, stop doing, or do differently. A practice is an action that someone could sustain beyond the duration of your activity.
- **Intervention**—A deliberate involvement in a process intended to influence events and/or consequences. The term may refer to single activities but often refers to sets of activities organized within a project. In our context, we can think of an intervention as an action that, combined with other actions, will accomplish the nutrition-sensitive agriculture strategies.



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Photo: Fintrac, Inc.

## Adapting Good Agricultural Practices to Support Nutrition



# Targeting: Agriculture vs. Nutrition



Photo: (left) Jake Lyell, Lutheran World Relief, (right) SPRING

# Identify Practices: West Africa Activity Example

**Strategy:** Strengthen capacity of cooperative members and farmer groups in appropriate post-harvest handling and storage practices for both cowpeas and rice.

## **Practices:**

- Dry to appropriate moisture level.
- Recognize damaged or spoiled cowpea seed.
- Sort and remove damaged seeds/grains.
- Test moisture level before storage.



Credit: USAID Advancing Nutrition and UNICEF IYCF Image Bank

# Develop Interventions: West Africa Activity Example

## Interventions:

- Train cowpea growers in good sorting, drying, and moisture testing practices before storage.
- Train rice growers in good drying and moisture testing practices before storage.
- Train agricultural extension agents to train others in good sorting, drying, and moisture testing practices before storage.
- Develop pictorial guidance to assist cooperatives, farmers, and agricultural extension agents in continuing to use good sorting, drying, and moisture testing practices before storage.



# Exercise: Identify Practices and Develop Interventions

Nutrition-Sensitive Agriculture Outcome	Implementation Strategy	Practice	Intervention	Indicator
Outcome 1	Strategy 1.1 Strategy 1.2	Practice 1.1 Practice 1.2	Intervention 1.1 Intervention 1.2	
Outcome 2	Strategy 2.1 Strategy 2.2	Practice 2.1 Practice 2.2	Intervention 2.1 Intervention 2.2	

# Identify Nutrition-Sensitive Agriculture Practices and Develop Interventions

**Goal:** Operationalize prioritized strategies

1. Groups should review each strategy in column 3 of the activity design matrix, discuss the practices that are desired for each, and develop interventions that will ensure use of those practices.
2. Use **Handout 12**. Its contents have been organized by nutrition-sensitive agriculture outcome and are provided only as examples to help your team start brainstorming.
3. Agree upon nutrition-sensitive agriculture interventions that the team has the budget, staff, and timeframe to undertake.

# Presenting Your Practices and Interventions—Check Your Work!

At this time, each small group is asked to present its practices and interventions to the full team. As you do this make sure to include—

- how these interventions lead to the practice
- how the practice supports the strategy
- how the strategies work toward the identified nutrition-sensitive agriculture outcome.

# STEP 4: Define Monitoring Indicators

# Good Monitoring

**Undertake regular data collection activities to track implementation progress:**

- Monitor the quantity, quality, and timeliness of activity outputs.
- Monitor achievement of activity outcomes.
- Ensure the quality of performance monitoring data collected.

**Data collection typically entails the following tasks:**

- Review performance indicator data and monitoring reports.
- Conduct or participate in data quality assessments.
- Conduct site visits.
- Examine technical reports and deliverables.
- Meet with implementing staff and other stakeholders.

# Process Monitoring

**Process monitoring focuses on the implementation process and informs questions like—**

- Are practitioners completing the detailed implementation steps as planned?
- Does implementation vary across activity target areas?
- Did the activity reach the intended people?

**Use process monitoring to determine if you need to adjust activities to achieve desired outcomes.**

# Process Monitoring Example

**An activity includes an intervention intended to increase joint decision making in households.**

- The implementation approach has several steps, starting with training project staff to facilitate conversations that promote 1–2 key practices per meeting with 5–8 households, requiring attendance of 2–3 decision makers from each household each month for six months.
- The activity has also determined that each trained facilitator should reach out to each household grouping of decision makers at least once between facilitated discussion sessions.

**How might the activity team use the information collected through process monitoring?**

# Quality Monitoring

**Quality monitoring allays concerns about how implementers conduct planned activities and requires the collection and use of data to—**

- Identify gaps between current performance and expectations/requirements to achieve desired results.
- Introduce modifications, perhaps in response to findings from process monitoring.
- Assess the effect of modifications on performance.

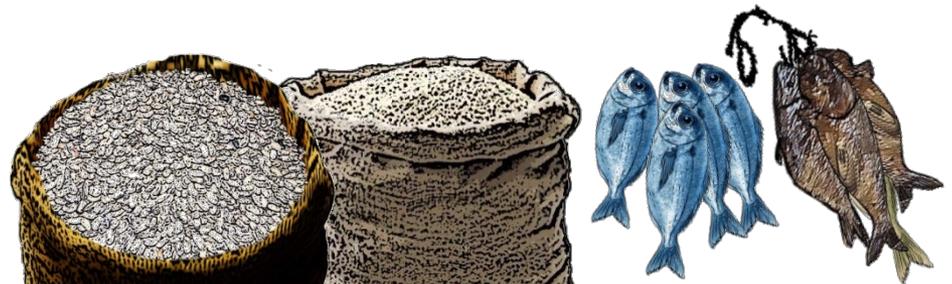
**How does quality monitoring differ from process monitoring?**

## Key Terms

- **Indicator**—a variable that measures one aspect of a program or project
- **Output indicator**—a unit of measure to assess the quality and implementation of resulting products, goods, or services at the end of an intervention
- **Outcome indicator**—measures short- to medium-term effects of the combined outputs from an activity's interventions.

# Develop Output Indicators: West Africa Activity Example

- Number of rice/cowpea growers using improved drying technology
- Number of rice/cowpea growers measuring moisture levels for their commodity prior to storage
- Number of fish processors meeting food safety standards
- Number of agricultural extension agents trained in appropriate post-harvest handling and storage practices for rice and cowpeas
- Percentage of agricultural extension agents completing all planned farmer group visits



# Develop Outcome Indicators: West Africa Activity Example (continued)

**Strategy:** Add value (drying) to fresh fish to extend the time period over which households might be able to both find fish to purchase in local markets and/or store at home for consumption.

**Outcome indicator:** Percent increase in volume of dried, packaged fish in local markets.



Credit: USAID Advancing Nutrition and UNICEF IYCF Image Bank

# Define Indicators

Nutrition-Sensitive Agriculture Outcome	Implementation Strategy	Practice	Intervention	Indicator
Outcome 1	Strategy 1.1 Strategy 1.2	Practice 1.1 Practice 1.2	Intervention 1.1 Intervention 1.2	Outcome Indicator 1 Output 1.1 Output 1.2
Outcome 2	Strategy 2.1 Strategy 2.2	Practice 2.1 Practice 2.2	Intervention 2.1 Intervention 2.2	Outcome Indicator 2 Output 2.1 Output 2.2

# Define Monitoring Indicators

## **Goal:** Establish indicators

1. Each group will work on one outcome or one row of the activity design matrix.
2. Each group should develop 1 or 2 outcome indicators as well as output indicators for the interventions most critical to achieving the outcomes assigned to them.
3. Begin by determining what short- to medium-term outcome indicator(s) best measure the planned strategy and intended outcome. It might be helpful to refer back to Handout 5, which also provides a range of sample outcomes.

# Pulling It All Together: Completed Matrix!

Nutrition-Sensitive Agriculture Outcome	Implementation Strategy	Practice	Intervention	Indicator
Outcome 1	Strategy 1.1 Strategy 1.2	Practice 1.1 Practice 1.2	Intervention 1.1 Intervention 1.2	Outcome Indicator 1 Output 1.1 Output 1.2
Outcome 2	Strategy 2.1 Strategy 2.2	Practice 2.1 Practice 2.2	Intervention 2.1 Intervention 2.2	Outcome Indicator 2 Output 2.1 Output 2.2

## Next Steps

- Map your matrix to work plan, results framework, and performance management plan.
- Manage approvals to activity adjustments.
- Contact partners, government, or other stakeholders.
- Other tasks



# Outline Post-Workshop Action Items

Task	Person Responsible	Deadline

# Outline Post-Workshop Action Items

**Goal:** Outline next steps to ensure integration of new outcomes and indicators into activity work plan and monitoring systems.

1. Discuss how you plan to incorporate the work you did during this workshop into your results framework, work plan, PMP, and/or other activity documents. Define additional tasks including ideas about other stakeholders and partners to contact.
2. Identify specific follow-up tasks and the name of a person (or small group) who will be responsible for conducting each task. We also recommend committing to a timeframe for completing each task.



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USAID Advancing Nutrition is the Agency's flagship multi-sectoral nutrition project, addressing the root causes of malnutrition to save lives and enhance long-term health and development.

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