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Agriculture and Food



# How do you evaluate a project aiming to develop a supply chain?

Consultation and collaboration session

Presented by Anne Jones and Janet Conte  
Department of Agriculture and Food WA  
19<sup>th</sup> September 2016 (#AES16Perth)

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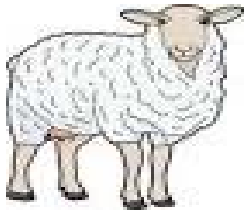




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# What to expect from this session...



**Anne Jones**



**Janet Conte**



1. Anne and Janet share details about their value chain development projects
2. Anne and Janet highlight one project element and propose an evaluation process
3. We all share our evaluation experiences to assess, challenge and improve the proposed process

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**Issue:**

WA sheep flock is getting smaller threatening sustainability of the industry

**Program intent:**

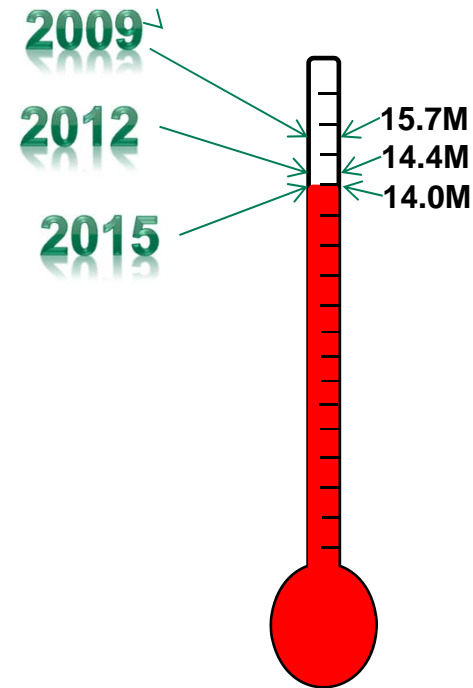
Provide opportunities for industry to grow

**Program outcome:**

Dedicated export supply chains to offer the level and consistency of returns needed to support a profitable sheep industry in WA

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**Size of the WA  
sheep flock**



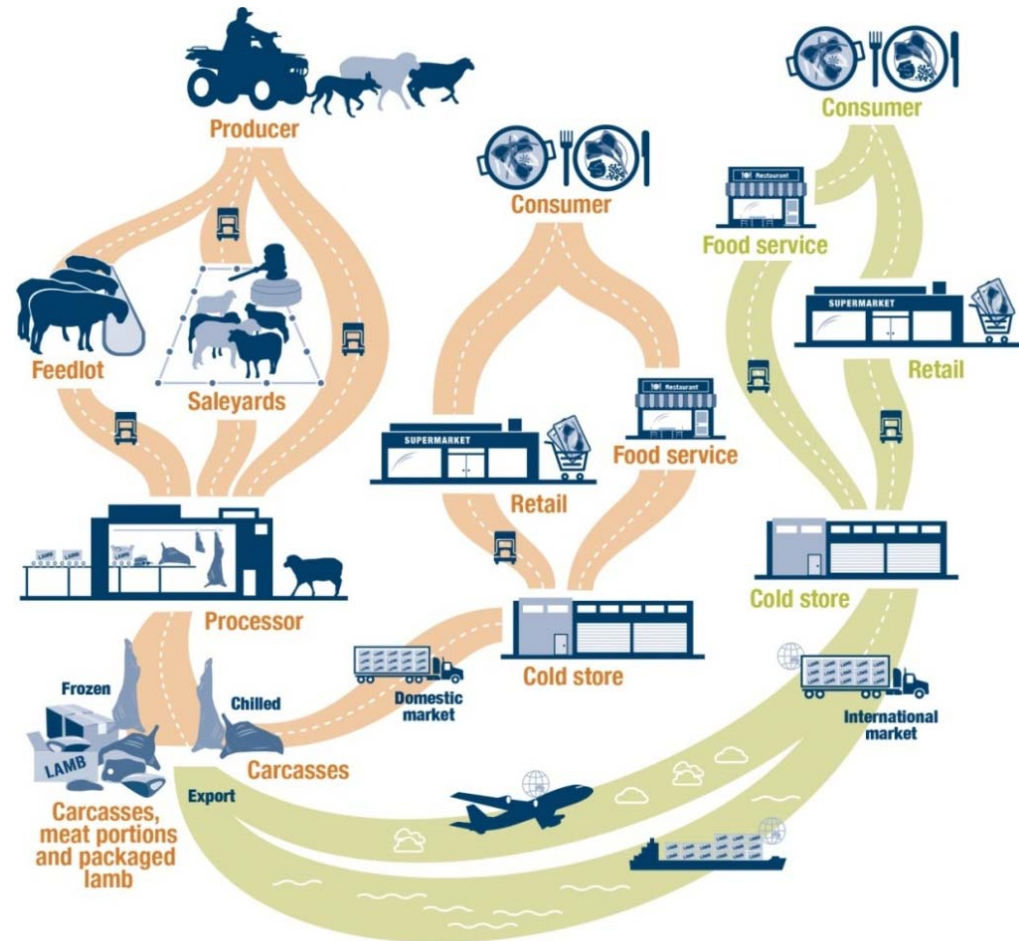


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# This is the WA sheep meat value chain

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**Competing  
for your  
slice.**



**Working together for a bigger pie.**

From: Work and Hebart  
*“Leading citrus value  
chain improvements and  
branding”*, Primary  
Industries and Regions  
SA. Available at  
[citrusaustralia.com.au](http://citrusaustralia.com.au)

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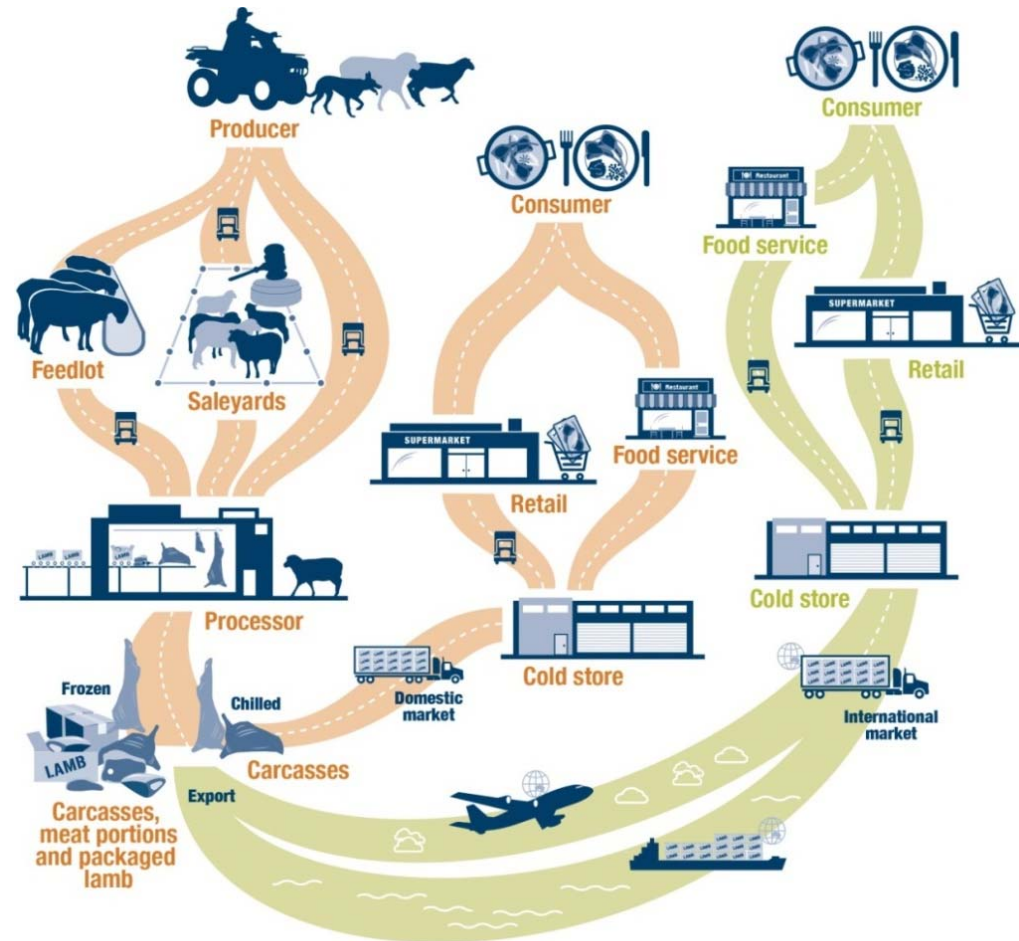


**Program outcome:**  
Dedicated export supply chains

**How:**  
Run pilot project  
Apply learnings to other chains

**High level measures:**  
↑ # new customers  
↑ # new products OR  
↑ \$ of products sold

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# Theory of change

## Project outcomes:

Increased ownership and leadership;

Increased confidence and capacity of industry to respond to market demand

### Audience response

Confidence to consider a broader range of products and markets



Producer

Understand consumers needs; offer price for specs



Processor

Meet government regulation; import WA product



Cold store / Importer

Communicate consumers needs; select WA product



Retail

Food service

### Project interventions

- Publish report on market requirements, financial analysis of new markets
- Identify and engage with new market actors
- Facilitate discussions between & cultural awareness of value chain actors

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### Intermediate measures:

**Collaboration**  
Confidence

**Communication**  
Understanding

**Interaction**

**Relationships**

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## Network:

noun

a group or system of interconnected people or things.

verb

interact with others to exchange information and develop professional or social contacts.

Trust

Transparency

Integrity

Commitment

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# Intermediate measures framework

## Three pillars of network evaluation ([networkimpact.org](http://networkimpact.org))

**Connectivity:** How connections between members are structured, what flows through those connections

What is the nature of network relationships?  
Is everyone connected who needs to be?  
What is the quality of these connections?

**Health:** The networks access to resources and capacity for joint value creation in a sustainable way

Is information flowing through the network?  
Can new participants easily participate?  
What is the capacity of participants to lead?

**Results:** The value chain or its members changed in a certain way

What progress is the network making on achieving its intended outcomes?  
How do you know?

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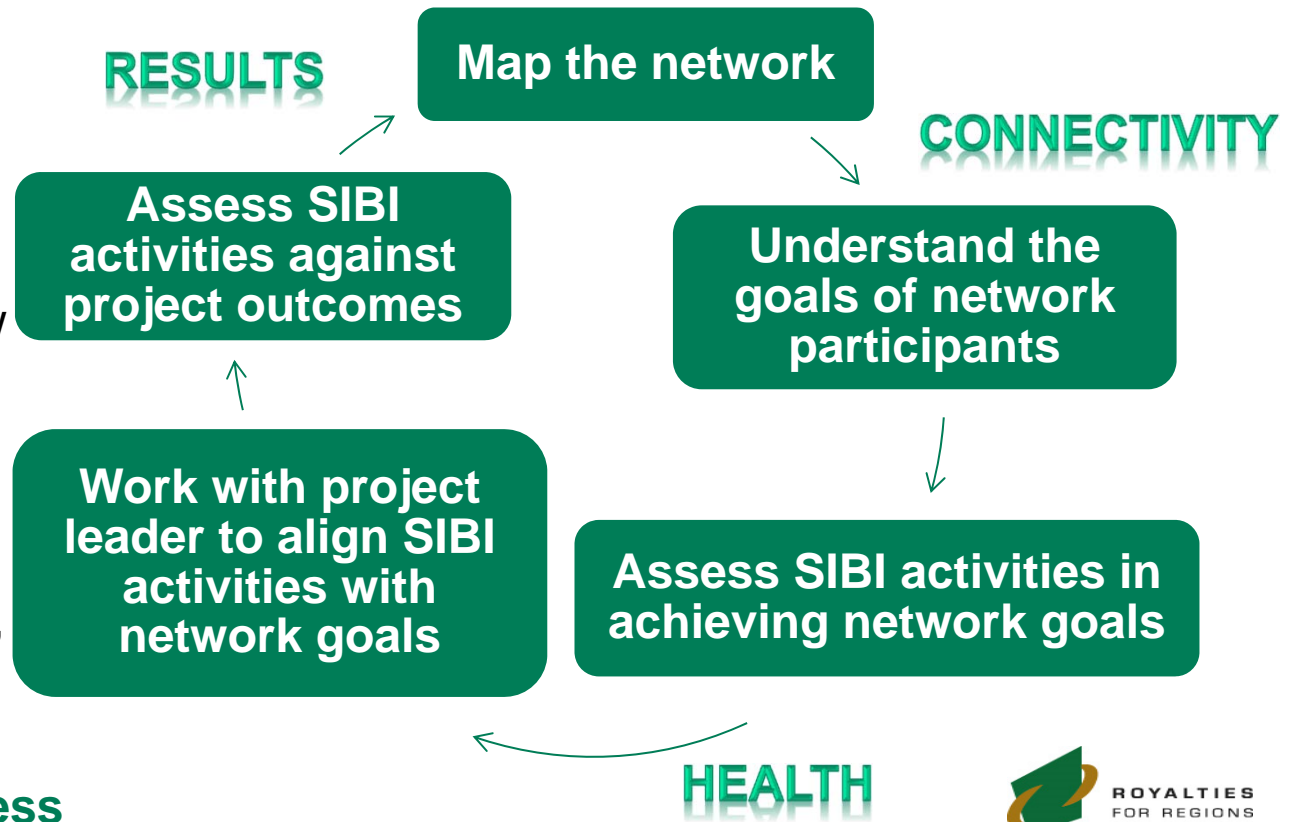




# Evaluation plan

## Steps:

1. Iterative process; cycles: end 2016 & 17
2. Map network from Project leader out
3. Consultant to interview participants (for goals & results)
4. Results around intermediate measures: confidence, relationships, communication, etc.



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## Discussion time

- Are there assumptions in our evaluative reasoning that we may have missed or made in error?
- What are the advantages of our plan?
- What are the limitations of our plan?
- What other types of measures could we use?
- Do you have any comments on methodology?
- What examples do you have of similar evaluation challenges?
- What publications or resources are you aware of that we could use to help our evaluation plan more robust?
- How has this discussion helped you in your thinking about value chain development evaluation?
- Do you have any other comments?

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# Thank you

## Acknowledgements:

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Networkimpact.org for the 3 pillar framework

### Important disclaimer

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