

Table 5: SUCCESS ALLIANCE PHILIPPINES PHASE 2 PROGRAM LOGFRAME June 27th 2007

| Narrative | Performance Indicators, questions | MOV's | Assumptions |
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| <p>GOAL: To promote prosperity amongst smallholder farmers in Asia and specifically the Philippines, through the growth of a cocoa industry that is socially, economically, environmentally sustainable</p> | <p>Project was successful in positioning smallholder farmers, agribusiness's and market linkages in target areas, to improve livelihoods by raising incomes. Measured by changed value of cocoa production, income surveys, numbers of growers, gender participation, sustainable farming systems in use, small business development and new opportunities resulting.</p> | <p>Project reports, M&E workshops Project appraisals Partner Government feedback Project records and database Project deliverables achieved :scope, time, cost, quality</p> | |
| <p>Purpose Improved the quantity and quality of small-holder grown cocoa in the Philippines, through the adoption of farmer and environment safe farming and post harvest systems and practices, to establish a regular source of income for cocoa farmers.</p> | <p>Cocoa volume traded increased from a baseline of 5000 tonnes per year in 2006, with some exports also by 2010. Area planted increased by at least 2000 hectares by 2009. Philippine cocoa exporters receive non-discounted prices on world markets. Philippines is recognized as a growing source of quality cocoa exports. Philippine Cocoa Bean Quality Standards developed and adopted across cocoa market chain. Up to \$250,000 in annual revenue to 800 farmers from the rehabilitation of old cocoa trees 50 nurseries generate g revenue from sales of cocoa materials Close to \$300,000 in new income is generated by participating farmers by 2009, rising rapidly as young trees approach maturity beyond 2009. Farmers positioned for improved and diversified incomes through adoption and rehabilitation of cocoa.</p> | <p>Published statistics (exports, cocoa buyers) Focused surveys, RRA. Project records Reference to baseline data. Feedback from cocoa manufacturers and market shares of Philippine produced cocoa beans</p> | <p>Adoption of improved farming systems/ practices results in desirable yields and bean quality. Cocoa based farming systems are competitive with other types of land use. Extension and training programs effective, with adequate numbers of quality, local extension and farmer training staff. Cocoa bean prices do not crash.</p> |
| <p>CO 1 Farmer training program developed and implemented.</p> | | | |
| <p>Outputs/outcomes 1a: Training curriculum for farmer trainers and farmers is developed</p> | <p>Curricula finalized by Jan 2007, with ongoing updates and revision to units, curriculum and</p> | <p>Training manual and curriculum</p> | |

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| | training design. | | |
| 1b: Training of farmer trainers annually | Commenced training by Mar 2007, IST at 6 month intervals. Farmer training bi monthly by TFs Trained 150 extension officer/ farmers to train farmers. 90% of trainers assessed as competent farmer trainers, with 15% women. Working in six areas Develop 6 ToT courses over 3 years supported by bi annual IST courses. | ToT documents Training Program Review reports T&E database | Interest level and capability of trainers matches program needs |
| Narrative | Performance Indicators, questions | MOV's | Assumptions |
| 1c: Raised awareness/ interest in cocoa farming and consultations with farmers in target areas and outside. | Numbers of signed on farmers to training program in target areas of Panay, Nth Luzon, Sth Luzon , Davao, Palawan and W/Mindanao. Level of requests for information, seedlings, extension and training services outside target areas. One Stakeholders Planning Workshop each year in each area. | T&E database and TRPR forms Survey of cocoa farming adoption Baseline survey Stakeholders Planning Workshop reports | Farmers are motivated to join the program and commit their time and resources to training and extension activities |
| 1d:Develop FFS and implemented farmer training in target areas | Started Mar 07.Trained 15,000 smallholders, with >15 % as women, in 6 areas over 3 years. 11200 new farmers , 800 in old farms, balance from SA1 Established 600 Farmer Field schools/ Cocoa Clubs by May 2009 | Training database, field staff , farmer attendance records- TPR forms and data Annual nursery targets achieved wrt quantity of plants, timing and quality for FFS activities | Number of effective trainers is adequate to match demands of participating farmers |
| 1e:Farmer training monitored and reviewed | Level of skills and knowledge development in men and women | S/A spot checks, TPR forms field staff M&E activities, training database | Number of effective trainers is adequate to match demands of participating farmers |
| 1f: commence post- training extension follow up | held field days 2007, in six areas. FFD and farmer visits in 2008,09 additional farmer to farmer events , plus ongoing DA/DAR/DNR support to farmers from all entry years. 15% female participation | field staff spot checks Evidence of farmer to farmer skills transfer Training database | Continued support and funding input by LGU's and other partners in each area |

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| CO 2 Effective production and marketing systems developed to improve the quantity and quality of cocoa in the Philippines | | | |
| <p>Outputs 2a: Developed and extended improved cocoa farming systems and practices for cocoa in 6 areas.</p> | <p>Over 3 years and in 6 targeted areas: Area of cocoa established increases by 2000 ha or more by 2009. Level of skills development in men and women . 75% of participating farmers applying ¾ or more of approved practices Outside target areas, rates of adoption of cocoa planting, adoption of farming systems also increases, cw baseline studies. Conduct Farming Systems Appraisal surveys in 2008 and 2009.</p> | <p>Project monitoring and records. DAR and other dept. annual surveys and census data. GIS data Training database Feedback and evaluation from farmers and farmer trainers. Surveys outside target areas, and on periphery ie bulls eye model Baseline surveys, FSA surveys and reports.</p> | <p>Farmers will invest beyond the initial project support and inputs. Farmers will apply training and adopt new practices and systems. Sufficient numbers of extension officers/ trainers are developed and competent Sufficient motivated farmers commit to project Non-participating farmers will be influenced by project activities, plant cocoa, adopt new systems and practices.</p> |
| <p>2b: Promote and facilitate quality cocoa plant production through cacao nursery best practices adoption</p> | <p>Develop up to 50 new and 50 existing cacao nurseries and bud wood garden facilities, in strategic locations in the six areas targeted. Develop cocoa plant production and nursery skills and productivity, focused on quality plant production Ensure all bud wood gardens have approved clones and skills in propagation and bud wood garden maintenance Distribution of 1,120,000 plants to 11,200 farmers from August 2007 to Aug 2009, of which 80% are clones and 20% are F1 hybrids.</p> | <p>Maps, GIS data, nursery records and forms 150 Nursery Manuals for cacao distributed. Training and extension support to 100 nursery & garden operators, verified through training records, surveys, reports Baseline survey of nursery and bud wood gardens. Nursery workshops Inspections and visits by ACDVOCA, Cocoa Phil and others</p> | <p>Adequate supply of bud wood is available in all sites on time. Nursery owners and institutions able to adapt to cocoa plant production methods and systems.</p> |
| <p>2c: Facilitated existing cocoa tree rehabilitation through grafting of improved clones, pest management , pruning and nutrient management</p> | <p>In target areas, work with 800 farmers to rehabilitate 400,000 trees, from June 2007 to Dec 2007.</p> | <p>GIS data, training records, surveys, yield data</p> | |
| <p>2d: Developed and extended post harvest systems and protocols for cocoa production in the Philippines</p> | <p>Manuals, charts, posters developed and distributed to up-to 300 Cocoa Clubs on pod storage, fermentation practices, cut bean testing,</p> | <p>Pre & post training surveys, spot checks, formal questionnaires, training curriculum/materials and</p> | <p>Sufficient numbers of extension officers/ trainers are developed and competent</p> |

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| | bean defects, contaminants, over 3 years. 15% female participation. | final evaluation Posters, charts produced and distributed Training materials developed and included into curricula. | Farmers trained apply protocols and practices for cocoa post harvest processing Other cocoa farmers influenced to adopt protocols Cut bean tests, assessment of bean defects practices established and resourced by DARD |
| | Training of 300 farmer groups in fermentation protocols, and up to 20 agribusinesses, coops, buyers and traders, from FEB 07 75% Cocoa farmers in target areas demonstrating correct methods and protocols. 300 cocoa clubs trained in cocoa post harvest processing and quality control units 20 buyers and traders trained 10 inspection point officials trained 15% female participation | Facilitators training courses held- for each province each year and backed up with in service and field training, training database Assessment and recording of adoption rates by CocoaPhil, Success Alliance staff, PH forms Contribution towards training costs and support by traders/ buyers. Numbers of cocoa clubs contacted GoP agreement to train staff and establish QA system for cocoa inspection, with industry support | |
| 2d: Organized cocoa smallholders into marketing groups/ cooperatives in targeted areas. | 30 fermentaries and cocoa driers established to process wet bean Number of farmers pooling cocoa bean for processing and selling Number and level of support of cocoa clubs to explore group marketing options, cooperative arrangements 15% female participation | Register of licensed, and trained fermentary and cocoa drier operators. GIS data Cocoa club business registrations | Cocoa farmers motivated to form groups and explore marketing options. Farmers prepared to commit to group needs ie bulk sales, delayed cashflows |
| 2e: Developed internationally acceptable quality standards for cocoa processing across the Philippines | Stakeholder working group formed to develop new standards Working group proposal for cocoa quality standards to BAP by Apr 2007 Standards released for stakeholder review Apr07 | Working group meeting records Feedback/ correspondence with Bureau of Agriculture and Foods Proposal modifications and final endorsement | Commodity exporters motivated to invest into cocoa market development Enforcement of marketing standards and export grades is |

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| | and finalised Dec 07 | | supported, effective and resourced adequately by GoP. Industry reacts favorably and endorse quality standards. |
| | Cocoa industry and GoP planning to develop a sampling and inspection system for processed cocoa beans, facilitated by SA project 15% female participation | Sampling protocols developed. Methods of implementing a system of regulation and inspection explored with CocoaPhil and Industry | |
| 2f: Improved linkages, collaboration and networks in cocoa farming systems R, D and E across the Philippines | Level of alliance partner contributions and inputs- funding and in –kind support. Numbers of MOU’s signed with local partners Numbers of beneficiaries of SA funding and agreements developed with ACDIVOCA and / or CocoaPhil Numbers of farmer groups, cooperatives active in cocoa production | Partner contribution reports and acquittal to USDA. MAPS and GIS data MOU’s, RAA’s and sub agreements approved Number of institutions and Govt agencies involved in cocoa industry activities Number LGU’s supporting cocoa development | Targeted partners have funds, resources and capability to participate in cocoa development activities |
| 2g: Contributed to improved regional information resources and databases on cocoa R, D and E across East Asia | Discussions and planning to promote best practices through partner government agencies, cocoa groups, consultants 15% female participation | | |
| CO 3: Effective Project Management and administration systems and practices developed for Philippines project activities | | | |
| Outputs 4a: Established project office and team in country | Team and office established by Oct 2006, as per project design docs | Staff as per Organization chart established, Project Office established and functioning PPP manual for local staff | Capacity for M&E activities in partner staff is adequate and can be developed |
| 4b: Developed M&E plan, linked to QA and GIS | M&E system and plan produced and approved by Feb 2006. GIS component and methodology developed to capture/analyse data , by March 2006 Developed holistic M&E matrix to allow detailed M&E planning, tracking, reporting | Revised logframe, M&E Plan, provincial work plans and calendars, annually, annual work plan , GIS system and protocols | Gender statement performance indicators are acceptable to all stakeholders |
| 4c: Developed gender statement and monitoring of adoption | 15 % of trainers as women, 15 % of farmer participants women or more. Level of skills development in men and women , changes number of women’s groups and women | Dept of Agric gender policy. Project records and data. Focused surveys GAD plan | Local partners deliver on project outputs and contracted inputs |

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| | participants in cocoa clubs. Women participation in partner government project management. | | Alliance partners continue to support the project, and provide funding and in-kind support. |
| 4e: Reporting to USDA and other partners as required | Project schedule and work plan compliance | Reports submitted to USDA, project partners | |
| 4f: Monitored alliance partner contributions and in-kind support of partners | Table of project partners and beneficiaries inputs and support developed and maintained | Database of consultant and partner inputs and costs maintained, updated monthly | Adequate support in country to establish and modify GIS for project M&E needs. |
| 4g: Ensured ACDI-VOCA contract and project management systems and practices are compliant with GoP and donor requirements | Project management, monitoring and control systems in place to achieve time, cost, scope and quality deliverables | MS Project, M&E system, project staff Contract and Grants Policy/Proc Accounts and Finance Policy/ Proc Financial Management Procedures Manual | Local staff can be recruited quickly. |
| 4h: Establishing local partner inputs, contract outputs, work plans | Reconciliation of funds disbursed and outputs achieved, monthly basis .Annual provincial work plans and agreements completed prior to funding activities | Project monitoring, partner records, invoices, payments | |
| 4i: Collected, monitored and reviewed stakeholder feedback on project planning, monitoring, evaluation and control, and used a continuous improvement approach to make necessary changes. | Stakeholder awareness of project raised by newsletters, meetings, invitations, liaison with other donors and NGO's, in agric and rural development sector in Philippines | PR events, publications, presentations and discussions with vesting partner consultants | |
| 4j: Developed RAA and budget with CocoaPhil and successfully implemented the projects and activities with CocoaPhil, outlined in Component Objectives 1 and 2. | Annual TOR and budget with CocoaPhil approved by August each year Project team for CocoaPhil in place and effective Financial and accounting management by CocoaPhil is effective and in line with ACDIVOCA procedures. Project and Financial Reporting by CocoaPhil is accurate, timely and appropriate, indicated in RAA Project management by CocoaPhil is in line with RAA's and other directives from ACDIVOCA | RAA's and budgets approved Funds disbursement to CocoaPhil Quarterly and Financial Reports from CocoaPhil Reports from ACDIVOCA Training and Extension database records Feedback from partners and stakeholders | CocoaPhil has staff and capability to carry out its functions to meet scope, quantity, quality and time parameters. |