

Session 2

Practical insights for choosing the most effective approach to measuring income

LICOP Moderator



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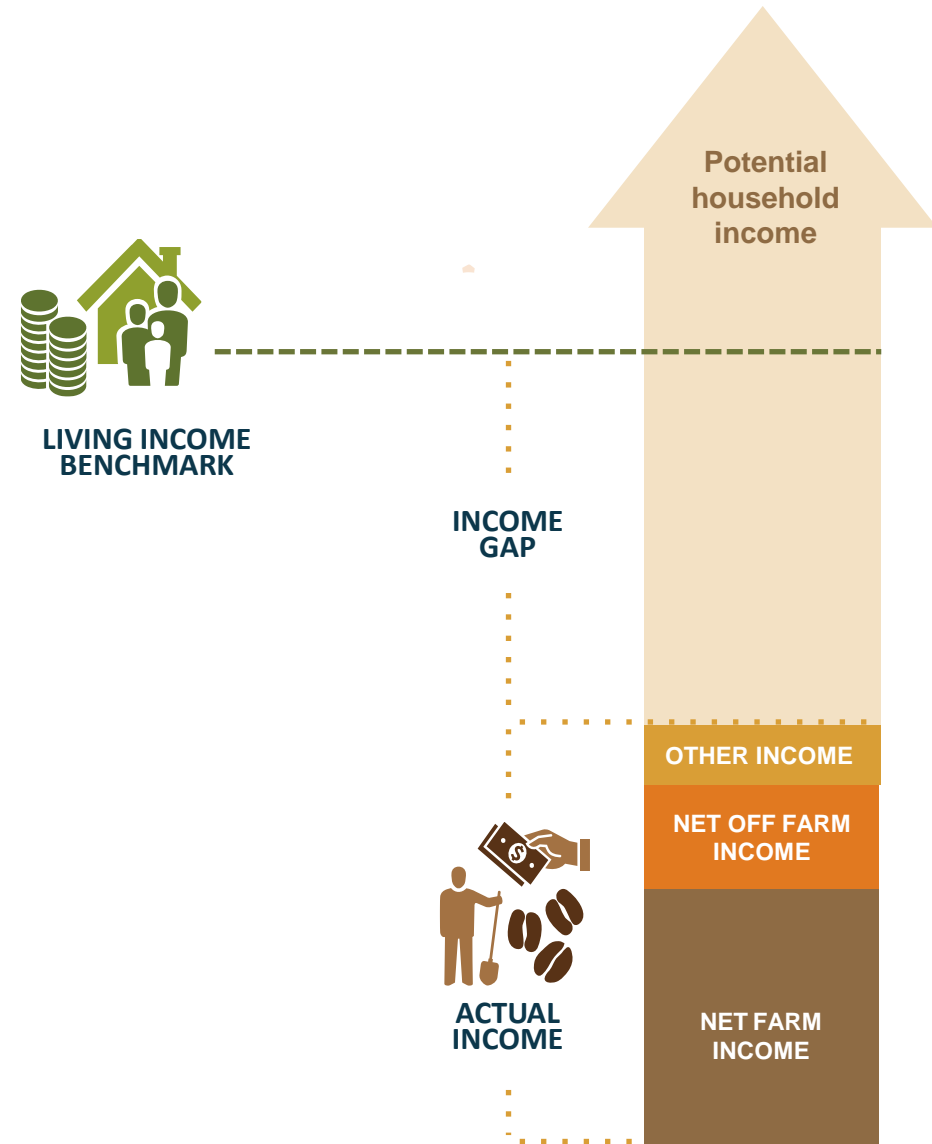


Michiel Kuit
Agrilogic



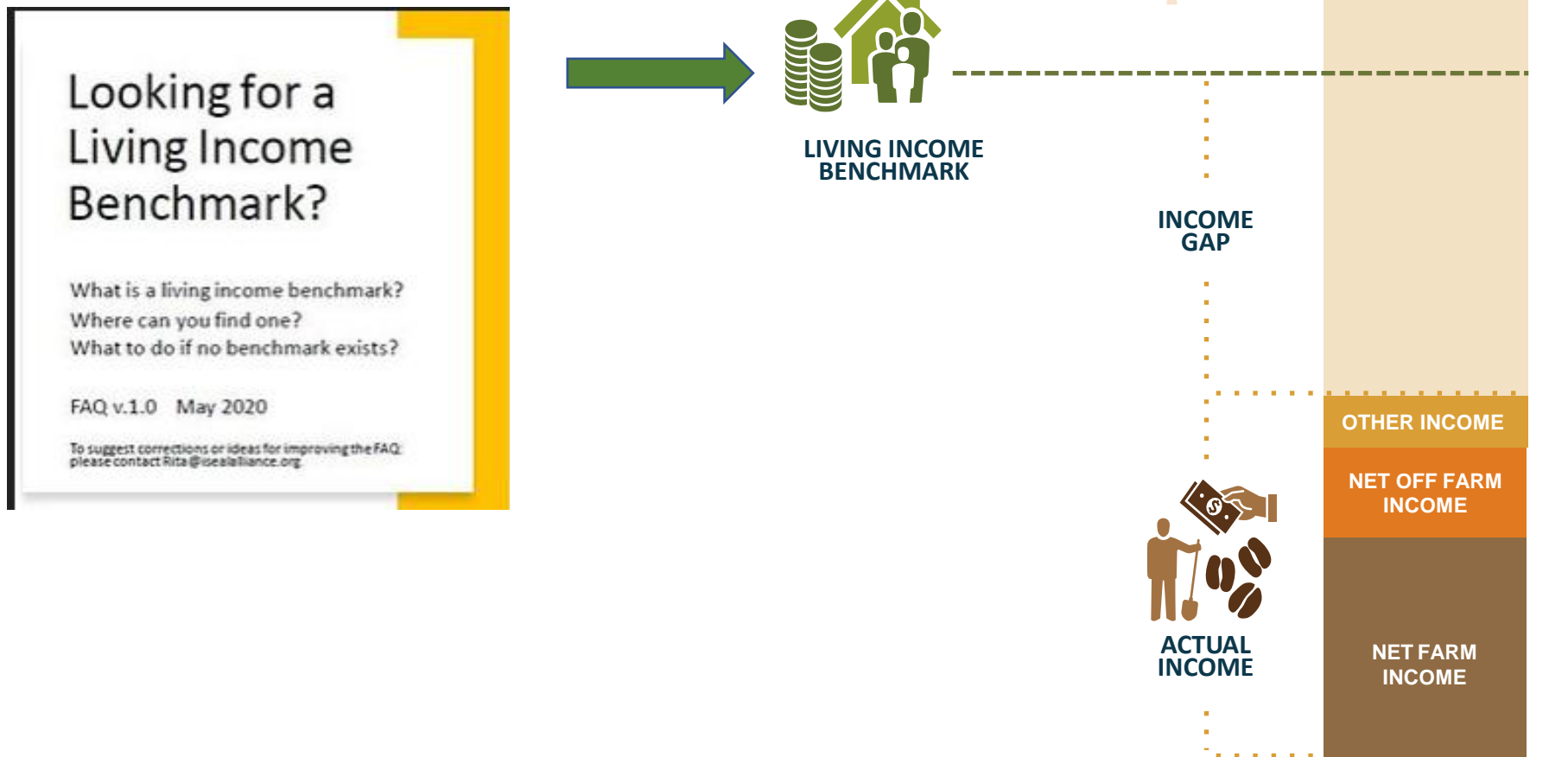
Jessie Grillo
Heartwood LLC

Measuring builds understanding and informs action



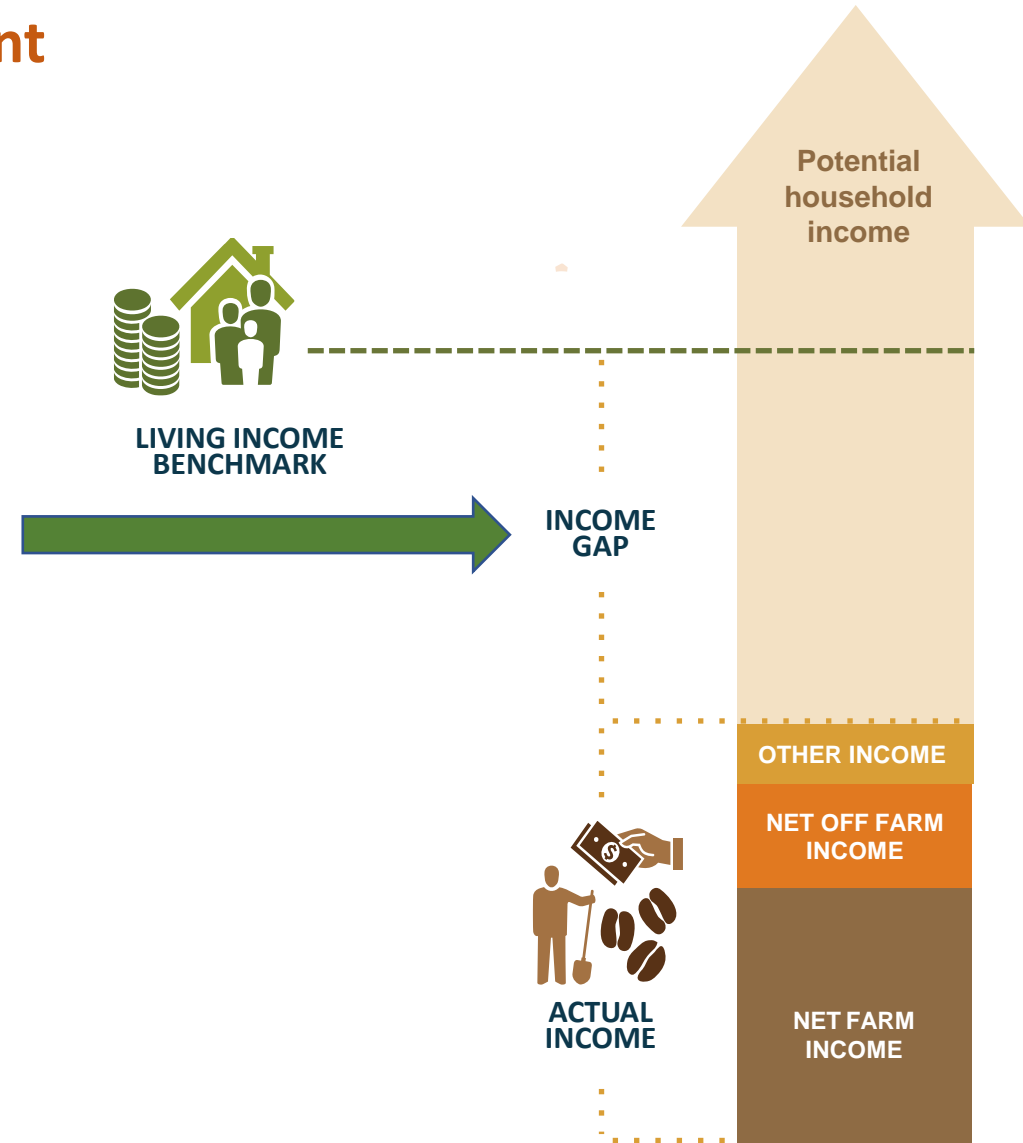
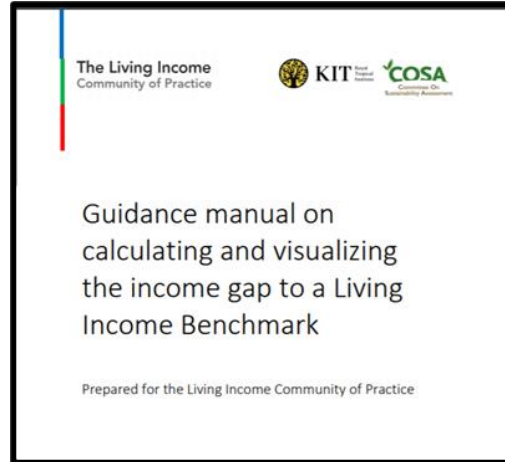
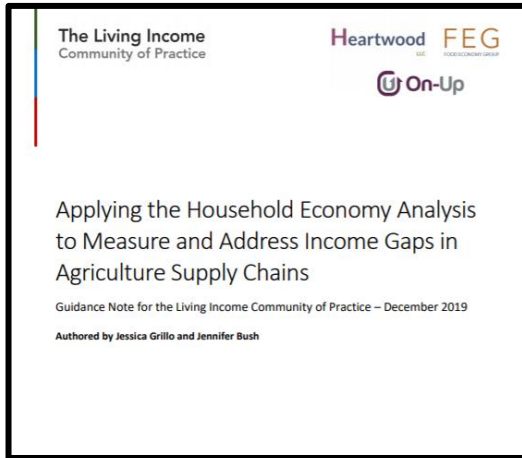
LiCoP resources:

Living income benchmark definition and calculation



LiCoP resources:

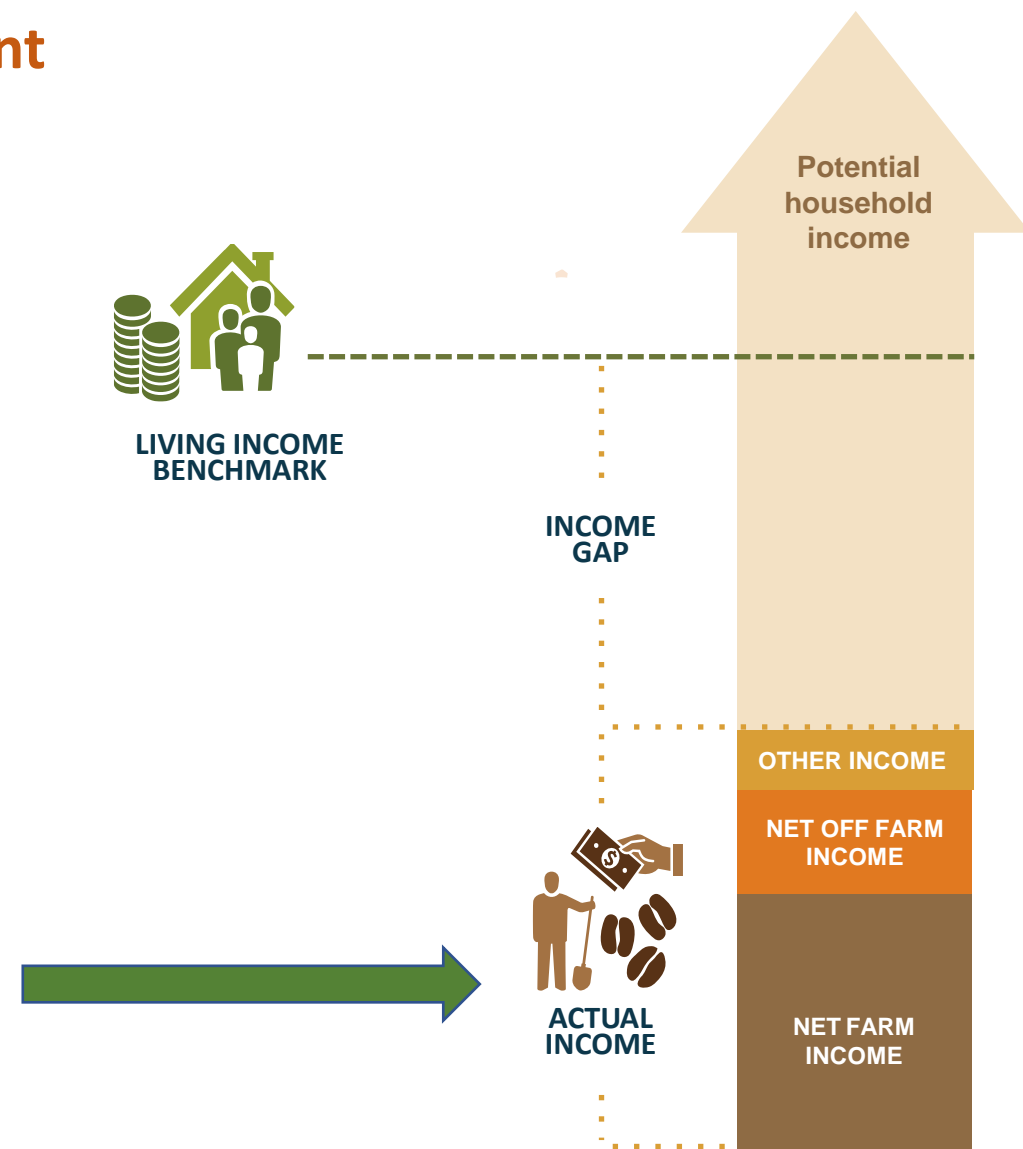
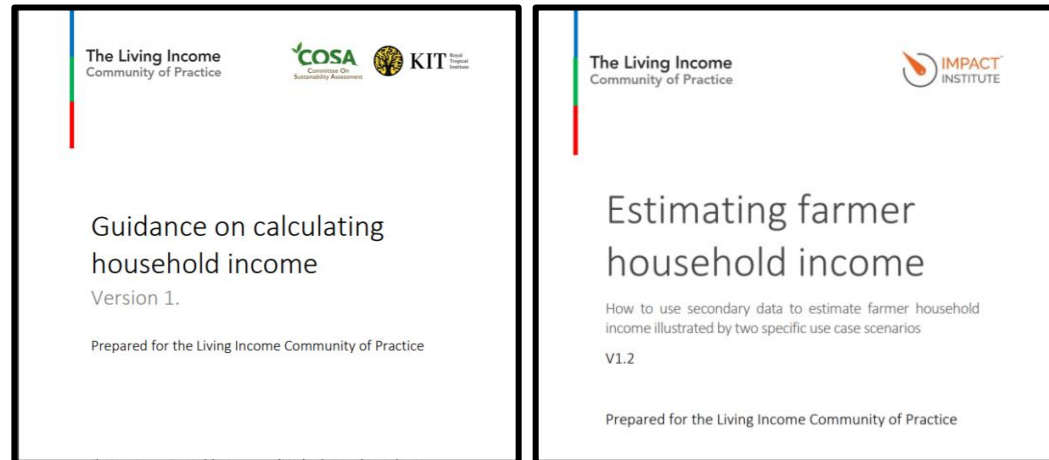
Actual Income and Income Gap Measurement



LiCoP resources:

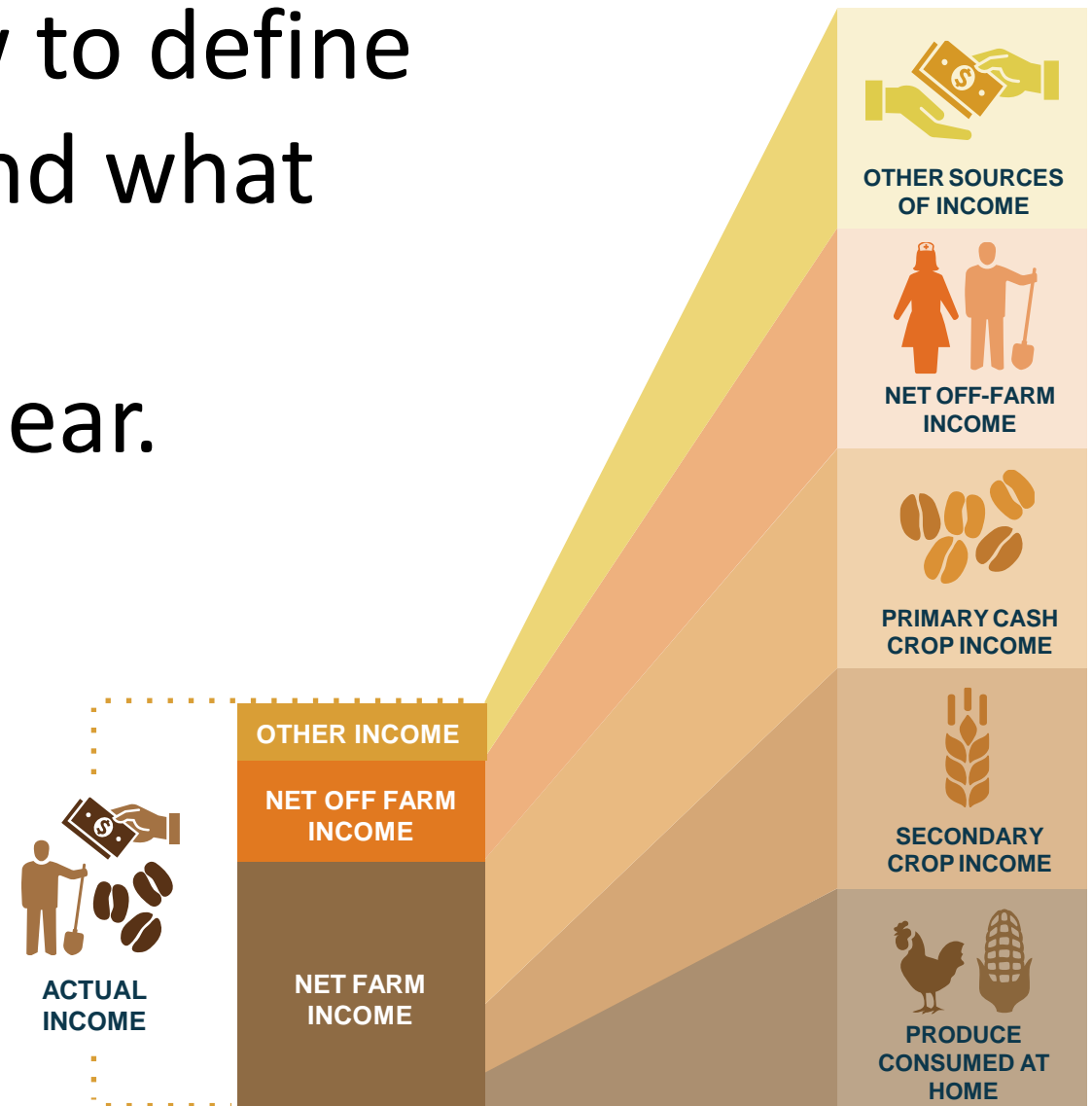
Actual Income and Income Gap Measurement

This is our focus for today



The basic principles of how to define farm household income, and what elements to include in the calculation, are (mostly!) clear.

In practice, there are many choices to make.



Choice of data collection and estimation approach

- **Income measurement:**
 - Farmer field book assessments
 - Record-keeping from projects or operations
 - Farm level household recall surveys
 - Focus group discussions and expert interviews
- **Income estimation**
 - Based on primary data
 - Using modelling techniques combining primary and secondary data

Other important choices

- Level of detail about income sources
- Precision needed
- Focus on average farmer, types of farmers, or every farmer
- Degree of alignment in indicators and approach -- with other initiatives, or across sites and projects
- Level of investment in new data collection vs. using existing information

How to choose?

- **Your use case** – What is your purpose? What are you trying to do and learning? What do you want to say on the basis of your results?
- **Your starting point and capacity** (incl. time and budget constraints) – What income related data do you already have? Do you have capacity to collect data? What have others done that you could leverage?
- **The operational context** – How varied is the situation of farming households in your area of interest? What are key components of income in the area?

Today we will hear how others have made their measurement choices, and why

We'll consider three types of use cases

1. Understanding where you stand: the current situation

- What is the current income gap (on average, or for specific farmers)
- Living income gap 'hot spot' analysis
- Inform program design
- Inform estimation of a living income reference price

2. Monitor improvement over time

- Are we closing the gap?
- Are the incomes of specific farmers or types of households improving?

3. Which of our interventions are most effective?

- What is really making a difference?

After the plenary discussion, choose the break-out group that is most relevant for your situation

Use case : Understanding where you stand	Use case : Monitoring and modeling changes over time (2 groups)	Use case : Understanding which interventions are working	Open Q&A
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Breakouts: Exchanging tips and experience on measurement on specific use cases (20 min)

What tips or lessons can you share from your own experience?

What challenges have you faced? And how did you overcome them?

What questions do you have?

Breakout options (20mins)

Use case : Understanding where you stand	Use case : Monitoring and modeling changes over time		Use case : Understanding which interventions are working	Open Q&A
Group 1 Kirby Richardson, Heiffer International Jessi Grillo, Heartwood LLC	Group 2 Yves Pascal Suter Olam Michiel Kuit Agrilogic	Group 3 Matt Bare Rainforest Alliance	Group 4 Henk Gilhuis Rainforest Alliance Kealy Slone Sustainable Food Lab	Stay in plenary (do not choose a breakout group) Adam Romo ISEAL and LiCoP

Join a breakout session (self-select)

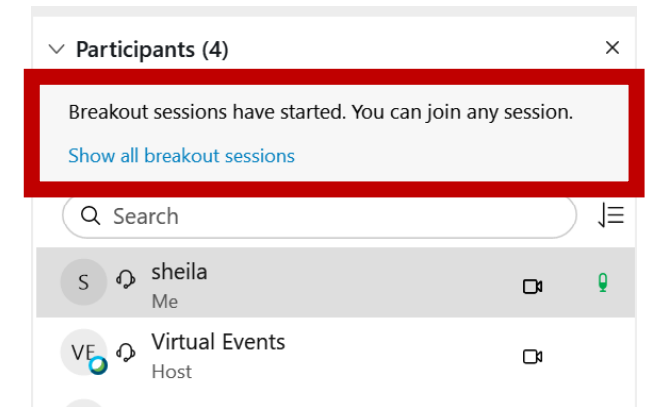
STEP 1

Click on the participants icon in the bottom right corner



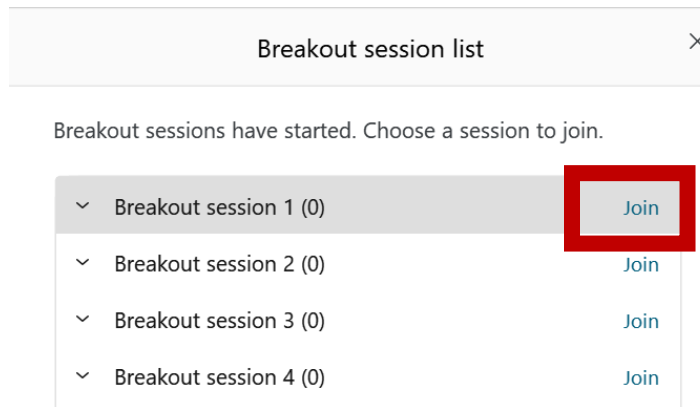
STEP 2

Click on the blue marked text 'Show all breakout sessions' at the top of the participants list



STEP 3

Click on 'Join' next to the breakout session you would like to join



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Wrap Up

BREAK
(10mins)

14:30-14:40
BST (GMT+1)

