**MER Plan: Producer Demonstration Sites**

**Project Number & Name**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Evaluation level** | **Generic Performance Measures (example)** | **Project Performance Measures***(Please fill in and delete example)* | **Evaluation Methods***(Please fill in and delete example)* |
| **Inputs – What did we do?***Describe the planned and expected inputs involved in your project*, including*funds, resources, development & projects structures* | * Number of core producers involved in demonstration sites & their demographics
* Number of producers observing demonstration sites & their demographics
* Number of head of livestock involved
* Area (ha) involved
* Project steering committee decisions and notes
* Investments ($’s) from MLA and other parties (cash and in-kind contributions) and what was purchased – professional time, project inputs
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| **Outputs - What did we do?***Describe the outputs planned/expected from your project*, *including engagement activities & products from demonstration sites* | * Outputs from demonstration sites (new knowledge & data) (e.g. reproduction rate, weaning rate, mortality rate, gender, management methods, cost of vaccine, extra labour, and cost of production)
* Field days held, demographics collected, and M&E conducted
* Media events/outputs
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| **Changes in knowledge, attitudes, and skills - How well did we do it?***Describe the changes in KASA that you are planning to achieve*. | * Change in knowledge/attitudes/skills of **core and observer** participants before and after project/activity
* Experience of producers involved in the PDS – extent to which they found the project/ activity useful or of value.
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| **Practice changes – Has it changed what people do?***Describe the practice changes that you are expecting to achieve by the end of your project* | * Producer (core & observer) practice (relevant to the topic/project) before and after project
* Influence the project had on practice change achieved
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| **Benefits – Is anyone better off?***Describe the benefits that you are expecting to achieve as a result of the project* | * Benefits / impacts from practice change (e.g. $ value of decreased mortality rate compared to baseline)
* Costs to achieve outcomes (e.g. increased inputs, labour)
* Benefit Cost and Sensitivity analyses at the business level
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| **General observations / outcomes – Is the industry better off?** | * Potential impacts (practice change & productivity) at the end of the project and well after the project has concluded (e.g. 2 years later) for the broader target audience
* What are the unintended/unexpected benefits or consequences?
* Project learnings, barriers / enablers to adoption
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