

Monitoring Report

Visit Details

Completed by	Kathrin Cordes
Location	Accra
Dates	26.11.2019
Objectives	Assess the Satisfaction of participant with the Mango Roundtable

During the 16th Mango Roundtable on the 26th of November 2019, MOAP conducted a brief survey to assess the satisfaction of the members with the platform.

MOAP received 30 questionnaires, which were filled out by the participants of the 16th Mango Round Table. 7 questionnaires have been sorted out and disqualified by MOAP due to the following reasons:

- the participant indicated that he/she is participating for the 1st time ever in any FAGE activity on mango (3 questionnaires). Most of these respondents also mentioned that they cannot yet give a lot of information because they are too new on the platform
- questionnaires without the ranking in question 7 (4). Most respondents in this category indicated that they are also very new and cannot rate yet.

Therefore, **a total of 23 questionnaires was considered for this survey**. All questionnaires are voluntarily and anonymously filled by the attendants.

The group was made up by representatives of different mango farmer associations, commercial farmers and exporters, processors, some members of research and PPRSD. The vast majority was however producers. Additionally, GIZ and some external presenters were present in this meeting. A total of 40-45 persons were part of the meeting. However, the GIZ employees and presenters did not participate in the survey.

General Observations

Participation: 11 participants stated that they are participating very often/almost all times in the mango roundtable, 6 participants stated that they have participated 3 – 9 times, and 6 are relatively new to the mango roundtable and have participated only once or twice before. Hence, the mango roundtable counts on a big stock of regular and long-standing participants.

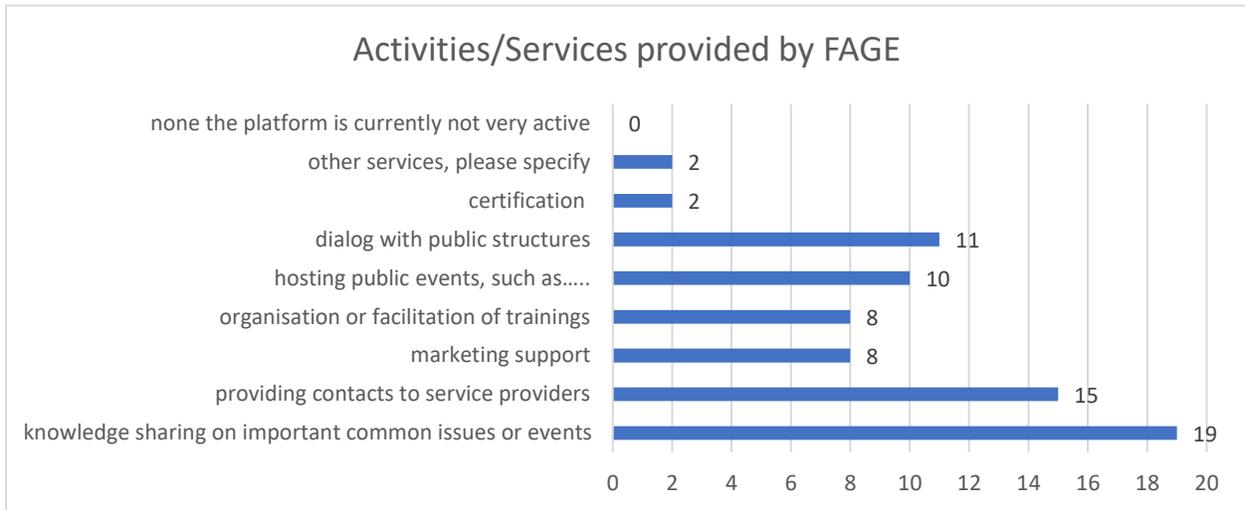
Mango Week: 17 participants made mention of the Mango Week directly and stated that they participated. Hence, over 2/3 of the participants know and visited this event. It is clearly the most known public event of FAGE, as other Roundtables such as the one for Pineapple or VC trainings were only mentioned by one participant each.

Activities conducted and Services provided by the Mango Roundtable / FAGE for the mango value chain: Farmers were given a list of activities and asked to tick the ones which

apply in their view for Fage/Mango Roundtable. Most of the participants saw the platform`s activities in

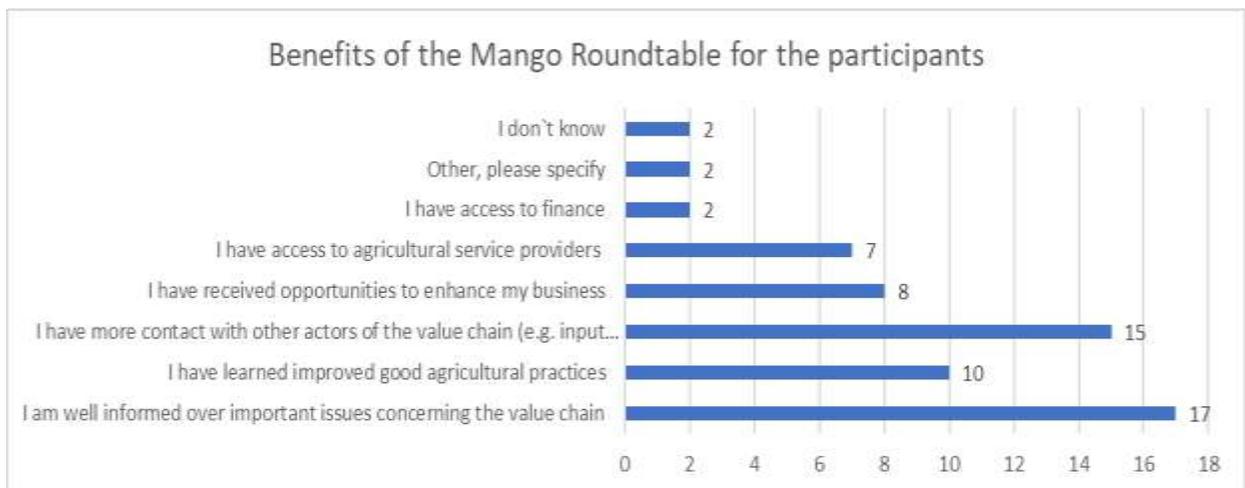
1. Knowledge sharing
2. Providing contacts to service providers
3. Dialog with public structures

To a lesser extent also the hosting of public events, marketing support and the organisation of trainings were mentioned. The following table shows the full distribution of answers.



Benefits for participants: The participants received several options of which they could choose which are applicable for them. The most often rated benefits were:

1. I am well informed about important issues concerning the VC
2. I have more contacts to other actors of the VC
3. I have learned about improved good agricultural practices



A smaller group around 1/3 of the respondents indicated also that they have enhanced their businesses and have access to agricultural service providers as a result of the Roundtable.

Satisfaction with the performance of the platform: The participants rated their satisfaction with the Mango Roundtable on scale from 1 – 6, whereas 1 was very unsatisfied and 6 is very satisfied. The following rating was received:

Rating	Total figures	Percentage
very unsatisfied	0	0%
unsatisfied	0	0%
partially unsatisfied	1	4%
partially satisfied	3	13%
satisfied	11	48%
very satisfied	8	35%

Generally, the members of the Mango Roundtable are satisfied with the forum, with only 1 person indicating that he/she is “partly unsatisfied”.

This means a total of **22 respondents (96%) are at least partly satisfied and rated 4-6 for the Mango Roundtable**. Hence the platform achieves MOAPs Indicator E1, which demands a satisfaction rate of at least 65% rate between 4-6. In fact, even **19 respondents (83%) are rating a 5 or 6**.

Reasons given for the positive ratings are:

- provides the platform to network with value chain actors (mentioned 4 times)
- all programmes are of quality and professionally delivered (mentioned 4 times)
- this forum has helped the mango industry to grow and should be adopted to other crops
- The Roundtable is the only national platform for mango that provides opportunities for actors to meet, share knowledge and access markets

Feedback on needed improvement are:

- There is no follow-up on issues discussed and there is no action plan
- poor time management, lack of participation of the processors.

“Knowledge sharing” and “dialogue” were indicated by most participants in previous questions as activities/services provided by the platform. Subsequently the increased knowledge and information, as well as, the contact to other stakeholders are seen as the main benefits of the platform. These points were also repeatedly given as reasons for the high rating, which is an affirmation of the platform.

This positive outcome in terms of satisfaction is also in line with the high number of regular participants, of whom many join almost every time the platform meets.

However, as mentioned also in the feedback from one participant - “processors are only scarcely present as most of the participants are farmers. This limits the exchange with actors in different segments as well as the achievement of additional benefits such as business interactions.

Suggestions of the participants for additional action/activities: The suggestion participants gave or wishes that they expressed can be grouped around 2 main issues:

1. **Training and Demonstration:** 7 participants wished for more technical trainings specifically on farm management and production as well as demonstration fields
2. **Marketing:** 4 participants wished to have more activities and support for marketing and finding buyers.

Other suggestions were the establishment of a mango VC development plan, more support to certification and access to finance, more activities in research, lobbying, activities concerning the supply of high-quality chemicals and market information.

Conclusion:

The satisfaction of the members is very high, which 96 % being at least partially satisfied and a high number of frequent participants.

The Roundtable is mainly seen as a forum to share knowledge and learn, especially for mango producers. The participants see the main benefit of participating in the Mango Roundtable in increasing their knowledge and contact to other actors. The participation of the downstream VC actors (i.e. processors) is nevertheless sometimes limited and might also impact on the opportunities of marketing.

The participants expressed the wish that the platform engages more into training/demonstration and marketing as additional services. These points should be discussed within FAGE and the Roundtable in order to decide whether to put more emphasis on them.