

Measuring & Reporting on Impact

Thursday 23 June: 13:40 – 14:35 (55 min)

With Speakers:



Vidya Rangan
Owner of Cotter
Key Farms, Cotter
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Brooke Summers
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Kendra Pazstor
Monitoring &
Evaluation Senior
Manager
| Better Cotton

Facilitator:

Towards more sustainable cotton farming

Validating the impact of Better Cotton through pipeline approach

Haki Pamuk, Nina Motovska, Fedes van Rijn (WUR)

Better Cotton Conference

23 July 2022

Haki Pamuk

Pipeline approach based on data from farmers supported by Better Cotton at different moments in time

- Data from **two cohorts** of farmers:
 - Better Cotton villages that were supported by Better Cotton early (e.g., cohort 2019/2020)
 - Control villages that will be supported by Better Cotton later- (e.g., cohort 2021.2022)

- Data collection at **multiple moments from both Better Cotton** (e.g., cohort 2019/2020) **and Control villages** (e.g., cohort 2019/2020)

- **Changes in Better Cotton outcomes** vs changes in Control Village outcomes

Example from Better Cotton evaluation in India

Time for data collection	Farmers from Better cotton villages that are supported in 2019/2020 season (Cohort 2019/2020)	Farmers from control villages that might be supported in 2021/2022 (Cohort 2021/2022)
Baseline: July 2019	Treatment group, before support	Control group, no support
Midline: December 2020	Treatment group, after support	Control group, no or very limited ¹ support
Endline: April-May 2022	Treatment group, after support	Control group, no or full ¹ support

Example from Better Cotton evaluation in India

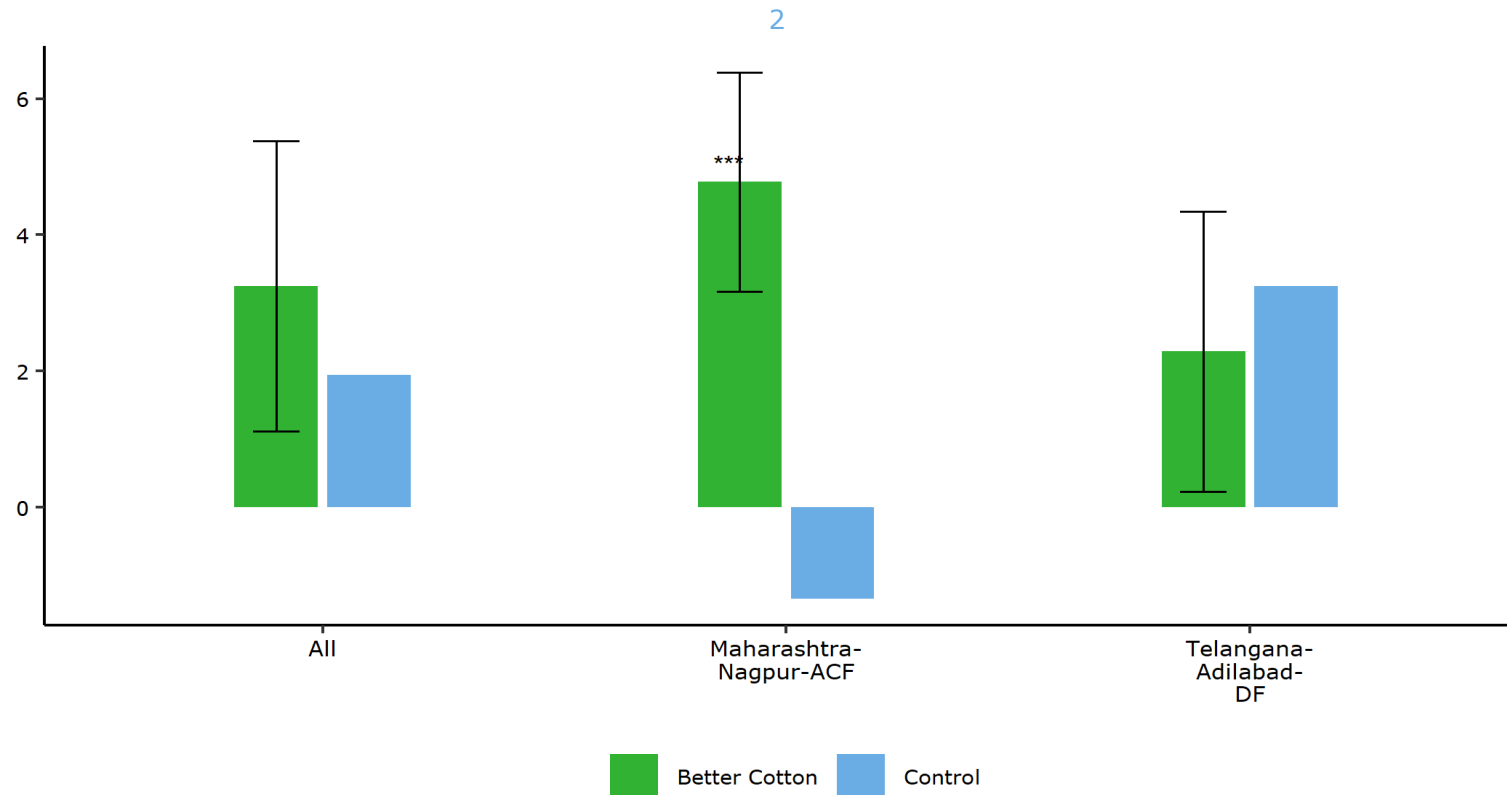
Better cotton villages:
Endline vs. baseline

Control villages:
Endline vs. baseline

Time for data collection	Farmers from Better cotton villages that are supported in 2019/2020 season (Cohort 2019/2020)	Farmers from control villages that might be supported in 2021/2022 (Cohort 2021/2022)
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Midline: December 2020	Treatment group, after support	Control group, no or very limited ¹ support
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Average change in the number of Good Agricultural Practices adopted between baseline and endline (0-13 score)



¹Average change is the weighted average of change in the indicator from baseline to midline survey. The weights are used farmers in Cohort 19/20 and Cohort 20/21 and estimated through our econometric analysis. They show the probability of a farmer being in the treatment cohort. ²All graphs are visualizations of matching DiD model of Cohort 19/20 vs Cohort 20/21 model results.



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Climate Action

Thank you



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