



# **Aims, Objectives and Methods**

Capacity Building for Research Workshop, Monday 27 October, 2014

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Australian Centre for  
International Agricultural Research



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# Why are we here?

- Overall objective series of workshops and fieldwork:
  - *to provide research training, mentoring and experience for individual project staff enhancing abilities to undertake dairy value-chain analysis, farm household survey and farm production systems analysis in Indonesia*

# Activities this week

- Practice research skills in the field
- In-depth semi-structured interviews with stakeholders in the chain
  - Qualitative
- Focus group discussions
  - Qualitative
- Structured interviews using quantitative survey instruments
  - Quantitative- pre-testing of questions

# Value Chain Research Methods (1)

## Qualitative

- Focus Group Discussions (FGDs)
- Semi-structured interviews
  - Key informants
  - Stakeholders in chain
- Observation

## Quantitative

- Structured instruments
  - Data collection
  - Gain information which can be analysed using statistical and econometric programs.

# Value Chain Research Methods (2)

## Qualitative

- Understand underlying relationships and issues, attitudes and perceptions
- Digging or probing to gain deeper insight
  - “Why”
  - “How”
- Identify key “themes” and “segments”
- Not always representative of the population
- Biased if you don’t interview the “right” people

## Quantitative

- Measure or “quantify” key variables and characteristics
  - Household characteristics
  - Farm assets
  - Farm performance information
  - Market and marketing information
  - Knowledge
  - Attitudes, perceptions
- Understand the relationship or correlation between variables
- Understand changes over time
- Attempt to represent a population
- Difficult to probe deeply
- Don’t always get at the “why” and “how”

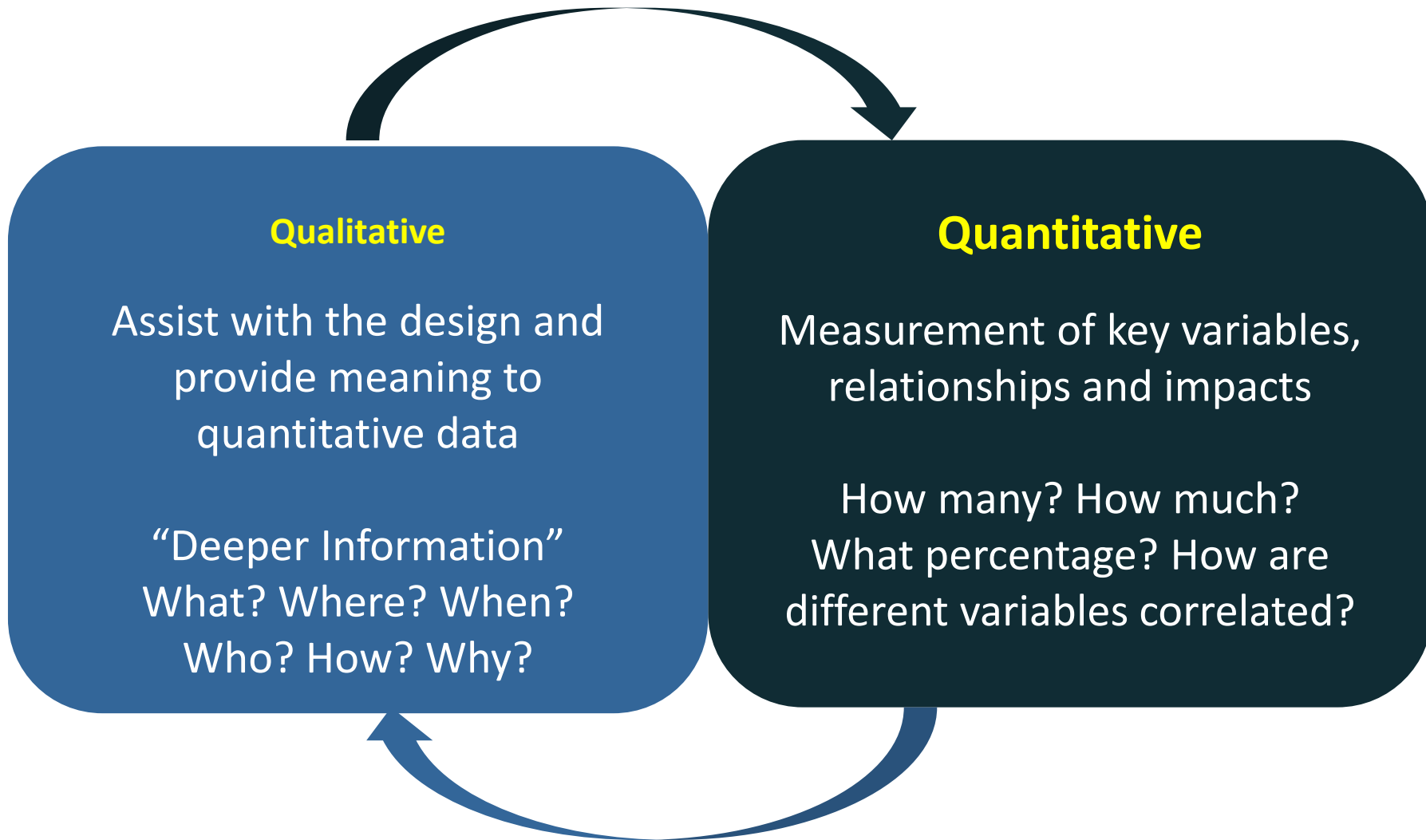
# In-Depth Interviews and Focus Groups

- Key stakeholders in the chain
- Understand business model and role in value chain
- Keeping in mind our research objectives, gain understanding of stakeholders' perceptions of
  - Opportunities to increase production and improve profitability and livelihoods of smallholders
  - Threats which may inhibit domestic increases in dairy production and profitability
    - What changes need to take place in the dairy sector
  - Business's ability to contribute to achieving increased domestic production and profitability

# Quantitative Survey Instruments

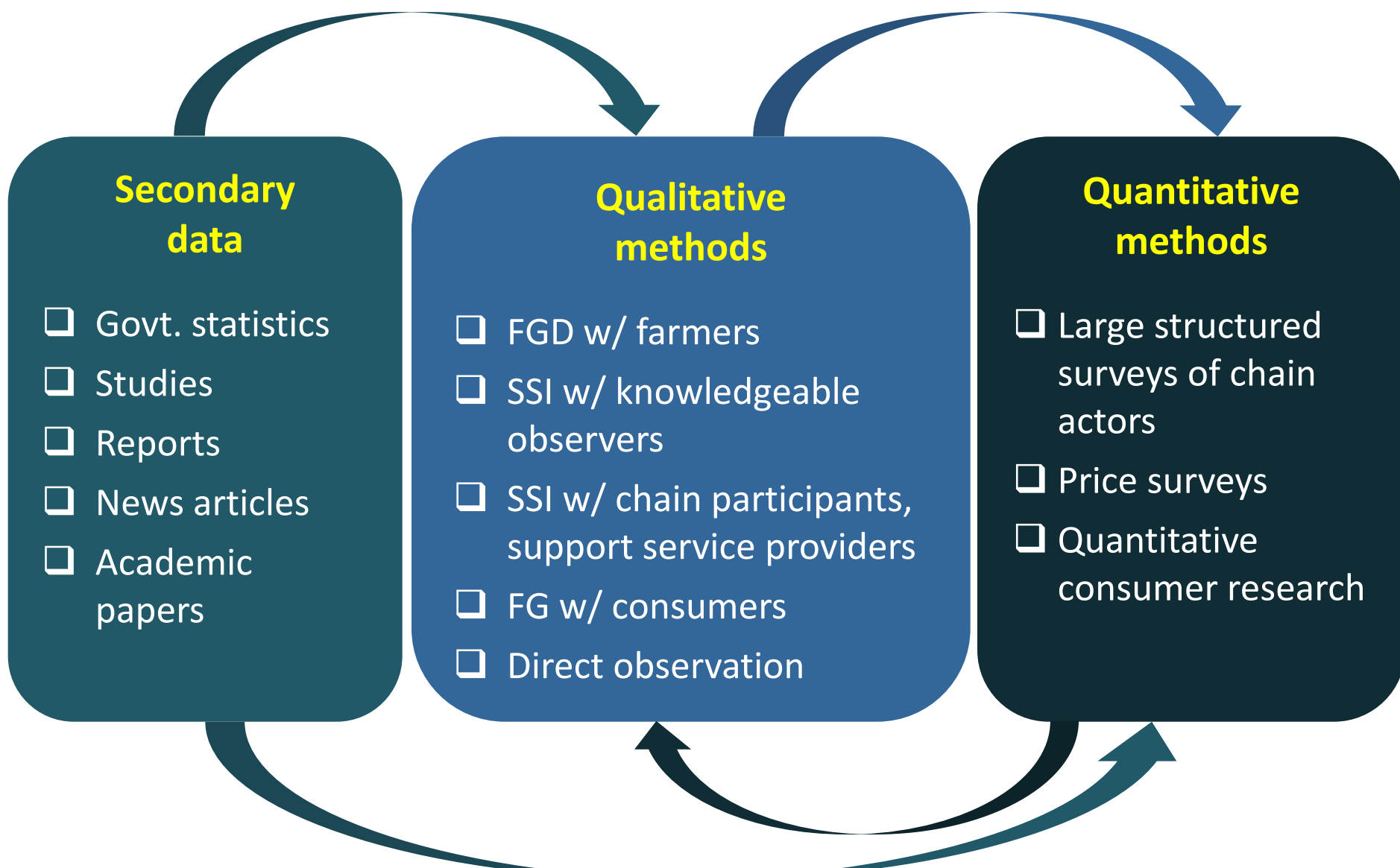
- This is really a “pre-test” to see if the format is working
- Sections
  - Household and farm characteristics and assets
  - Production and herd structure
  - Milk quality
  - Herd health
  - Inputs
  - Nutrition, feed and forage management
  - Marketing
  - Sources of income
  - Adoption of technology
  - Information sources
  - Challenges facing farm businesses

# Complementary Research Methods





# In-depth Value Chain Research



# Remember...

- Participants need to feel comfortable
  - All discussions are confidential
  - Never assume it is okay to take pictures or record, always ask
- Carefully consider how to discuss issues that are potentially contentious
  - E.g. prices paid to anyone in the chain
  - Relationships between buyers and sellers
- Try to keep discussions focused on the positive while still identifying challenges to the chain
- Try to engage all participants
- Triangulate, triangulate, triangulate!!

Terima kasih  
Questions?