

ACHIEVEMENT OF PROJECT GOALS

The goals of the project include increasing income of farmers in selected villages in the project areas by the end of the project.

The following findings review the status of intermediate project goals:

1. Have 100 percent of selected villages participated in educational programs by June of the first year?

The evaluation team found that the project has not met the target of 100 percent selected villages participating in education programs. The reason is lack of project officers and frequent changes of project staff.

2. Have 80 percent of selected village farmers grown some new crops by December of the first year?

It appeared to the evaluation team that this target has not been met, although no percentage participation data was available. The project did provide soybean, ground nut, white cabbage, squash (pumpkin) and chinese cabbage to many villagers.

3. Have 80 percent of selected farmers utilized the marketing service by June of the second year?

The evaluation team found that most farmers in selected villages have utilized marketing services provided by the project. Most villagers portrayed a very positive attitude toward the marketing services.

4. Have 80 percent of selected farmers doubled consumption of locally grown fruits and vegetables by December of the second year?

This issue couldn't be measured as no pre-project baseline of consumption patterns was determined.

5. Have 80 percent of selected farmers experienced an increase in annual yearly income from baht 3,500 to baht 5,000 by December of the third year?

The field study discovered all village reported an increase in annual yearly income of at least baht 3,500 to baht 5,000 by December of the third year. Incomes will likely increase further as fruit tree and cash crop production is expanded.