



Western Cape
Government

Agriculture

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WESTERN CAPE DEPARTMENT OF AGRICULTURE: MACROECONOMIC SUPPORT SERVICES

**Evaluation of the Availability, Extent, and
Utilisation of Agricultural Economic
Databases**

Creative Consulting & Development Works

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ACRONYMS AND ABBREVIATIONS

CC&DW	Creative Consulting and Development Works
Combud	Computer-based enterprise budgeting
DAFF	Department of Agriculture, Forestry and Fisheries
FGD	Focus Group Discussion
FAO	Food and Agricultural Organisation of the United Nations
GDP	Gross Domestic Product
KZN	KwaZulu Natal
M&E	Monitoring and evaluation
NEPF	National Evaluation Policy Framework
ToC	Theory of Change
WCDoA	Western Cape Department of Agriculture

EXECUTIVE SUMMARY AND KEY RECOMMENDATIONS

In November 2015, Creative Consulting & Development Works (CC&DW) was appointed by the Western Cape Department of Agriculture to conduct an evaluation of the Macroeconomic Support Services sub-programme. This evaluation examines the availability, extent, and utilisation of the division's agricultural economic databases. It was agreed that a key method through which this evaluation could be achieved, was through a client satisfaction assessment. This would allow for the key strengths and weaknesses regarding the availability, extent, and utilisation of the databases to be identified by the database users.

The evaluation followed a mixed-method approach, which combined the collection of primary data through face-to-face interviews, focus group discussions and an online survey with the previous databases users (referred to as the "client groups").

The evaluation process produced four key deliverables:

1. A theory of change review;
2. A comparative account of the databases available across the provincial departments of agriculture, as well as national;
3. A client satisfaction assessment through an online survey and interviews; as well as
4. Data provider interviews.

Key findings

To what extent do clients know about available databases and how did they learn of the databases?

- Clients generally knew that there were databases but their knowledge tended to be limited to the databases that they had requested. They did not know about the vast range of available databases.

- Clients learned about the databases through word of mouth.
- The division's clients considered historical data very important.

Which databases are of critical importance to clients?

- The main data in demand is census and economic data.
- The online and databases were usually used on an annual or quarterly basis.
- The main purpose the data was used for was academic, government and commercial report writing.
- Climate change and niche market databases were noted as lacking by the division.
- Most clients felt that their work would not be impossible to complete without access to the databases, but felt that sourcing the data elsewhere would be a considerably time-consuming process.

Has the provision of data/information by the WCDoA database programme assisted clients in improving their decision-making?

- Clients were satisfied overall with the quality, relevance and rate of responses from the division.
- The link between the database provision and decision-making was not clear.

How can the availability and accessibility of databases be improved?

- The division's clients considered the databases reliable.

- The division offered the best range of databases online as well as upon request when compared to the agricultural departments in other provinces.
- Accessibility could be improved by advertising the full range of available databases.
- Accessibility could be further improved by enabling the databases to be downloaded from the Department's website.
- A challenge faced by the division is that it depends on its data suppliers for updated data.
- Another challenge is that the division comprises a small staff complement. In order to improve its services, it is necessary to expand. However, it is difficult to find appropriate personnel.

Key recommendations

Improve knowledge of the databases

- The division should ensure that a complete list of their database inventory is publically viewable so that users know what information they can request.
- The inventory should note the data source/s used as well as the date it was updated.
- The division should consider additional means of disseminating information about their databases, including a newsletter and the use of social media.

- The website was the second highest means for learning of the databases, therefore more effort should be dedicated to improving its user-friendliness as well as using it as a means to communicate information about the databases and the updates thereof.

Improve Electronic Platform User-friendliness

- The division should investigate ways of making the databases downloadable from their website.
- The online tools should be made compatible with application-based platforms.

Human Resource Factors

- In the medium term, an in-house IT expertise should be hired to enable the improvement and maintenance of the website.
- In the long term, the division could possibly be more effective if placed together with the department's geographical information system (GIS) unit.

Theory of Change Review

- The division needs to revisit its primary target groups.
- The division needs to determine the extent to which influencing decision-making is one of its aims.
- The division needs to make the links between the division's objectives, actions, and the Provincial Strategic Objectives clearer.

2. INTRODUCTION AND BACKGROUND

2.1 CONTEXT

South Africa's National Department of Agriculture, Forestry and Fisheries [DAFF] (2013) acknowledges that the agriculture, forestry and fisheries sectors are crucial to the country's socio-economic development. DAFF's key priorities are aligned to alleviating poverty, creating employment and improving food security (DAFF, 2013). In addition, if the entire value chain of South Africa's agriculture sector¹ is taken into account, its contribution to gross domestic product (GDP) is an estimated 12%.

As stated in their Mission, the Western Cape Department of Agriculture (WCDoA) similarly prioritises agricultural growth and sustainability, in order to, amongst others:

- Promote the production of affordable, nutritious, safe and accessible food, fibre and agricultural products;
- Ensure sustainable management of natural resources;
- Contribute towards alleviation of poverty and hunger; and
- Develop, retain and attract skills and human capital (WCDoA, 2014).

The history of agricultural statistics in South Africa goes as far back as the beginning of the 20th century. With the exception of the World Wars and Great Depression years, an agricultural census was conducted on an annual basis in the first half of the 20th century. As agriculture's contribution to the country's GDP decreased over the years, so did the frequency of conducting agricultural censuses. Post 1994, agricultural censuses have been conducted every five years, with annual surveys being conducted in between the census years. Until now, agricultural censuses and surveys have largely concentrated on commercial agriculture leaving out small-scale and subsistence agriculture (Western Cape Government Agricultural Economic Services, 2015).

¹ Agricultural activities range from intensive crop production and mixed farming to cattle ranching and sheep-farming (DAFF, 2013).

It is against this backdrop that the WCDoA offers agricultural economic services through developed and maintained agricultural databases. The WCDoA has developed a diverse set of databases, which originated from enquiries for agricultural economics-related data and information from a variety of clients, including farmers, academics, government departments and media. These databases provide stakeholders and role-players in the agricultural sector with valid and reliable information, contributing to informed practices and decision-making. The WCDoA sub-programme 'Macro-economic Support Services' falls under the programme 'Agricultural Economic Services'. In an effort to improve the statistical support services that the sub-programme is able to offer, the Agricultural Economic Services programme has commissioned an evaluation to establish the availability, extent, and utilisation of agricultural economic databases by its key client groups.

2.2 PURPOSE AND SCOPE OF THE EVALUATION

2.2.1 Purpose

The overall purpose of this evaluation is to assess (1) the extent to which the Western Cape Government Department of Agriculture database services provided by the 'Macro-economic Support Services' are or are not servicing the purposes they aim to serve, and (2) understand how the services could be optimised in order to more effectively realise the intended outcomes and impacts.

The evaluation subsequently aims to:

- Determine the extent and diversity of databases available within the Department;
- Determine the contribution and value-add that these databases make in addressing clients' information needs;
- Determine whether the databases inform clients' planning and decision-making;
- Assess the need for further or improved databases;

- Assess processes for supporting data access and utilisation; and
- Identify challenges and barriers affecting access to the current databases, and recommend ways to improve database services for client groups.

In addition, in order for the WCDoA to monitor trends and to make good decisions at all levels of responsibility (both within and outside of the Department), good and reliable data or statistics is necessary. The existing agricultural economics databases have been examined in order to establish a firm understanding of the strengths and weaknesses of what the WCDoA is able to offer to its client groups.

2.2.2 Scope

The scope of this evaluation includes all databases within the Programme: Agricultural Economic Services, as well as the full range of database users.

The evaluation will cover the following **key deliverables**:

- Identification and evaluation of all present available databases as housed by the Programme;
- Evaluation of the relevance of historical data back to at least 2013 (referring to 'older' data on existing databases and establishing whether clients still access such information);
- Evaluation of satisfaction levels of clients by identified clients group – with a sample covering all clients that made enquiries between 2013 and 2015, and taking reasonable measures to ensure that at least 100 clients respond;
- Providing an overview of (other) provincial departments' comparative data provision services/structures – comparing levels of data generated and shared, as well as dissemination structures – and providing lessons to be learnt from provincial counterparts;
- Establishing the importance of the WCDoA databases to both existing and potential users.

3. LITERATURE REVIEW

This overview of existing literature provides key facts on the importance of data accessibility and utilisation in the agricultural sector in South Africa, as well as a comparison of the WCDoA's databases with their counterparts in other Provincial Governments and National Government.

3.1 SIGNIFICANCE OF DATA IN THE AGRICULTURAL SECTOR

3.1.1 National Agricultural Sector

The agricultural sector contributed 2% towards the national GDP in 2013 (Western Cape Department of Agriculture, 2015). While the sector's overall GDP contribution is low, its contribution toward employment is significant at 5.2% and is an important foreign exchange earner (Statistics SA (b), 2015). The value of national agricultural exports grew from R76 900 million in 2013/14 to R82 839 million in 2014/15 (Western Cape Department of Agriculture, 2015). The most important trade partners for the 2014/15 financial year were the Netherlands and United Kingdom, followed by Mozambique, Zimbabwe, and China. The combined value of exports to the Netherlands and United Kingdom accounted for 19.7% of the total export value (Western Cape Department of Agriculture, 2015).

3.1.2 Western Cape Agricultural Sector

The majority of the country's agricultural households² are concentrated in three of its provinces: KwaZulu Natal (24.4%), the Eastern Cape (20.7%), and Limpopo (16.3%) (StatsSA, 2011). The Western Cape contributes the second lowest percentage of agricultural households nationally (2.9%). Despite its relatively low agricultural household count, the Western Cape contributes 23% of national agricultural value-addition. The

² Households involved in agricultural activities, therefore not limited to the commercial farming sphere alone.

Western Cape Government has prioritised agri-processing as an area for growth. This has seen an increase in wine exports of 78% from 2009 to 2015 (Phakathi, 2015).

3.1.3 Importance of Data

“Disaggregated data” refers to a total dataset's ability to be separated into sub-units or -components of data. To illustrate – GDP is aggregated data, and data about income per race group is an example of disaggregated data since this factor is a component of the GDP (or aggregate). Disaggregated data is of utmost importance in a country as unequal as South Africa. This is because the averaging of data between the high- and low-income brackets in the country skews the majority's experience significantly. For example, South Africa is officially a “food secure” country. However, in 2014 Oxfam found that this was a misleading classification. 26% of South Africa's population experiences hunger on a frequent basis, meanwhile 30% of local agricultural production is wasted annually (Oxfam, 2014). This emphasises the importance of disaggregated data, since the overall food production of South Africa is above most of the global benchmarks for food production (Oxfam, 2014). Yet despite this, once one disaggregates data according to urban, rural, informal settlement, and formal settlement factors (as well as gender and race) a rather different picture of food accessibility is developed.

Agricultural data is important for not only the measurement of the sector's performance, but also to improve decision-making, development planning, and research in a range of areas, including food security, transformation, and sustainability (StatsSA, 2011). The World Bank (2010) defines “agricultural statistics” as “the collection, processing, and analysis of data on agricultural production, trade, price, and associated services.” Farmers and other actors in the agricultural sector need a range of data in order to meet, and surpass, developmental benchmarks. Furthermore, it is important that disaggregated data is accessible. This helps to address the varying information needs of the diverse actors in the agricultural sector. For example, a firm understanding of the major trends and patterns in the domestic and international markets are important for commercial farmers so that they can anticipate which products are in, and how to meet,

demand. Additionally, agricultural actors across the board need to know natural disaster patterns so that they can be best prepared for seasons of flooding and drought. Comprehensive data about the overall performance of and challenges faced by the agricultural sector is significant for government. It enables them to make responsive policy decisions that can ensure the meeting of development needs as well as secure food security for the country. These examples highlight the different aims of the various actors involved in the sector, as well as emphasise the importance of diverse data to assist with meeting these aims.

From the above it should be clear that agricultural statistics play an important role in understanding the contribution and potential of the agricultural sector in South Africa. Furthermore, the need to ensure that the databases that are gathered and maintained should ideally include enough information to allow for aggregated as well as disaggregated analyses. Failing this, it is unlikely that a meaningful understanding of the sector can be achieved.

3.2 EVALUATING CLIENT SATISFACTION

The National Evaluation Policy Framework (NEPF), published in 2011 by the Department of Performance Monitoring and Evaluation, recognises the importance of monitoring and evaluation (M&E). The NEPF recognises four main purposes for evaluation: performance improvement, accountability improvement, information gathering, and enhanced and informed decision-making (Department of Performance Monitoring and Evaluation, 2011). The Minister of the Department of Performance Monitoring and Evaluation proposes that M&E is essential for combating ineffective and routine behaviour in management; impact assessment; data collection and measurement; accountability; and effective programme planning and adjustment (Chabane, 2013). The focus on M&E assists with determining the impact of development interventions (Muller–Praefcke, 2010). M&E is an identification tool, not an impact tool, thus it is up to management to address the problems that the M&E process identifies (Chabane, 2013). The focus of this evaluation is partially to identify how satisfied client groups are with the availability,

accessibility, and usefulness of the WCDoA's databases. Therefore, understanding ways to measure and analyse client satisfaction is an important component of this evaluation.

The purpose of client satisfaction evaluations are to determine the reliability, relevance, experience, and usefulness of services (World Health Organisation, 2000). The distribution of survey questionnaires is the most popular form of client satisfaction assessment. Face-to-face interviews, telephonic interviews and/or focus group discussions are also effective, albeit more expensive, means to gauge satisfaction (World Health Organisation, 2000). The survey tools ought to address particular goals, and be designed accordingly. The design of the survey tools are especially important because it determines who the respondents are, and therefore largely the information one is likely able to gain from the surveys. It has been found that rather than focusing on cutting down the costs of customer satisfaction surveying, it is more important to maintain traditional customer service values (The Economist, 2001). It therefore seems worthwhile to strike a balance between managing the costs of the survey methods used to evaluate the Macroeconomic Support Services sub-programme in order to attain the best quality feedback from clients possible. Furthermore, it is recommended that a combination of qualitative and quantitative approaches be used in evaluations (Muller–Praefcke, 2010).

Customer satisfaction typically considers the effect of five factors: expectations, disconfirmation of expectations, affect, performance, and equity. An expectations model predicts that satisfaction is reached once expectations are realised, whereas disconfirmation of expectations predicts that satisfaction is only attained when expectations are surpassed (Szymanski and Henard, 2001). The performance predictor model hypothesises that customer satisfaction will increase as the service/product sought meets needs, want or desire relative to costs involved in attaining it. Affect models posit that memories are created during the experience of using a product or service by a client and this is then drawn upon when assessing levels of satisfaction. Lastly, the equity model hypothesises that satisfaction is a judgment about fairness, which is determined comparatively. There are three criteria for the judgment: what is received relative to inputs, the relative way in which the product or service was delivered, and how they were

treated. Clients are usually satisfied if their assessment of their equity is greater than the referent against which they are judging their experience. In a meta-analysis of customer satisfaction findings, Szymanski and Henard (2001) found that the most significant predictors for satisfaction were disconfirmation of expectations and equity. They found that the latter was, in fact, typically under-emphasised in empirical research given how significant a predictor it is. It was also found that performance was usually over-emphasised in models, and is not actually a significant predictor for satisfaction levels. It is unlikely that equity will be universally applicable in this study given that much of the client's experience with the Macroeconomic Support Services division would have been in isolation, thus the extent to which it would be possible to make an equity judgment according to the criteria established by Szymanski and Henard is rather compromised. Disconfirmation of expectations is likely to be the most applicable predictor.

Utilising the information gathered from clients in an effective manner is a challenge that arises from the process of evaluating client satisfaction. The recommendations derived from the evaluation process is an important way to encourage that action points are undertaken by the evaluation subject. Concern has been raised about the possibilities (or likelihood) that clients expectations of services are ones that are not possible to achieve. Relatedly, there is an important distinction to be made between customer satisfaction and the actual quality of the services they use (Moussa and Touzani, 2010). However, while these may be factors to consider when analysing the data collected, it is also important to bear in mind that clients are able to discern between better and worse quality levels (World Health Organisation, 2000). Furthermore, clients are likely able to distinguish between their ideal service and rate the actual quality of the service received. A possible way to anticipate this bias would be to determine how long the respondent has been exposed to the agricultural sector. This would enable the feedback to be understood with a sense of how long the client has been involved in the industry and utilised such service.

3.3 ONLINE DATABASES BEST PRACTICE: A BRIEF OVERVIEW

The purpose of this review is to establish a working knowledge of the way that key international institutions make data available on their websites. This has two benefits. It firstly establishes what information about South African national level agricultural data is published on the international institutions' sites. Secondly, the way that they present the data helps with establishing a comparison base against which to consider the WCDoA's use of their website concerning data dissemination. Three variables have been considered when looking at the below institution's websites:

- How user-friendly the website is;
- The range of data available; and
- How current the data is.

3.3.1 The European Commission

The European Commission has a section dedicated to agricultural statistics on their website, which lists the various available materials by title and with a short explanatory outline of what the resource includes.³ This is useful because it centralises the available data and provides a user-friendly interface in which to navigate the possible resources. There is additionally an archive for outdated materials (from 2000 to 2013), which ensures that the most recent available information is readily accessible. Another useful tool available on the site is a "Factsheets" page.⁴ This disaggregates key agricultural indicators by Member State, as well as provides aggregated data for the European Union as whole. The Factsheets provide useful overview information about the significance of the agricultural sector for Member States, including agricultural economic indicators, employment statistics and demographics, and rural-urban stratified information. However, it does not have a dedicated "search" function to enable Boolean searches within this section of the website. This would be a useful addition since it would streamline the available data and publications according to a keyword search. The approach taken by the European Commission concerning its Member States is one that can be applied to the provincial context in South Africa.

³ See: http://ec.europa.eu/agriculture/statistics/index_en.htm.

⁴ See: http://ec.europa.eu/agriculture/statistics/factsheets/index_en.htm.

3.3.2 Food and Agricultural Organisation of the United Nations

The Food and Agricultural Organisation of the United Nations (FAO) also has a dedicated section for statistics.⁵ The site provides three key sub-sections: databases, statistical capacity development, and standards. These sub-sections provide quick-links to key tools listed as hyperlinks and with short explanatory paragraphs. Furthermore, there is a dedicated FAO Statistics website. The dedicated website provides detailed agricultural information, which is further categorised into sub-sections according to seven themes entitled: Environment, Economic, Food security, Production and trade, World census of agriculture, Global strategy to improve agricultural and rural statistics, and Voices of the Hungry. Each theme's sub-page has overview sections that highlight key statistical information and include visual tools. This is an effective way of making important findings easily accessible.

The dedicated FAO Statistics website also provides links to two key statistical database websites: FAOSTAT and CountrySTAT. FAOSTAT⁶ provides 14 different agriculture themes – each with the options to browse or download the available datasets. CountrySTAT⁷ harmonises data from various sources in order to ensure international standards for quality and reliable, national and sub-national data. There are 57 member countries, of which South Africa is one. Each member country has a FAO Country Profile with information divided into 11 thematic groups. The country profile page lists the thematic groups with a brief explanatory paragraph as well as hyperlinks to critical resources. This assists with quick navigation to needed resources, while at the same time showing what other, possibly complementary, data is available. The various relevant FAO websites all hyperlink to one another. This is a useful way to ensure that the information needed is easily accessible, but also ensures that individuals using the resources on one site are likely to navigate to the others. This allows the information to be consolidated and brief on partner websites, and more extensive on the dedicated website.

⁵ See: <http://www.fao.org/statistics/en/>.

⁶ See: <http://faostat3.fao.org/home/E/>

⁷ See: <http://www.countrystat.org/>.

The FAO website serves as a good example of how to model a website because it is very user-friendly and makes use of hyperlinks to promote other databases that are likely to be useful resources.

4. PROGRAMME DESCRIPTION

The Macroeconomic Support Services division is a sub-programme nested under the Agricultural Economic Services programme. See Annexure A for the Western Cape Department of Agriculture organogram. The division was developed as a result of agricultural economic enquiries being sent to the Department, which prompted the decision to develop Departmental databases. The requests come from parties both internal and external to the Department. The databases that have been developed are a consequence of the requests that the Department has received over the years – thus it is demand driven. New databases are developed when questions are received that have the potential to be valuable for future clients.

The division comprises five staff members: one manager, one economist, chief administration clerk), and two administration clerks. The manager is charged with the overall oversight of the division. This includes budgetary and personnel management. The economist is responsible for data surveys, the development of databases structured according to specific data groups, and the general management of the data – including backups and seeing to enquiries. The chief administrative clerk handles the data enquiries, general management of the administrative clerks' outputs, and ensures the quality control of the data capturing process. The position also includes general administrative duties, such as budget monitoring, purchases, and leave requests. The administrative clerks are responsible for data capturing and, to a lesser degree, data sourcing. They also manage the flat screen system, and send the databases to the manager on a quarterly basis for quality assurance.

There are approximately 256 databases in the custody of the sub-programme.⁸ Table 1 below summarises the groupings of the databases as well as a brief explanation of the databases that each grouping holds.

⁸ This number is derived from the "HOD Portal" document that lists all of the databases. The Stats SA "2011 Census" and "2007 Survey" were counted once despite the itemised listing of the data contained therein. The 6 "Departmental Projects" were also not included in this count.

TABLE 1: DATABASE GROUPINGS

Agricultural Land Prices	This database records the land price per district for three groupings of land sizes.
Game Industry	Includes databases about the auctions and prices of game.
Livestock Breed Prices	Includes databases dedicated to capturing the price information, broken down into sub-categories, for about 66 different animal breeds.
Livestock Commodity Prices	Includes databases that captures the market prices of livestock-derived products, such as meat, eggs, dairy, and wool.
Livestock Numbers	Includes databases dedicated to recording the numbers of sheep, cattle, pigs, goats, chickens, and ostriches.
Crop Commodity Prices	Includes databases recording the price history of about 92 different crops.
Stats SA	The information contained herein is derived from the 2011 Census.
Western Cape Agriculture	The information contained herein is derived from the 2007 Survey.
Food Security	Includes databases capturing the number and size of food gardens, crops grown and markets served, information about the beneficiaries thereof, as well as training-related information.
Black Farmers Statistics	Includes databases that details the number of black farmers, the size and

	number of farms they own, and what they rear on their farms.
AgriTourism	Includes databases documenting where various sites of interest for tourism are – such as 4x4 trails, accommodation, farm visits – as well as where these are advertised.
General	Includes databases on infrastructural matters – such as piggeries, abattoirs, feedlots, cool chain facilities, and so on.

4.1 DATA SOURCING AND UPDATING

The databases are primarily populated by using secondary sources. However, if the Department is conducting primary research, the different programmes are given the opportunity to contribute the questions that they would like surveyed. The secondary sources used to gather and collate the databases vary depending on the database at hand. For example, the Crop Commodity Prices databases are maintained and updated by using the AgriMark Trends and Extension Suite Online. AgriTourism is populated through a combination of internet, public advertising, brochures, and written media (newspapers and magazines).

As far as possible, information is drawn from Western Province sources. However, when this is unavailable, the equivalent information is sourced from other comparable provinces and the markets therein. For example, the game industry in the Western Cape has been increasing in recent years. This prompted the development of the game price and breed databases. The information collated in these databases is drawn from auctions in other provinces because there are not auctions in the Western Cape. This allows database users to have an idea of what they can expect in terms of game prices and breeds.

The update schedule for the databases vary in accordance with the nature of data it records. The price data for sorghum, for example, is updated on a weekly basis whereas the fruit price data is usually updated on a monthly basis because this is the frequency with which the information is released. All the updated data is sent for verification on a quarterly basis to the manager.

4.2 DATA VERIFICATION

The Standard Operating Procedures ("SOPs") for the sub-programme prescribes strict quality assurance measures, which require that databases be verified internally or through references given for the data as far as possible. The administrative clerk is responsible for ensuring that the proof of evidence is recorded and sent to the Manager for record-keeping purposes. In the event that there is primary evidence collected by the division, there are site revisits to verify the data. However, secondary data is taken at face value, with an effort to crosscheck it against other data sources. The cross-verification process was noted as a weakness for the division because it is difficult to double-check data given the limited number of available staff. The division tries to use legitimate and primary suppliers of data as their sources as far as possible in order to minimise quality risks.⁹ Additionally, the manager is required to verify the data on a quarterly basis (as noted above) and to compare indicators against their baseline indicators (Western Cape Department of Agriculture, 2014).

Data is also verified by generating charts in order to easily spot if there are major issues with the capturing of the data. Graphs make the cyclical patterns and outliers of the subject matter clear, which will allow the division manager to notice any anomalies immediately. A challenge that exists with generating price averages is in cases with a genuinely extraordinarily priced sale, for instance, of a stud bull. This is accurately captured but it skews the average prices for the matter at hand.

⁹ The top data suppliers used by the division are: StatsSA; Quantec data; Extension Suit Online (ESO); DAFF – Abstract of Agriculture; Nedbank – Econ updates; Standard Bank – exchange rates; South Africa Wine Industry Information and Systems (SAWIS); Hortgro; Milk Producers Organisation; Vleissentraal; Mpatamacha Auctioneers; Wildlife Auctions; WESGRO; Landbouweekblad; Farmers Weekly; Agrimark Trends; and Milk Producers Organisation.

4.3 TARGET GROUPS

The databases are primarily demand driven, and thus their target audience may differ depending on the database at hand. The division assumes that the main reasons that the data is needed is for farming decisions (including decisions about what to farm) and for academic research. This assumption is supported by the fact that the “Academic” and “Department Own” categories are the overall two biggest client groups that utilise the databases.

Given that influencing farming decisions is an assumed function of the databases, it is worthwhile briefly discussing the extent to which farmers directly request the data from the division. Table 3 in the next chapter shows that farmers hold a relatively low share of the database use rate – with an average use percentage of 7% between 2013 and 2015. This can be explained in two main ways, although there may be other additional explanatory factors. Firstly, the farmers may be directing their queries to their local extension officer – a member of the Department. The extension officer may then be requesting the information on behalf of their farmer constituents, which leads to the “Farmer” client group being subsumed within the “Department Own” client group to some extent. Secondly, commercial farmers may be using private consultants to investigate their issues of concern, which would lead to the private consultants being the client group approaching the Department rather than the farmer.

4.4 DISSEMINATION

As noted earlier, the databases are demand driven, and as a result, their dissemination is largely reactive. The division relies primarily on the word of mouth of the approximately one thousand personnel of the Department to inform potential users of the existence of the databases. Similarly, the front desk at Elsenburg knows to forward economic and statistical enquiries to the division. The flat screens in the rural offices has also prompted

enquiries to be directed to the division. Furthermore, the division manager's contact details are listed on the Elsenburg website.

5. EVALUATION METHOD

This is a **diagnostic** evaluation since it expects to yield an objective understanding of the needs of database users and the challenges of database quality and utilisation that should be addressed. A diagnostic evaluation is a specific type of formative evaluation that will lead to revised, better informed, and more effective database services offered by the Department. Such an evaluation is usually conducted to gain insight into how the intervention is working and how it can be improved (Rossi, Lipsey & Freeman, 2004). Therefore, the formative nature of this evaluation acted as a guide for the evaluator when evidence was gathered about how the Department's database services are functioning and what can be done to improve the services' implementation and effectiveness in achieving its outcomes. This design enables the identification of both the strengths and weaknesses of the database services. It will also be used to identify the nature and cause of programmatic and contextual barriers (and enablers) of this service, as well as summarise lessons learnt, and recommendations to improve the database services.

The diagnostic evaluation used five evaluation methods to assess the Department's database services:

1. A Theory of Change (ToC) analysis;
2. The comparative analysis of existing databases per province;
3. A client satisfaction survey;
4. Focus group discussions; and
5. Key informant interviews.

A mixed methods approach was used in the evaluation; including both qualitative and quantitative methods.

5.1 EVALUATION DESIGN

5.1.1 Theory of change analysis

The programme theory was documented and scrutinised through engagement with literature, programme documents and key informants. The theory of change (ToC) was tested and refined through the evaluation analysis that follows. The ToC outlines how the programme leads to certain outcomes. In Chapter 5 of this report, CC&DW provides suggestions and improvements to the underlying programme theory of existing database services programming.

5.1.2 Analysis of existing databases

CC&DW understands that a key outcome of this evaluation is to analyse and interpret the existing databases in the sub-programme. Figure 1 below depicts a basic understanding of the development and maintenance of a database. Through this evaluation, CC&DW has contributed to stages two (database analysis), five (database maintenance), and six (database growth and change).

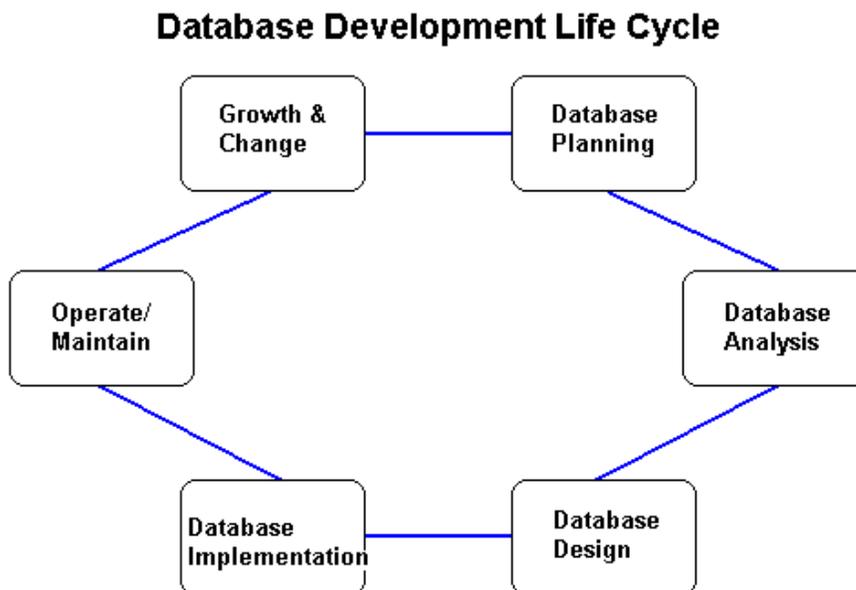


FIGURE 1: DATABASE DEVELOPMENT LIFE CYCLE

Source: Southern Illinois University Edwardsville (2010)

5.1.3 Sample

A sample comprises the elements or characteristics of the population considered for inclusion in the study. The population for this study consists of all role-players and stakeholders involved with the WCDoA agricultural economic databases, thus a subset of measurements drawn from the population in which we are interested (Strydom & Venter, 2002).

For the purpose of the electronic client satisfaction survey CC&DW oversampled, as literature (Quintessential Marketing, 2015; Nulty, 2008) indicates a response rate for electronic surveys to be between 10% and 20%. However, a main advantage of electronically administered surveys is the cost- and time-efficiency, when compared to telephonic- or face-to-face interviews. CC&DW implemented the following measures to increase the likelihood of responses in the electronically administered surveys:

- 1) Respondents were approached with clear and concise information on the purpose, details, and vested interests of the evaluation survey. The introductory communication was drafted and sent by CC&DW on behalf of the WCDoA, as the Department has an existing relationship with the participants;
- 2) CC&DW ensured that the survey questionnaires were short and excluded irrelevant questions and information where possible;
- 3) The survey questionnaire was sent to clients that are listed in the Enquiry database from 2013 to 2015.
- 4) CC&DW proposed that an incentive is attached to the completion of the surveys. Research results show it will typically lift response rates by 10-15%. Accordingly, a PC tablet was offered as a possible reward for completing the survey. The winner was randomly selected using an online random number generator.

Below in Table 2 is the sample framework proposed and achieved.

TABLE 2: PROPOSED AND ACHIEVED SAMPLE

Informants	Data collection	Method for data collection	Sample size	Achieved

Clients accessing databases	Client satisfaction surveys	Electronic survey	100 respondents (minimum target)	104 completed surveys
Programme manager	Key informant interview	Face-to-face semi-structured interview	1	Complete
Programme staff	Focus group discussion	Semi-structured FGD guidelines	1 x 3 - 5 participants	Complete
Database information providers	Telephonic interviews	Semi-structured interview	10 – 17 key data providers	10 completed interviews
Database client groups	Telephonic interviews	Semi-structured interview	17 – 21 participants	17 completed interviews

The respondent **target groups** (database users) in the evaluation will include the ten client groups that have accessed the WCDoA databases as seen in Table 3 below. Table 3 shows the usage rates of the databases from 2013 to 2015 as well as the average rate. The rate has been presented in percentage – for example, Academics have submitted 16% of the total requests sent to the Department.

The data for the below table is drawn from the Enquiry database for the years 2013 to 2015.¹⁰ The “Enquiry database” refers to the Excel spreadsheet maintained by the Macroeconomic Support Services sub-programme of the requests that they had received since 2006 until the beginning of November 2015. This document served as the primary source for selecting the clients that would be invited to participate in the evaluation. The top three client groups’ use rates has been highlighted in bold.

¹⁰ The 2015/16 year was still underway at the time of writing this evaluation. The last entry date for the Enquiry database was on 5 November 2015, which was therefore the cut-off date for the 2015 user statistics.

TABLE 3: CLIENT GROUPS AND DATABASE USAGE DISTRIBUTION

Client groups	2013/14	2014/15	2015/16	Average
Academic	16%	16%	16%	16%
Consultants	13%	12%	4%	10%
Departmental Other	6%	5%	19%	10%
Departmental Own	34%	38%	25%	32%
Farmers	10%	7%	4%	7%
Financial Institutions	2%	1%	1%	1%
Media	2%	1%	1%	1%
Ministerial	2%	2%	0%	1%
Organized Agriculture/Industry	10%	13%	12%	12%
Other	4%	5%	19%	9%

5.1.4 Client satisfaction survey

CC&DW electronically administered the client satisfaction survey to all of the Enquiry database client groups¹¹ from 2013 to 2015. This allowed approximately 300 clients to be contacted. The expectation was that this would increase the likelihood that at least 100 clients would respond.¹² The chance to win a PC tablet was offered as an incentive to survey respondents, since it has been found that this increases the response rates by 10 to 15%. Unfortunately, even limiting the survey to clients that have used the databases in the past three years, many email addresses were invalid. This could be for two reasons.

¹¹ The client groups, in descending order of database use between 2013 and 2015, are Departmental Own (32%); Academic (16%); Organized Agriculture/Industry (12%); Farmers (10%); Consultants (10%); Other (9%); Departmental Other (7%); Ministerial (1%); Media (1%); and Financial Institutions (1%).

¹² CC&DW will do all that is possible to ensure a high response rate, for example, providing an incentive for participation. However, CC&DW cannot be held liable if the target is not met.

The first is that the details may have been captured incorrectly. When the key informant interviews were being established, mistakes such as typos and incorrect spelling of names were detected. The second reason that email addresses were invalid was simply because clients have moved on from their previous occupation and therefore the details captured in the databases were outdated. The survey was translated into Afrikaans in order to provide the clients with a choice to complete the survey in either English or Afrikaans, and thereby increase the likelihood of participation. See Annexure B “Tool 1” for the English and Afrikaans versions of the survey. The survey was uploaded to Survey Monkey, and therefore the electronic version of the survey looks slightly different to those in the annexure.

FIGURE 2: RESPONDENT CLIENT GROUP MEMBERSHIP

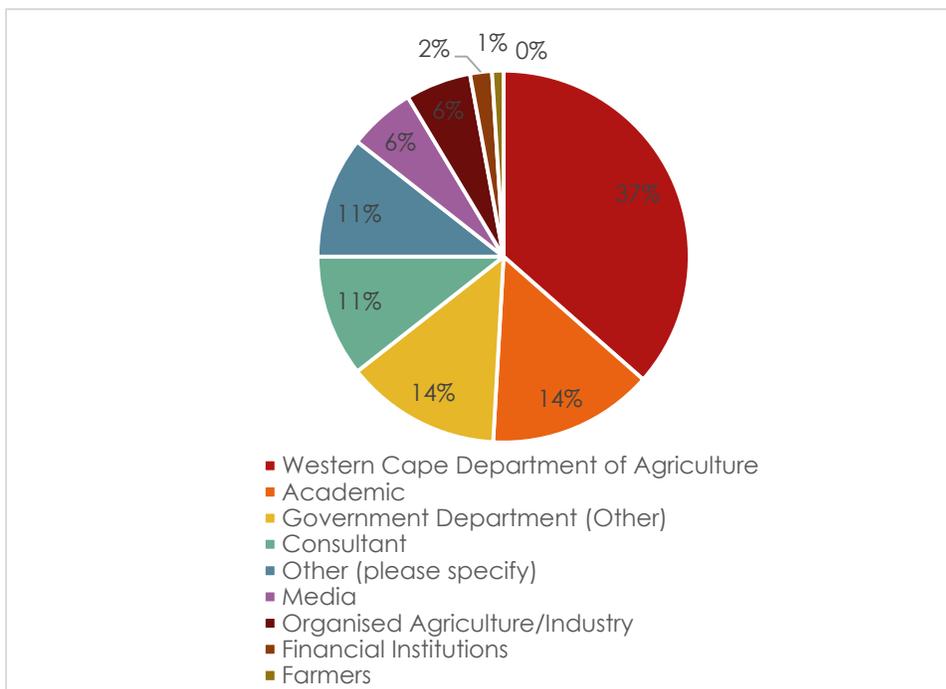


Figure 2 shows the distribution of respondents. Interestingly, the top two client groups that participated in the survey corresponds with the top client group users – the “Department Own” and “Academic” groups. However, in the survey it seems that the “Industry” group’s participation does not reflect their overall database use. Rather, the “Departmental Other” category is overrepresented. It is possible, although unlikely, that

participants accidentally miscategorised themselves. However, this is unlikely because the groupings are straightforward and rather unambiguous.

5.1.5 Focus group discussions

Focus group discussions are used to bring respondents together and allow a space in which the respondents create meaning among themselves, rather than individually. Focus group discussions allow the evaluator to observe a large amount of interaction on a topic in order to add value to individually collected data (Babbie & Mouton, 2005). One focus group discussion was held with three of the five¹³ the Macroeconomic Support Service sub-programme staff. This data collection tool is in Annexure B “Tool 3”.

5.1.6 Key informant interviews

CC&DW conducted face-to-face and telephonic interviews with key informants. Key informants were individuals whose personal or professional position gives them a knowledgeable perspective on the nature and scope of the topic in question – namely the availability, extent and utilisation of databases (Rossi, Lipsey & Freeman, 2004).

Key informants interviews comprised:

1. Programme manager (face-to-face) – See Annexure B “ Tool 2”;
2. Key database information providers (telephonic) – See Annexure B “Tool 4”;
3. Three client groups that, on average, used the databases most frequently between 2013 and 2015 (telephonic) – See Annexure B “Tool 5”:
 - Departmental Own;
 - Academic; and
 - Industry.

The demanded information is presented in Chapter 8 in terms of the most required and the least required databases. In order to understand the patterns of use of the data, the rate of repeat usage of the data was considered. This includes considering if historical

¹³ One staff member was on leave at the time of the focus group and the other staff member is the programme manager with whom a one-on-one interview was conducted.

data dating to 2013 is used. Annexure C shows the focus areas, variables used to measure the focus areas, and the questions from the tools that were used to operationalise them.

Data Provider Key Informants

A total of ten of the top data providers used by the division were telephonically interviewed"

- Kirkwood Game Auction;
- Ezemvelo Game Auction;
- Wildlife Auctions;
- Statistics SA;
- Landbouweekblad;
- Quantec;
- Manstrat Extension Suite Online (ESO);
- Hortgro; and
- Milk Producers' Organisation.

Client Group Key Informants

The client group key informant interviews targeted the top three user groups from 2013 to 2015. The aim was to interview an equal number of participants from each group – with at least five key informants being sourced from each. Unfortunately, this was not achieved for a number of reasons:

1. The difference between the total population of the top client group ("Department Own") and the other two groups was significant. This meant that the likelihood of sourcing willing participants from the top client group was increased.
2. Relatedly, the top user group's current contact details were easier to access because this information is published online and had been given to CC&DW by the division. A number of contact details seemed invalid - possibly due to the study including clients from 2013 and therefore clients changing their jobs and/or contact details. Additionally, contact details were dependent upon the accurate capturing of the clients in the enquiry database in the first place. It was easy to

compensate for mistakes in this regard for the “Department Own” group, but less so for the other two.

3. Upon being successfully contacted, the “Department Own” client group was generally (1) more likely to recall having used the databases and (2) more willing to participate in the study – likely because it related to their own workplace. As noted earlier, a further complexity was that the study coincided with the holiday season.

The final sample for the telephonic key informant interviews with the client groups was:

Total	17
Academic	5
Industry	4
Department Own	8

The relative over-representation of the Department Own client group is not necessarily problematic, given that they are the main users of the databases by a significant margin.¹⁴ Additionally, this client group is rather diverse and includes members of the various programmes housed under the Department. Thus, interviewees included extension officers based in the rural offices, departmental researchers, and departmental officials.

5.1.7 Mixed method approach

Stemming from the research questions, a mixed methods strategy was applied to achieve both breadth and depth of the availability, extent and utilisation of Agricultural Economic Databases of the WCDoA (as per above evaluation approaches).

¹⁴ Department Own = 32%; Academic = 16%; and Industry = 12%.

Mixed methods research outlines a combination of qualitative and quantitative methods that are inclusive and complementary. The most fundamental part of mixed methods research is that its eclectic nature provides the best chance to produce useful answers. The mixed methods approach allows engagement in multiple ways with stakeholders and beneficiaries in order to elicit multiple standpoints on what are important challenges, achievements and suggestions for organisations, institutions and government departments (Cresswell & Clark, 2011).

The evaluation team relied on both primary and secondary data collection for this evaluation. Primary data was collected through an electronically administered survey, key informant interviews, and a focus group discussion.

Secondary data provided by the WCDoA included:

- The full series of electronic databases, including the Enquiry database with contact details; and
- Standard Operating Procedures for the various Databases.

Annexure D summarises the evaluation framework used in this evaluation.

5.2 DATA ANALYSIS PLAN

Data from the primary and secondary data collection was analysed using:

- Excel for quantitative data – which was mainly descriptive; and
- A thematic analysis for qualitative data.

Excel is appropriate and sufficient to analyse the quantitative data collected in the surveys. Excel is a Microsoft Windows based programmes that can be used to perform data entry and analysis, and to create tables and graphs, thus mainly descriptive analysis of data. The programmes is capable of handling large amounts of data and can perform various statistical analysis functions, including calculating means and totals of scores, correlations between variables, frequencies of answers, and comparisons between sets of data.

A thematic analysis of the qualitative data was undertaken. Key themes emerging from the data were drawn and the qualitative data analysed according to these themes. This ensures that the quantitative data collected is complemented by the richer information that is gleaned from interviews. This allows for the strengthening of findings and for a more in-depth understanding of the strengths and weaknesses with data access and provision.

6. THEORY OF CHANGE

6.1 DEVELOPMENT OF THE AGRICULTURAL ECONOMIC DATABASES IN RESPONSE TO THE NEEDS OF THE AGRICULTURAL SECTOR

The Macroeconomic Support Services sub-programme developed the databases in 1998 as a result of the agricultural economic queries that the Department had been receiving. It was decided that it would be easier and more efficient to respond to requests within a short timeframe (ideally one day) if the division had its own databases. Thus, the database groupings that have been developed emerged because of the various questions that the division received over the years. In other words, the data groupings are a result of a demand driven process. On occasion, requests are submitted for which the Department does not have a database. On such occasions, the division draws on other data sources to respond to the enquiry. A new dedicated database is developed if it is foreseeable that the requested data will be valuable for the Department in the future.

6.2 ECONOMIC AGRICULTURAL DATABASES PROGRAMME THEORY

As the involvement of programme staff is crucial in developing an understanding of a program's logic and theory, it is essential that programme staff buy-in to an evaluation and provide programme insight throughout an evaluation process. Accordingly an 1) inception meeting was held with the WCDoA Statistics Manager prior to commencing with the evaluation to ascertain his evaluation needs for the Economic Databases Programme and secure his buy-in, as well as, 2) a working group session with programme staff was held to gather detailed programme information to inform the first stage of drafting a theory of change and logic model for the programme.

The focus in the development of a programme theory (including the theory of change and logic model) for the programme is well conceptualised by Owens (2007: 42) in his description of Clarificative Evaluation. Owen (2007: 42) describes the purpose of

Clarificative Evaluation¹⁵ to involve "...making explicit the internal structures and functioning of an intervention". Owen (2007: 42) explains that this process ("making the implicit of a program explicit") can also be referred to as "the theory or logic of a program". According to Owen (2007: 42), "the logic of a program attends to the links between program assumptions, program intentions and objectives, and the implementation activities designed to achieve these objectives". The sessions with the departments programme staff allowed for the necessary engagements to bring about a joint and agreed upon description of the programmes logic and theory – specifically 'what' the programme does and 'why' it is done (Wildschut, 2015, class notes).

Owen (2007: 191) further states: "Clarificative Evaluation is designed to assist stakeholders to conceptualise interventions and improve their coherence, and thus increase the chances that their implementation will lead to desired outcomes". Accordingly, the final product of the Clarificatory Evaluation is a program design which addresses the 'what' and 'why' of the programme and this design is agreed upon by program stakeholders (Owen, 2007: 202). The design can be presented in a variety of different ways, including but not limited to, a schematic format, a flow diagram format, a descriptive narrative (Owen, 2007: 203). For the purposes of this evaluation, the programme's theory of change, addressing the 'why' behind the programme, has been presented in both the narrative and in a flow- diagram format; while the logic model, addressing the 'what' of the programme has been documented in a schematic format. The theory of change and logic model are presented below.

6.3 THEORY OF CHANGE: AGRICULTURAL ECONOMIC DATABASES PROGRAMME

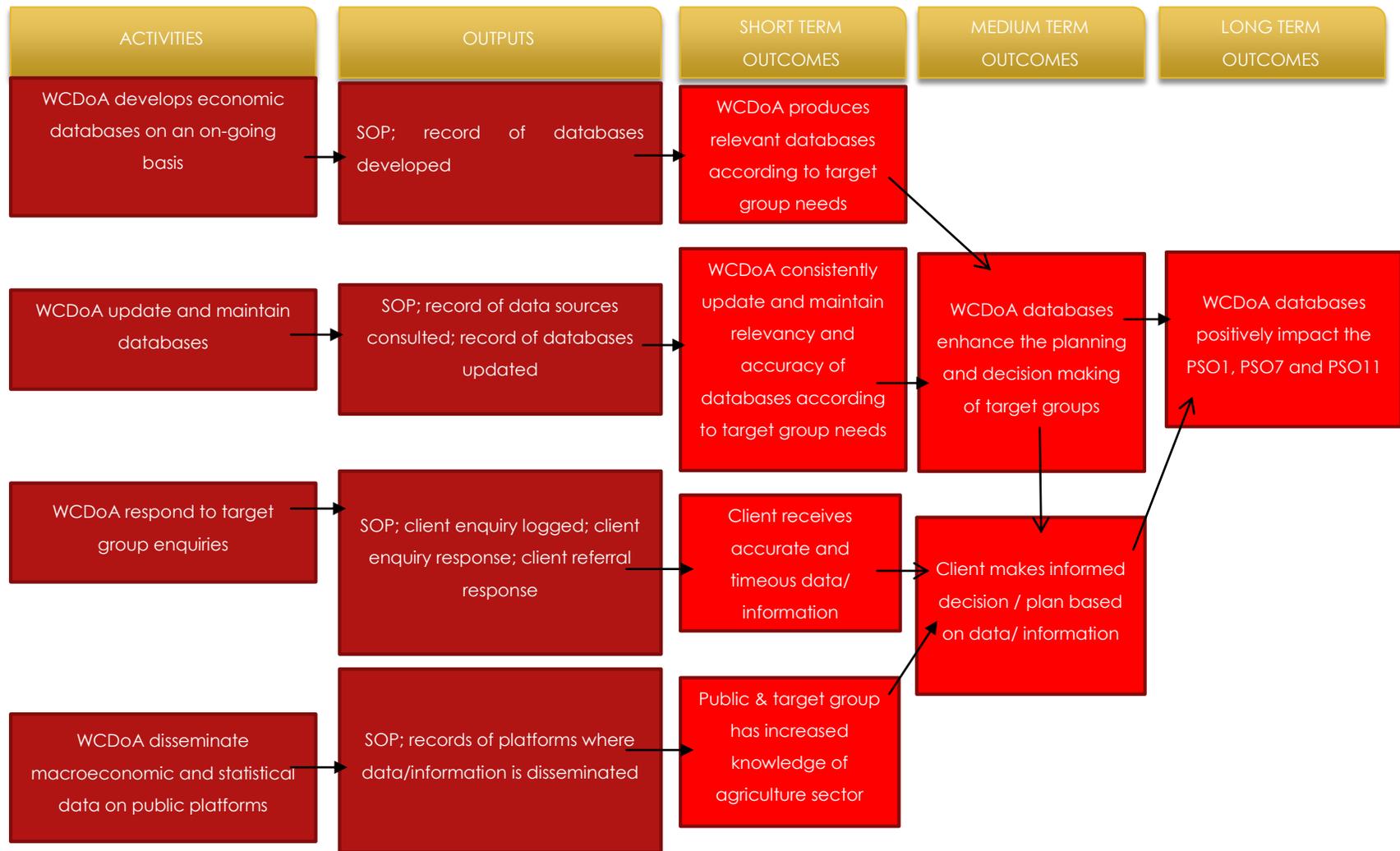
If the WCDoA develop, update and maintain relevant and accurate macro-economic databases on agricultural sector performance **then** the sectors target groups' will be able to access reliable and credible information to inform decision making and planning. The target groups enhanced decision making and planning within the sector will **then** contribute to an increase in economic growth and job creation (PSO1), the maintenance

¹⁵ Clarificative Evaluation, also referred to as Clarifactory Evaluation (Wildschut, 2015, class notes)

sustainability and resource use efficiency (PSO7), as well as the growth and development of rural areas (PSO11) in the Western Cape.

Rossi, Lipsey and Freeman (2004: 134) note in the context of programme theory that: "one aspect of evaluating a program, therefore, is to assess how good the program theory is – in particular, how well it is formulated and whether it presents a plausible and feasible plan for improving the target social conditions". Against this statement, it must be noted that attributing the current activities (within the programme) to a broad set of outcomes requires various interdependent assumptions and factors to be met at the individual, community and societal level. Individual contextual, political, environmental and societal factors may therefore strongly influence, both positively and negatively, the desired programme outcomes related to planning and decision making, as well as WCG PSO's.

FIGURE 3: THEORY OF CHANGE MODEL



6.4 LOGIC MODEL: AGRICULTURAL ECONOMIC DATABASE PROGRAMME

Goal: Contribute to an increase in economic growth and job creation (PSO1), maintenance sustainability and resource use efficiency (PSO7), as well as the growth and development of rural areas (PSO11) in the Western Cape.

Objective: To enhance the planning and decision making of target groups through the provision of macroeconomics and statistical information.

TABLE 4: LOGIC MODEL

OBJECTIVE	Activities	Outputs	Outcomes short term	Outcomes medium term	Outcomes long term	Indicators	Evidence/ data collected
1. To provide macro and resource economics intelligence to enhance the planning and decision making of	1.1 WCDoA develops economic databases on an on-going basis	1.1 SOP 1.1 Record of databases developed	1.1 a) WCDoA produces relevant databases according to target group needs	1.1b) WCDoA databases enhance the planning and decision making of target groups	1.1 c) WCDoA databases positively impact the PSO1, PSO7 and PSO11	1.1 a & b) number of relevant and up-to-date databases developed and maintained 1.1 a & b) customer satisfaction survey results	1.1a & b) Client satisfaction survey 1.1a) Databases 1.1 c) APP scores

target groups						1.1 c) Increased performance of PSO1, PSO7 and PSO11	
	<p>1.2 WCDoA update and maintain databases</p>	<p>1.2 SOP 1.2 Record of data sources consulted 1.2 Record of databases updated</p>	<p>1.2 a) WCDoA consistently update and maintain relevancy and accuracy of databases according to target group needs</p>	<p>1.2 b) WCDoA databases enhance the planning and decision making of target groups</p>	<p>1.2 c) WCDoA databases positively impact the PSO1, PSO7 and PSO11</p>	<p>1.2 a & b) number of databases updated 1.2 a & b) customer satisfaction survey results 1.2 c) Increased performance of PSO1, PSO7 and PSO11</p>	<p>1.2 a & b) Client satisfaction survey 1.2 a) Databases 1.2 c) APP scores</p>

	<p>1.3 WCDoA respond to target group enquiries</p>	<p>1.3 SOP 1.3 Client enquiry logged 1.3 Client enquiry response 1.3 Client referral response</p>	<p>1.3 a) Client receives accurate and timeous data/ information</p>	<p>1.3 b) Client makes informed decision / plan based on data/ information</p>	<p>1.3 c) WCDoA databases positively impact the PSO1, PSO7 and PSO11</p>	<p>1.3 a) % of clients receiving accurate and timeous data/information 1.3 b) customer satisfaction survey results 1.3 c) Increased performance of PSO1, PSO7 and PSO11</p>	<p>1.3 a & b) Client satisfaction survey 1.2 c) APP scores</p>
	<p>1.4 WCDoA disseminate macroeconomic and statistical data on public platforms</p>	<p>1.4 SOP 1.4 Records of platforms where data/information is disseminated</p>	<p>1.4 a) Public and target group has increased knowledge of agriculture sector performance</p>	<p>1.4 b) Client makes informed decision / plan based on data/ information</p>	<p>1.4 c) WCDoA databases positively impact the PSO1, PSO7 and PSO11</p>	<p>1.4 a & b) customer satisfaction survey results 1.3 c) Increased performance of PSO1, PSO7 and PSO11</p>	<p>1.4 a & b) Client satisfaction survey 1.4 c) APP scores</p>

6.5 REFLECTION ON THEORY OF CHANGE

The theory of change places a big assumption on the existence of the databases impacting on decision-making. While there is a potential link, an important intermediary factor is that these databases need to be advertised to the appropriate decision-makers. Furthermore, these decision-makers need to be trained to use the data effectively in order for their data analysis to be meaningful.

The division's model is rather reactive. It assumes that the database users know what their data needs and wants are – but this may not be the case if the users are not sectoral experts.

Access to reliable information is not a sufficient measure to ensure that good decisions are made. It is likely that it is necessary for the team to provide further support in order for this link to be realised, or at least collaborate with other entities to ensure this gap is bridged.

A starting point would be to make it clear within the division who its primary target group is, and then to identify the secondary target group/s. The primary target group should shape how the division plans and implements its future activities.

7. ANALYSIS OF DATABASES

7.1 INTRODUCTION

The far-reaching social, environmental, and economic impacts of the agricultural sector emphasise the importance of having a firm understanding of the data that is presently available to agricultural actors. The establishment of an inventory of the databases available at a provincial and national level to agricultural actors is important, but also having a clear idea of the extent to which these databases can be described as useful is fundamental.

The purpose of the database analysis and comparison is to establish how the WCDoA's macroeconomic statistical services compare to their counterparts in other provincial governments. The variables used to compare the databases across the provinces were:

- Database accessibility and website user-friendliness;
- Range of databases available (online and offline);
- How up-to-date the data is – database relevance.

7.2 METHODOLOGY AND SAMPLE

Each of the eight other South African provincial agricultural departments were contacted multiple times by both phone and email throughout the evaluation period. It was a difficult process to source the appropriate contacts in most of the other eight provincial departments. Unfortunately, sourcing the appropriate contact details for the Eastern Cape Department was not accomplished since all the listed email addresses and phone numbers were found to be invalid. Even attempts to call alternative branches of the Eastern Cape provincial government in order to find a current phone number or email address were unsuccessful.

Despite managing to make contact with the appropriate personnel in the other provinces, it proved challenging to receive answers. The below table provides an

overview of the extent of success in engaging with the eight provincial departments. “Successfully contacted” means that an answer was received about the departments databases, “unsuccessful” means that no appropriate contact person was found, and “successful contact but no follow through” means that despite reaching the correct person and their agreeing to respond to the questions around their databases, they did not respond despite repeated reminders. The difficulties experience trying to contact the different provincial departments is itself indicative of the accessibility, or rather a lack thereof, of the databases held by the other provincial departments.

TABLE 5: OVERVIEW OF RESULTS FROM CONTACTING PROVINCIAL DEPARTMENTS

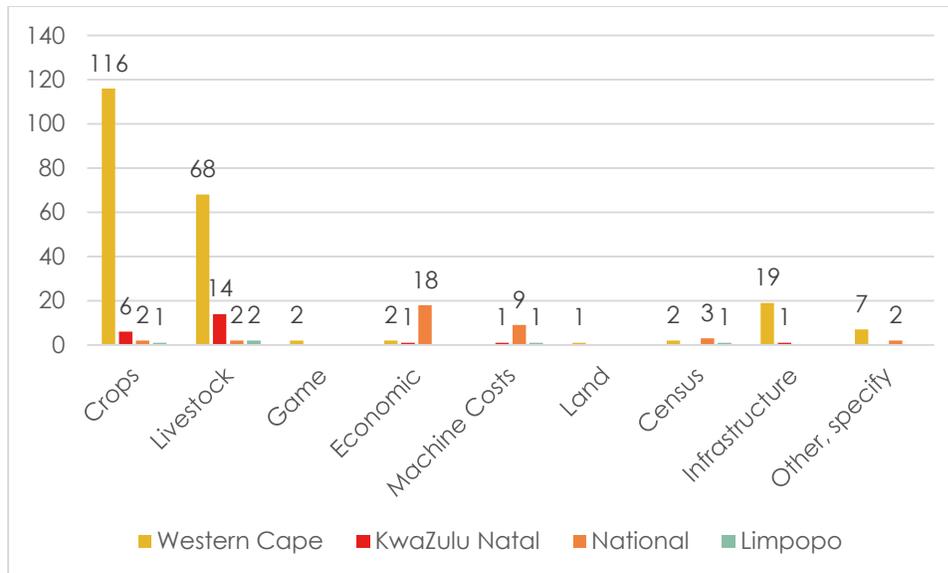
Provincial Department	Contact Result
Kwa-Zulu Natal: Dept. of Agriculture and Rural Development	Successfully contacted
Limpopo: Dept. of Agriculture and Rural Development	Successful contact with Statistician in their Agriculture Statistics unit
Free State: Dept. of Agriculture and Rural Development	Successful contact but no follow through
Gauteng: Dept. of Agriculture and Rural Development	Successful contact but no follow through
Mpumalanga: Dept. of Agriculture, Rural Development, and Land Administration	Successful contact but no follow through
North West: Dept. of Rural, Environment, and Agricultural Development	Successful contact but no follow through - It was noted that they mostly use microeconomic databases
Northern Cape: Dept. of Agriculture, Land Reform, and Rural Development	Successful contact but no follow through
Eastern Cape: Department of Rural Development and Agrarian Reform	Unsuccessful

7.3 COMPARISON OF EXISTING GOVERNMENT DATABASES

This section compares the Limpopo, KwaZulu Natal, Western Cape, and National agriculture departments according to two sets of variables:

- Database Accessibility and Website User-friendliness; and
- Range of Databases Available and their Relevance.

FIGURE 4: COMPARISON OF AVAILABLE DATABASES



Eight key categories were used to chart the databases that are available online and upon request from the four relevant government branches in Figure 4. The data labels on the above refer to the number of the databases held by the respective government branch in that category. The content of these databases vary somewhat.

- KwaZulu Natal and Western Cape's databases were recorded according to the number of databases maintained within the category. However, KwaZulu Natal's databases are not updated in the same way that the Western Cape's are, which is updated monthly in the same document but with an additional column added. KwaZulu Natal's crop price statistics are spread between two different documents (one for 2005 to 2009 and one for 2010);
- The numbers derived for the National databases are from the publication name, rather than the number of the publications issued; and

- Limpopo's information was captured according to what was shared by the Agriculture Statistics division.

7.3.1 Limpopo

7.3.1.1 Database Accessibility and Website User-friendliness

No databases or resources were listed on the Limpopo Department website, and all the below are available upon request.

7.3.1.2 Range of Databases Available and their Relevance

Farmer Register: This database is in its first phase of development. The Limpopo Department has gathered the population size of their farmers and they are working with their IT unit to make the data Structured Query Language (SQL) compatible. Phase 2 of their plan will focus on the collection of production data. The plan is to add more data to this including crop and livestock prices, early warning functionality, market opportunity, costs of farming infrastructure functionality and others.

Price data: Crop and livestock data is shared with farmers on a daily basis. The Limpopo Department previously had a system designed by a private company (BCET) but had to terminate the contract because the developers would not give the department full ownership of the system. The price data is therefore gathered by in-house value chain economists, and availed upon request.

Livestock Numbers: The Limpopo Department's Veterinary Section conducts a livestock census on an annual basis and sends this information to the Agriculture Statistics unit. The census includes livestock numbers from control and non-control areas, which encompass livestock from communal and commercial fields demarcated per municipality. The most recent data is for the period 2014/15.

Machine Costs: Machine cost data is called the “Input Cost Database” and it is updated on a quarterly basis by the Limpopo Department.

7.3.2 KwaZulu Natal

7.3.2.3 Database Accessibility and Website User-friendliness

KwaZulu Natal's Department of Agriculture and Rural Development does not have databases available upon request. The only available databases from this province are those listed on their website. Therefore, the databases discussed concerning this province only refer to their online databases.¹⁶

Figure 5 below shows the layout of the Department's website. Its resources are listed in the left navigation pane under the “Agricultural Economics” link, which is visible once one selects the “Agriculture” link in the left corner of the Department's home page. The navigation to the databases are not the most obvious but do not take long to find.

¹⁶ See: <http://www.kzndard.gov.za/en-us/home.aspx>.

FIGURE 5: SCREENSHOT OF KWAZULU NATAL DEPARTMENT WEBSITE

The screenshot shows the website for the Department of Agriculture & Rural Development in the Province of Kwazulu-Natal. The header includes the department's name, a search bar with a 'GO' button, and logos for 'WEBMAIL ACCESS' and 'South African Weather Service'. A toll-free call center number (0800 000 996) is also provided. The main navigation menu includes links for HOME, ABOUT US, PUBLIC ENTITIES, SERVICES, MEDIA, PUBLICATIONS, TRAINING, VACANCIES, and CONTACT US. The main content area is titled 'Agricultural Economics' and includes a 'Purpose' section (providing market information and facilitating marketing), a 'Strategic Goal' (creation of decent work opportunities), and 'Strategic Objectives' (access to markets, developing entrepreneurs, and enhancing linkages). A sidebar on the left lists various publications, including 'Combud Field Crops Budget', 'Combud Livestock', 'Fencing 2010/11', 'Combud Pasture Budgets', 'Combud Vegetable', 'Horticultural Crops', 'Pasture Crops', 'Guide to Machinery Costs', and 'Statistics on fresh produce markets in KZN'.

Accessibility: Twelve resources are all listed as hyperlinks. Some of them link to an overview of the available publications housed under the selected heading. Seven publications¹⁷ are divided further into separate components of the publication (no consolidated publication is available), and they are divided into years where there is more than one annual publication. The remaining five publications¹⁸ automatically prompt the user to download the file. The files are not grouped together by file name, date, nor category. There is no option of manually sorting the files and one has to go through each of them to know what they are about and if they relate to another listed resource.

¹⁷ Combud Field Crops Budget, Combud Livestock, Combud Pasture Budgets, Combud Vegetable, Horticultural Crops, Pasture Crops, and Guide to Machinery Costs are the relevant listed resources that redirect to an overview page.

¹⁸ Fencing 2010/11, Statistics on fresh produce markets in KZN, Market Bulletins 2009, Fresh Produce Prices (06.08.2010), and Fencing 2009/10 are the relevant listed resources that automatically prompt a download box.

User-friendliness: User-friendliness would be vastly improved if the resources were grouped together when they relate to the same category. For example, all the crop-related documents under the same heading that automatically redirects the user to a new webpage with each resource listed. Additionally, it would be very helpful if there were short paragraphs explaining what each resource includes. Some of the resources seem redundant, and an explanation of their function would help the user select the most appropriate resource/s.

7.3.2.4 Range of Databases Available and their Relevance

Crops: All six of the crop-related databases are downloadable in an Excel format. The data is somewhat outdated – with the most recent price information available being for the period 2011/12.¹⁹ Only two of the database sets appear to contain province-specific information.

Livestock: There are fourteen databases listed that automatically prompt the download of Combud Excel spreadsheets of livestock prices for the period 2010/11.²⁰

Economic: The Combud Pasture Budget (2009/10) was available for download in Excel format. It includes information about pre-harvest and post-harvest costs.

Machine Costs: Province specific data about machine costs for the 2012/13 period was available for download.

Infrastructure: Excel data for fencing costs 2009/10 and 2010/11 could be downloaded.

¹⁹ The crop data included Combud field crops (2011/12); Combud Vegetables (2009/10); Statistics on fresh produce markets in KZN 2005 – 2009; Fresh Produce Prices (06.08.2010); Market Bulletins 2009; and Horticultural Crops 2010/11 and 2011-2012.

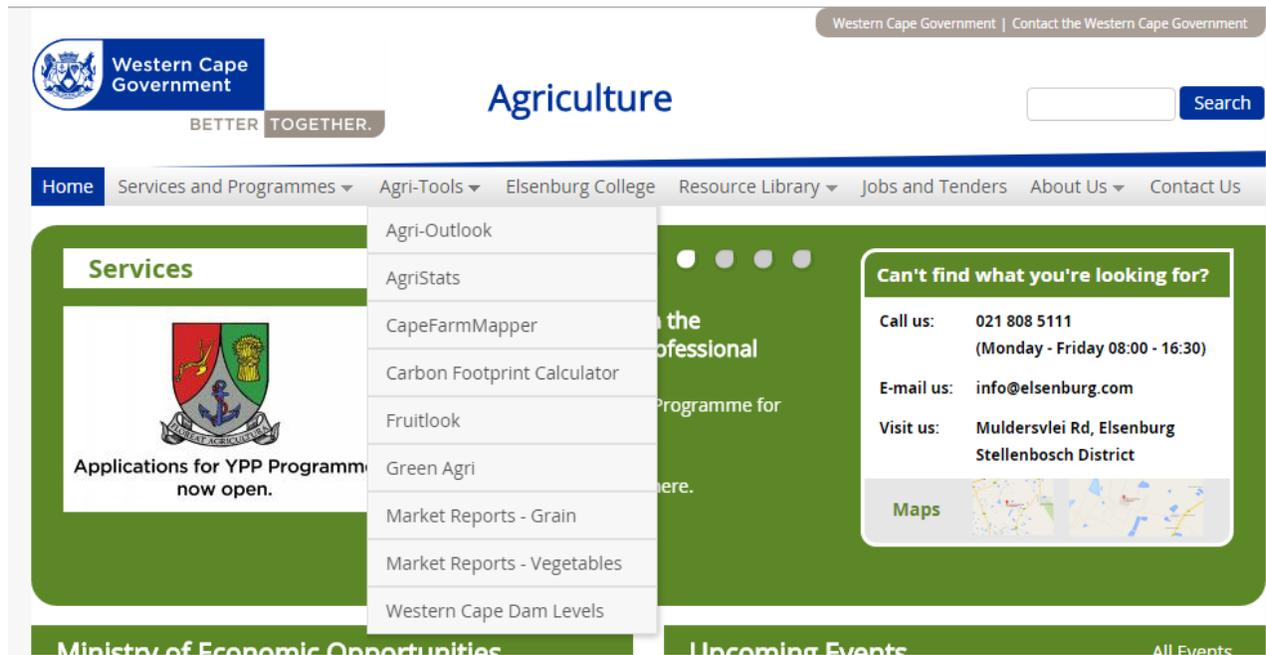
²⁰ The Combud data is for the following livestock: Beef Oxen Sour; Beef Oxen Sweet; Beef Steers Sour; Beef Steers Sweet; Beef Weaners Sour; Beef Weaners Sweet; Dairy Friesland; Dairy Jersey; Sheep Extensive; Sheep Intensive; Boer Goats; Poultry Broilers; Poultry Layers; and Pigs.

7.3.3 Western Cape

7.3.3.5 Database Accessibility and Website User-friendliness

The Western Cape's department has data available online as well as upon request. The WCDoA's website²¹ lists its electronically available agricultural statistical tools under the tab "Agri-Tools" on its homepage – as seen in Figure 6 below. Descriptions of each of the online platforms²² have been listed in Annexure E. Two of the online tools allow for data to be spatially plotted – Agri-Stats²³ and CapeFarmMapper.²⁴

FIGURE 6: SCREENSHOT OF WCDoA WEBSITE



User-friendliness: While the above tools are easy to use, it would perhaps be improved if the drop-down menu first listed a link to an overview of the Agricultural Economics

²¹ <http://www.elsenburg.com/>.

²² Although listed in figure 6, they are Agri-Outlook, Agri-Stats, CapeFarmMapper, Carbon Footprint Calculator, Fruitlook, Green Agri, Market Reports – Grain, Market Reports Vegetables, and Western Cape Dam Levels.

²³ Agri-Stats allows users to choose between the following categories to plot to municipal level: Agritourism, Crops, Crop Classes, Infrastructure, and Livestock.

²⁴ CapeFarmMapper allows multiple layers to be added to the provincial map including demarcation boundaries, infrastructure, agricultural product, various climate options, land cover, soil and geology, solar and water resources, vegetation, and topography.

programme page – if not directly to a page providing an overview about the Macroeconomic Support Services sub-programme. The short blurbs about each tool could be listed with hyperlinks to the tool on this dedicated page. This would likely improve the user-friendliness of the website. This page could also note that there are other databases available upon request as well as how to request them.

7.3.3.6 Range of Databases Available and their Relevance

Compared to the two other provinces, the Western Cape appears to offer more extensive data options both online and upon request.

Online Tools:

Given that Annexure E details all the overview information about the online tools, the discussion below has been limited to recommendations for possible areas of improvement where applicable for the online tools.

Agri-Stats: While this tool allows for the data plotted online to be downloaded into an Excel spreadsheet. It does not allow for a “download all” option should someone want the data for the entire province. It can only be downloaded per municipality. Undoubtedly, users would appreciate the capability to download the full range of provincial data – not just municipal data.

Agri-Outlook: It would be a useful addition if the Agri-Outlook homepage included an overview of the resource. For example, what its purpose is, how it achieves its aims and gathers information, how frequently it is released, and how one can subscribe to notification for when the next publication is issued (if possible).

FruitLook: The FruitLook website had an automatic survey prompt to ask to which client group the user belongs. This seems like a useful addition to all of the WCDoA

sites in order to ensure systematic data capturing across their tools, and to enable comparative analysis.

Databases upon Request

The main concern in this regard is that there is no publically accessible list detailing the possible databases that can be requested from the division. There is an extensive range of databases available upon request, which – as seen in Figure 4 – far surpass those offered by the other provincial departments. Descriptions of all the databases have been detailed in Annexure F.

The databases are typically not sent in their entirety to those that request information from the division. Usually the information needed is extracted and sent – often with an explanation. Limpopo was the only province that compared on this front, and the Western Cape's available databases far outstrip those available from Limpopo – with the exception of the farm register information.

7.3.4 National

The resources offered online by the National department have been considered in order to broaden the comparison base since the provincial comparison was limited. This is a useful addition since it provides an understanding of the available resources that the Elsenburg website could be hyperlinking users to should it relate to their data. It also helps to have a third website to consider for best practice.

7.3.4.7 Database Accessibility and Website User-friendliness

Figure 7 below shows the DAFF's website layout. Under the "Resource Centre", the DAFF has two folders that house the relevant agricultural data and publications – "Economic Analysis" and "Statistical Information". The inventory of files comprises three columns: "Name", "Date Modified", and "Size". This is useful because it allows one to sort the files

accordingly. There is a search bar that allows specific documents to be found according to key words. The drawback with the DAFF's Resource Centre is that there is no document description, and one has to download the file in order to determine its relevance beyond the file name. It would be improved if a succinct file description were viewable when the mouse pointer hovers over the file name.

FIGURE 7: SCREENSHOT OF DAFF'S WEBSITE

The screenshot shows the DAFF website header with the logo and name 'agriculture, forestry & fisheries'. Below the header is a navigation bar with 'Login' and 'Home' links. A search bar is located on the right side of the header. The 'Resource Centre' section is visible, showing a list of documents under the 'Economic Analysis' category. The list includes several PDF files related to economic reviews and forecasts for the years 2004 and 2005.

Name	Date modified	Size
2004 Economic Review and Forecast Quaterly Reports (April - June).pdf	Jan 24, 2014 2:14pm	228.7 KB
2004 Economic Review and Forecast Quaterly Reports (January - Mar...	Jan 24, 2014 2:14pm	235.0 KB
2004 Economic Review and Forecast Quaterly Reports (July - Septem...	Jan 24, 2014 2:14pm	267.8 KB
2004 Economic Review and Forecast Quaterly Reports (October - Dec...	Jan 24, 2014 2:14pm	257.3 KB
2005 Economic Review and Forecast Quaterly Reports (April - June).pdf	Jan 24, 2014 2:14pm	291.8 KB
2005 Economic Review and Forecast Quaterly Reports (January - Mar...	Jan 24, 2014 2:14pm	145.4 KB
2005 Economic Review and Forecast Quaterly Reports (July - Septem...	Jan 24, 2014 2:14pm	284.8 KB

The WCDoA does not have a depository of its agricultural statistics outside of the map tool. It may be a good addition to include a Resource Centre similar to that on the DAFF's website, which allows for the full set of the databases to be categorised, viewed, and downloaded.

7.3.4.8 Range of Databases Available and their Relevance

Online

The DAFF's online resources are generally up-to-date and can be downloaded in either PDF or Excel format. The following resources were available from the "Statistical Information" and "Economic Analysis" folders on the online repository.

Statistical Information:

Crops

1. Crops and Markets Quarterly (2nd Q 2015)
2. Statistics on Fresh Produce Markets (2014; .xlsx)

Livestock

1. Newsletter Livestock (Feb 2015)
2. Livestock Numbers 1996 to Date (June 2015)

Economic

1. Economic Review of the South African Agriculture (2014/15)
2. Some Agricultural Economic Concepts (2015)
3. Statistical Release Agricultural Surveys 2008 and 2009
4. Trends (2014)

Machine Costs

1. Guide to Machinery Costs (2012/13)

Other

1. User Survey Questionnaire for Statistical Information
2. Survey of Largescale Agriculture (Preliminary) (2005)
3. Farmer Register Pilot Study Statistical Report

Economic Analysis:

Economic

1. Quarterly Economic Overview of the Agriculture, Forestry and Fisheries Sector (Oct – Dec 2013)
2. Annual Economic Review – Looking at 2007
3. Africa Economic Review – Looking at 2007
4. Competitiveness of Selected South African Products in the European Union Market (2011)
5. Analytic Reports of Key Macroeconomic Issues – The Declining Contribution of Agriculture to GDP (2010)
6. Analytic Reports of Key Macroeconomic Issues – Post-Recession State of Agriculture, Forestry and Fisheries (2010)
7. Analytic Reports of Key Macroeconomic Issues – Increasing Farm Debt and Decreasing Interest Rates An Explanation (2010)
8. Analytic Reports of Key Macroeconomic Issues – Estimated Impact of Transnet Strike Action on Traders of Agricultural Products and Seafood (2010)
9. Analytic Reports of Key Macroeconomic Issues – Estimate of the Contribution of Agriculture to Employment in the South African Economy (2010)
10. Analytic Reports of Key Macroeconomic Issues – The Global Economic Downturn How the Agricultural Sector Growth been Affected? (2009)
11. Analytic Reports of Key Macroeconomic Issues – Food Price Trends Amid the Global Economic Downturn (2009)
12. Analytic Reports of Key Macroeconomic Issues – Effects of the Global Economic Crisis on Agriculture A Focus on Investment (2009)
13. Analytic Reports of Key Macroeconomic Issues – A Macroeconomic Perspective on Food Security (2009)
14. Economic Review and Forecast Quarterly Reports (Oct – Dec 2008)

Machine Costs

1. Guide to Machinery Costs Field Capacity (2015/16)
2. Guide to Machinery Costs Trucks (2015/16)
3. Guide to Machinery Costs Trailers (2015/16)
4. Guide to Machinery Costs Tractors (2015/16)

5. Guide to Machinery Costs LDV (2015/16)
6. Guide to Machinery Costs Electric Motors (2015/16)
7. Guide to Machinery Costs All S-P (2015/16)
8. Guide to Machinery Costs Implements (2015/16)

Upon Request

A large range of databases can be accessed through the DAFF upon request. These have been detailed in Annexure G, and their broad categories have been noted below:

1. International Trade Centre (ITC) Market Analysis Tools
2. Non-Tariff Barriers
3. Organisation for Economic Co-operation and Development (OECD)
4. Food and Agriculture Organisation (FAO) of the United Nations
5. International Grains Council (IGC)
6. Global Trade Atlas
7. Quantec
8. Statistics South Africa

7.4 CONCLUSION

It is apparent that the services – both online and upon request – offered by the Western Cape are the strongest provincially. Seven of the eight other provinces were extremely difficult to contact, and only one provincial department responded with an answer to the evaluator's request. If this is indicative of the experience that a layperson would have trying to access data, then it can be argued that the Western Cape provides a far better service.

KwaZulu Natal was the only other province that had data available on their agricultural department website; however, there were no additional databases available upon request. Limpopo was the only other province that had databases upon request (although none listed online). However, the Limpopo Department's available databases

were far more limited than what the Western Cape offers. Thus, the National government's resources were considered in order to strengthen the comparison base.

The following recommendations for the WCDoA website resulted from the comparative exercise:

1. Add an "Agricultural Economic Statistics" homepage as the first option on the "Agri-Tools" drop-down menu. This page should provide an overview of the Macroeconomic Support Services division's work, an overview of the online tools as well as an overview of the data available upon request. It should also have the contact details of the division;
2. Should the Western Cape department upload their databases to their website, it is suggested that they do not follow the format used by KwaZulu Natal department. Rather the Western Cape should group their databases into categories and include a brief description of what the databases are about;
3. The DAFF's website had a useful way of organising their resources by allowing it to be arranged by either name, file type, or date uploaded;
4. Future surveys of database usage should replicate the automatic survey prompt that the FruitLook website had. Upon landing on the page, a dialogue box opens asking which databases were being used. This is an easy addition to the website and reaches the current users directly.

8. EVALUATION LIMITATIONS

8.1 INTRODUCTION

This section considers the key limitations encountered when implementing this evaluation. The limitations have been grouped together into themes and analysed in turn. Recommendations, where applicable, have been made in order to reduce or mitigate against these factors in future evaluation studies commissioned by the division.

8.2 KEY LIMITATIONS

8.2.1 Participants

Partially outdated contact details: Unfortunately, a fair number of email addresses were often no longer valid. The contact details used were those for the clients recorded in the Enquiry database from 2013 to 2015. There were no telephone numbers and therefore it became nearly impossible to contact people whose email addresses were incorrect or invalid.

Refusal to Participate: A number of key informants identified were unwilling to participate. In some cases, this was because they had completed the online survey and did not see the value in participating in two tools for the same evaluation. Others were unwilling because of the time of the year – they were under pressure to finish off their own matters before the end of the year, and then were concentrating on catching up with work upon their return in the New Year.

8.2.2 Data Collection

Incomplete surveys: Only sixty-seven respondents fully completed the online survey; the remaining surveys were partially complete. This is despite every effort to ensure that partially completed surveys would be avoided. The questions were made

compulsory except in the instances where the question was dependent on a positive answer in the preceding question.

Database knowledge: A client group key informant stated that their feedback would have differed had they been aware of the full range of databases available. This suggested that perhaps it was necessary to inform the key informants of the range of databases available after they responded to the question asking about the ones they knew of. The reason this strategy was not adopted following the key informant's suggestion was to ensure that the telephonic interview structure remained comparable across the interviews, given that many had already been carried out before the key informant made that recommendation.

8.2.3 Logistical Constraints

Unfavourable timing: The evaluation coincided with the holiday and festive season. This had significant effects on the availability of people to participate in interviews and the online survey. As a result, the data collection phase had to be extended, which presented a significant time constraint for the analysis and report-writing phase of the evaluation.

Limited time scope: The time within which to complete the evaluation was rather limited. The timeframe meant that the survey and interview collections were launched at the same time. This proved to be a challenge – as noted above – because clients that had participated in the survey were generally unwilling to be interviewed. Therefore, in the future, it is strongly advised that an evaluation of this nature be carried out between April and October in order to avoid coinciding with the holiday season as well as the end of the financial year. This should increase the participation response rate.

8.3 CONCLUSION

A number of the above limitations could be avoided should the logistical constraints be mitigated in future evaluations. Particularly, the interview phase and the survey phase of the data collection could be paced so that the interview process is not hindered by the survey.

9. EVALUATION RESULTS AND FINDINGS

This chapter of the report discusses the key results and findings that emerged from the various data sources used in the evaluation. The qualitative data findings have been compared with the quantitative findings in order to increase the validity and reliability of the findings. The confidentiality of the individuals interviewed telephonically and in person has been guaranteed. To this end, the interviewees have been kept anonymous in the results and discussion sections of this report. Therefore, the survey respondents are referred to as “the respondents” and the key informants are referred to as the “key informants”.

Please note that some of the totals in the figures add up to more than 100%. This is usually because the question that the figure's content is from allowed respondents to select more than one option. This has been noted where applicable. Additionally, many of the percentages were rounded up or down to the nearest whole integer, which also affects the total percentage. Lastly, in some instances two sets of results are offered. The second of the results is includes “[control]” in its label. This indicates the applicable figure that has been adjusted for by controlling for the responses “not applicable” (“N/A”). This is in order to provide further understanding into the distribution of the results with substantial answers. Since “not applicable” is itself a telling result, it has not been excluded altogether, hence both sets of results being represented where relevant.

9.1 KEY FINDINGS PER FOCUS AREA

This section considers the key findings for the five focus areas of the evaluation in turn and then focuses on the findings for the top three client groups (“Department Own”; “Academic” and “Industry”). The focus areas were adapted from the terms of reference:

- Extent of Knowledge of the Databases and Access Thereto;
- The Importance and Value of the Databases;
- Client satisfaction with the databases;
- Availability and accessibility of databases; and
- Improvement of databases.

Annexure C of this report tabulates each of the focus areas and the related variables with their corresponding evaluation tool.

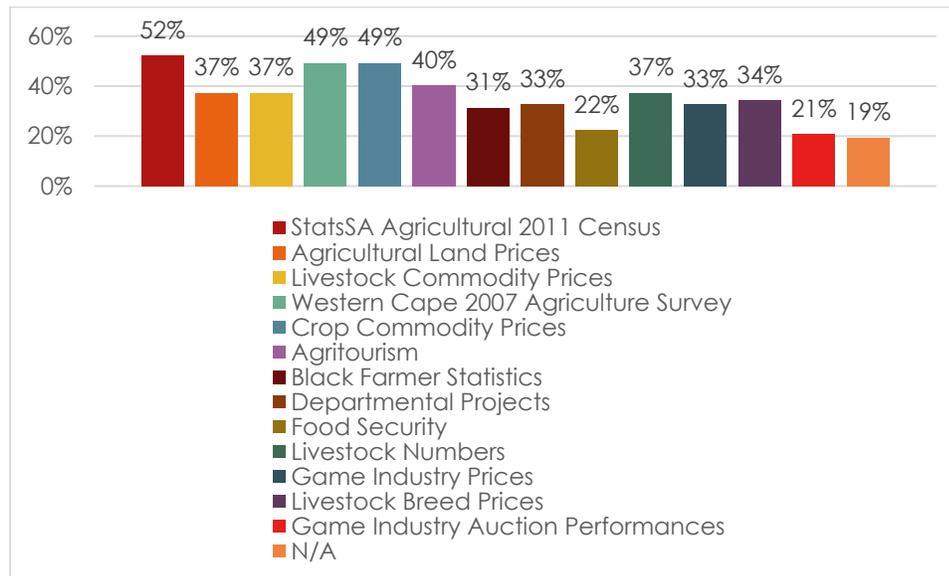
9.1.1 Focus Area 1: Extent of Knowledge of the Databases and Access Thereto

This section reviews the extent to which the client user groups are aware of the databases that are maintained by the division, as well as their knowledge of how to access these databases. It considers the way/s which in the client user groups learned of the database/s (if relevant), what the data needs of the clients are, and how important historical data is for their work.

9.1.1.1 The extent of clients' knowledge of databases

Survey Respondents

Figure 8 below summarises the results from the survey respondents' answer to which databases they were familiar with that were maintained by the division. They could select more than one.

FIGURE 8: KNOWLEDGE OF DATABASES MAINTAINED BY THE DIVISION

The survey listed the groupings of databases (as shown in Figure 8), which naturally served as a memory prompt for users. It seems that most respondents were aware of some of the databases that the division maintains. The top databases that the respondents were familiar with were StatsSA Agricultural 2011 Census (52%), Crop Commodity Prices (49%), and Western Cape 2007 Agriculture Survey (49%). Followed by Agricultural Land Prices (37%), Livestock Commodity Prices (37%), and Livestock Numbers (37%). Only 19% of the respondents selected the "N/A" category option, which suggests that they were not aware of any of the databases listed.

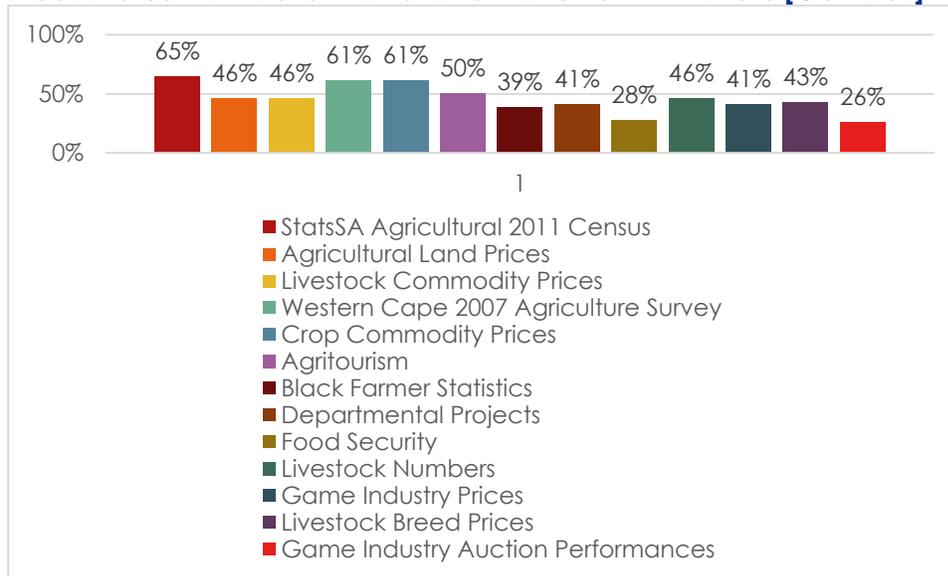
FIGURE 9: SURVEY RESPONDENTS' KNOWLEDGE OF DATABASES [CONTROL]

Figure 9 shows the results when the “N/A” response is removed (n = 54). The share of the overall percentage changes slightly from the original results: StatsSA Agricultural 2011 Census (65%), Western Cape 2007 Agriculture Survey (61%), and Crop Commodity Prices (61%).

Key Informants

The results for the question “which databases the key informants were aware of” suggested slightly less awareness of the databases than the survey’s results. In all probability, this is because there was no list of databases to act as a prompt as was the case in the survey. In addition, it is somewhat unsurprising that the knowledge of databases would be different because the telephonic interviews were evaluator-driven rather than entirely dependent upon self-motivated participation. Thus, while the survey would likely over-represent the individuals aware of the databases, the telephonic interviews were more likely to capture some people less aware of the databases (aside from those that refused to participate due to the very fact that they did not recall the databases or using them).

Department Own

Only four knew the following databases (n=4) of the six key informants in this group:

- Agricultural Land Prices;
- Game Industry Prices;
- Agritourism;
- Game Industry Auction Performances;
- Black Farmer Statistics; and
- Livestock databases.

Academic

The “Academic” client group demonstrated that they were generally not aware of the databases that the division maintains. One key informant (n = 1) expressed frustration that they had not been aware that there were as many as two hundred databases available after asking how many there were at the end of the interview. They indicated that they would have given different answers to the interview should they had known that there were so many other available databases.

Industry

Only one of the “Industry” key informants (n = 1) interviewed was aware of the following databases:

- Western Cape 2007 Agricultural Survey;
- Land prices;
- Livestock;
- Game; and
- Agri-tourism.

Macroeconomic Support Services

The division staff members were asked if they thought that their databases were being utilised to their full potential. One participant (n = 1) argued that they generally were with the exception of some that are being maintained in anticipation of their future relevance. Another respondent (n = 1) felt they were being underutilised and that uploading an

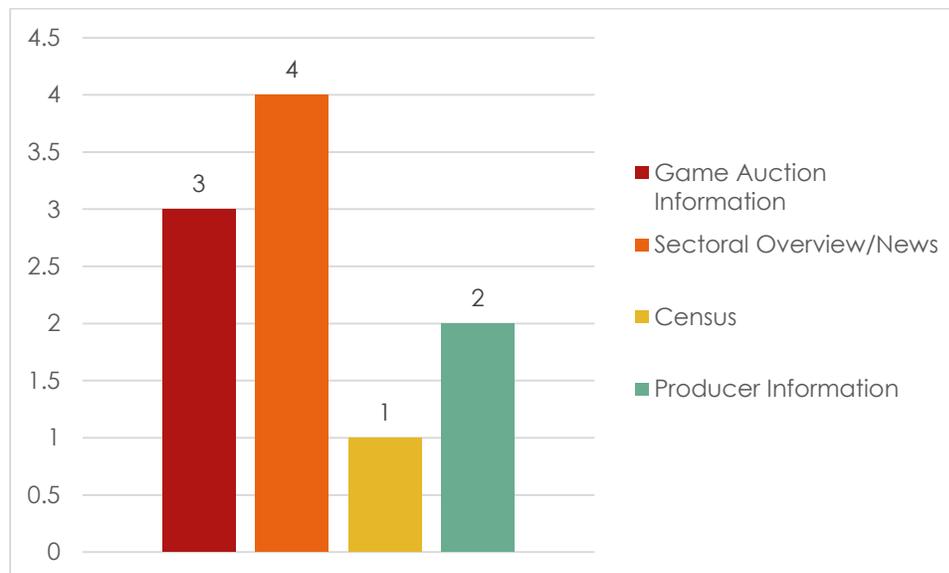
inventory of the available databases to the Elsenburg website would likely help in this regard, so that users know what is available.

Database Providers

The database providers were asked what kind of data their institutions produce and who constitutes their target audiences. These responses are summarised below in Figure 10 and Figure 11. From Figure 11, it is clear that the main target audiences are the government itself, academics, and agri-business. Interestingly, this corresponds with the main client groups identified for this evaluation's key informant interviews. This could suggest that the information synthesised by the division from these sources are being requested and delivered to their intended audiences.

Figure 10 show the types of data collected by the data providers and Figure 10Figure 11 shows who the data providers' target groups are.

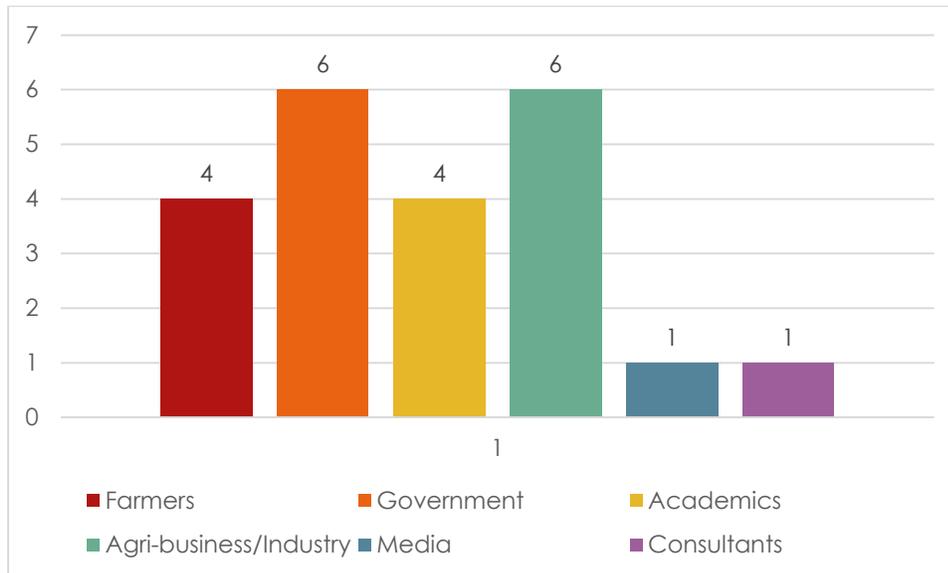
FIGURE 10: TYPE OF DATA COLLECTED



Four ($n = 4$) of the data provider key informants interviewed were sectoral overview/news data providers. Three ($n = 3$) of the data provider key informants were game auction

information data providers. Two (n = 2) key informants were producer information data providers. One (n = 1) key informant was a census data provider.

FIGURE 11: DATA PROVIDER TARGET GROUPS



Data providers could provide more than one answer to the question of who their primary target group/s was/were. Six (n = 6) data providers stated that the government and agri-business/industry respectively were their primary target groups. Four (n = 4) identified academics and farmers respectively as target groups. One (n = 1) identified media and consultants respectively as target groups. These results are encouraging since the data providers' top three target groups overlap with the top client user groups of the division's databases. This suggests that the division is reaching the appropriate audiences with the databases.

Discussion

It seems that overall, the division's clients are fairly well aware of the databases available. However, their knowledge in all likelihood is determined by the requests that they posed to the division since there is no publically accessible summary of the available databases. This hypothesis is supported by the results from the key informants' interviews. Unlike the

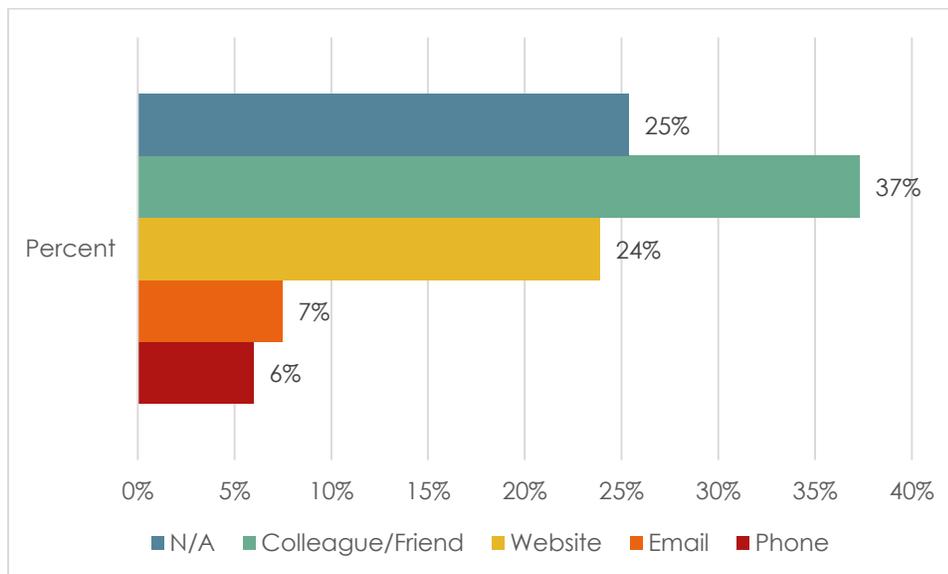
survey respondents, the key informants were less knowledgeable about the range of databases available and this is likely because they did not have a prompt – such as the list in the survey. It seems that the concern of the division's key informants that the databases were being underutilised because of limited knowledge of the range of databases is likely to be an accurate insight. The academic key informant's suggestion that an inventory of the databases be made available is a good recommendation that could easily resolve this issue and increase the knowledge of the available databases. It is encouraging that there is a strong overlap between the target audiences of the data providers and the key client groups of the division, since this suggests that the sources used by the division are appropriate for their key clients.

9.1.1.2 How the clients became aware of the database

Survey Respondents

Figure 12 shows the main ways that the respondents became aware of the division's databases.

FIGURE 12: WAY THAT RESPONDENTS LEARNED OF THE DATABASES



Respondents could select more than one option. The majority of users learned about the databases through a colleague (37%). 25% of the respondents selected the “N/A” option, which is an increase from the 19% in Figure 8. The increase suggests that perhaps people do not recall how they learned of them. 24% of the total respondents learned of the databases from the Elsenburg website. 7% of the respondents learned about the database through email contact with the division, and 6% learned of them through a phone call with the Department or division. Notably, one respondent (n = 1) that selected “other” said that they had learned of the databases through a magazine, and another stated that the Department itself had referred them (thus, they likely called the Elsenburg front desk).

Key Informants

Department Own

Most of the “Department Own” group were familiar with the databases because of **internal communications**. In particular, the emailed updates from the division’s manager assisted with providing Department staff with the appropriate contact person. A challenge that was noted by a key informant (n = 1) was that while they know who to request data from, they do not know what they could potentially ask for – in other words, they do not know the full range of available databases. As a result, the division is not their first port of call.

Academic and Industry

Most of the key informants were aware of the databases because of **referrals** from colleagues. Two key informants (n = 2) had contacted the Department front desk and were forwarded to the division.

Macroeconomic Support Services

The division expected that awareness of their databases has been created in the following ways:

- Word of mouth (expected to be the most significant);

- Switchboard referrals;
- Website referral (manager's contact details are listed online);
- Flat screens in rural offices;
- Known contact point for farmers.

Discussion

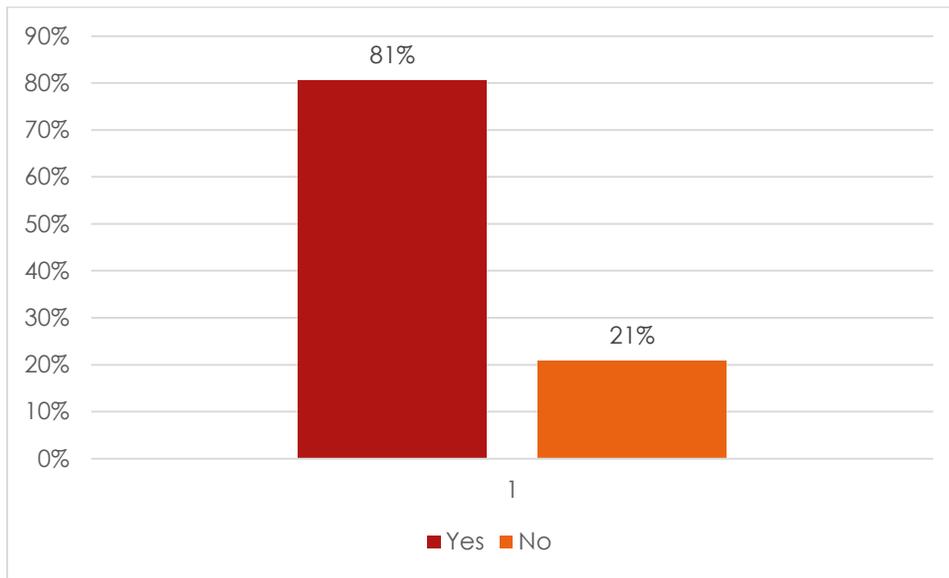
It is apparent that the most powerful way that people learn about the databases which are accessible, is through **word of mouth**. However, it is difficult to determine if this is the case over and above all advertising avenues or simply the case because the approach to advertising is not especially proactive. For example, there is no utilisation of social media by the division as a means to promote more awareness. The divisions reliance on word of mouth could probably be compounded by adding proactive advertising measures, combined with responding to suggestions of how to improve the awareness and knowledge of their services. One difficulty that arises with determining the effectiveness of the different forms of advertising is that some forms are not easily measured. For example, it is difficult to gauge the impact of the flat screens, without primary research in the farming areas, as many farmers approach their extension officers for assistance, who on their behalf contact the division.

9.1.1.3 Clients' demand for databases

Survey Respondents

Figure 13 shows how relevant respondents perceived the databases to be. Figure 14 shows the type of data – such as crops or livestock – needed by the respondents.

FIGURE 13: RESPONDENTS' ASSESSMENT OF RELEVANCE OF DATABASES



81% of respondents considered the data that they received to be relevant. 21% found that the data was not relevant.

FIGURE 14: TYPES OF DATA REQUESTED BY RESPONDENTS

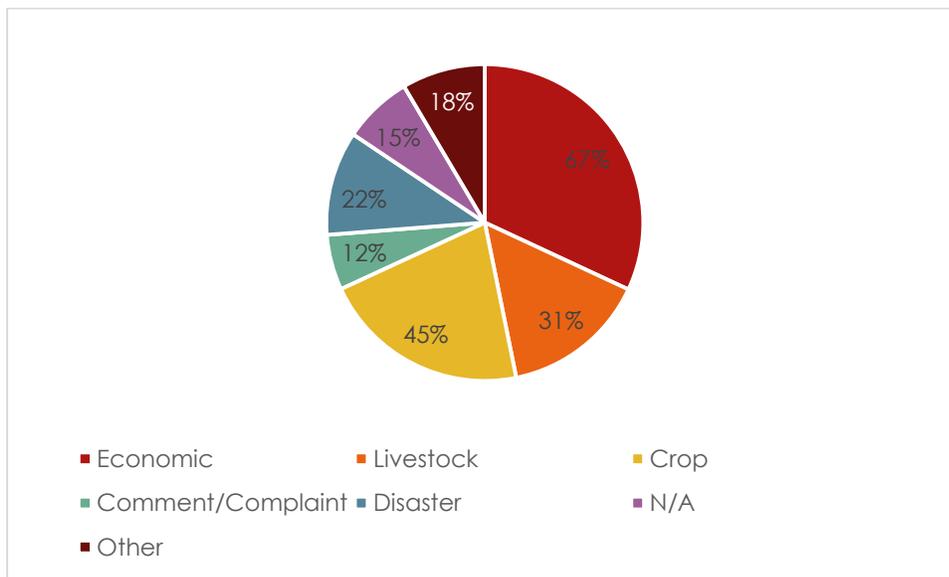


Figure 14 indicates the main types of data in demand by the client survey respondents (respondents generally selected more than type of data). Unsurprisingly, the main data type demanded is economic data (67%), followed by crop (45%), livestock (31%), disaster

(22%), and other (18%). 15% said that the question about the types of data requested did not apply to them. 12% stated that their communication had been to send a comment or a complaint to the division.

FIGURE 15: TYPES OF DATA REQUESTED BY RESPONDENTS [CONTROL]

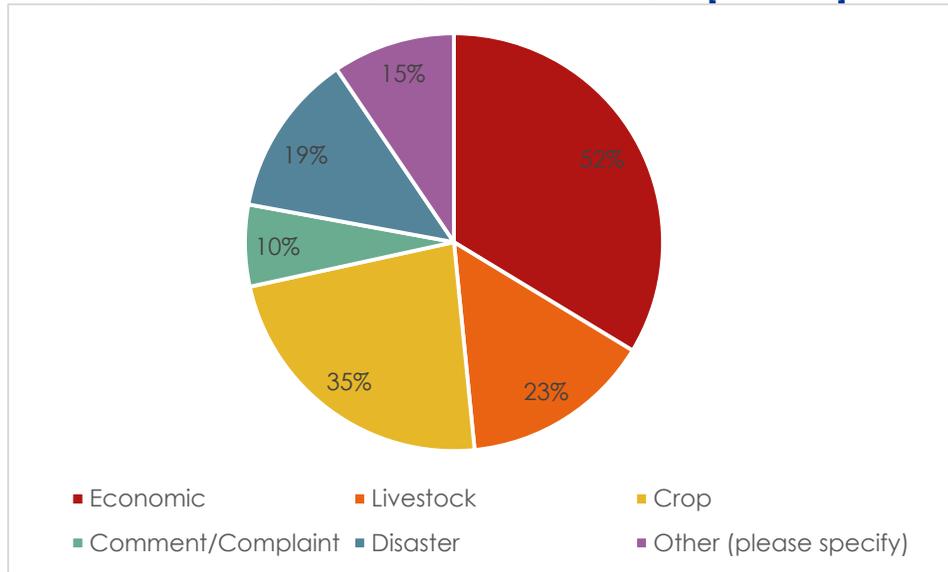


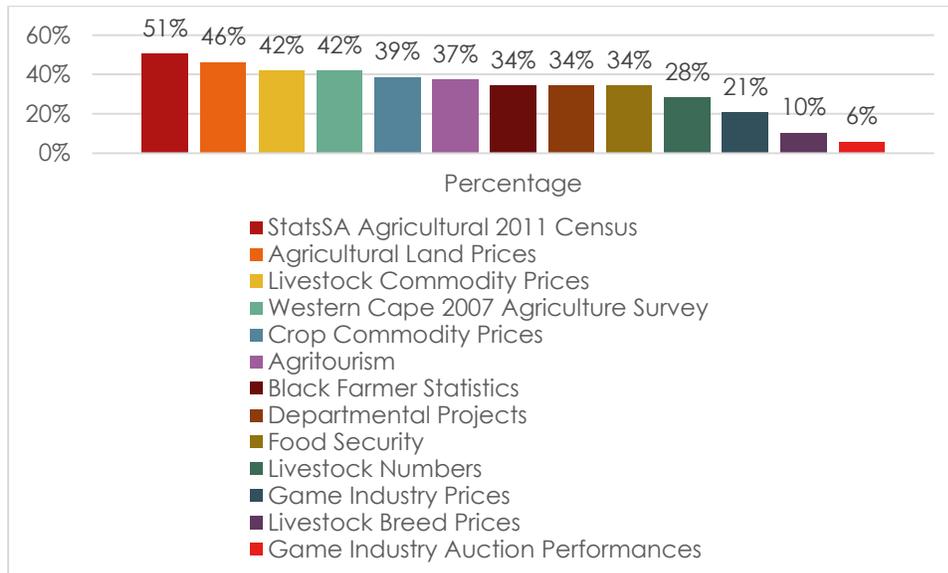
Figure 15 shows the data types in demand from respondents when one controls from the “N/A” selection (n = 62). The top three data types therefore occupy the following percentages of the total: economic data (52%), followed by crop (35%), and livestock (23%).

Clients were asked to rank the five most important databases to them, based on the list of databases named in an earlier question. Figure 14’s results are best understood in conjunction with the results from the ranking exercise, shown below in Figure 16. For a breakdown of each databases’ ranking see Annexure H.

The respondents were asked to rank the five databases that they considered the most important – thus they could select more than one option. Figure 16 shows the aggregated results of this question. 51% of the respondents ranked the StatsSA Agricultural 2011 Census as the most important database for their needs. Agricultural Land Prices and Livestock

Commodity Prices – ranked by 46% and 42% of the respondents respectively, followed this.

FIGURE 16: TOTAL COUNT OF IMPORTANCE RANKING



These results read together suggest that the StatsSA and Western Cape census data are generally considered the most important. Agricultural Land Prices and Livestock Commodity Prices follow this. This is consistent with the Figure 14's results, with the exception that census data was not listed as an option for the related question on the survey. The "other" data types included general agricultural worker information, spatial (GIS) data, agritourism, and food security. Arguably, agritourism could be classified as an "economic" data type.

Key Informants

The key informants interviewed specified the following as the main needs of their or their institution.

Department Own

- Price information for meat, livestock wheat, and vegetables;

- Regional rainfall, weather and dam level data;
- Market access factors;²⁵
- Downloaded data.

Academic

- Productivity and yield of an area (notably of grain and fruit);
- Spatial data such as farm boundaries;
- Food security data;
- Crop availability;
- Water data (such as rainfall);
- Economic statistics;²⁶
- Census data – particularly quantitative data about livestock and crops for the southern Cape; and
- Macroeconomic and financial data.

Industry

- Market prices for livestock;
- Livestock auction price sales;
- Land prices;
- Home food gardens – the value of the home gardens, what people save by owning such gardens, and baseline data
- Combud system to return; and
- Niche market information (such as organic).

Macroeconomic Support Services

When asked how data demand has changed over the years and why this may be, a key informant (n = 1) responded that the demand for data from the academic community

²⁵ The market access data needs included food production, export data, number of exporters, income of farmers, information from the years that the state supported commercial farmers, trends before and after deregulation, government support for black farmers and comparative data. They were also interested in employment and retrenchment trends in the sector. The information needed regarding black farmers included how much funding is available for emerging black farmers; who receives it; the number of such farmers and cooperatives; and what their market access is.

²⁶ This data as well as the water data were requested from StatsSA and the Department of Sanitation respectively.

has increased over the years. This is likely due to the division and related services becoming better known for the supply of reliable data.

Another key informant (n = 1) noted that the census data is the most sought after, but the data dated and not disaggregated enough. This is consistent with the rank attributed to the two census databases from the survey respondents, as seen in Figure 16. A reason offered is because Stats SA is a credible and official source, and there is no comparable data elsewhere.

Discussion

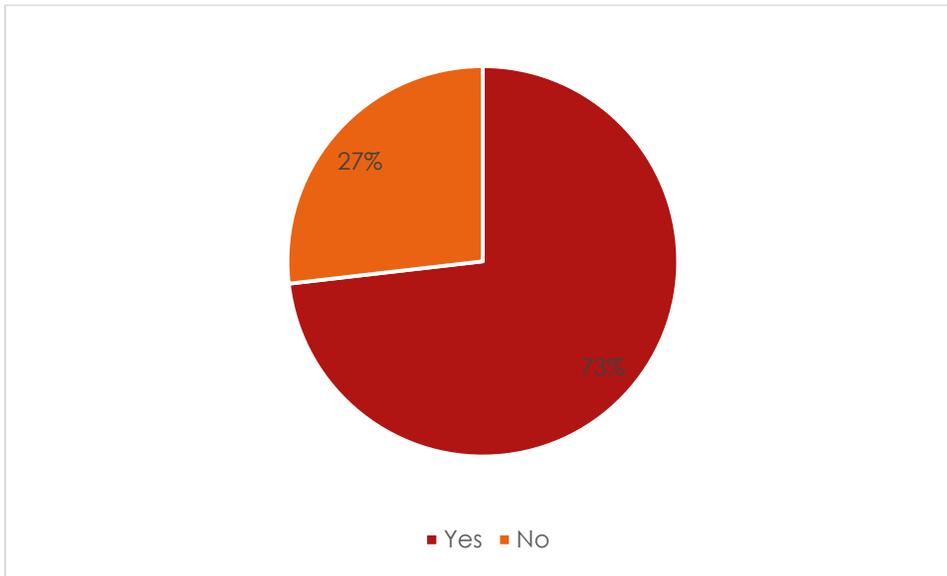
Overall, the respondents and key informants found that information supplied by the division was relevant and could meet their needs. The interviewees suggest that there may be demand to diversify the market information to include other types of agricultural practice in addition to commercial. There also seems to be a demand for food garden and subsistence farming information – which is supported by the fair demand for food security information. The demand for these databases may increase because of the 2015/2016 record drought, which has put the food security of the country under threat.

9.1.1.4 The relevance of historical data

Survey Respondents

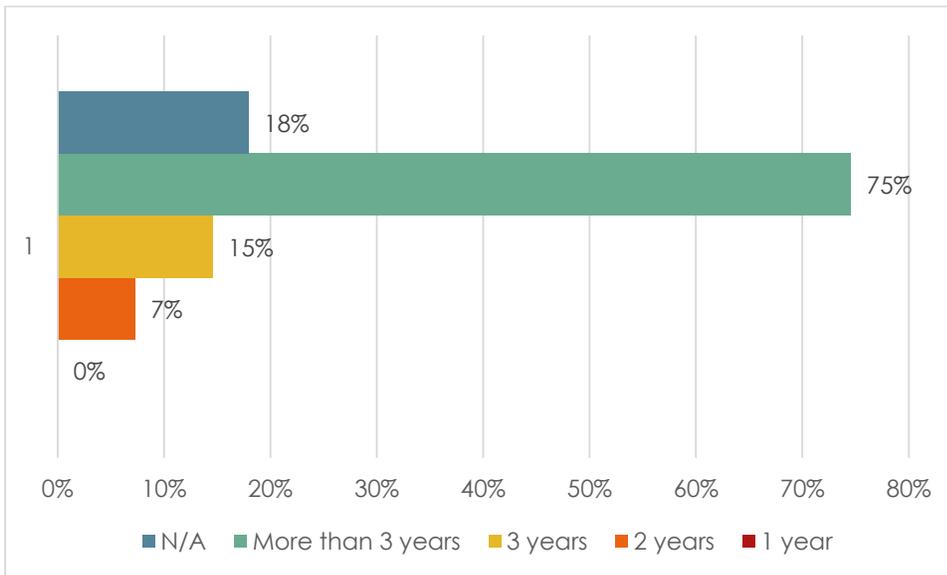
Figure 17 and Figure 18 indicate how important historical data is for the respondents and how far back they need it to date (if relevant).

FIGURE 17: RESPONDENTS' HISTORICAL DATA REQUIREMENTS



73% of the respondents said that historical data was an important component of their data needs. 27% said it was not important.

FIGURE 18: RESPONDENTS - HOW FAR BACK HISTORICAL DATA SHOULD EXTEND



75% of the respondents (n = 67) needed historical data that backdated more than three years. 15% said they need historical dating back three years. 7% said that they needed data backdating two years. 18% said that historical data needs were not applicable to

their needs. The historical data was said to be needed in order to track short-, medium-, and long-term trends, as well as to enable comparative and regression analyses.

FIGURE 19: RESPONDENTS - HOW FAR BACK HISTORICAL DATA SHOULD EXTEND [CONTROL]

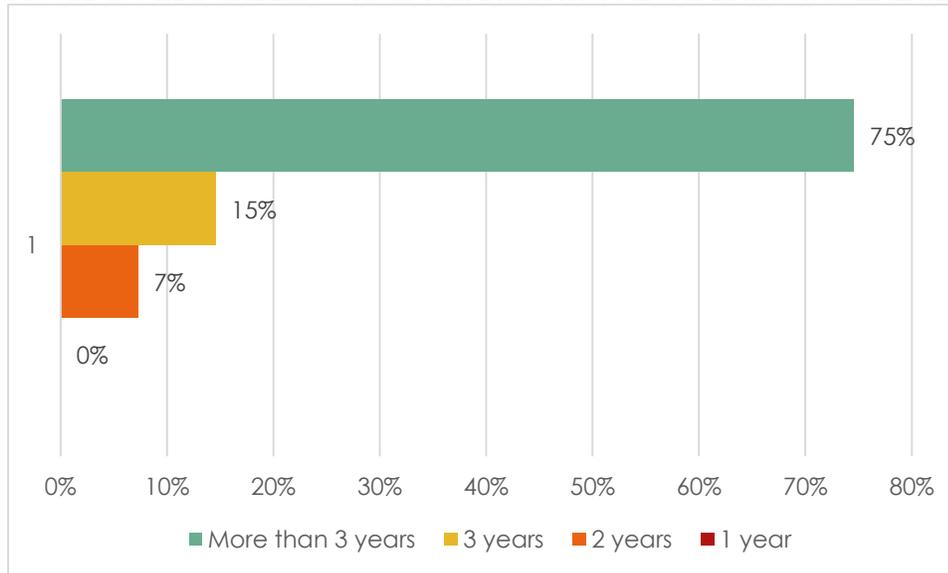


Figure 19 above shows how far back respondents' need historical data to backdate without the "N/A" responses (n = 55): more than three years (75%), data backdating three years (15%), data backdating two years (7%), and no one selected data backdating one year.

Key Informants

Department Own

Four of the key informants (n = 4) described historical data as "very important" in order to "...put things into context, for trends and for predictions". It was also important for report writing in order to track project impact. Two of the key informants (n = 2) considered historical data relevant but not extremely important for their work. However, both saw the significance of historical data for trend analysis. There was no consensus among the respondents about how far back the data needed to backdate. The following periods were mentioned:

- Three years;

- Five to ten years;
- Ten to fifteen years;
- Data going back to the 1960s.

Academics

Historical data was very important for all five (n = 5) of the Academic interviewees. The difference in their need for historical was how far it needed to backdate:

- Five years;
- Ten years;
- As far back as possible.

Industry

The “Industry” group had similar historical data needs to that of the “Department Own” group. Three of the four respondents (n = 3) rated historical data as “very important”, and only one (n = 1) saw historical data as unimportant because “...*the world is changing so quickly that modern data is more important.*” The backdating requirements were as follows:

- Three years;
- Fifteen years; and
- Thirty years.

Discussion

Overall, historical data is valued as an important component that enables meaningful analysis of trends and patterns, which informs a variety of needs – from academic research reports to advice to farmers. This is an important fact to have confirmed since it is one of the niche services offered by the division. This is something that ought to be emphasised by the division should it undertake efforts to publicise more information about their databases.

9.1.2 Focus Area 2: The Importance and Value of the Databases

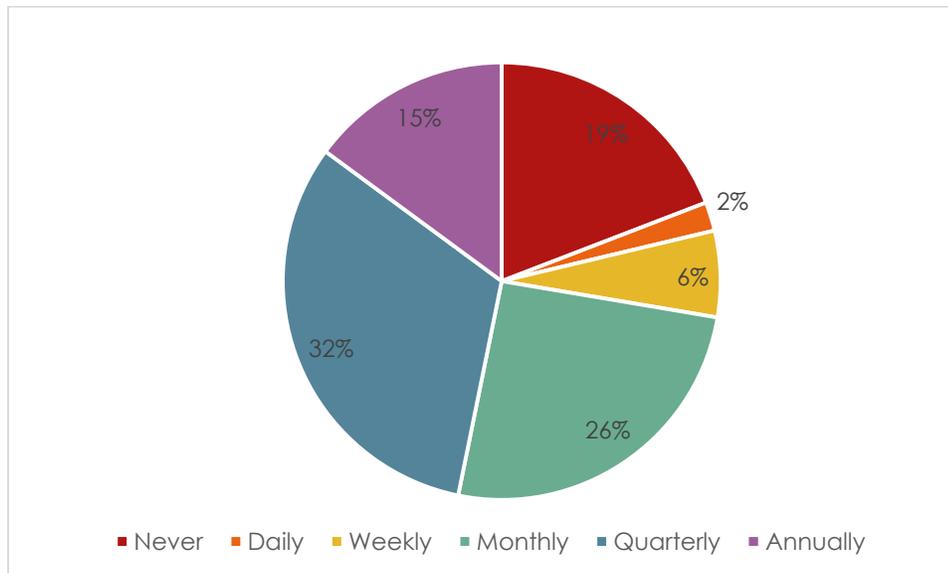
This section considers how essential the databases are for the users. This was measured by gauging how frequently the databases are needed, why clients need the data, what additional databases are needed, and if the clients could have sourced the data elsewhere.

9.1.2.5 How often the different databases are used by the client groups

Survey Respondents

Figure 20 shows how often respondents use the online tools on the Elsenburg website. Figure 21 indicates how many of the respondents have directly contacted the Department for statistical information. Figure 22 summarises how frequently the respondents contact the Department directly for statistical assistance.

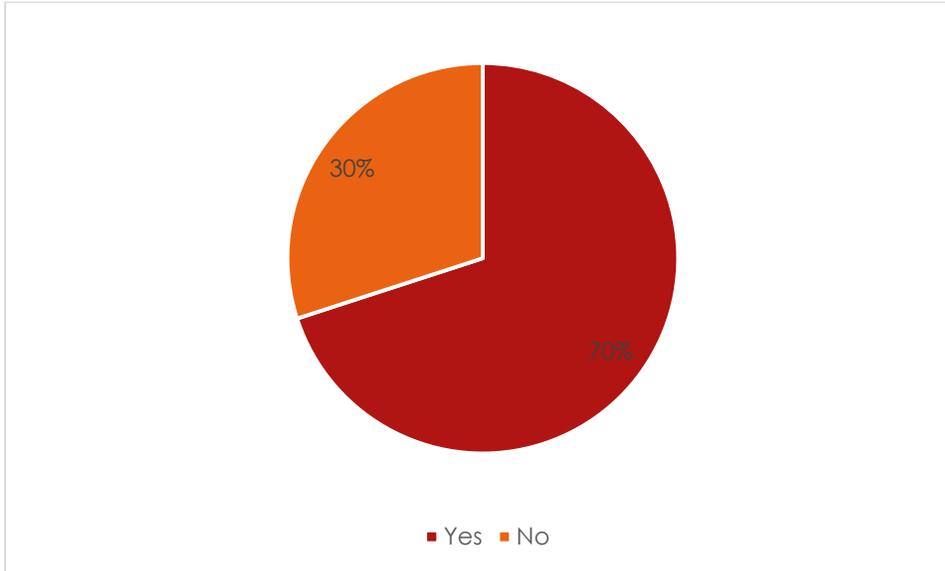
FIGURE 20: FREQUENCY OF ONLINE TOOLS USE



32% of the respondents use the online tools quarterly and 26% use the online tools monthly. 19% of the respondents have never used the online tools. 36% of the respondents said that

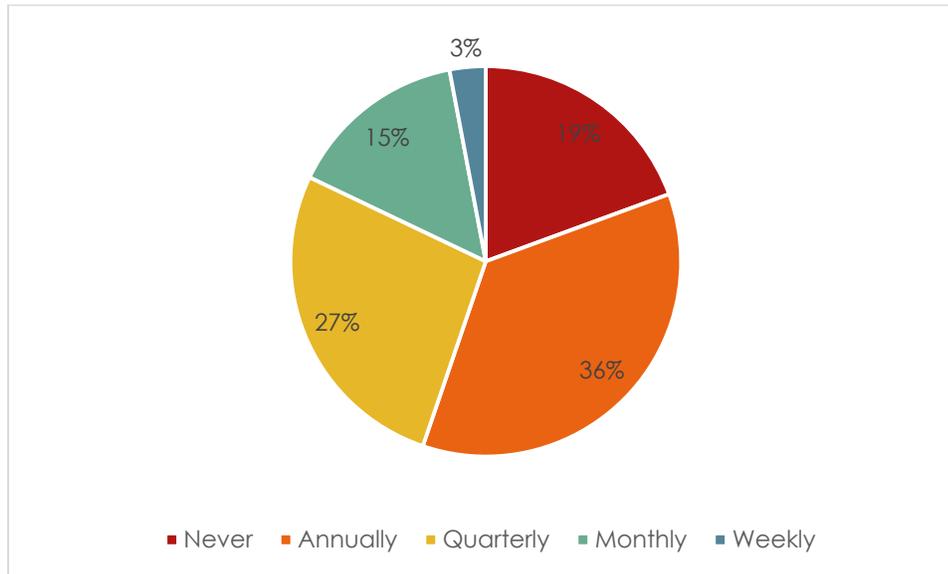
they contacted the Department directly for data information on an annual basis, and 27% said that they do so quarterly.

FIGURE 21: DIRECT CONTACT WITH THE DEPARTMENT BY THE RESPONDENTS



70% of the respondents have contacted the Department directly. 30% said that they never have contacted the Department directly for information. Those that had contacted the Department directly explained a number of reasons for this:

- Knew that they could get information sought from the Department;
- Information they wanted was not available online;
- Division was the custodian of the online data and would therefore have the updated versions of the data;
- Additional explanations;
- Part-and-parcel of their job at the Department;

FIGURE 22: FREQUENCY OF DIRECT CONTACT WITH THE DEPARTMENT FOR STATISTICS

The respondents were requested to explain how often they directly contacted the Department for statistical information. 36% of the respondents said that they contacted the Department directly on an annual basis. 27% of the respondents contact the Department every quarter. 19% said that they never directly contact the Department. 15% said that they do so on a monthly basis and only 3% contact the Department on a weekly basis.

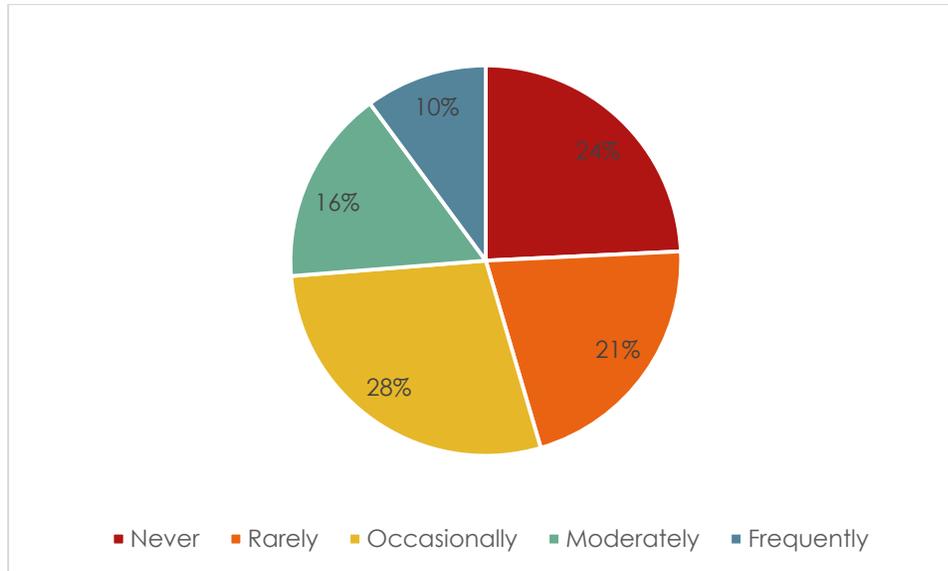
The demand for databases is a measure that cannot be understood in isolation to the clients' demand for databases, since the data demand is dependent upon the purpose for which it is desired. For instance, both academics and government officials are likely to need to access data only on occasion to complete reports they are drafting. The below should therefore only be seen as an indication of a possible pattern of demand (the sample is too small to generalise the findings).

Key Informants

All Client Groups

Figure 23 shows the utilisation pattern of the online tools.

FIGURE 23: KEY INFORMANTS' USE OF ONLINE TOOLS



28% of the key informants said that they use the online tools occasionally and 24% said that they never use them. 21% of the key informants said that they use them rarely. 16% considered their use of online tools to be moderate and 10% said that they frequently use the online tools.

Discussion

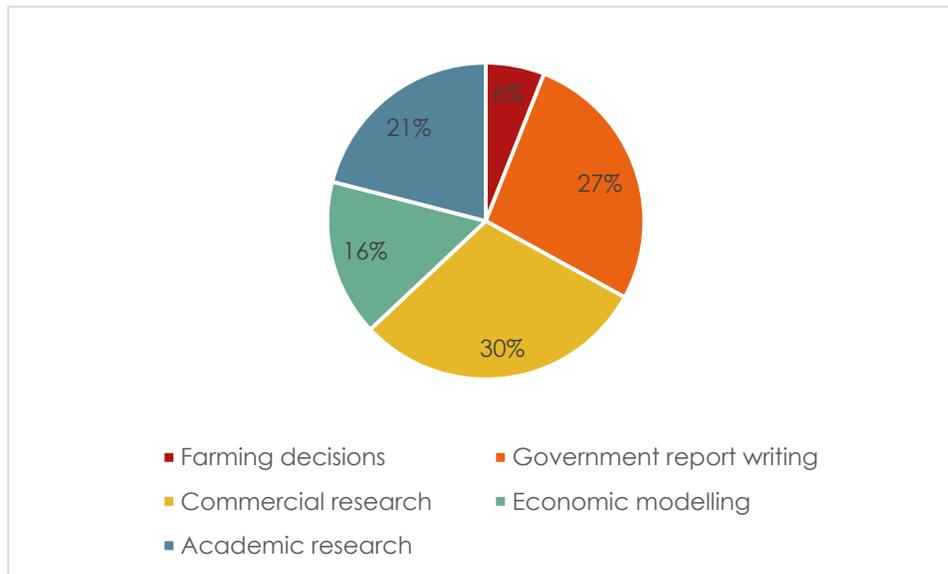
The combined frequency of use of the online and division databases indicates how often client groups use the data. There was a large difference between the frequencies of use of the online tools among the survey respondents in comparison with the key informants. This may be because the survey question posed, offered specific frequency intervals that the respondent could select from, whereas the key informants' responses were open-ended and categorised by the evaluator. As mentioned, the frequency of use of the data cannot be conflated with how important the databases are since the information required is dependent upon the purpose – for instance, periodic report writing.

9.1.2.6 The purpose for which the client uses the data

Survey Respondents

The survey respondents were asked to explain the main reason that they needed the data from the division. Their responses are summarised in Figure 24. The respondents were also asked to explain how the data assisted them – the responses to this are presented in Figure 25.

FIGURE 24: MAIN REASON THE DATA WAS REQUESTED



30% of the respondents use the data for commercial research. 27% use it for government report writing, and 21% use it for academic report writing. 16% use the data for economic modelling purposes, and 6% used the data to inform farming decisions. The additional reasons noted were for business planning, tariff price adjustments, media reports, and policy support.

FIGURE 25: HOW DATA ASSISTED RESPONDENTS

Survey respondents were asked to explain how the data that they received assisted them. These open-ended responses were manually categorised into the categories represented in the pie chart in Figure 25 above. 36% of the respondents said that the data assisted them with establishing background information and/or trend analysis. This overlaps with the 17% that stated that the data assisted with the academic report writing. 24% of the respondents stated that the question about how the data assisted them was not applicable. There was a separate category for those that found that their data was not useful (6%). Therefore, it is likely that the 24% comprise respondents that do not recall using the databases before. 8% of the respondents used the data for project planning and advice. 5% used the data for decision-making and policy development. 3% used the databases for regional information. Lastly, 1% used it for business research/planning.

The low use of the data for farming decisions (6%) and for business research/planning (1%) reinforces the concerns raised in the Theory of Change analysis that there is a disconnect between the division's aims and the reality when it comes to decision-making.

Key Informants

The key informants noted the following purposes for the utilising data from the online tools and the division:

Own Department

- Advising farmers – farm planning;
- Report writing;
- Trends and baseline data;
- Research.

Academic

- For practical works when teaching university students;
- Research (academic; commercial; policy);
- Workshop.

Industry

- Project planning and monitoring (commercial and NGOs);
- Carbon footprint tool development;
- Market (domestic and international) information;
- Research (academic and commercial).

Macroeconomic Support Services

The Macroeconomic support services group noted government report-writing and academic research as the main reasons the data was requested. One key informant (n = 1) added that government officials also use the databases for presentations. A different key informant (n = 1) also believed that the data was used for academic research but added that they thought another main reason the data was used was for decisions about which crops and/or livestock to farm. The key informant's hypothesis that data is used for farming decisions is reflected in the theory of change's logic that assumes the databases help to inform decisions. This was highlighted earlier as a problematic assumption since it fails to identify the link between the existence of good data and how this leads to good decisions being made.

Figure 25 supports the belief that academic research and report writing are key reasons the data is sought after (combined “Academic Research and Report Writing” and “Background Info and Trend Analysis” is 53%). However, it does not directly seem to be used to aide decision-making (5%). Possibly, the “Projecting Planning and Advice” is a better measure for the extent to which the data is used for farm planning; however, this is still relatively low at 8%.

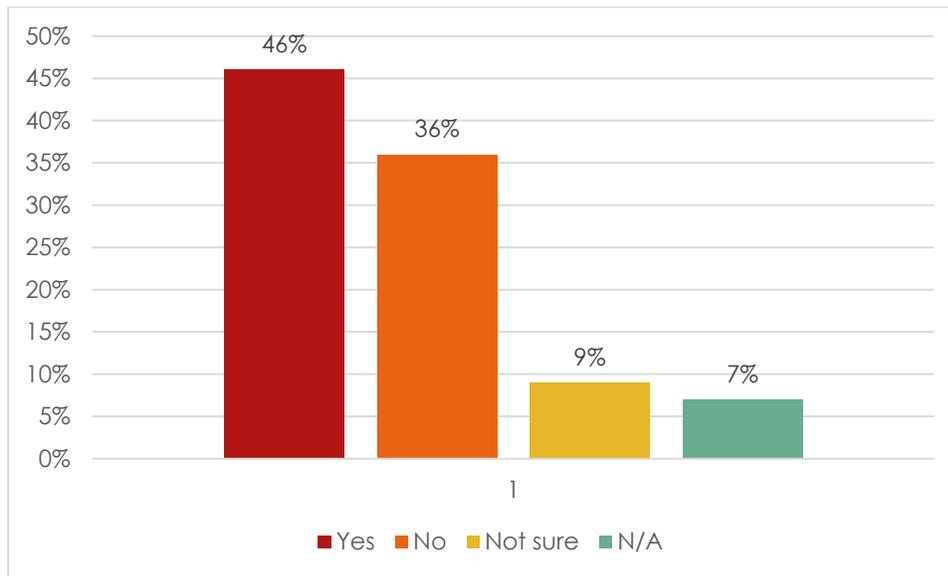
Discussion

It is apparent that the data is used for an array of purposes. It seems that perhaps the data does not inform decision-making in terms of policy and farm planning as directly as expected, however it is likely to influence these factors indirectly (for example through reports).

9.1.2.7 The need for more databases to be developed by the Department

This section combines the responses from the survey and key informant participants due to the overlapping needs identified. The suggestions for the new databases are rather varied. The feedback has been crudely categorised together in an effort to order the feedback.

Figure 26 shows the percentage of respondents that thought a database was lacking.

FIGURE 26: DATABASES THE DIVISION IS LACKING

46% of the respondents and key informants stated that the division needs to develop additional databases. 36% said it was not necessary, 9% were unsure and 7% said it was not applicable. The themes that emerged from the suggestions listed below were mainly farm-related and market-related.

Farm-related Suggestions for Further Databases

- Food security;
- Farm register information;
- Soil type information (relates to climate change);
- Mid-range commercial farm, home gardens, and community gardens data;
- Green technology and practices;
- Alternative crops and
- Water usage and wastage.

Market-related Suggestions for Further Databases

- Niche market information;

- Land reform statistics and data;
- Smallholder farmer issues;
- Assistance (financial and other) offered to small-scale farmers;
- Consumption data for crops and meat; and
- Sales rates of crops in particular packaging types.

Other Suggestions for Further Databases

- Spatial data on departmental projects.

Discussion

The impact of climate change seems to be inspiring new database needs, that perhaps have not been demanded in the past, or has been obtained elsewhere. This means that demands for information about industry standards for green technology may increase. The alternative crop request likely seeks to receive data that reveals how well alternative crops fair on the market and in production output.

The recent drought will no doubt increase demands for data about water usage and wastage in the agricultural sector – and the trends thereof. It would probably be useful to track any related government interventions for reporting purposes. This is supported by the following respondent's comment: "it would have been helpful to have been able to compare governmental help in previous times of drought, the plan of action and outcomes."

It would be possible to track the amount of financial support offered to the number of farmers and the geographic distribution of the recipients. However, the "smallholder farmer issues" request would be a bit trickier to track because it requires on-going data to be collected from the farmers themselves, whereas the financial support and land reform data could be obtained from the government.

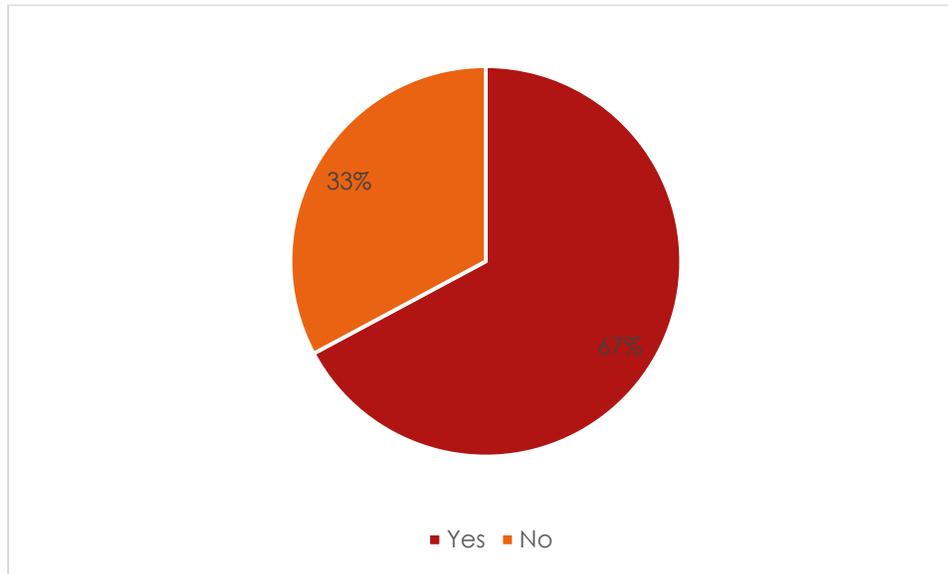
One of the respondents (n = 1) gave thorough feedback regarding the need for updated and/or new agricultural census information: *“In the new South Africa, we have only had two agricultural census. This is a shame. In certain districts of our province, things are changing at a rapid pace, and we (and our government) do not know anything about it. Example, Kleynhans and Reed (2006) found that the most buyers of agricultural land do not want to farm and Wessels and Willemse (2013) found that 90% of buyers of Karoo land do not want to farm sheep.”* This feedback is significant, especially considering how in demand census information was, as highlighted in the earlier section.

While they expect that their databases meet the needs of their clients, two key informants (n = 2) from the division stated that the most needed database to add was a farmers' register, which includes contact details, demographics, and spatial information about farms. However, the Protection of Personal Information Act and Promotion of Access to Information Act are both significant barriers to the development of these databases. The Department is currently investigating options in this regard. Another challenge one key informant noted for developing this database is the actual data collection phase.

9.1.2.8 The extent of clients' reliance on the Department's databases

Survey Respondents

Figure 27 shows how many respondents believed that their work would be affected should the databases maintained by the division no longer be available.

FIGURE 27: RESPONDENTS' WORK THAT WOULD BE AFFECTED IF THE DATABASES WERE NOT AVAILABLE

67% of respondents indicated that their work would be affected should they not have access to the databases while 33% indicated that their work would not be affected. This is a straightforward measure for how reliant clients are upon the databases maintained by the division; yet it does not fully explain why or why not this reliance exists. For example, clients may not be reliant because they can source the data elsewhere, or they may be reliant despite the availability of the data elsewhere but the cost means that they cannot access it. A series of follow up questions were therefore asked in order to try to deepen the possible insight into the reliance relationship. When asked how their work would be affected by the absence of the databases, the majority of respondents stated that it would be time-consuming to find reliable and sound data from another source. They would also likely need to use multiple sources. Some noted difficulty with finding appropriate sources since they are not experts in agriculture.

Figure 28 details how much respondents were familiar with data source other than the Department.

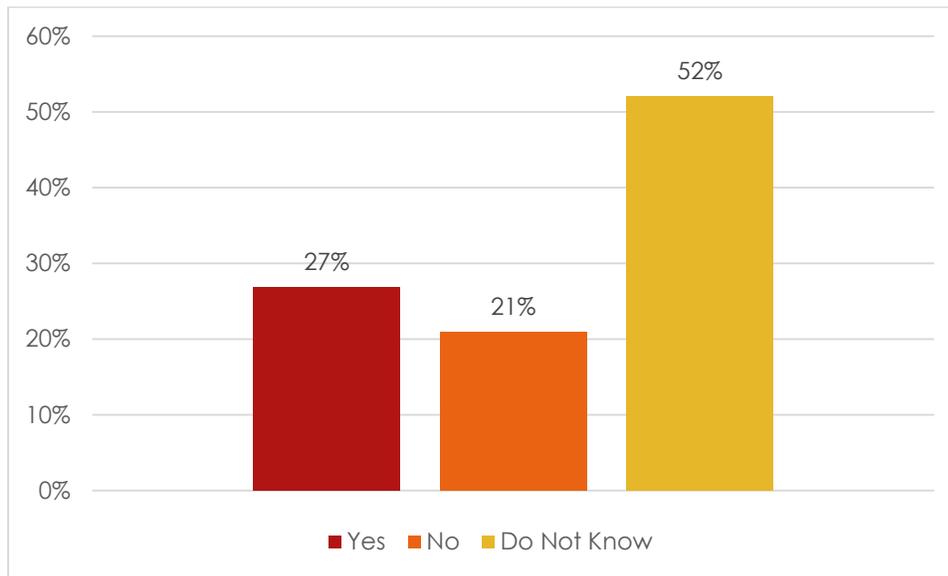
FIGURE 28: KNOWLEDGE OF DATA AVAILABILITY FROM ANOTHER SOURCE

Figure 28 suggests that there is a large dependence on the division as a “first-stop” data source, where 52% do not know if the data they require is available elsewhere. Some of the respondents noted the alternative sources that they have used to source data, which have been tabulated in Table 6. In addition to the below sources, universities and private land users were noted as alternative sources.

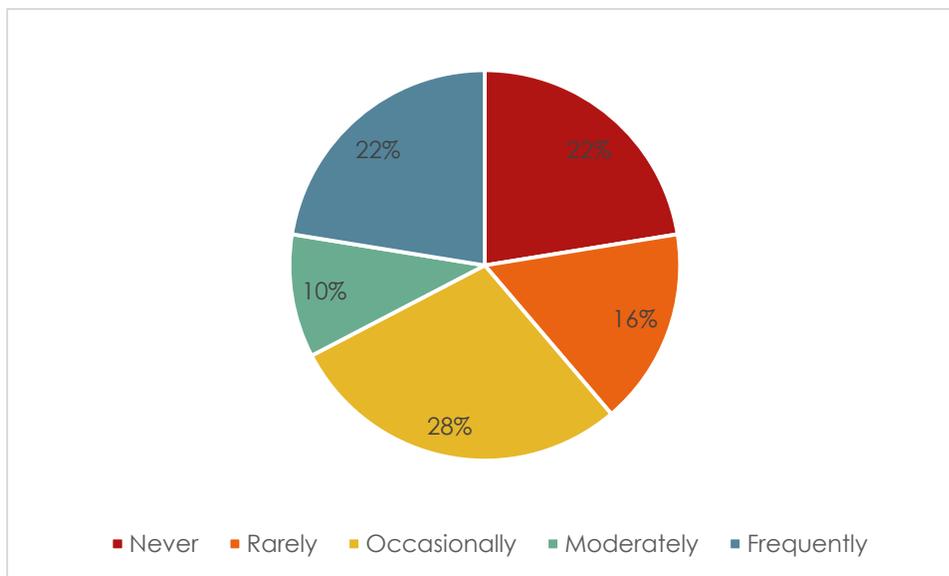
TABLE 6: ALTERNATIVE SOURCES USED

Government institutions	Private Institutions	Media	Industrial organisations	International Institutions
South African Reserve Bank	Morgan Stanley	Reuters	Grain SA	Organisation for Economic Co-operation and Development
DAFF	Agricultural Research Council		Hortgro	Food and Agricultural Organisation of UN

Stats SA	Council for Scientific and Industrial Research			Euromonitor International
	AC Nielsen			Trade Map (available via DAFF)
	Lightstone			
	South African Grain Information Services			

Figure 29 shows the results from the question of how often the alternative data sources were used.

FIGURE 29: HOW REGULARLY ALTERNATIVE SOURCES ARE USED FOR STATISTICAL INFORMATION



Of the 27% of the respondents that stated that they know of alternative data sources in Figure 28, 28% of the respondents (n = 18) said that they occasionally used the alternative source. 22% of the respondents said that they frequently used the alternative source, and 22% said that they never did. 16% rarely used an alternative source and 10% said that their use of the alternative source was moderate.

The respondents were asked to explain why they use the alternative source as regularly or irregularly as they did, if relevant. The main explanation for using the alternative sources was in order to compare and/or crosscheck the information that they received from the division against another source. Two respondents (n = 2) noted that they use a variety of sources if possible to ensure the credibility of their work. Another reason given was so that the gaps in the data provided from the division could be filled. The gaps related to the total absence of data needed as well as an absence of up-to-date data. One respondent (n = 1) noted that at times their use of an alternative source is because they find the information from the division hard to access.

Key Informants

All Client Group Key Informants

Most key informants stated that they would look for alternative sources – possibly from within government – but that this would be extremely time-consuming. Concern about having to purchase the needed data from commercial institutions or hire private consultants to conduct the research was also noted as a barrier. The census data would be easily obtainable from the primary source (Stats SA). Another informant noted that they would go to industry bodies such as Hortgro and Citrusgro. It seems that overall the work of the key informants would not be impossible, but significantly inconvenienced.

Macroeconomic Support Services

The Macroeconomic support services reported that accessing the price information from an alternative source would not be too troublesome for their clients. They would however not access to historical data have because this is an element of the databases that is

unique to the division. In addition, some databases are unique to the division, such as agri-tourism and land prices. One key informant (n = 1) commented that no other institution provides such a comprehensive list of databases, thus the absence of the services offered by the division would likely result in far more time-consuming efforts to source the data that is desired. In some instances, the challenge may be the associated cost, since they may need to subscribe to some data providers. The Department, without access to the databases would potentially lose an important information source about what is happening at the grassroots level.

Discussion

Client groups are not entirely dependent upon the databases to the extent that they would not be able to do their work. However, it is likely that they may not fully gauge their dependence upon the division since they have not had to do so. For instance, access to the historical data would not be possible, and since many users (73% of the survey respondents and 16 of the 17 key informants) noted that historical data was important to their work, the absence of this data would conceivably be significant.

9.1.3 Focus Area 3: Client satisfaction with the databases

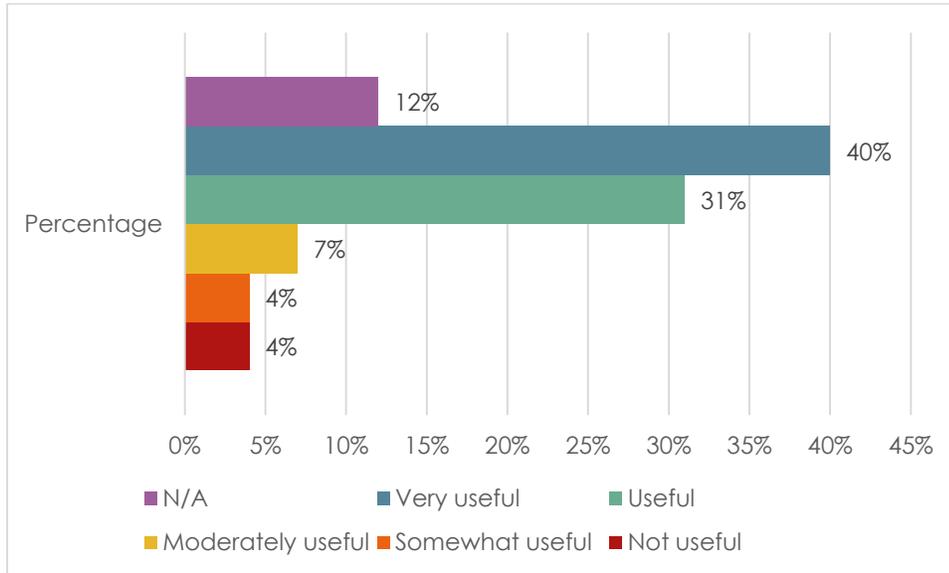
This section seeks to establish how satisfied clients are with the data information that they received. This was measured by considering the clients' evaluations of the quality and rate of responses respectively, and then their overall satisfaction with the services that they received.

9.1.3.9 The quality of the responses to queries

Survey Respondents

Figure 30 shows the level of satisfaction with the response that was received from the division to the respondents' requests.

FIGURE 30: DESCRIPTION OF QUALITY OF RESPONSE/S RECEIVED



40% of respondents considered the quality of the response/s that they received from the vision to be “very useful”. 31% said it was “useful”, and 12% said “not applicable”. 4% said that it was somewhat useful and 4% said it was not useful. This shows that overall; people were satisfied with the quality of the response received

FIGURE 31: DESCRIPTION OF QUALITY OF RESPONSE/S RECEIVED [CONTROL]

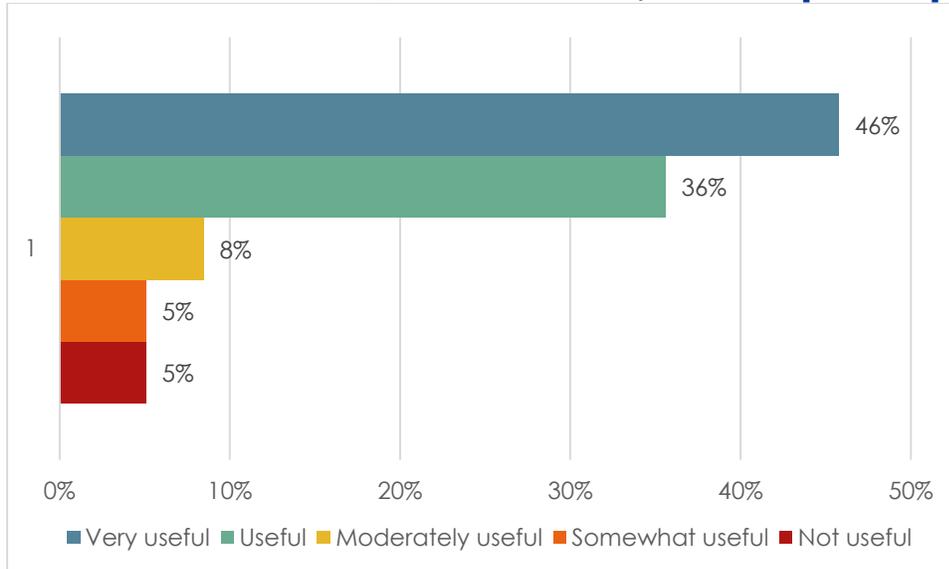


Figure 31 shows the respondents' rating of the response that they received less the "N/A" responses (n = 59): very useful (46%), useful (36%), moderately useful (8%), somewhat useful (5%) and not useful (5%).

Key Informants

All Client Group Key Informants

Below is a word cloud of how the key informants interviewed would describe the service they received from the division to a colleague. The bigger the word is, the more frequently it was mentioned in the interviewees' responses. The key descriptors used were "very good", "good", and "helpful".

FIGURE 32: WORD CLOUD OF KEY INFORMANTS' DESCRIPTION OF SERVICES RECEIVED



Macroeconomic Support Services

While the quality of the responses could always be improved, one of the key informants (n = 1) noted that they were satisfied with the quality of the data because it is unique and

offered in an accessible format. Another key informant (n = 1) said that while most requests are for raw data, a way to improve the quality would be to add an analytical component to the data but that this would require a statistician.

The division personnel anticipated that their clients would be very satisfied with the services that they have received. The reason a positive satisfaction level was expected, was due to the extended time period spent sourcing their clients requested data. Additionally, the information that they receive is often timely and is given at no cost. It was also noted that it is unusual that the division cannot help and if this is the case, it will generally be because the information itself is not available. In addition, the satisfaction that clients have with their services is suggested by the fact that the division will often receive an email expressing gratitude for the services that they rendered.

Discussion

The majority of respondents found that the quality of the responses they received were useful or very useful. Some of the reasons provided for this included that the time within which they received the response was quick and that the information was detailed, well explained, and satisfied their data needs. One respondent (n = 1) remarked that the information they received helped them to *"...comprehend the[ir own] information in a more useful manner as was previously interpreted."* Another respondent (n = 1) remarked that *"the response always involves input from experts, and is always considered."*

The clients that rated the quality of the response that they received more poorly generally explained that this was because the division was unable to provide the data that they needed. One respondent (n = 1) remarked that they were able to find the information that they needed online. Another unsatisfied client (n = 1) stated that the division *"...could not give me the info I wanted and were not interested in helping me in any way."* These two comments speak to what are unfortunate but likely isolated occurrence. They are probably isolated given that the positive responses far outnumber the negative ones. The division is confident that if they are unable to source the answer to the request then it is

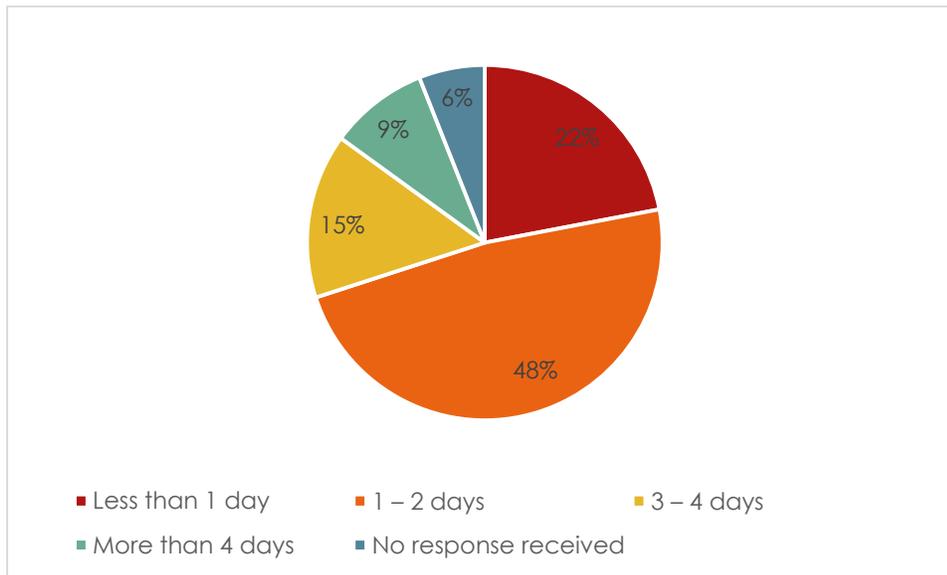
unlikely that that information is available, and the feedback from the clients overall seems to support this sentiment.

9.1.3.10 Client satisfaction with response rate

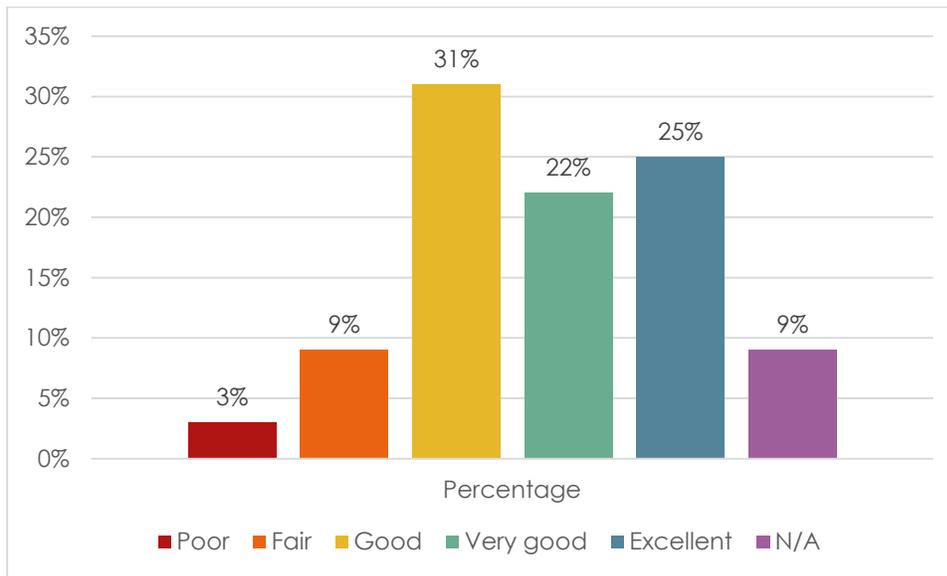
Survey Respondents

Figure 33, Figure 34, and Figure 36 together seek to show how satisfied respondents were with the division's response from to their queries. First, the average length of time it took for a response was asked (Figure 33). Respondents were then asked to rate how satisfied they were with this response time (Figure 34). Lastly, they were asked to state their overall satisfaction with the response that they received (Figure 36).

FIGURE 33: AVERAGE RESPONSE RATE



48% of respondents said that they received a response to their request from the division with one to two days. 22% said that the response rate was less than one day. 15% received responses between three and four days, and 9% said that it took more than four days to receive a response to their query. Lastly, 6% said that they never received a response.

FIGURE 34: RATING OF RESPONSE TIME

31% of the respondents rated the time in which they received a response from the division as “good” and 25% considered it “excellent”. 22% rated the response time as “very good”. 9% said it was a “fair” response time and 9% said that the question was not applicable to them. Only 3% considered the response rate as poor. This is in spite of 9% of the respondents stating that it took more than four days and 6% of the respondents say that they never received a response – although some of those respondents likely selected the “not applicable” option.

FIGURE 35: RATING OF RESPONSE TIME [CONTROL]

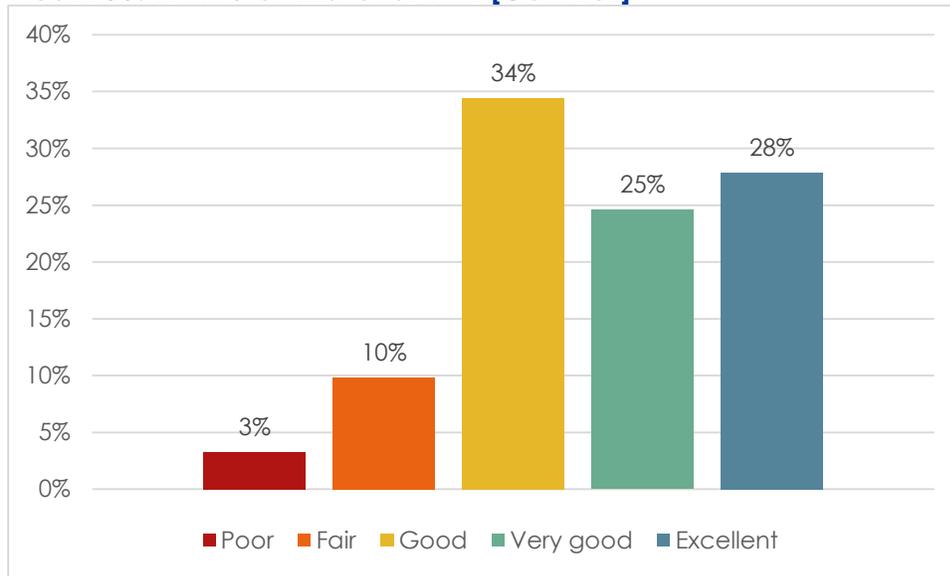
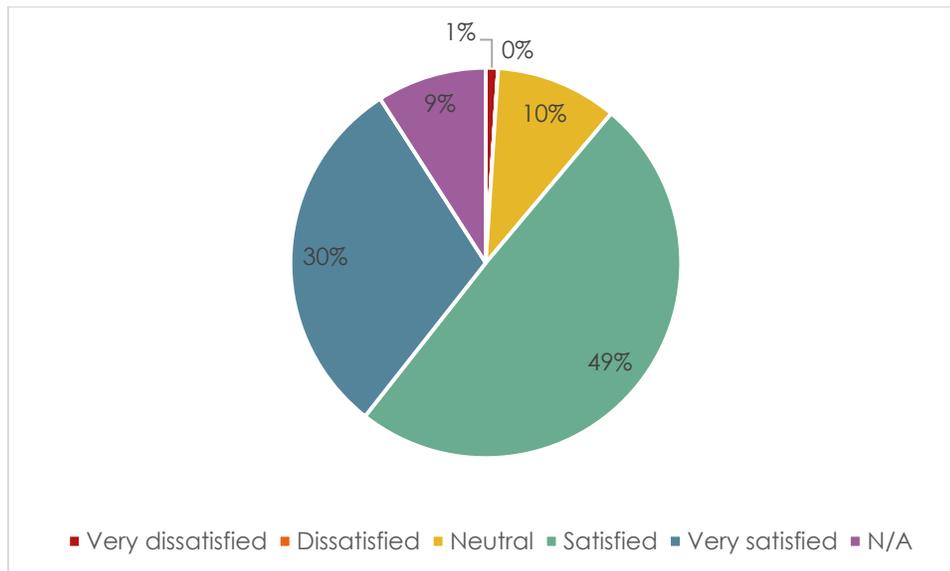


Figure 35 summarises the response time ratings by the respondents without the “N/A” responses (n = 61): good (34%), excellent (28%), very good (25%), fair (10%), and poor (3%).

FIGURE 36: OVERALL SATISFACTION WITH RESPONSES



When asked to describe their overall satisfaction with the response rate, 49% of respondents said that they were “satisfied”. 30% said that they were “very satisfied” and

10% were "neutral". 9% said the question was "not applicable" to them. Notably, the combined result for "very dissatisfied" and "dissatisfied" was 1%, which indicates high satisfaction levels.

FIGURE 37: OVERALL SATISFACTION WITH RESPONSES [CONTROL]

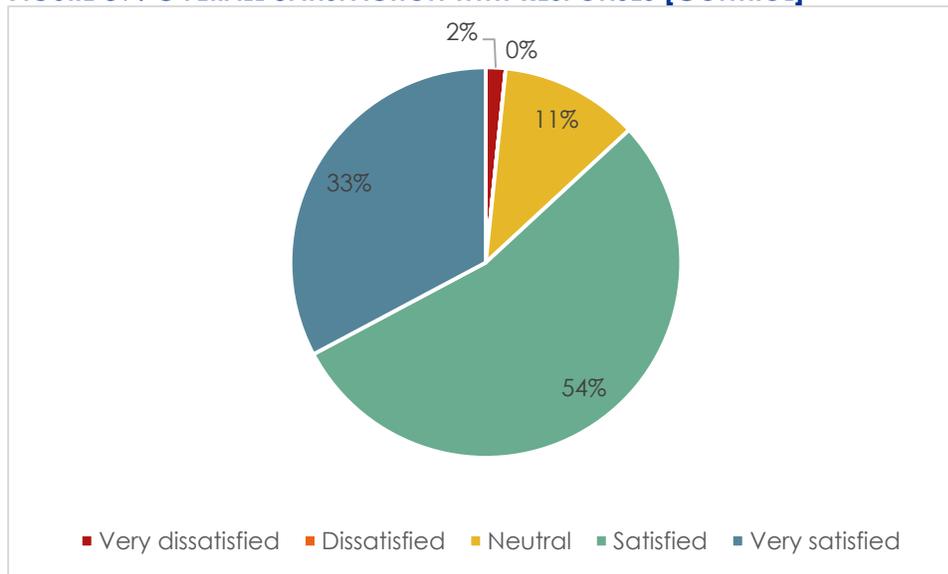


Figure 37 shows the overall satisfaction rates with the services rendered to the respondents without the "N/A" response (n = 61): satisfied (54%), very satisfied (33%), neutral (11%), very dissatisfied (2%), and dissatisfied (0%).

The feedback from the survey respondents does not support the claim that responses are usually sent to enquiries within the hour, but it does support the claim that they usually respond within one day (22% and 48%). The slower response rates may be dependent upon the type of data requested and/or because of the limited staff complement, as suggested above. The unanswered questions are a bit more notable, although there were very few instances of this reported. These results must be considered in conjunction with the clients' satisfaction with the response rate.

Accordingly, clients were asked to suggest how they thought that the quality of the responses they received could be improved. Twenty-two respondents (n = 22) did not provide feedback and instead commented "N/A". Ten respondents (n = 10) did not think

it could be improved because the quality was already of a high enough standard. However, suggestions raised for improved quality included:

- **Improving their online services** – provide online chat services; historical data shared; link the WCDoA's website with the general Western Cape Government portal to enable other departments to see what is available; and to make the Combud²⁷ information available online.
- **Data improvement** – update the information maintained; more comparative data; disclose sources used; track social issues; use more credible sources; collect own data; easier access and explanation of market trends and movements; and an archive of farm plans.
- **Personnel** – train staff to assist with economic databases; more effective communication with clients; and better communication within the Department
- **Other** – contact list detailing the role of the personnel; and present the data at conference, farmers' days, and academic seminars.

The main suggestions around quality was for more information to be more up-to-date and for online options to be better utilised. Updating the databases may not be within the control of the division as they rely on secondary sources to populate their databases. However, improving their online presence is certainly achievable, and relatively low in expenditure. A short-term solution could simply be to upload an inventory of the available databases and instructions about how to request the data and to whom to direct requests.

Key Informants

All Client Group Key Informants

Most of the clients reported that they encountered no problems with accessing the division and the data that they needed. The following suggestions were provided as areas for improvement:

²⁷ "Combud" stands for "computer-based enterprise budgeting".

Database information: Two key informants (n = 2) noted that it would be ideal if information about the databases was advertised more (both publically and within the Department) – possibly by distributing an inventory of what databases exist.

Communication: One key informant (n = 1) noted the need to streamline and improve inter-departmental communication. Additionally, it is important to train staff to use the databases more meaningfully.

Macroeconomic Support Services

It was noted that if there were more staff members in the division they would be able to improve their response rate. The response time has already improved since the development of the AgriStats tool on the Elsenburg website in September 2015.²⁸ The sub-programme has two divisions. The macroeconomic division, which receives questions that in nature require more time to respond since studies need to be developed. The statistics division usually receives questions that only need raw data and these needed a smaller timeframe in which to be answered. The responses are often within a day – if not the hour – and will be sent via email.

Discussion

It is expected that overall satisfaction would be a combination of the respondents' satisfaction with the information that they received as well as the service received it. One respondent (n = 1) noting that their request was met with “*high levels of competence*” supports this expectation. This comment clearly considers both the elements of content and service when explaining their overall satisfaction level. Five other respondents (n = 5) had a similar way of assessing their satisfaction with one respondent stating that they “*...get good answers and the right time. They understand how deadlines work and they are very helpful.*” Based on these responses, it seems that the time that they received information within was an important factor in their satisfaction with the services. One respondent's (n = 1) answer is three-dimensional since it considers the attitude of the

²⁸ This was the date mentioned in interviews and therefore may be inaccurate.

division, the response rate as well as the data provision factors: *"I always find an open door, including good information in short time"*. The following comment considers both the information and time factors, but while commending the information received, notes that some services are slow: *"I usually get all information I need from Elsenburg, but some district offices could be faster and improve their service."* The comment refers to Elsenburg more generally, rather than the division itself. This type of thinking – of conflating the division with Elsenburg as a whole – was fairly common during the key informant interviews for the Academic and Industry client groups. This is likely because of how people learn about the division (often word of mouth and referral) rather than discovering the division themselves and therefore incidentally learning more about the structure of the organisation.

A number of respondents only explained their satisfaction in relation to extent that the information that they received met their data needs. Two respondents' (n = 2) responses suggest that their expectations were exceeded: *"the feedback and assistance is more than expected for the type of use of the statistical data"* and *"got what I asked for with the extra benefit of being explained carefully to me"*. The additional explanation seems like a valued dimension that could be considered as a way to improve services should it be made a mandatory component of the feedback given to clients as far as possible. This is further supported by the following comment: *"[a]lthough not all the information I required was available the majority of responses and feedback was helpful and pleasant."* This respondent's feedback may be indicative of the value of further explanations creating more understanding of the limitations the division may face obtaining data.

Satisfaction may be affected by the needed to pursue updated information regularly – suggested by *"I just wish for info[rmation] like inflation rate or CPI to be readily available on a monthly basis."* One especially disparaging respondent (n = 1) commented that they *"...got no useful response from the people to whom requests for information were directed. Bureaucracy at its worst."* These two comments are on the opposite end of satisfaction in relation to data needs being met. Their discontent seems to be solely in

relation to the fact that the information that sought was not received. No comments were made about the way that the staff communicated with them. Another client (n = 1) was dissatisfied with the available agricultural-economic information, describing it as “very weak”. This is somewhat alarming given that this is the division’s primary focus area since it is situated within Agricultural Economics.

Some clients focused purely on the service side of their enquiry process – about three noted only the quick response rate as the reason for their overall satisfaction level. One respondent (n = 1) that was dissatisfied with their experience said: “*effort must be made to employ the right people that are really interested in the industry, be appointed into the right roles. Language is also an important issue.*” This comment is not explicitly directed against a particular staff member in the division. It also relates to an issue recognised by the division itself: there is a genuinely challenge to find economists that are passionate about agricultural statistics. Another respondent (n = 1) seemed more sympathetic to these constraints: “*[w]hile there were some gaps in data, this is explicable through capacity and funding limitations*”.

9.1.4 Focus Area 4: Availability and accessibility of databases

This focus area establishes how readily available the data that clients need are, as well as how accessible they experienced it to be. In order to contextualise this appropriately, data providers were also queried about their successes and challenges with the development, maintenance and advertisement of their databases. These contextual factors combined with the feedback from clients should then provide a firm foundation from which to inform the future efforts of the division to improve in these spheres.

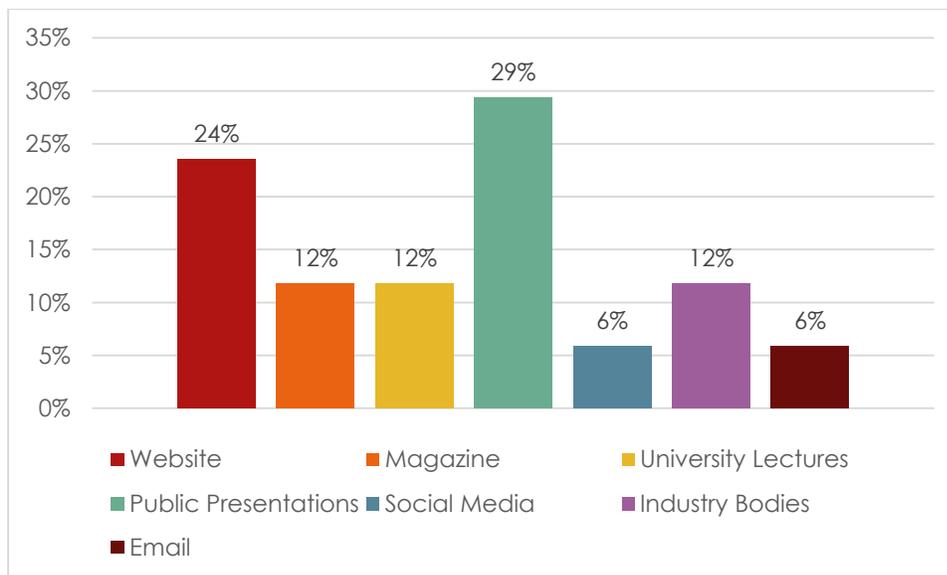
9.1.4.11 The major factors for the successful development, maintenance and dissemination of databases

Key Informants

All Client Group Key Informants

Respondents were asked to suggest how else the division could disseminate information about their databases. This is relevant to consider when discussing the main success factors that relate to the dissemination of databases. The results for this question are shown in Figure 38.

FIGURE 38: SUGGESTIONS FOR ADDITIONAL ADVERTISING



The key informants were asked in their interviews about other ways that the databases could be advertised. 29% said public presentations and 24% said the website. Collaboration with industry bodies, university guest lectures, and magazine features each were suggested by 12% of the key informants. Social media and email dissemination were suggested by 6% of the key informants. In addition to the above mediums, it was suggested that short, digestible articles should be circulated about the data – how they can be used and accessed. Similarly, another mentioned developing a monthly bulletin. The establishment of a voluntary mailing list and advertising there was another suggestion.

Macroeconomic Support Services

One of the key success factors identified by a key informant was having staff members that are passionate about data as well as the individual ability to package the data to

make it more tailored for the needs of the division's clients. The division relies upon credible secondary sources to populate their databases, and this is a benefit because the high costs of primary research are circumvented.

Database Providers

Figure 39 shows the relationship between the data source and the data type used by data providers. Figure 40 shows the update cycle of the data providers.

FIGURE 39: DATA PROVIDER DATA SOURCE PAIRED WITH DATA TYPE

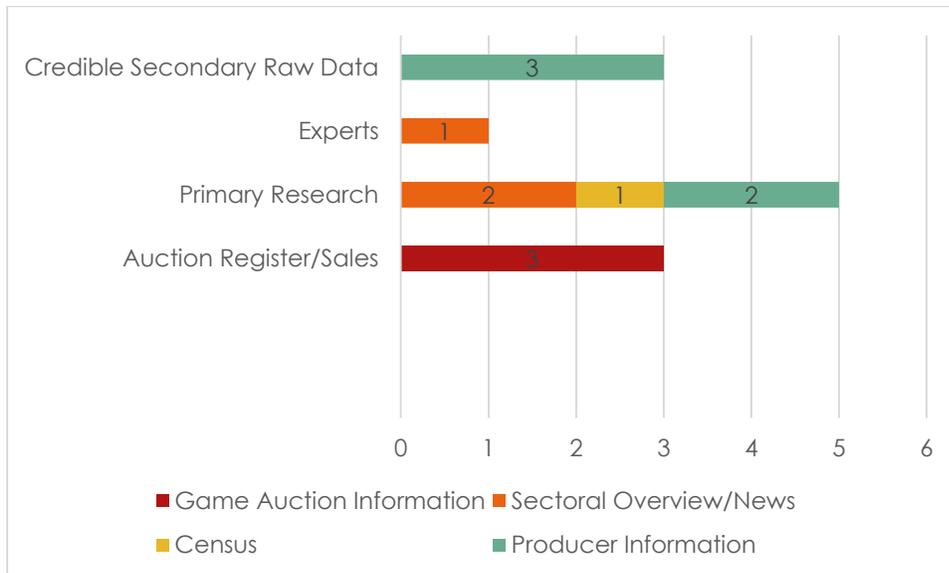
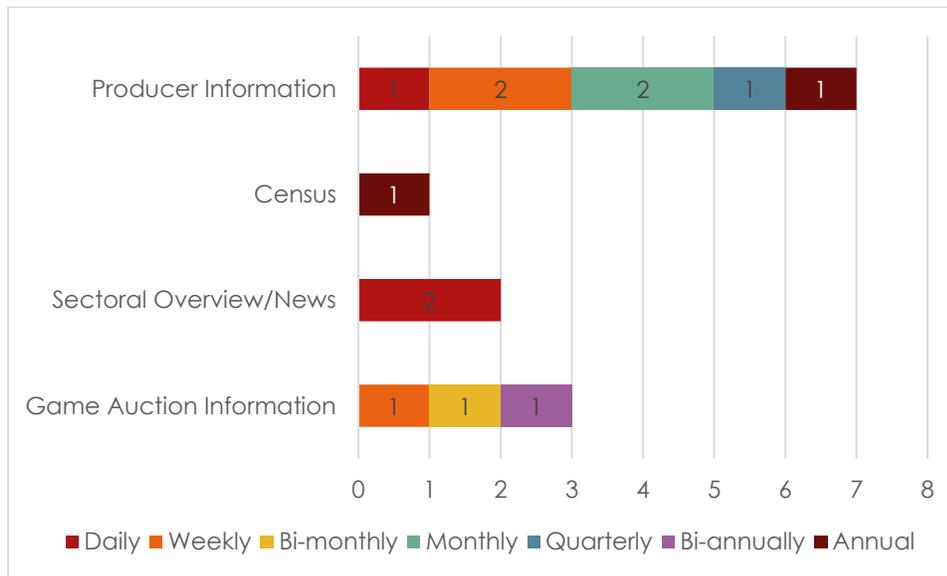


Figure 39 summarises the different sources that the data providers use to gather the information that they need according to data type. A fair amount of primary research is conducted by the division's data providers, and the secondary sources used were from reputable sources, such as Stats SA, the World Bank, various branches of government including the Reserve Bank (3 respondents).

FIGURE 40: FREQUENCY WITH WHICH DATA IS RELEASED

Updating databases is an important component of data maintenance. The data providers were thus asked to explain how often they gather and release data. Figure 40 shows that the producer information is the most varied in terms of collection. 2 respondents gathered data weekly, 2 gathered data monthly, 1 gathered data quarterly, 1 gathered data annually, and 1 gathered data on a daily basis within the “producer information” group. This is because the data providers usually cater to a broad market and deal with varied data. For instance, the exchange rate information may be collected daily, but some commodity price information may only be seasonal. With the exception of the auction and census data providers, the rest of the sample group tended to collect different types of data at different frequency intervals and thus most were busy with data collection on a daily basis. The Sectoral Overview/News category included two weekly publications and therefore their data collection was ongoing. The data providers generally seemed to publish updated information as frequently as possible, which suggests that the division should be able to access updated information as regularly as possible.

Discussion

The success factors seem to rely on effective and passionate teams that are dedicated to the research that they are conducting. The division's main data sources are reliable and have independent reasons to produce updated and reliable information. This means that the division is able to synthesise this range of information and make it more easily accessible to their clients.

9.1.4.12 The major challenges to the development, maintenance and dissemination of databases

Key Informants

Macroeconomic Support Services

The following were identified as the biggest barriers to the further development of the division's databases.

Capacity Constraints: This is meant in two senses: (1) the need for economists willing to do data capturing, and (2) a limited staff complement. The latter is related to the former. There would be little point in expanding unless with the correct personnel.

Online dissemination: A challenge is uploading the price data in a meaningful way on the Elsenburg website. Other spatial data has been uploaded by sending the relevant information to the GIS division. However, some data does not lend itself to being spatially plotted.

Up-to-date data: Another challenge is accessing updated data. The reliance on external sources for their data means that any delays experienced by those sources have a very serious effect on the division's ability to meet demand.

Data Providers

The following themes emerged as challenges for the data providers.

Timeous Data Supply: A general issue experienced seemed to be the dependency upon key role players to supply the necessary information timeously. A key informant seeking to confirm facts with Government experienced this. Census data collectors similarly experienced it. This has a significant impact on the knowledge production within agriculture since access to updated census information is usually an underlying need for meaningful data analysis and for the generation of integrated databases.

Selective Sharing: a key informant that collects primary data from farmers experienced a different information supply challenge. They noted that farmers are becoming increasingly sophisticated and therefore it is becoming harder to get them to share and be frank about their business and honest about their weaknesses. This is a challenge because it is hard to be accurate beyond what their data collectors are told.

Industry Standardisation: A challenge noted by one of the data providers was not with accessing the needed data, but rather with the publication thereof. The key informant noted that there is no standardisation of the category labels used in the game and livestock industries. For example, while one database developer may use “three-in-one” to describe a pregnant female animal and her child, another may refer to this as “pregnant mother and calf”. This is problematic because it is hard to compare different databases, especially if one is unfamiliar with the industry.

Accurate but Skew: Another issue, shared by a key informant from the division, is that compiling averages is complicated when one or two animals in that year sell for an abnormally high price, and skews the average.

Discussion

One of the main challenges that seem to be experienced by the primary data collectors – and consequently the division – is the delay caused by survey participants submitting their responses late. This slows down the rate of publication of results and make the process more cumbersome.

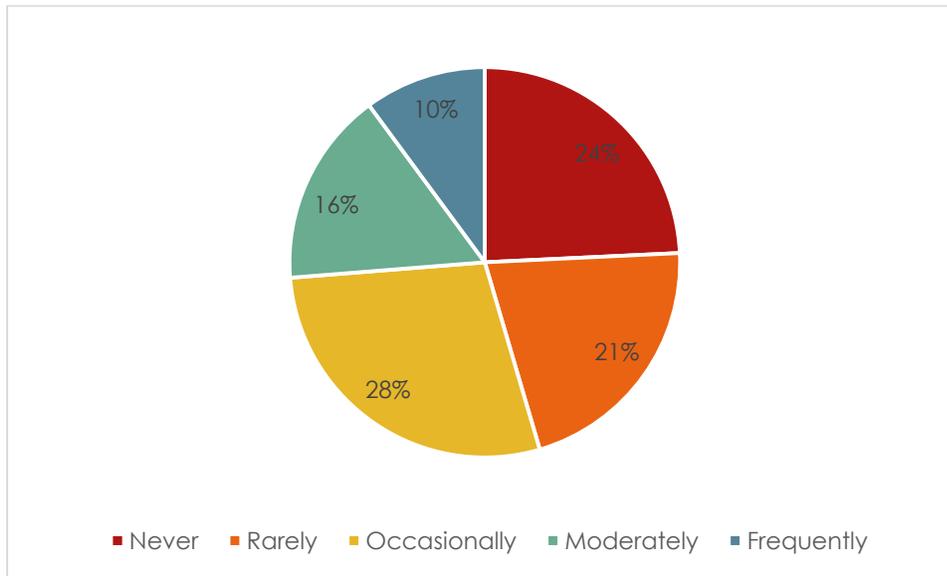
9.1.4.13 The accessibility of the data to clients

Survey Respondents

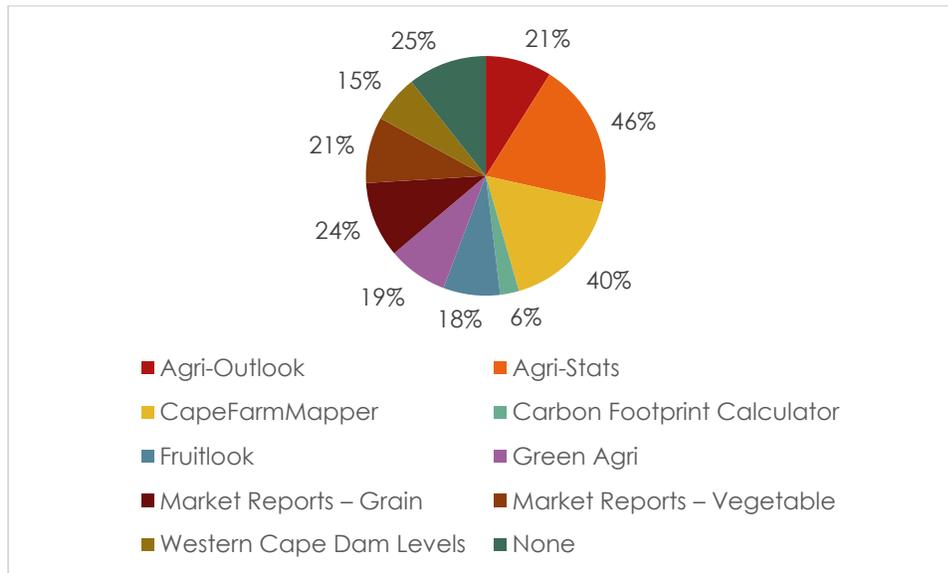
The usage of the online tools by the survey respondents together with which tools were used and whether or not they rated their alternative data source to be more accessible are important indicators to developing a clear understanding of how accessible clients consider the data offered by the division to be.

Figure 41 and Figure 42 together show how much people use the online tools available on the Elsenburg website. Figure 43 shows the respondents assessment of whether or not they think their alternative data source's data is more accessible that than of the division.

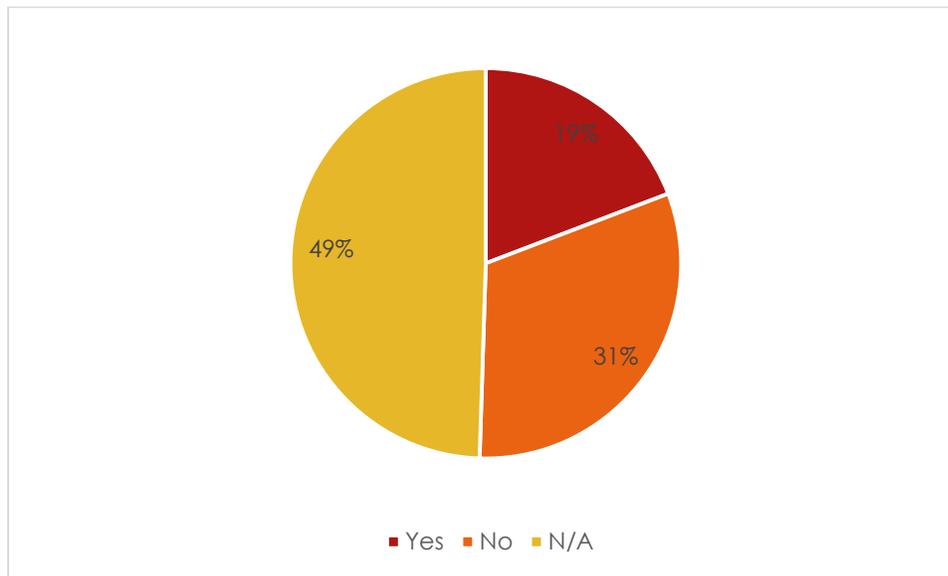
FIGURE 41: USAGE OF ONLINE STATISTICAL TOOLS



28% of survey respondents said that they occasionally used the tools on the Elsenburg website. 24% never used the online tools, and 21% rarely used the tools. 16% considered their use of the tools to be moderate and 10% said that they frequently use the online tools.

FIGURE 42: ONLINE TOOLS USED

The respondents could select multiple options. The two most popular online tools used by the survey respondents were Agri-Stats (46%) and CapeFarmMapper (40%). 25% of the respondents had used none of the online tools. The Market Reports for Grains and Vegetables received 24% and 21% of the respondents' usage, followed by Agri-Outlook (21%), Green Agri (19%), Fruitlook (18%), Western Cape Dam Levels (15%), and the Carbon Footprint Calculator (6%).

FIGURE 43: COMPARATIVE ACCESSIBILITY OF ALTERNATIVE SOURCE'S INFORMATION

49% of the key informants did not use alternative sources. 31% said that their alternative source was not more accessible than the division. 19% said that the alternative was more accessible.

Clients' experience of the accessibility to the data maintained by the division is measured through a number of questions. These results must be considered together in order to truly understand the figures. As mentioned earlier, the difficulty with interpreting these results is clients' frequency of data usage may not correlate closely with their dependency on it. Frequency depends on why the data is needed. For example, it may be the fundamental basis of a PhD but only used for one year.

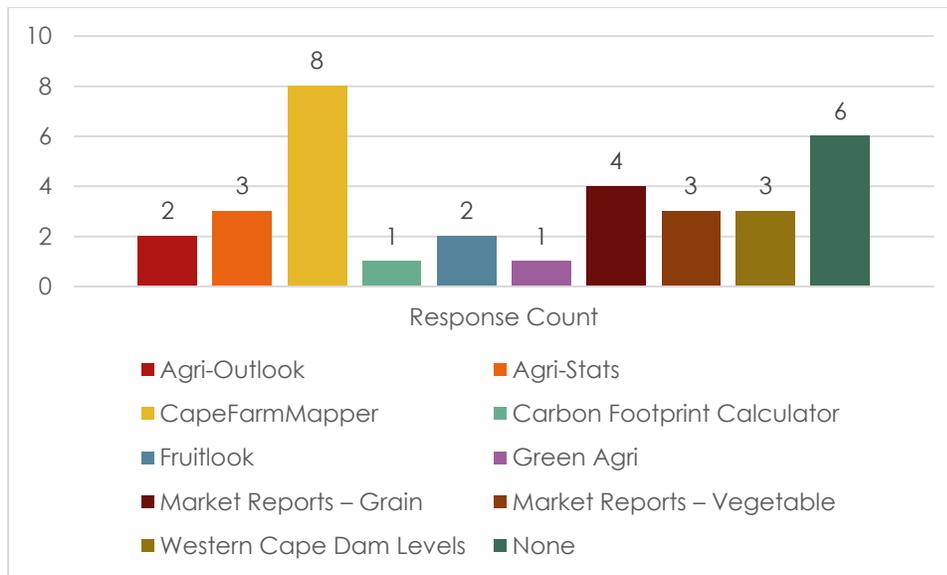
Only 19% respondents answered that their alternative source's data was more accessible than the Department's. Two respondents said that their alternative source is more accessible because the data is available online, although one noted that their source's is often outdated. Another respondent stated that their alternative source's data is more specifically orientated to small-holder farmers. A different respondent stated that their alternative source (the Agricultural Research Council and an academic institution) provided prompt responses but in a user-friendly format. Two other respondents reiterated

the user-friendly factor. One stated that they preferred that the other data could be easily downloaded in Excel format. A respondent preferred that their alternative source allowed for personal communication.

Key Informants

Figure 44 shows the usage by the key informants of the online tools.

FIGURE 44: ONLINE TOOLS USED BY KEY INFORMANTS



CapeFarmMapper was clearly the most used tool ($n = 8$). Many key informants had not used any of the online tools ($n = 6$). The Market Reports - Grain were the next most used online tool ($n = 4$), followed by Market Reports – Vegetable ($n = 3$), Western Cape Dam Levels ($n = 3$), Agri-Stats ($n = 3$), Agri-Outlook ($n = 2$), Green Agri ($n = 1$), and Carbon Footprint Calculator ($n = 1$).

A less satisfied key informant ($n = 1$) noted that the user-friendliness of the website could be improved: “[t]he website was slightly confusing and although relevant information was available it was not directly easy to come by. There appear to also be large historical

information gaps that would be highly useful." Another key informant (n = 1) noted that their internet access is rather limited, and therefore the online resources were not ideal.

Discussion

Overall, clients seemed satisfied that the data from the division was accessible. The concerns lay with how regularly the data was updated and its online accessibility. The most popular online tool was the Cape Farm Mapper. However, given the extent to which comments were made about the significance of the division's online presence, it is quite notable that 25% of survey respondents and 35% of the key informants did not use the online tools at all.

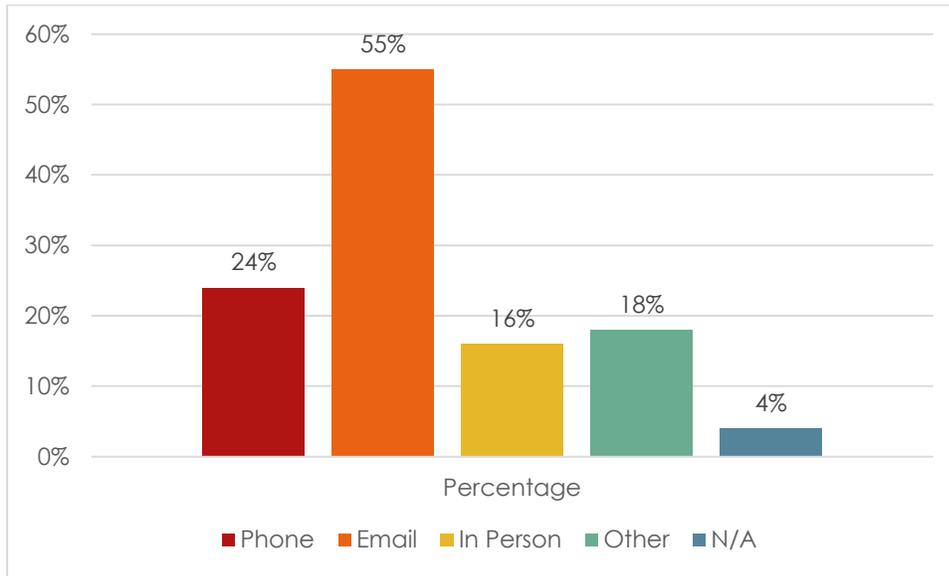
This suggests that perhaps the information online is not the most sought-after. For example, given that the census data is the most frequently requested, it would be expedient to create a hyperlink to the census databases on the Stats SA website available on the Elsenburg website. This could decrease the demand on the division and allow them to focus on other areas of development.

9.1.4.14 Clients' satisfaction with the method of contact

Survey Respondents

Figure 45 shows the main means used by the respondents to contact the Department. Figure 47 shows the main form that the respondents received a response from the Department.

FIGURE 45: MAIN METHOD OF CONTACTING THE DEPARTMENT



55% of the respondents used email as their primary means of contacting the Department. 24% used the phone, 18% used another means of contact, 16% when to the division in person, and 4% said that this was not an applicable question to them.

FIGURE 46: MAIN METHOD OF CONTACTING THE DEPARTMENT [CONTROL]

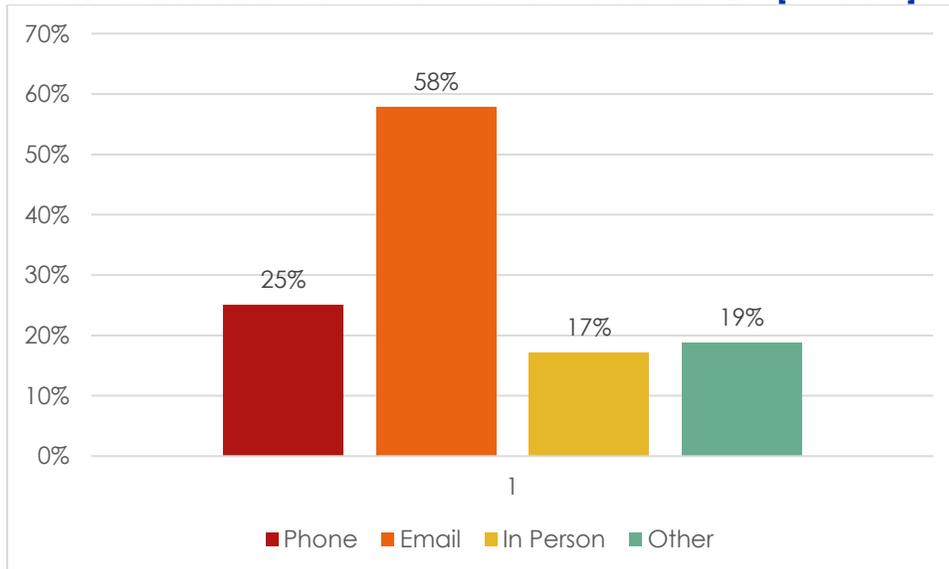
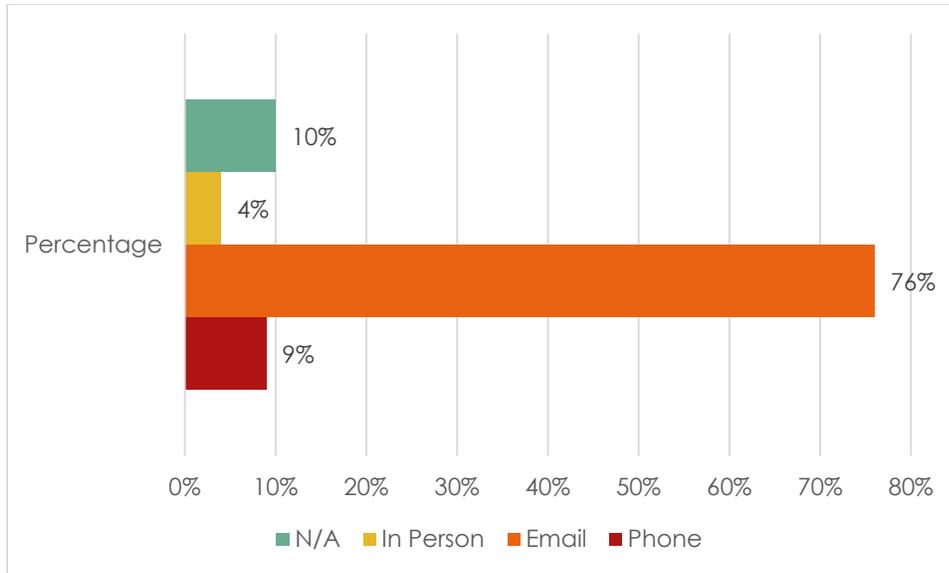


Figure 46 above shows the main methods used by the respondents to contact the Department with the "N/A" responses removed (n = 64): email (58%), phone (25%), other

(19%) and in person (17%). The results did not significantly vary if the “Department Own” client group was controlled for.

FIGURE 47: METHOD OF CONTACT USED BY DEPARTMENT TO RESPOND TO QUERY



76% of the respondents stated that the method used to respond to their query by the division was by email. 10% said that the method of response used by the division was not applicable to them. 9% said that their response was received over the phone and 4% said that it was received in person.

FIGURE 48: METHOD OF CONTACT USED BY DEPARTMENT TO RESPOND TO QUERY [CONTROL]

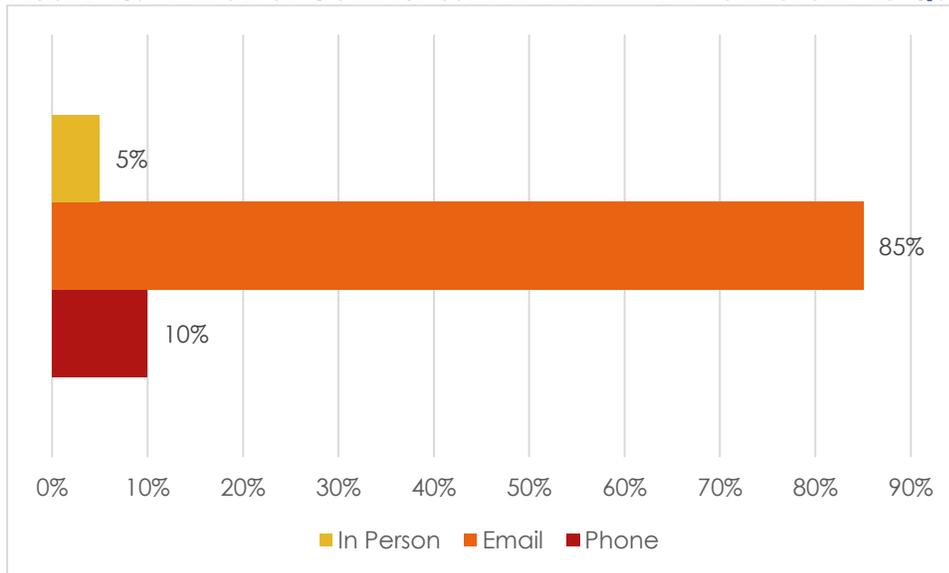


Figure 48 controls for the “N/A” responses regarding the method of contact used by the Department to respond to requests (n = 60): email (85%), phone (10%), and in person (5%).

When asked if the method that they use to contact the Department is their preferred one. Five respondents (n = 5) – presumably non-Department clients – noted that they would prefer to contact the Department in person. Two respondents (n = 2) noted that they would prefer to be able to make their requests through the website to the Department. It seems feasible that a question form could be established on the website that asks the client to classify their question category and submit their query, which would automatically send a confirmation letter to the client to confirm it had been sent and the query directly to the division.

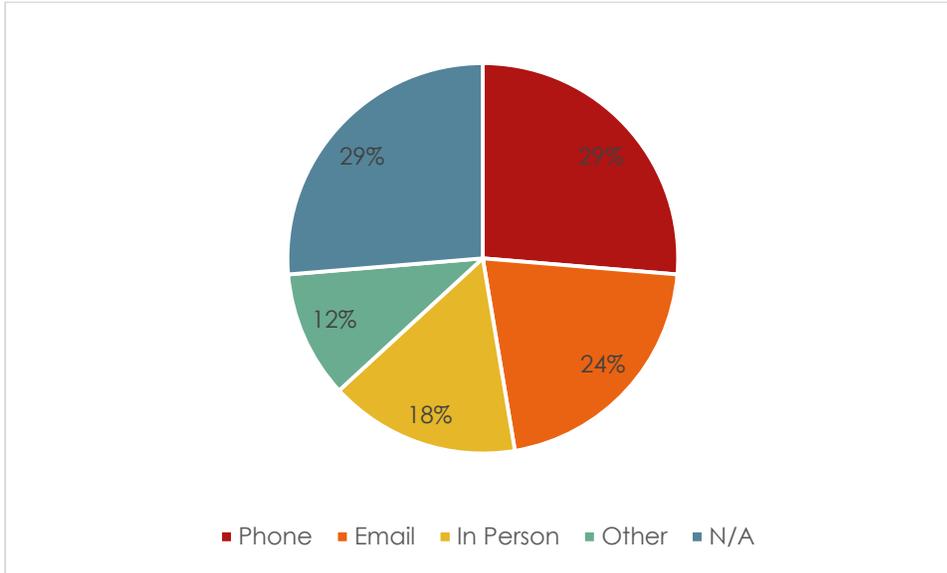
One respondent (n = 1) noted that they prefer accessing this type of information face-to-face and therefore contact the division directly. Echoed by two more respondents (n = 2): *“I looked for certain information. I later found out that the information is available on the online source. It is sometimes easier to just speak to someone”* and *“I like direct communication”*.

The respondents that selected the “other” option usually used it to note that they use more than one of the above options. Two respondents (n = 2) noted that they use all of those methods of contact. Another noted (n = 1) that they go in person if the matter is urgent, and email if not. One of the respondents (n = 1) added that they also make contact while in meetings with members of the division.

Key Informants

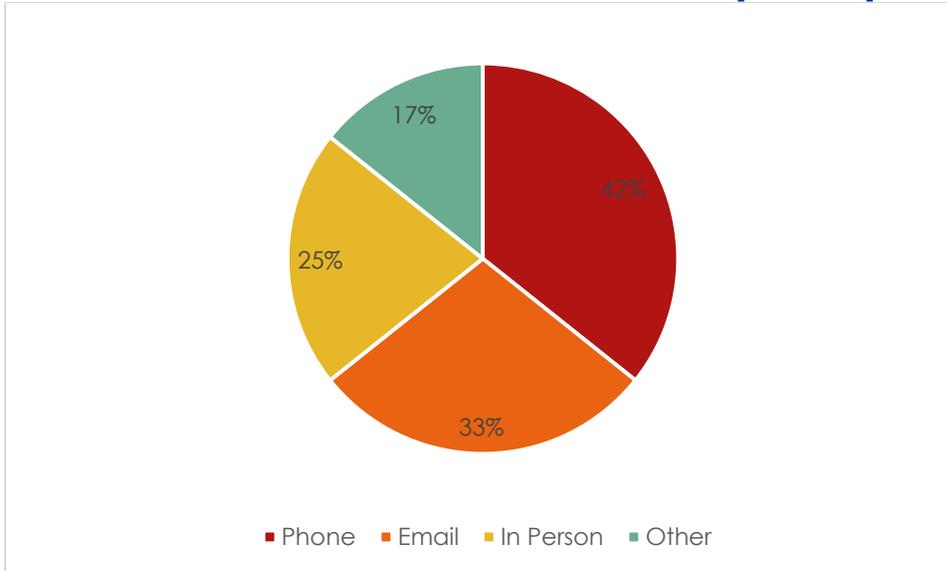
Figure 49 shows the main means of contact used by the key informants to pose their queries to the division. The results for the “N/A” response has been controlled for below in

FIGURE 49: KEY INFORMANTS MAIN METHOD OF CONTACT



Phone was the main method of contact (29%), followed by email (24%), in person (18%), and other (12%). 29% said that the question was not applicable to them (n = 17).

FIGURE 50: KEY INFORMANTS MAIN METHOD OF CONTACT [CONTROL]



The results for the main methods of contact with the “N/A” responses controlled for are (n = 12): phone (42%), email (33%), in person (25%), and other (17%).

All Client Group Key Informants

As noted earlier,²⁹ most of the key informants said that they encountered no problems with accessing the division and the data that they needed.

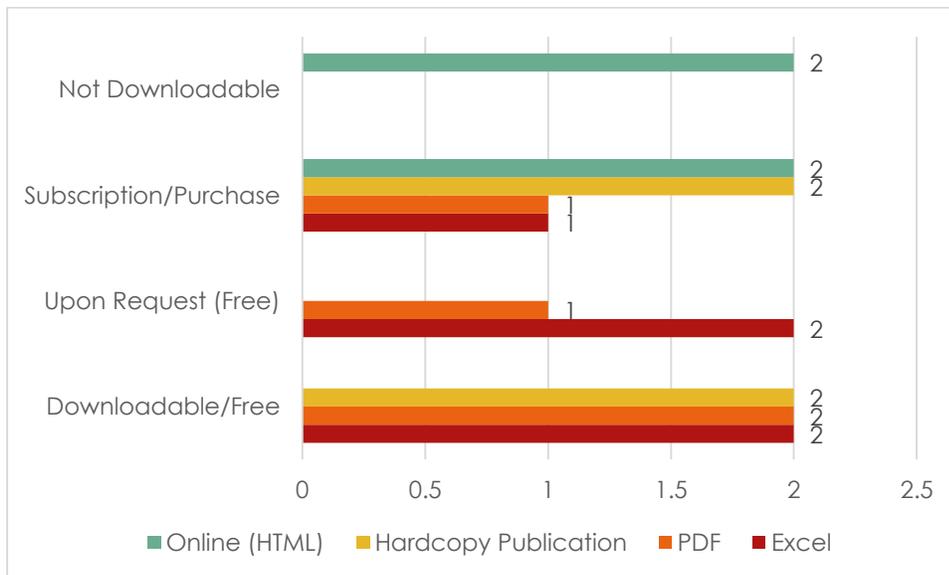
Macroeconomic Support Services

The division expected that their clients would be very satisfied because they often receive the information that they sought and had spent time looking for unsuccessfully.

Data Providers

Figure 51 shows an overview of the form of the data available from the data providers and how it can be accessed.

FIGURE 51: FORM OF AND ACCESS TO DATA



Data providers were asked to note the (multiple) forms in which their data is accessible to their clients. The most popular format available was in an Excel format (n = 5), followed by a PDF format (n = 4), hardcopy publication (n = 4), and online in html format (n = 4). The main types of access to the data from the data providers were equal for free download and paid subscription (n = 6). Data was freely available upon request from

²⁹ See "Focus Area 3: Client Satisfaction with Response Rate".

three (n = 3) of the data providers, and two (n = 2) data providers did not make their data downloadable at all.

It is noteworthy that one of the subscription-based online data providers is developing an application-based version of their product in order for extension officers to be able easily to utilise the product while in the field. This is an important consideration for Elsenburg, since their client users (particularly the researcher and extension officers) are likely to need to be able access the online material while away from their computers. An application-compatible version of the website would therefore be of use to them, and improve accessibility for clients that need to access the website on mediums other than a computer.

Discussion

Most of the data providers avail their databases free of charge and make it downloadable. This suggests areas to consider for expansion. Allowing the databases to be downloaded from the Elsenburg website would meet many of the suggestions about how to improve the user-friendliness of and accessibility to the division's databases. This comes with complexities. Making the databases freely available risks external agencies selling the data and making a profit from the division's labours. A way around this could be to either make terms of use agreements, or to make the data download expire after a certain period.

Most clients were happy with the method of contact used to respond to their query. One noted that their preference depends on the urgency of their query and that if it is urgent then they prefer the answer in person. Another noted that sometimes it is better to speak in person depending on the nature of the information requested. Another said they were happy with whatever the quickest method of response was.

9.1.4.15 The quality assurance measures in place to manage the databases

Key Informants

Macroeconomic Support Services

The measures in place for quality assurance for the division were explained in Chapter 3 of this report, and will not be replicated here.

Data Providers

The data providers all had internal quality assurance measures in place to verify and ensure the reliability of their data. All the auction-based data is ensured as it is drawn from auction registers that have to be balanced. Furthermore, the auction books are subject to internal and external audits.

A key informant (n = 1) noted that there are rigorous measures in place at each point of data collection and capture. The questionnaire they create is piloted and the sample used for collection is carefully checked. There are standard operating procedures in place for the capturing process to ensure consistency, validity and that the numbers add up. Basic analysis is also run as a measure of accuracy. Lastly, other data sources are used to check the information against it. If inconsistencies arise then these are investigated. Other primary data collectors mentioned similar crosschecking procedures. One key informant (n = 1) noted that they check their new data against historical data since this can allow for outliers to be identified.

Some of the key informants noted that they have internal review processes that ensure that two or more people check the data. A challenge that applies generally is that the data captured can only be guaranteed to the extent that the primary informant provides authentic information. Effort is made to ensure that credible sources are used as far as possible.

Discussion

Overall, it seems that the quality assurance measures in place by the data sources used by the division are sufficient to ensure that the data collected is reliable and verified. This consequently means that the data used by the client groups is quality assured. In addition, the division has its own measures in place to ensure that the data provided is reliable.

9.1.5 Focus Area 5: Improvement of databases

This section considers the methods used by the division as well as data providers to advertise their databases and the updates thereof. In other words, it looks at communication factors. It also considers how satisfied clients were with the reliability of the data. This relates to the previous section on client satisfaction but is considered here, as it directly relates to the factors proposed for the database improvement.

9.1.5.16 Best practice for advertising databases

Key Informants

Macroeconomic Support Services

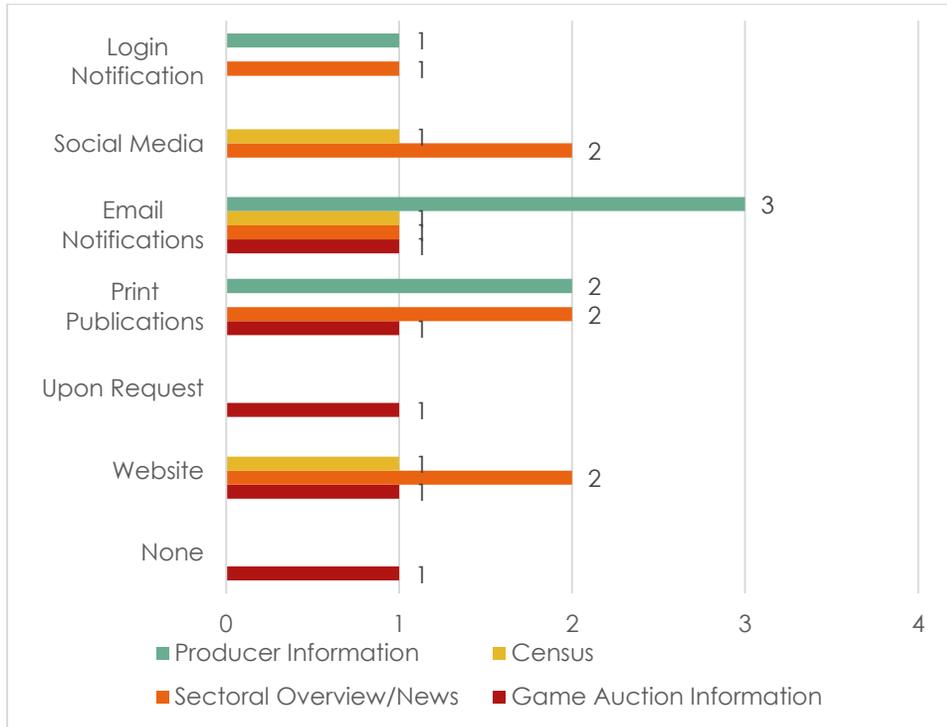
Website: A key informant (n = 1) noted that improving the division's online presence is an important area that they can improve upon to better the advertising of their databases. The trend is clearly toward using online portals and dashboards. The challenge with this is that the division would need permanent IT expertise in-house because these platforms need ongoing maintenance. At present, the only value-add possible is when the information gathered in the databases is sent to GIS.

Radio: Occasional talks on Radio Sonder Grense has prompted some enquiries.

Data Providers

Figure 52 shows the data providers' methods to advertise that they have updated their databases.

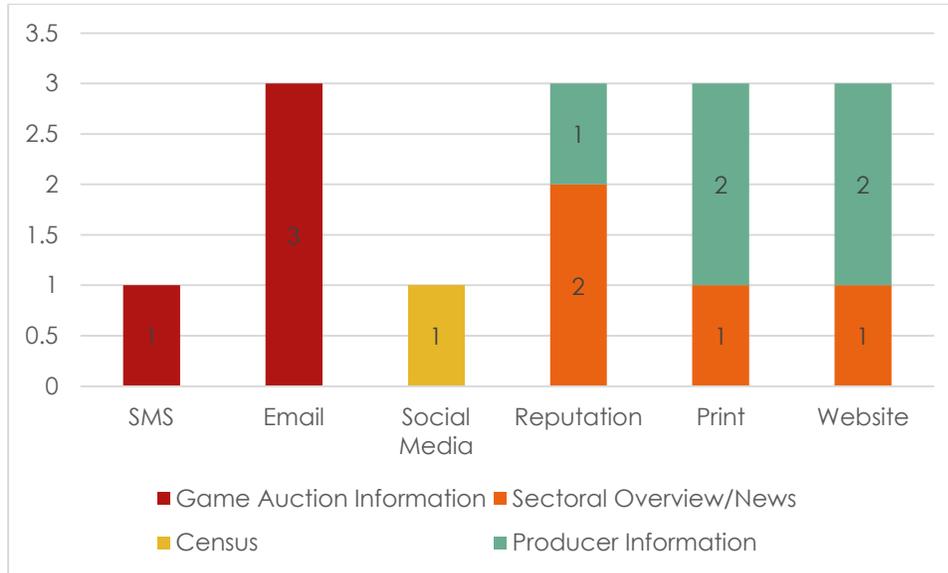
FIGURE 52: METHODS USED TO COMMUNICATE DATA UPDATES



Key informants could provide more than one means of communication as an answer when asked how they communication their database updates to their clients. Data providers that supply producer information ($n = 2$) mainly relied on email notifications to inform their clients of updated databases ($n = 3$). The producer information data providers use print publications ($n = 2$) and portal login notifications ($n = 1$) as their other methods of communication. Sectoral overview/news data providers ($n = 4$) used their website ($n = 2$), print publications ($n = 2$), social media ($n = 2$), and portal login notifications ($n = 1$) to update their clients. The game auction data providers communicated information about updates through email notification ($n = 1$), in print publications ($n = 1$), or upon request ($n = 1$). One ($n = 1$) game auction information data provider did not communicate updates at all. The census data provider ($n = 1$) shared their updates through their website, social media and email notifications.

Figure 53 shows what the data providers consider the best way to advertise their databases.

FIGURE 53: MOST EFFECTIVE METHODS OF DISSEMINATION



Data providers were asked to explain which methods of disseminating their data was considered the most effective. They were allowed to note more than one method. The sectoral overview/news data providers (n = 4) considered their reputation (n = 2), printed publications (n = 1) and their website (n = 1) to be the best dissemination tools at their disposal. Producer information data providers (n = 2) relied on their website (n = 2), printed publications (n = 2), and their reputation (n = 1) for dissemination. The game auction information data providers (n = 3) considered email (n = 3) and SMS (n = 1) to be the most effective means. Lastly, the census data provider (n = 1) considered social media to be the most effective way to disseminate their data.

The additional methods used to advertise database updates included radio announcements, presenting at lectures and conference attendance, and farmers' days.

One of the key informants (n = 1) noted that they only do internet-based dissemination and that it has proven to be the most effective. This is because it is centrally maintained

and updates are instantly broadcast. It takes one to two days to respond to requests and these are then uploaded to their online system. When users login, a notification screen is automatically displayed which details the updates.

Discussion

Online media for contact is overwhelming the best means for disseminating information about databases and the updates thereof. This extends beyond making resources available online to include the effective use of social media, automatic pop-up notifications upon logins to subscriptions and/or portals, and emails. One key informant said that the updates could be advertised *“through monthly emails with links to new releases. Keep it short and simple and accept that most people will just read the title. The goal of this email would be to sensitise, a long complicated email will be irritating”*. An online registration form could be uploaded to the Elsenburg website to enable users to sign up voluntarily for notifications. Perhaps they could be given the option of how frequently to receive updates and for which databases. A suggestion related to updates was that it might be necessary to train managerial-level staff so that they can offer guidance in this regard to their respective divisions.

Another important avenue for advertising the databases is through public presentations wherein the data is analysed. In this way, the value of the databases would clearly be demonstrated.

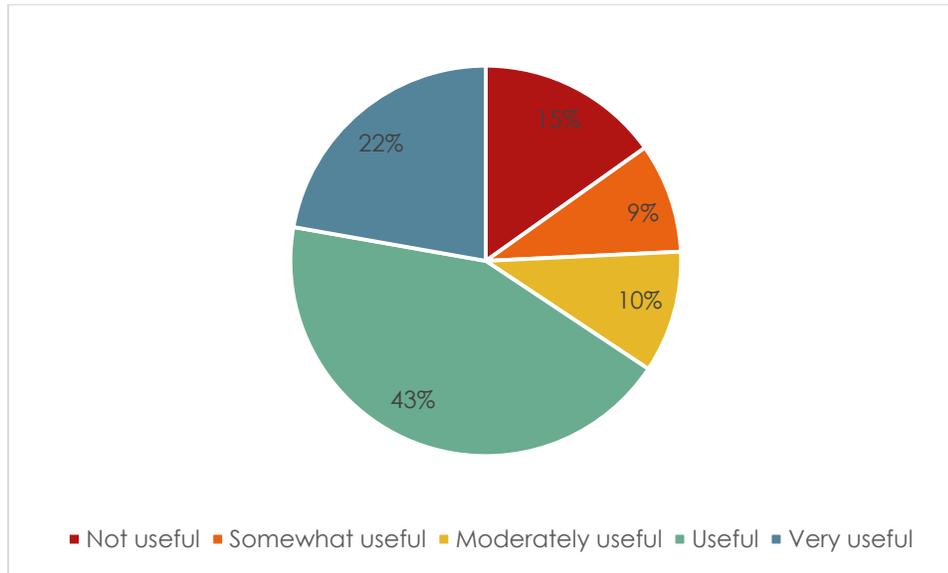
9.1.5.17 Clients' satisfaction with the quality and reliability of the data

Survey Respondents and Key Informants

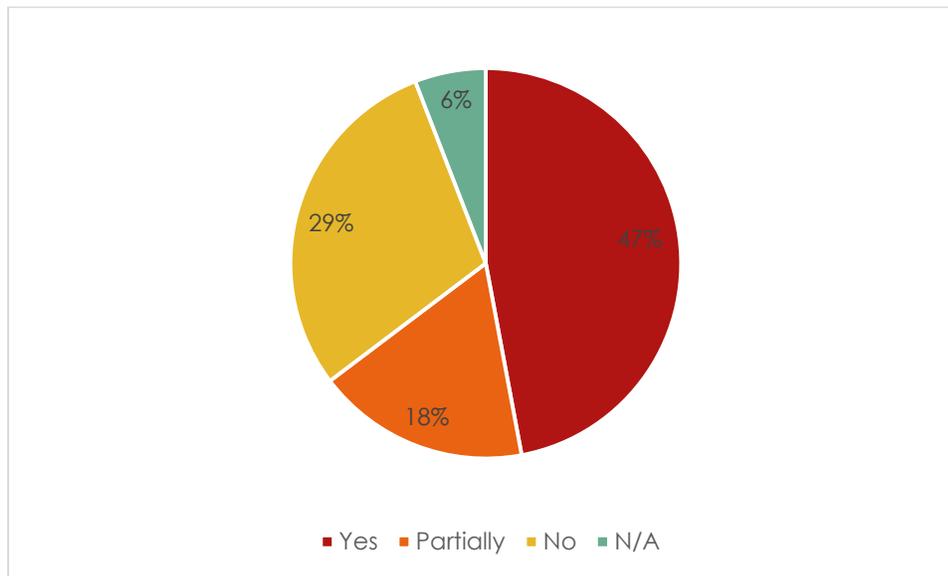
It is expedient to consider the responses to how useful the available information was for the survey respondents and key informants together.

Figure 54 summarises how useful the survey respondents considered the information that they received to be. Figure 55 shows the extent to which the key informants felt that their requests had been responded to satisfactorily.

FIGURE 54: USEFULNESS OF AVAILABLE INFORMATION



43% of survey respondents considered the information that they received from the division to be useful, and 22% considered it to be very useful. 15% categorised the information that they received as "not useful", and 10% considered their information received as "moderately useful". 9% rated the information received as "somewhat useful".

FIGURE 55: EXTENT THAT THE KEY INFORMANTS' QUERIES WERE ANSWERED

The key informants were asked whether their queries were answered. 47% of the key informants said that their queries were answered fully. 29% said that their queries were not answered. 18% considered their queries to have been partially answered and 6% said that the question was not applicable to them.

The majority of users found the online services useful. They liked that they could access useful and relevant information online and easily. One AgriStat user (n = 1) commented: *"The Agri-outlook information pertaining to the climatic conditions is very useful and well elaborated. Whilst the Agri-Stats data can still be improved to allow the data to be available up [un]til municipal ward level to aligned to the level of reporting that is required. Under livestock, chickens were also not accounted for - could this be due to the turnaround time associated with production or is there another reason for this."*

The final question in the survey asked the respondents to suggest how the Department could improve the services that they avail. Sixteen respondents (n = 16) had no comment or wrote "N/A", and four (n = 4) were not sure how the division could improve.

The following suggestions were made about how the division could improve its services offered:

Communication Suggestions:

- Improve the marketing of the services that the division offers;
- Need to update the existing databases and advertise once the updates have taken place

Online Services Suggestions:

- Develop a guideline about how to access and make use of the data;
- Make links available on the website to other reliable agricultural data sources such as FAO's statistics website.

A respondent (n = 1) suggested that there is a need for more fine-scale data to be developed for researchers, and if necessary, the division could look into developing a confidentiality agreement to attach to the use of their data.

Discussion

No complaints were made about the quality and reliability of the data from the division. Only comments about possible additional databases and ways to improve the communication about the databases that exist was provided. Some of the suggestions regarding the latter are easily achievable and would potentially help streamline the vetting process before clients approach the division for assistance (these are discussed further in section 9 below). For example, if links to other existing online databases that are not further edited by the division– such as to census data – and if information about the available databases and how to use them are made available online, the division may have more time to focus on the development of the additional databases required by the clients.

10. EVALUATION RECOMMENDATIONS

Many of the recommendations that have emerged from the various components of this evaluation overlap. Thus, it makes logical sense to group the recommendations derived from this evaluation together thematically. As far as applicable, the recommendations will be divided according to short-, medium- and long-term recommendations.

10.1 ELECTRONIC PLATFORMS

10.1.1 Short Term

10.1.1.1 Website

As discussed in the Comparative Database section, it is recommend that the Department add an "Agricultural Economic Statistics" homepage as the first option on the "Agri-Tools" drop-down menu. This page could provide and serve as an introduction to the Macroeconomic Support Services division's work.

A second page – possibly titled "Statistical Information" – could provide an overview of the online tools as well as an overview of the data available upon request. One of the staff members of the division and the fact that a client group key informant also noted this necessity supports this recommendation. In fact, it was a recurring suggestion the emerged from the client group survey and interviews. Annexures E and F of this report provide possible drafts of the type of overviews that could be offered – although some detail could be removed to keep it concise. The inventory of the databases available upon request should note the most recent update as well as the primary data source/s. This will help to demonstrate that the data is reliable, and improves its academic credibility. There could also be hyperlinks to other useful data sources. For example, the National Department has a rich array of data and international data sources that can be accessed via the National Department. These have been detailed in Annexure G of this

report. The hyperlinks to these resources should help reduce some of the queries made for databases that can be sourced online by users – such as the Stats SA census data. The overviews of the databases available upon request will help clients to make informed requests to the division, and should help to improve the utilisation of the databases overall.

There could in addition be a “Contact Us” page added to the drop-down menu to minimise the amount of navigation web-users have to do to find the division's details. This page should include the email address and phone number of the division and the appropriate contact person. An integrated query form should be added to the page, which provides a drop-down list of query categories with the option to enter an “other” type. This would help the division easily to capture enquiry information as well as to identify who should address which questions.

Many clients noted that it would be helpful to make the databases available online for download – presumably in Microsoft Excel format. A challenge that was noted with making these databases freely available is that it is possible that private individuals or institutions will use the data and sell it on for profit. This could be avoided in three ways:

1. The Excel spreadsheets could be protected;
2. The downloads could expire after a certain period of time; or
3. The databases could be uploaded in PDF format. This would not necessary prevent the aforementioned situation but would definitely make it difficult.

Should the databases be uploaded, it is recommended that a similar format to the DAFF's Resource Centre be followed. Specifically, the option to organise the data by name, file type, and date.

10.1.1.2 Social Media

The Department could increase its online presence by making use of social media platforms, such as Facebook and Twitter. This would allow the department to freely notify followers of updates as well as ascertain what their users' needs have.

10.1.1.3 Email

Another way that database updates could be communicated could be through a monthly newsletter. The option to sign up for this could be advertised on the website – especially if a dedicated Statistical Information contact page is developed. This has the added benefit of maintaining an up-to-date mailing list.

10.1.2 Medium Term

10.1.2.4 Application-based Platforms

A key informant noted the importance of making the online tools compatible on smart phones and tablets. This is because some clients (extension officers and researchers) need to be able to access the information while in the field. In the medium term, application based platforms for the databases could be explored.

10.1.2.5 Online Platform for Evaluation

It was suggested in the Database Comparison chapter that future surveys replicate the automatic survey prompt that the FruitLook website had. Upon landing on the page, a dialogue box opens asking which databases were being used. This is an easy addition to the website and reaches the current users directly.

10.2 ALTERNATIVE FORMS OF DISSEMINATION

Other possible avenues for disseminating information about the availability of the databases have been raised to include:

- Arrange university visits and give introductory guest lectures to agricultural/economic students;
- Continue to present at farmers' days and advertise information in magazines and on the radio;
- Increase participation in academic and industry presentations and conferences. Use the databases in the presentation in order to demonstrate their value; and

- Visit district offices and offer training to Departmental staff about how to use the databases. It is also important to ensure that targeted communication to district offices is released to inform them of updated data.

10.3 HUMAN RESOURCE FACTORS

10.3.1 Short Term

The development of an internship programme could help attract appropriate staff to the division.

10.3.2 Medium Term

Many of the recommendations require IT expertise. While the recommendations themselves are accomplishable within the short-term, the challenge may be ensuring that there is a dedicated IT specialist housed within the unit since the improvements on the online platforms require ongoing maintenance.

10.3.3 Long Term

10.3.3.6 Capacity Constraints

A key barrier noted in the evaluation concerned the division's capacity constraints. Ideally, this constraint could be lessened by implementing the recommendations in this report. However, it remains a challenge that needs attention should the division wish to expand the services it provides.

10.3.3.7 GIS Training

Increasingly, the work that the division is undertaking lends itself towards spatial representation. At present, the GIS and the Macroeconomic Support Services units are located under separate programmes - Research, Technology and Development and Agricultural Economics respectively. It would perhaps be strategic and efficient to encourage a transversal requirement that all Departmental staff involved in data

collection and management be exposed to training that includes short courses on GIS (at varying levels according to need). This is because while much of the data gathered by the division lends itself to spatial representation, not all of it does. The possibility of merging and housing both divisions under a transversal programme given that their work is so interrelated should be investigated. Furthermore, this may promote the perception that the integrated sub-programme is a neutral one that should be assisted by the other spheres of the Department, such as the extension officers.

10.4 CLIENT SERVICE

10.4.1 Short Term

It is suggested that an automated response to email enquiries be sent to clients that send requests via email to the division. A dedicated request email address could be set up to allow for this – for example, statistics@elsenburg.co.za. The email could include information that directs the recipient to the website. This may help increase knowledge of the online tools as well as the full range of databases, should an inventory be uploaded to the website.

10.5 DATABASE SUGGESTIONS

10.5.1 Short Term

10.5.1.8 Standardisation of Enquiry Capture Process

There were some inconsistencies with how the enquiry database was being maintained. The inconsistencies were minor and related to how the personal details of the client have been captured. It is therefore recommended that a standard practice is embraced and the following fields are used:

- Title e.g. Mr, Miss, and Professor etc.
- First name;
- Surname;

- Email address; and
- Phone number.

The concern with not recording a phone number is that if the clients' email addresses become invalid – especially if a work email address was provided or it is incorrectly captured – there is no way to contact the person. If it were expected that similar evaluations to this one would be carried out in the future, it would be better facilitated by having a phone number as well as the email address of the division's clients. Email addresses should be entered in the same format. It was noted that on occasion the name and surname also appeared in the email address column. This and other inconsistencies created avoidable problems when using these email addresses to contact the divisions clients. Standardising these entries will help with the ease with which the enquiry database can be used to contact the divisions' client base.

10.5.1.9 Standardisation of Game Categories

One of the data provider key informants noted the importance of developing industry standard categories for classifying game. It was stated that industry partners would need to come together in order to achieve this. The Department would be well placed to spearhead this initiative– or at least to raise this recommendation with National Department.

10.5.2 Medium- to Long Term

The following two additional databases were suggested:

- Niche market information, such as organic and free range;
- Climate change related matters – rainfall; drought; food security.

10.5.3 Ongoing

10.5.3.10 Historical Data

Historical data was generally considered important and favourable. The databases maintained by the division are unique in this way since they consolidate years of data into single databases, which easily enables trends analysis. The client users valued this highly.

10.6 THEORY OF CHANGE REVISIT

There needs to be more integration between the division theory of change and the provincial strategic goals and objectives. Without this integration, there is a mismatch between the long-term goals of the division and of the Department.

As a result of the lack of integration in this respect, there seems to be an unclear understanding of the divisions target groups. For example, one of the provincial strategic goals is job creation, but it is unclear how sectoral actors are to use the statistical information in order to promote and/or achieve this goal. Additionally, how the information provided by the division feeds into good decision-making needs to be clearer. The division is currently very much demand driven. This limits its potential impact on its target groups and strategic objectives. Client groups, such as farmers, need experts to guide their activities. If it is not necessary, that government fulfil this role then the reasons for this need to be investigated. For example, research could establish what the division's target group/s' perception of the Department's capabilities are. It may transpire that there is a misconception about the expertise available from the Department and then the division knows how to design an intervention in order to improve their image as an agricultural expert that could help their target group/s.

It is suggested that the division consider who their primary target group is and use this to guide their work. Secondary target groups can be identified and communicated with; however the focus should be with servicing the needs of the primary target group.

10.7 OTHER

10.7.1 Future Evaluations

10.7.1.11 Timing

Future evaluations of the programme are suggested to be implemented ideally between April and the end of September. It is strongly suggested that further evaluations are not carried out toward the end of the financial year for two reasons. Firstly, many staff members and offices are inaccessible in December and January because of the holiday season. Secondly, many individuals and businesses are preoccupied with their own end of financial year activities and therefore less willing to participate in the evaluation processes.

Another time-related consideration would be to ensure that there is enough time provided for during the data collection phase that allows for the interview data to be collected before a survey is launched (assuming these two tools would be used again). The reason for this is because once clients have participated in one of the tools, they are likely to be less willing to participate in a second one. The interview data should be collected first, as it will be more difficult to get willing participants after they have completed a survey (as was the experience in this evaluation). Additionally, the interviews have the benefit of informing the survey questions set because preliminary themes can be identified through the interview process.

11. CONCLUDING REMARKS

11.1 INTRODUCTION

Largely, the ability to track the progress of a sector is dependent upon having accessible and relevant data that is up-to-date and relates to all the factors under consideration. It is with this in mind that one must consider the databases maintained by the Macroeconomic Support Services division within the Western Cape Department of Agriculture. The division develops and maintains a vast array – some 256 – agricultural databases. These are used to respond to agricultural enquiries from within as well as outside of the Department. The databases developed and maintained by the division are an exceptionally valuable asset – a sentiment confirmed by this evaluation.

In seeking to establish an understanding of clients' awareness of the availability, extent and utilisation of agricultural economic databases, CC&DW has successfully produced four key deliverables:

1. A theory of change review;
2. A comparative account of the databases available across the provincial departments of agriculture, as well as national;
3. A client satisfaction assessment through an online survey and interviews; and
4. Data provider interviews.

The key focus areas identified in the terms of reference (ToR) for this evaluation will be discussed below, in order to highlight the most significant related findings and recommendations per focus area. "Key informants" has been used as a subtitle in the below sections in reference to the client group of key informant interviews.

11.2 TO WHAT EXTENT AND THROUGH WHAT CHANNELS HAVE CLIENTS (INTERNAL AND EXTERNAL) COME TO KNOW ABOUT THE DATA AVAILABLE TO ENHANCE THEIR DECISION-MAKING?

11.2.1 What number and type of databases are known by clients?

Survey: The respondents were generally familiar with the databases available. The top three databases that the respondents were familiar with were StatsSA Agricultural 2011 Census (52%), Crop Commodity Prices(49%), and Western Cape 2007 Agriculture Survey (49%).

Key Informants: The Academic client group was unfamiliar with the databases maintained by the division. Their knowledge was limited to the online tools. A few Department Own and Industry key informants were aware of a relatively small (and similar) number of databases.³⁰

Macroeconomic Support Services: There were diverging views about how well utilised the databases were. One informant (n = 1) believed that they were well utilised whereas another (n = 1) found that they were underutilised because of a lack of awareness of the full spectrum of available databases.

Data providers: A good range of data was provided by the top data sources used by the division.³¹ Data providers could note more than one primary target audience.³² These results are encouraging since the data providers' top three target groups overlap with the top client user groups of the division's databases. This suggests that the division is reaching the appropriate audiences with the databases.

11.2.1.1 Discussion

The survey respondents tended to have a general awareness of the available databases. However, the key informants were generally less aware of the databases. It is notable that the Academic group was unfamiliar with the databases maintained. This is a cause for concern since academics are one of the target groups identified during the key informant interviews with the division staff. This result indicates that their reliance on word

³⁰ These were: Agricultural Land Prices; Game Industry Prices; Agritourism; Game databases; Black Farmer Statistics; Livestock databases; and Western Cape 2007 Agricultural Survey.

³¹ Sectoral information and news was the most provided information type followed by Game auction information; Producer information; and Census data. This reflects the data providers interviewed and this is only indicative of the available data.

³² The main target groups in order were Government; Agri-business/Industry; Academics; Farmers; Media; and Consultants.

of mouth as an advertising strategy may not be reaching this key target group and other strategies for advertising may need to be undertaken.

11.2.1.2 Recommendations

- The division should consider additional means of disseminating information about their databases, including a newsletter and the use of social media.
- The division should ensure that a complete list of their database inventory is publically viewable so that users know what information they can request.

11.2.2 Where and how did clients become aware of these databases?

Survey: 37% of respondents learned about the databases through word of mouth or referral by a colleague or friend. 25% of respondents were not aware of the databases, which is a very high number given that the reason the respondents were included in the survey in the first instance was due to their requesting information from the division. 24% of the respondents learned about the databases through the Elsenburg website, which suggests that it has potential to be better utilised for advertising the databases.

Key informants: All the key informants were aware of the databases because of word of mouth and/or referrals from colleagues. Additionally, the Department Own group was aware of the databases due to internal departmental communications.

Macroeconomic Support Services: The division anticipated that word of mouth was their main means of advertisement, and did not indicate a need for this to change.

11.2.2.3 Discussion

Word of mouth is the main way that information about the databases is spread. However, this is to be expected since the division undertakes little-to-no proactive advertising. While flat screens were used in the rural offices, this would not likely improve academics' knowledge about the databases. Thus, more targeted advertising is necessary.

11.2.2.4 Recommendations

- The website was the second highest means for learning of the databases, therefore more effort should be put into using it as a means to communicate information about the databases and the updates thereof.
- More targeted advertising at the key sites of the target groups may be necessary. For example, university visits and conference participation would improve the division's presence among the academic target group.

11.2.3 What is the diversity of databases available to clients and what is the demand for these?

Survey: 81% of respondents found that the databases were relevant to their needs. The main data type demanded is economic (67%) followed by crop data (45%) and livestock data (45%). Respondents were asked to rank their top five most important databases (as offered by the division). The aggregate results indicated that the respondents selected the following databases: StatsSA Agricultural 2011 Census (51%), Agricultural Land Prices, and the Western Cape 2007 Agriculture Survey.

Key informants: The data demands from the key informants varied:

- Department Own (n = 8): commodity price, resource (e.g. rainfall), and market information.
- Academic (n = 5): climate change (e.g. water usage; food security), commodity (e.g. yield; productivity), economic and financial, and census data.
- Industry (n = 4): livestock price, land price, and niche market data.

Macroeconomic Support Services: The division key informants were aware of the high demand for census information. A key informant noted that a constraint with this is that census data is published irregularly and so the information available was rather dated.

11.2.3.5 Discussion

The division's full range of databases are listed in a document held by the division. An overview of the databases has been included in Annexure F of this report. The main data demand across the board was for economic data. Crop and livestock data was also a shared data need from the survey respondents and the key informants. However, the key informants also suggested the need for more climate change focused databases.

11.2.3.6 Recommendations

- Develop databases that track climate change related factors, such as water data (rainfall, usage); food security (food production; wastage; alternative crops); green technology (availability; costs; efficiency) and so on.
- Historical data in this regard is especially important for tracking trends.

11.2.4 What is the time-span of these datasets?

This question was posed to the respondents and key informants by asking about their need for historical data.

Survey: 73% of the respondents said that historical data was an important component of their data needs. 75% of the respondents (n = 67) needed historical data that backdated more than three years. 15% said they need historical dating back three years. 7% said that they needed data backdating two years. 18% said that historical data needs were not applicable to their needs. The historical data was said to be needed in order to track short-, medium-, and long-term trends, as well as to enable comparative and regression analyses.

Key informants: Historical data was important for nearly all of the key informants. The general sentiment was that data should date back as far as possible for research purposes in order to establish trends. Some key informants did not need data further back than three to five years, since their focus was on recent trends.

Macroeconomic Support Services: How far back the databases date is noted in each of the database overviews in Annexure G of this report.

11.2.4.7 Discussion

Historical data was an important asset offered by the division that was required by almost all client user groups. It is also a unique aspect of the services rendered by the division since the data providers it sources the data from do not maintain historical data records.

11.2.4.8 Recommendations

- Continue recording historical data.
- Include data from as far back as available/possible.

11.2.5 With relation to the demand for data by client groups, has this changed through the years and what would the reasons for this be?

Macroeconomic Support Services: The demand for the data has changed. Academics are increasingly requesting data from the division's databases. This was thought to be because they are learning about the reliability and availability of the free data available from the division.

11.2.5.9 Discussion

It is interesting that the academic client group's demand for data has increased given that this key informant group's main way of learning about the databases was through the website, as discussed earlier. The addition of the Agri-Stats tool to the online platform has probably added to the academic group's use of the division's data, and increasing the division's presence online should further appeal to this client group.

Given the data demands from this group, it seems that a possible reason that more academics are requesting data from the division is because of the importance of climate change, on the research agenda.

11.2.5.10 Recommendations

This result reinforces the earlier recommendations about improving the online and university presence of the division, and to develop climate change databases.

11.3 WHICH DATABASES ARE OF CRITICAL IMPORTANCE TO CLIENTS?

11.3.1 What are the utilisation rates of various databases by segmented client groups?

Survey: 32% of the respondents use the online tools quarterly and 26% use the online tools monthly. 19% of the respondents have never used the online tools. 36% of the respondents said that they contacted the Department directly for data information on an annual basis, and 27% said that they do so quarterly. 19% said that they never contact the Department directly for information.

Key informants: 28% of the key informants said that they use the online tools occasionally and 24% said that they never use them. 21% of the key informants said that they use them rarely.

11.3.1.11 Discussion

These usage patterns suggest that the data is used for tracking or understanding seasonal or annual patterns. The usage patterns are difficult to interpret because the usage rates are very dependent upon what the data is primarily being used for, and what the research subject is.

11.3.1.12 Recommendations

- The usage rates need to be considered in conjunction with the below factors in order to be meaningful.

11.3.2 Is the data used for farming decisions, report-writing, consultation work, research purposes, economic models, academic research and/or which other purposes?

Survey: 30% of the respondents use the data for commercial research. 27% use it for government report writing, and 21% use it for academic report writing. 36% of the respondents said that the data assisted them with establishing background information and/or developing a trend analysis. This overlaps with the 17% of participants that stated that the data assisted with their academic report writing. 24% of the respondents stated that the way that data assisted them was not applicable. There was a separate category for those that found that they data was not useful (6%) and so it is likely that the 24% comprise respondents that do not recall using the databases before.

Key informants: The key informants had similar purposes for their data usage. The additional uses noted including advising farmers, instructing students, workshops, and analytical tool development.

Macroeconomic Support Services: The division anticipated the main use of the data to be for government reporting and academic research. The above confirmed this expectation. A key informant also noted that the data was likely used for farming decisions and decision-making.

11.3.2.13 Discussion

It is apparent that the data is used for an array of purposes. It seems that perhaps the data – overall – does not inform decision-making in terms of policy and farm planning as directly as expected, however it is likely to influence these factors indirectly.

11.3.2.14 Recommendations

- The division needs to determine the extent to which influencing decision-making is one of its aims. If it is a primary aim, then perhaps a needs assessment with the primary target group/s needs to be conducted to establish:
 - What the most important data needs are directly related to decision-making;

- If target groups are aware of the full range of databases that could affect their decisions;
- If the target groups know how to use the data in a way that is conducive to good decision-making.

The above depends on whom the division identifies as its primary target group/s. The needs of farmers may be different to those of extension officers, for example. Thus, clarity about the specific needs of the selected target group/s *in relation to* decision-making (or whatever the aim identified for the division is) must be ascertained.

11.3.3 Which databases does the Department lack, which databases need to be developed?

Survey and key informants: 46% of the respondents and key respondents indicated that the division should develop additional databases. 36% said it was not necessary, 9% were unsure and 7% said it was not applicable. The themes that emerged from the suggestions for new databases were farm-related and market-related.

11.3.3.15 Discussion

Climate change seemed to be an underlying theme in the suggested additional databases. Interest was expressed about the transformation of the sector in terms of black farmers, as well as the number of smallhold farms emerging. Concern was expressed about the outdated census data given that there are rapid changes happening in the sector that are not captured by the 2011 and 2007 censuses.

11.3.3.16 Recommendations

The division should consider the development of the following additional database:

Farm-related Suggestions

- Food security;
- Farm register information;

- Soil type information (relates to climate change);
- Mid-range commercial farm, home gardens, and community gardens data;
- Green technology and practices;
- Alternative crops and
- Water usage and wastage.

Market-related Suggestions

- Niche market information;
- Land reform statistics and data;
- Smallholder farmer issues;
- Assistance (financial and other) offered to small-scale farmers;
- Consumption data for crops and meat; and
- Sales rates of crops in particular packaging types.

Other Suggestions

- Spatial data on departmental projects.

11.3.4 What would be the impact, should these databases not be available to users, including the broader impact on the agricultural sector? This will involve establishing whether clients have access to similar data from other sources.

Survey: 67% of respondents believed that their work would be affected should the databases provided by the division no longer be available. The remaining 33% said their work would be unaffected. Respondents were asked if another data source provided the data that they needed. 52% of respondents said that they did not know, 27% said yes, and 21% said no. Respondents were asked, if applicable, how often they used their alternative data source. 28% of the respondents said that they occasionally used the alternative source, 22% said that they frequently did, and 22% said that they never did.

Two reasons for the usage of the alternative data sources emerged: to fill gaps in the division's data, as well as to crosscheck the data.

Key informants: The general sentiment among the key informants was that their work would not be impossible without the data supplied by the division, but it would be considerably delayed and more difficult to complete.

Macroeconomic Support Services: The division expected that price information could be found elsewhere, but certain databases are unique to the division that would not be replaceable – such as agri-tourism and the historical data dimension of their price data.

11.3.4.17 Discussion

The above mentioned results show that clients rely quite heavily upon the division for their data needs – with many reporting that they did not know of an alternative data source or that they could not source the data elsewhere. The division is certainly used as a “first-stop” data source, and their services seem to assist greatly the work of their clients. While some databases could be alternatively sourced – something most clients did not know, since they have not had to do so – they would likely lose access to historical data since this has not been recorded by the data source used by the division. Given the earlier statements about the importance of historical data, it is possible that the clients do not fully know what they would lose access to without the division – which was confirmed by 52% of them not knowing if alternative sources existed.

11.3.4.18 Recommendations

- The division should advertise the uniqueness of their databases so that clients understand that what they are accessing is difficult to get elsewhere. This may increase and alter the way that clients value the services provided.
- Given that alternative data sources exist – especially for the census data – perhaps ways to advertise direct links to these data sources could lessen the load on the capacity-strained division. For example, a direct link to the census data could be

put on the Elsenburg website, as well as in an automated email that acknowledges the receipt of a request from a client.

11.4 HOW IMPORTANT HAS THE PROVISION OF DATA/INFORMATION BY THE WCDOA DATABASE PROGRAMME ASSISTED CLIENTS IN IMPROVING THEIR DECISION-MAKING?

11.4.1 Have enquiry expectations been met in terms of quality, relevance and response-time?

The relevance of the databases has already been discussed earlier and therefore has not be replicated here.

Survey:

- **Quality:** 40% of respondents considered the quality of the response/s that they received from the vision to be "very useful". 31% said it was "useful", and 12% said "not applicable". This shows that overall; people were satisfied with the quality of the response received.
- **Rate:** When asked to describe their overall satisfaction with the response rate, 49% of respondents said that they were "satisfied". 30% said that they were "very satisfied" and 10% indicated "neutral". Notably, the combined result for "very dissatisfied" and "dissatisfied" was 1%, which is indicative of very high satisfaction levels.

Key informants:

- **Quality:** Overall, the key informants were satisfied with the quality of the services they received. They generally described it as "very good" and said that they would refer a colleague to the division.
- **Rate:** No complaints were made about the response rate. When mentioned, it was considered to be "quick".

Macroeconomic Support Services: The division considered their databases to be of a high standard. They identified capacity constraints as the main barrier to improving their response rates.

11.4.1.19 Discussion

Clients seem to be satisfied overall with the quality, relevance and rate of responses from the division.

11.4.1.20 Recommendations

- Alongside an inventory of the databases available, the databases/datasets most recently updated should be noted.
- In an automatic acknowledgement of a data request email, the number of days that the client should expect to wait for a response should perhaps be noted.
- If there is a delay in answering a request, then the appropriate division staff member should inform the client of the delay and the reason for it.³³

11.5 HOW CAN THE AVAILABILITY AND ACCESSIBILITY OF DATABASES BE IMPROVED?

11.5.1 What were/are the critical success factors in the development, maintenance and dissemination of databases and its data?

Key Informants: When asked about additional ways that the division could advertise their databases, the division's participation in public presentations was suggested by 29% of the key informants. 24% suggested that the website should be better utilised. University

³³ The following questions from the Terms of Reference have already been addressed in the earlier sections of the conclusion and therefore will not be replicated in this section:

1. What was the response rate of the providers of data?
2. Are the clients satisfied with the response rate of data enquiries?
3. What would the impact be in the absence of this service (access to diverse economic database)?
4. Are there other institutions providing the same databases/data to clients?

lectures, magazines, and communications with industrial bodies were suggested by 12% of the key informants. Please note that key informants could suggest more than one way of additional advertising.

Macroeconomic Support Division: Having appropriate personnel was noted as the most important factor for a successful statistics unit.

Data providers: The data providers regularly released updated information. The data providers noted that sometimes data collected is hampered by delayed responses from their respondents.

11.5.1.21 Discussion

The advertising alternatives have been discussed earlier in this chapter. The division has access to reliable and updated data. The relevant challenge is therefore the matter of capacity.

11.5.1.22 Recommendations

- The establishment of an internship programme could assist with attracting (and training) appropriate personnel for the division.

11.5.2 Is needed data and information easily available to clients?

Survey Respondents: 49% of the key informants did not use alternative sources. 31% said that their alternative source was not more accessible than the division. 19% said that the alternative was more accessible. The main reason for this response was that the alternative source made their data available and downloadable in an Excel format on their website. They added that the website was more user-friendly than the Department's.

Key Informants: one key informant reiterated concern about the user-friendliness of the website.

11.5.2.23 Discussion

Overall, the divisions clients were satisfied with the accessibility of the data available from the division.

11.5.2.24 Recommendations

- Improve the user-friendliness of the website.
- Look into allowing the databases to be downloaded from the website.

11.5.3 How can access to information be improved?

In response to how access can be improved, please refer to the above section.

11.5.4 What quality control measures are there in place, or should be in place with specific reference to the management of datasets and IT systems?

Macroeconomic Support Services: The division follows the Standard Operating Procedures required to ensure that their data is verified. This primarily sees that the manager crosschecks the data captured on a quarterly basis.

Data Providers: The data providers interviewed all had internal quality assurance measures in place to verify and ensure the reliability of their data.

11.5.4.25 Discussion

The databases maintained by the divisions do not seem to face quality issues and the quality assurance measures in place seem satisfactory. Their data sources produce reliable and verified data.

11.5.4.26 Recommendations

Continue to implement the existing quality assurance measures.

11.5.5 What can be learnt from other provinces' data provision services?

11.5.5.27 Discussion

The comparison of databases maintained by the different provincial departments of agriculture strongly suggests that the WCDoA has the broadest range of agricultural databases available. The evaluation considered databases offered by the National government's website, since the standard set at a comparative provincial level was not particularly high.

11.5.5.28 Recommendations

- Add an "Agricultural Economic Statistics" homepage as the first option on the "Agri-Tools" drop-down menu. This page should provide an overview of the Macroeconomic Support Services division's work, an overview of the online tools as well as an overview of the data available upon request. It should also have the contact details of the division;
- Should the Western Cape department upload their databases to their website, it is suggested that they do not follow the format used by KwaZulu Natal department. Rather the Western Cape should group their databases into categories and include a brief description of what the databases are about;
- The DAFF's website had a useful way of organising their resources by allowing it to be arranged by either name, file type, or date uploaded;
- Future surveys of database usage should replicate the automatic survey prompt that the FruitLook website had. Upon landing on the page, a dialogue box opens asking which databases were being used. This is an easy addition to the website and reaches the current users directly.

11.6 THEORY OF CHANGE

The theory of change review suggests the division revisit the theory guiding the programme. The current logic of the division makes significant assumptions about the direct impact of databases on good decision-making. However, the existence of the databases – regardless of their good quality – is not a guarantee that the individuals and/or groups that ought to be utilising them (1) know that they exist, and (2) know how to utilise them appropriately.

To this end, it is important that the division is clear about who their primary target group is for the databases and streamline their work in order to bridge the gap between existing databases and the databases positively influencing decision-making. This may require that training of key target group constituents be undertaken – if not by the Department, then by an identified partner organisation. This measure should help to ensure that their valuable databases are utilised meaningfully and appropriately.

11.7 CONCLUSION

The purpose of this evaluation was to assess:

1. The extent to which the Western Cape Government Department of Agriculture database services provided by the 'Macro-economic Support Services' are or are not servicing the purposes they aim to serve, and
2. Understand how the services could be optimised in order to more effectively realise the intended outcomes and impacts.

Overall, the division seems to be running a successful programme that is highly regarded and appreciated by its client base. The main way in which the division could improve its client satisfaction would be through improving its online presence and ensuring that the full range of existing databases are communicated publically. This is necessary because it is apparent that clients do not know about the full range of databases available, which may be leading to the databases being less utilised at present.

The capacity constraints experienced by the division also ought to be prioritised as an area to be addressed, since it has a significant impact upon the capability of the division to expand and take on a more proactive role. The key recommendation in this regard is to develop an internship programme in order to set into motion a channel for developing the required skills in future graduates, as well as to demonstrate that the agricultural statistics sector is varied and interesting.

Lastly, the programme's future efforts need to be informed by a re-engagement with their theory of change. Their primary target groups and aims need to be clarified, which should

structure which of the recommendations made in this evaluation are embraced or discarded.

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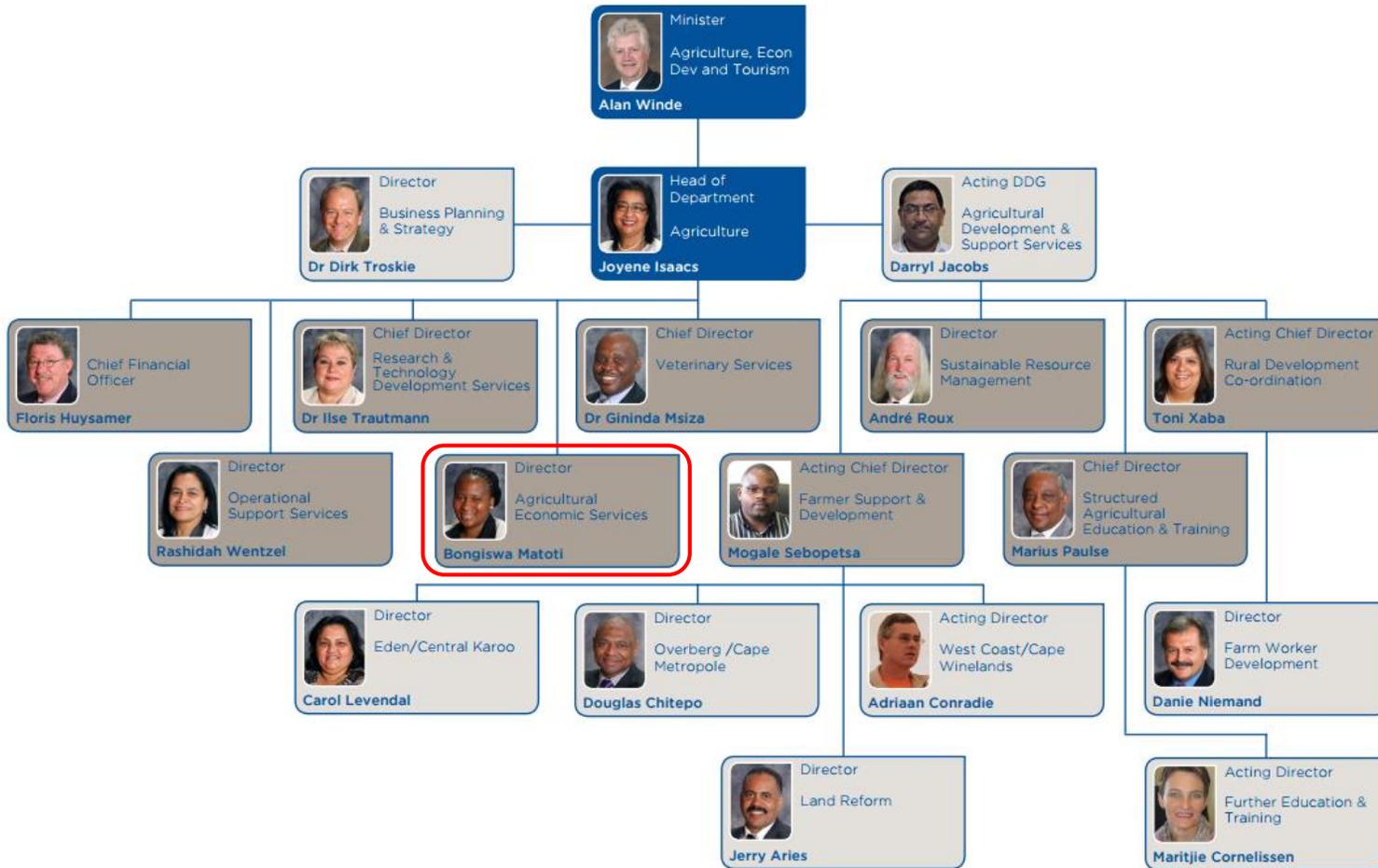
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13. ANNEXURE A: ORGANISATIONAL ORGANOGRAM



Organisational Organogram



14. ANNEXURE B: DATA COLLECTION TOOLS

14.1 TOOL 1: CLIENT SATISFACTION SURVEY

14.1.1 English Survey

SECTION A:	CLIENT BACKGROUND INFORMATION
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1. Please identify your gender.

Female	Male	Don't know	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	6

2. Which race group do you belong to?

African	Coloured	Indian/Asian	White	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	5	6

3. What is your age?

18-25	26-35	36-45	46-55	56-65	66+
1	2	3	4	5	6

4. What is your highest academic achievement?

None	Primary school	Secondary school	Grade 12/matric completed	Further Education Training accreditation	Tertiary undergraduate qualification	Tertiary postgraduate qualification
1	2	3	4	5	6	7

5. Which client group would you categorise yourself in?

Academic	Consultants	Western Cape Dept. of Agriculture	Western Cape Department (Other)	Farmers	Financial Institutions	Media	Ministerial	Organized Agriculture/Industry	Other, specify
1	2	3	4	5	6	7	8	9	10

6. What is your current occupational title?

7. How many years have you been in your current position? _____

SECTION B:	WESTERN CAPE DEPT. OF AGRICULTURE DATABASE USE INFORMATION
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8. Have you made use of the statistical information (AgriTools) available on the Western Cape Dept. of Agriculture’s website in the past 36 months?

Never	Rarely	Occasionally	Moderate amount	Frequently
1	2	3	4	5

9. Which online tool/s do/did you use? You may select more than one.

Tool Name	Check
Agri-Outlook	<input type="checkbox"/>
Agri-Stats	<input type="checkbox"/>
CapeFarmMapper	<input type="checkbox"/>
Carbon Footprint Calculator	<input type="checkbox"/>
Fruitlook	<input type="checkbox"/>
Green Agri	<input type="checkbox"/>
Market Reports – Grain	<input type="checkbox"/>
Market Reports – Vegetable	<input type="checkbox"/>
Western Cape Dam Levels	<input type="checkbox"/>

10. How often do/did you use the online tool/s?

Never	Daily	Weekly	Monthly	Quarterly	Annually
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1	2	3	4	5	6
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11. How useful is/was the available information?

Not useful	Somewhat useful	Moderately useful	Useful	Very useful
1	2	3	4	5

12. Please explain why you selected the above response category. _____

13. Have you contacted the Western Cape Dept. of Agriculture directly to request statistical information?

Yes	No
1	2

14. Why did you contact them directly?

15. What is the main way that you contact the Department?

Phone	Email	In Person	Other, specify:
1	2	3	4

16. Is this your preferred method of contact? If not, how would you prefer to engage with the department?

17. Through which method of contact did you receive the Department's response to your query?

Phone	Email	In Person	Other, specify:
1	2	3	4

18. Is this your preferred method of contact to receive response/s to your query/ies? If not, how would you prefer to receive information?

19. How frequently do you contact the Western Cape Dept. of Agriculture for statistical information?

Never	Annually	Quarterly	Monthly	Weekly
1	2	3	4	5

20. On average, how quick is/was their response time to your query?

Less than 1 day	1 – 2 days	3 – 4 days	More than 4 days	No response was received
1	2	3	4	5

21. How would you rate this response rate?

Poor	Fair	Good	Very good	Excellent	N/A
1	2	3	4	5	6

22. Please explain why you selected the above rating? _____

23. How would you describe the quality of the response?

Not useful	Somewhat useful	Moderately useful	Useful	Very useful	N/A
1	2	3	4	5	6

24. Please explain why you selected the above answer?

25. How could the quality be improved?

26. What is your overall satisfaction with their response/s to your query/ies?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	N/A
1	2	3	4	5	6

27. Please explain why you selected the above level of satisfaction?

28. Did you know the following databases exist and are available from the Western Cape Dept. of Agriculture?

Database Name	Yes	No
Agricultural Land Prices		
Game Industry Prices		
Game Industry Auction Performances		
Livestock Breed Prices		
Livestock Commodity Prices		
Livestock Numbers		
Crop Commodity Prices		
StatsSA Agricultural 2011 Census		
Western Cape 2007 Agriculture Survey		
Food Security		
Black Farmer Statistics		
Agritourism		
Departmental Projects		

29. If applicable, how did you find out about these databases?

Phone	Email	Website	Colleague/Friend	Other, specify
1	2	3	4	5

30. When did you find out about these databases?

31. Are these databases relevant to your needs?

Yes	No
1	2

32. Identify and rank from one to five, five of the below databases in accordance with their importance for you (where one is most important).

Database Name	Rank (5 total)
Agricultural Land Prices	
Game Industry Prices	
Game Industry Auction Performances	
Livestock Breed Prices	
Livestock Commodity Prices	
Livestock Numbers	
Crop Commodity Prices	
StatsSA Agricultural 2011 Census	
Western Cape 2007 Agriculture Survey	
Food Security	
Black Farmer Statistics	
Agritourism	
Departmental Projects	

33. Would it affect your work if these databases were not available?

Yes	No
1	2

34. Please explain how it would affect your work if these databases were not available.

35. What are/were the main types of data requested? You may select more than one.

Economic	Livestock	Crop	Comment/Complaint	Disaster	Other, specify
1	2	3	4	5	6

36. What is/was the main reason the data is/was requested?

Farming decisions	Government report writing	Commercial research	Economic modelling	Academic research	Other, specify
1	2	3	4	5	6

37. How did the data assist you?

38. Do you require access to historical data?

Yes	No
1	2

39. Why or why not? _____

40. If you require access to historical data, how far back do you require this data to extend?

1 year	2 years	3 years	More than 3 years
1	2	3	4

41. Do you think the Department is lacking any databases or information? If yes, please specify.

42. Is this information available elsewhere?

Yes	No	Do not know
1	2	3

43. If you answered 'yes' to the above question, who is the provider of this information?

44. How regularly do you use agricultural statistical information from a source other than the Western Cape Dept. of Agriculture?

Never	Rarely	Occasionally	Moderate amount	Frequently
1	2	3	4	5

45. Why do you use the alternative source as regularly or irregularly as stated above?

46. Is the above source's information more accessible than that of the Western Cape Dept. of Agriculture?

Yes	No
1	2

47. If you answered 'yes' to the above question, please explain what makes the source accessible?

48. How can the Department improve the data services it makes available?

.....

CONTACT DETAILS FOR THE LUCKY DRAW

The personal details that you provide in this section will not be used for anything other than for the purposes of the lucky draw. An online random number generator will be used to select the winner.

Please provide your name and surname, email address and phone number.

Name

Email Address

Phone Number

THANK YOU FOR YOUR COLLABORATION

14.1.2 Afrikaans Survey

AFDELING A:	KLIËNT AGTERGROND-INLIGTING
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49. Identifiseer asseblief u geslag:

Vroulik	Manlik	Ek weet nie	Ander, spesifiseer:	Verkies om nie te antwoord nie, my rede is:
1	2	3	4	6

50. Aan watter rassegroep behoort u?

Swart	Kleurling	Indiër	Wit	Ander, spesifiseer:	Verkies om nie te antwoord nie, my rede is:
1	2	3	4	5	6

51. In watter ouderdomsgroep val u?

18-25	26-35	36-45	46-55	56-65	66+
1	2	3	4	5	6

52. Wat is u hoogste akademiese-kwalifikasie?

Geen	Primêre-skool	Sekondêre-skool	Graad 12 / Matriek	Geakkrediteerde naskoolse-opleiding	Voorgraadse tersiêre kwalifikasie	Nagraadse tersiêre kwalifikasie
1	2	3	4	5	6	7

53. In watter kliëntegroep sal u, uself kategoriseer?

Akademici	Konsultant(e)	Wes-Kaap Departement van Landbou	Ander Wes-Kaapse regerings-departement	Boer	Finansiële instansie(s)	Medië	Ministerie	Georganiseerde landbou instansie / Industrie	Ander, spesifiseer
1	2	3	4	5	6	7	8	9	10

54. Wat is u huidige beroepstitel? _____

55. Hoe lank bekleë u, u huidige posisie? _____

AFDELING B:	GEBRUIK VAN DIE WES-KAAPSE DEPARTEMENT VAN LANDBOU DATABASISSE
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56. Het u in die afgelope 36 maande van die statistiese inligting ("Agritools") op die Wes-Kaapse Departement van Landbou se webtuiste gebruik gemaak?

Nooit	Selde	Per geleentheid / Soms	Tot 'n sekere mate	Gereeld
1	2	3	4	5

57. Watter aanlyn-hulpbronne (inligting) het u van gebruik gemaak? U mag meer as een opsie kies:

Naam van die hulpbron	Merk indien van toepassing
"Agri-Outlook"	<input type="checkbox"/>
Agri-Stats	<input type="checkbox"/>
"CapeFarmMapper"	<input type="checkbox"/>
"Carbon Footprint Calculator"	<input type="checkbox"/>
"Fruitlook"	<input type="checkbox"/>
"Green Agri"	<input type="checkbox"/>
"Market Reports – Grain"	<input type="checkbox"/>
"Market Reports – Vegetable"	<input type="checkbox"/>
"Western Cape Dam Levels"	<input type="checkbox"/>

58. Hoe gereeld maak u gebruik van die aanlyn-hulpbronne?

Nooit	Daaglik	Weeklik	Maandelik	Kwartaallik	Jaarlik
1	2	3	4	5	6

59. Van watter waarde is/was die verkrygbare aanlyn-inligting vir u?

Glad nie waardevol nie	Tot 'n sekere mate waardevol	Redelik waardevol	Waardevol	Baie waardevol
1	2	3	4	5

60. Verduidelik asseblief die rede vir u antwoord in vraag 11: _____

61. Het u al vantevore die Wes-Kaapse Departement van Landbou direk gekontak vir statistiese inligting?

Ja	Nee
1	2

62. Wat was die rede waarom u hulle direk gekontak het?

63. Watter manier gebruik u gewoonlik om die Wes-Kaapse Departement van Landbou te kontak?

Telefonies	Per epos	In persoon	Ander, spesifiseer:
1	2	3	4

64. Is u keuse soos genoem in vraag 14, u verkose manier om die Weskaapse Departement van Landbou te kontak? Indien nie, hoe sou u verkies om die department te kontak?

65. Hoe het die Weskaapse Departement van Landbou u navraag beantwoord?

Telefonies	Per epos	In persoon	Ander, spesifiseer:
1	2	3	4

66. Na aanleiding van u antwoord in vraag 17, is dit u verkose manier van kommunikasie deur die Wes-Kaapse Departement van Landbou? Indien nie, hoe sou u verkies om die inligting te verkry?

67. Hoe gereeld kontak u die Wes-Kaapse Departement van Landbou vir statistiese inligting?

Nooit	Jaarliks	Kwartaalliks	Maandeliks	Weekliks
1	2	3	4	5

68. Oor die algemeen, watter tydperk neem dit die Wes-Kaapse Departement van Landbou om terugvoering te gee op u navraag?

Minder as 1 dag	1 tot 2 dae	3 – 4 dae	Meer as 4 dae	Ek het geen terugvoer gekry nie
1	2	3	4	5

69. Hoe sal u die reaksie tyd van terugvoer beskryf?

Swak	Redelik	Goed	Baie goed	Uitstekend	Nie van toepassing nie
1	2	3	4	5	6

70. Verduidelik asseblief u keuse soos in vraag 21 aangedui:

71. Hoe sou jy die waarde van die inligting wat u ontvang het, beskryf?

Glad nie waardevol nie	Tot 'n sekere mate waardevol	Redelik waardevol	Waardevol	Baie waardevol	Nie van toepassing nie
1	2	3	4	5	6

72. Verduidelik asseblief u keuse in vraag 23 : _____

73. Hoe kan die kwaliteit terugvoervan die Wes-Kaapse Departement van Landbou verbeter word? _____

74. In die algemeen, hoe tevrede is u met die Wes-Kaapse Departement van Landbou se terugvoering na u navraag/navrae?

Baie ontevrede	Ontevrede	Neutraal	Tevrede	Baie tevrede	Nie van toepassing nie
1	2	3	4	5	6

75. Verduidelik asseblief u keuse in vraag 26 : _____

76. Is u bewus dat die volgende databasisse bestaan en van die Wes-Kaapse Departement van Landbou beskikbaar is?

Naam van databasis	Ja	Nee
Landbou grondwaardes		
Wildspryse		
Lewendehawe veilings pryse per ras		
Lewendehawe kommoditeitspryse		
Vee Getalle		
Gewas kommoditeitspryse		
"StatsSA" Landbou Sensus 2011 statistieke		
Landbou Wes-kaap 2007 Landbou Opname		
Voedseltuine data		
Swart boer statistieke		
Agritoerisme		

77. Indien van toepassing, hoe het u uitgevind van die databasis (se)?

Telefonies	Per epos	Webtuiste	Kollega/vriend	Ander, spesifiseer:
1	2	3	4	5

78. Wanneer het u van die databasis (se) uitgevind?

79. Voldoen hierdie databasis (se) aan u behoeftes?

Ja	Nee
1	2

80. Ongeag of jy nie bewus is van die databasisse wat in vraag 28 genoem was nie, identifiseer (rangskik van 1 tot 5, waar 1 die belangrikste is), 5 van die databasisse in terme van hul belangrikheid vir u:

Naam van databasis	Orde nommer (total van 5 keuses)
Landbou Land pryse	
Wild Industrie pryse	
Wild Industrie Veiling pryse	
Vee Teel pryse	
Vee kommoditeit pryse	
Vee Getalle	
Plaas Oes kommoditeit pryse	
"StatsSA" Landbou Sensus 2011	
Landbou Wes-kaap 2007 Landbou Opname	
Voedsel Sekuriteit	
Nie-blanke Boere statistieke	
"Agritourism" (Landbou toerisme)	
Landbou Wes-kaap Departementele projekte	

81. Sal dit u werk beïnvloed indien die databasisse nie beskikbaar was nie?

Ja	Nee
1	2

82. Verduidelike asseblief hoe dit u werk sou affekteer as die databasisse nie beskikbaar was nie:

83. Indien van toepassing, van watter databasis (se) doen u of het u die meeste inligting af versoek? U kan meer as 1 opsie kies:

Ekonomie	Vee	Plaas-oes	Opmerking/Klagte	Natuurlike ramp	Ander, spesifiseer:
1	2	3	4	5	6

84. Wat is/was die hoofrede waarom u inligting van die bogenoemde databasis (se) versoek het?

Boerdery-besluitneming	Departementele verslaggewing	Navorsing	Ekonomiese modelle	Akademiese navorsing	Ander, spesifiseer
1	2	3	4	5	6

85. Hoe het hierdie inligting u gehelp?

86. Het u toegang tot historiese data nodig?

Ja	Nee
1	2

87. Gee asseblief 'n rede vir u antwoord in vraag 38 :

88. Indien u wel inligting van historiese aard sou benodig, hoe ver terug moet sulke inligting strek?

1 jaar	2 jaar	3 jaar	Meer as 3 jaar
1	2	3	4

89. Dink u daar is n tekort aan databasisse of inligting van die Wes-Kaapse Departement van Landbou? Indien wel, gee asseblief 'n rede vir u antwoord:

90. Is hierdie en/of soortgelyke inligting beskikbaar op 'n ander platform of plek?

Ja	Nee	Ek weet nie
1	2	3

91. Indien u 'ja' geantwoord het in vraag 42 hierbo, wie is die verskaffer van hierdie inligting?

92. Hoe gereeld gebruik u statistiese landbou- inligting bo en behalwe die inligting verskaf deur die Wes-Kaapse Departement van Landbou?

Nooit	Selde	Per geleentheid	Tot 'n redelike mate	Gereeld
1	2	3	4	5

93. Waarom gebruik u die alternatiewe bron soos aangedui in vraag 44?

94. Is die alternatiewe bron meer toeganklik as die Wes-Kaapse Departement van Landbou?

Ja	Nee
1	2

95. Indien u 'ja' geantwoord het, verduidelik asseblief in watter mate die bron meer toeganklik is:

96. Hoe kan die Wes-Kaapse Departement van Landbou hulle data en inligtingverskaffingsdienste verbeter?

KONTAKBESONDERHEDE VIR DIE GELUKKIGE TREKKING

Die persoonlike besonderhede wat u in hierdie afdeling gee sal vir geen ander doel as die gelukkige trekking gebruik word nie. Die gelukkige trekking sal gedoen word deur middel van 'n aanlyn program wat nommers genereer.

Verskaf asseblief u naam, van, epos- adres en telefoonnommer:

Naam en van:

Epos adres:

Telefoon- nommer:

DANKIE VIR U SAMEWERKING

14.2 TOOL 2: SEMI-STRUCTURED SURVEY FOR FACE-TO-FACE INTERVIEW: PROGRAMME MANAGER

SECTION A: BACKGROUND INFORMATION – PARTICIPANT TO COMPLETE

9. To which gender group do you feel you belong?

Female	Male	Don't know	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	6

10. To which race group do you feel you belong?

African	Coloured	Indian/Asian	White	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	5	6

11. What is your age?

18-25	26-35	36-45	46-55	56-65	66+
1	2	3	4	5	6

12. What is your highest academic level?

None	Primary school	Secondary school	Grade 12/matric completed	Further Education Training accreditation	Tertiary undergraduate qualification	Tertiary postgraduate qualification
1	2	3	4	5	6	7

13. What is your formal occupation title?

14. How many years have you been in your current position?

.....

Thank you for taking the time to complete this. Please hand back to the interviewer

SECTION B:	DATABASE INFORMATION
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1. How did the development of the agricultural economic databases come about?
2. How do you gather and collate your data?
3. How are the data sources verified and validated?
4. What quality assurance measures are there in place for the management of datasets? How could these be strengthened?
5. How satisfied do you think clients are with the services provided by the Macroeconomic Support Services sub-programme? Why?
6. Do you think that the overall response time to enquiries can be improved? Why? How?
7. Do you think that the quality of the responses should be improved? Why? How?
8. Has the demand for data by clients changed over the years? Why or why not?
9. In your opinion, how do clients become aware of the databases?
10. Do you think there are other groups that could benefit from the databases that currently are not using them? Please explain.
11. Do you think that the databases are meeting the needs of your current client group?
12. Which databases have been the most in demand?
13. Why do you think this/these has/have been the most demanded database/s?
14. What do you expect were the main reasons the data was requested?

Probe:

Farming decisions	Government report writing	Commercial Research	Economic modelling	Academic research	Other, specify
-------------------	---------------------------	---------------------	--------------------	-------------------	----------------

15. What are the critical success factors affecting the development, maintenance and dissemination of the databases and their data?
16. What are the main barriers affecting the development, maintenance and dissemination of the databases and their data?
17. How can the dissemination of this information be improved?
18. Are there other marketing and advertising platforms that are needed?
19. What is the anticipated impact of the absence of these databases on 1) clients, and 2) the agricultural sector?
20. Do you think that the databases are being utilised to their full potential?
21. Which databases do you think the Department lack that need to be developed?
22. To your knowledge, are institutions other than the Dept. of Agriculture providing the same databases/data to clients?

.....

THANK YOU FOR YOUR COLLABORATION!

14.3 TOOL 3: SEMI-STRUCTURED SURVEY FOR FOCUS GROUP DISCUSSION: MACROECONOMIC SUPPORT SERVICE SUB-PROGRAMME STAFF

SECTION A: BACKGROUND INFORMATION – PARTICIPANT TO COMPLETE

1. To which gender group do you feel you belong?

Female	Male	Don't know	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	6

2. To which race group do you feel you belong?

African	Coloured	Indian/Asian	White	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	5	6

3. What is your age?

18-25	26-35	36-45	46-55	56-65	66+
1	2	3	4	5	6

4. What is your highest academic level?

None	Primary school	Secondary school	Grade 12/matric completed	Further Education Training accreditation	Tertiary undergraduate qualification	Tertiary postgraduate qualification
1	2	3	4	5	6	7

5. What is your formal occupation title?

6. How many years have you been in your current position?

.....

Thank you for taking the time to complete this. Please hand back to the interviewer

SECTION B:	DATABASE INFORMATION
-------------------	-----------------------------

1. How do you gather and collate your data?
2. How are the data sources verified and validated?
3. What quality assurance measures are there in place for the management of datasets? How could these be strengthened?
4. How satisfied do you think clients are with the services provided by the Macroeconomic Support Services sub-programme? Why?
5. Do you think that the overall response time to enquiries can be improved? Why? How?
6. Do you think that the quality of the responses should be improved? Why? How?
7. Has the demand for data by clients changed over the years? Why or why not?
8. In your opinion, how do clients become aware of the databases?
9. Do you think there are other groups that could benefit from the databases that currently are not using them? Please explain.
10. Do you think that the databases are meeting the needs of your current client group?
11. Which databases have been the most in demand?
12. Why do you think this/these has/have been the most demanded database/s?
13. What do you expect were the main reasons the data was requested?

Probe:

Farming decisions	Government report writing	Commercial Research	Economic modelling	Academic research	Other, specify
-------------------	---------------------------	---------------------	--------------------	-------------------	----------------

14. What are the critical success factors affecting the development, maintenance and dissemination of the databases and their data?

15. What are the main barriers affecting the development, maintenance and dissemination of the databases and their data?
16. How can the dissemination of this information be improved?
17. Are there other marketing and advertising platforms that are needed?
18. What is the anticipated impact of the absence of these databases on 1) clients, and 2) the agricultural sector?
19. Do you think that the databases are being utilised to their full potential?
20. Which databases do you think the Department lack that need to be developed?
21. To your knowledge, are institutions other than the Dept. of Agriculture providing the same databases/data to clients?

.....

THANK YOU FOR YOUR COLLABORATION!

14.4 TOOL 4: SEMI-STRUCTURED TELEPHONIC INTERVIEW – DATA PROVIDERS

SECTION A:	PARTICIPANTS BACKGROUND INFORMATION
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1. To which gender group do you feel you belong?

Female	Male	Don't know	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	6

2. To which race group do you feel you belong?

African	Coloured	Indian/Asian	White	Other, specify:	Prefer not to disclose, explain:
1	2	3	4	5	6

3. What is your age?

18-25	26-35	36-45	46-55	56-65	66+
1	2	3	4	5	6

4. What is your highest academic level?

None	Primary school	Secondary school	Grade 12/matric completed	Further Education Training accreditation	Tertiary undergraduate qualification	Tertiary postgraduate qualification
1	2	3	4	5	6	7

5. What is your current occupation title?

6. How many years have you been in your current position?

.....

SECTION B:	DATA SUPPLY INFORMATION
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1. What kind of data is available from your institution or organisation?
2. Who is the target audience for the data?
3. What format is the data provided in and how can it be accessed?
4. How is the data collected/generated?
5. How often is data collected/ generated and made available?
6. On which platforms is the data released and how are the releases communicated?
7. What quality assurance measures are in place to verify the data?
8. How is the accuracy of the data ensured?
9. What have you experienced to be the most effective way of disseminating the information that you have gathered?
10. What is the greatest challenge to gathering the data needed?

Additional comments:

.....

THANK YOU FOR YOUR COLLABORATION!

14.5 TOOL 5: SEMI-STRUCTURED TELEPHONIC INTERVIEW – CLIENT GROUPS

SECTION A:	DATABASE ACCESS AND UTILISATION
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1. Do you use the tools (AgriTool) on the Western Cape Dept. of Agriculture’s website? If yes, which ones?

(Probe: Agri-Outlook, Agri-Stats, CapeFarmMapper, Carbon Footprint Calculator, Fruitlook, Green Agri, Market Reports – Grain, Market Reports Vegetables, and Western Cape Dam Levels)

2. Why do you use the above AgriTool? How often do you use it?
3. What are your or your institutions three biggest data needs?
4. Which databases are you aware of that the Macroeconomic Support Services sub-programme maintain? Do you know that there are agricultural databases available, and what they are?
5. How did you find out about these databases?

(Probe: from a colleague; phone call; flat screens in reception)

6. How else could the databases be marketed?
7. What information did you need from the databases?

(Probe: economic; climate; disaster; crop)

8. Were the databases able to meet your needs? Why or why not? Which other databases are needed?
9. What were the main reasons the data is/was needed?

(Probe: Government report writing; Commercial research; Economic modelling; Academic research)

10. How important is historical data for your needs? How far back does it need to date?

11. What would you do if you did not have access to the data?

(Probe: where are they getting their data from?)

12. How did you go about accessing this information? Did you experience any challenges? How could your interaction with the programme have been improved?

(Probe: quicker responses from the programme; better answers)

13. How would you describe the service you received to a colleague?

14. Who else could benefit from the databases?

Any additional comments?

.....

THANK YOU FOR YOUR COLLABORATION!

15. ANNEXURE C: FOCUS AREAS AND VARIABLES TABLES

15.1 FOCUS AREA 1: EXTENT OF KNOWLEDGE OF THE DATABASES AND ACCESS THERETO

Variable	Client Satisfaction Survey	Client Group Telephonic Interview	Database Provider Interviews	MSS Interviews
The extent of clients' knowledge of databases.	Q28 Which of the following databases do you know exist and are available from the Western Cape Dept. of Agriculture? Please select the ones that you are aware of. You may select more than one.	4. Which databases are you aware of that the Macroeconomic Support Services sub-programme maintain? Do you know that there are agricultural databases available, and what they are?	1. What kind of data is available from your institution or organisation? 2. Who is the target audience for the data?	(19) + 20. Do you think that the databases are being utilised to their full potential?
How the clients became aware of the database.	Q29 If applicable, how did you find out about these databases?	5. How did you find out about these databases?		(8) + 9. In your opinion, how do clients become aware of the databases?

	Q30 When did you find out about these databases? If not applicable, please insert "N/A" in the comment box.			
Clients' demand for databases.	<p>Q19 How frequently do you contact the Western Cape Dept. of Agriculture for statistical information?</p> <p>Q31 Are these databases relevant to your needs?</p> <p>Q32 Regardless of whether or not you were aware of the databases, please identify and rank from</p>	<p>3. What are your or your institutions three biggest data needs?</p>		<p>(7) + 8. Has the demand for data by clients changed over the years? Why or why not?</p> <p>(11) + 12. Which databases have been the most in demand?</p> <p>(12) + 13. Why do you think this/these has/have been the</p>

	<p>one to five, five of the databases mentioned in Question 28 in accordance with their importance for you (where "Rank 1" is most important).</p> <p>Q35 What are/were the main types of data you requested? You may select more than one.</p>			<p>most demanded database/s?</p>
<p>The relevance of historical data.</p>	<p>Q38 Do you require access to historical data?</p> <p>Q39 If you require access to historical data, how far back do you require this data to extend?</p>	<p>10. How important is historical data for your needs? How far back does it need to date?</p>		

	Q40 Why do you or why don't you require the historical data?			
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15.2 FOCUS AREA 2: THE IMPORTANCE AND VALUE OF THE DATABASES

Variable	Client Satisfaction Survey	Client Group Telephonic Interview	Database Provider Interviews	MSS Interviews
How often the different databases are used by the client groups.	Q10 How often do/did you use the online tool/s? Q19 How frequently do you contact the Western Cape Dept. of Agriculture for statistical information?	2. Why do you use the above AgriTool? How often do you use it?		
The purpose for which the client uses the data.	Q35 What are/were the main types of data you requested?	2. Why do you use the above AgriTool? How often do you use it?		(13) + 14. What do you expect were the main reasons the data was requested?

	<p>You may select more than one.</p> <p>Q36 What is/was the main reason the data is/was requested?</p> <p>Q37 How did the data assist you?</p>	<p>7. What information did you need from the databases?</p> <p>9. What were the main reasons the data is/was needed?</p>		
<p>The need for more databases to be developed by the Department.</p>	<p>Q41 Do you think the Department is lacking any databases or information. If yes, please specify.</p>	<p>8. Were the databases able to meet your needs? Why or why not?</p> <p>Which other databases are needed?</p>		<p>(10) + 11. Do you think that the databases are meeting the needs of your current client group?</p> <p>(20) + 21. Which databases do you think the Department lack that need to be developed?</p>

<p>The extent of clients' reliance on the Department's databases.</p>	<p>Q33 Would it affect your work if these databases were not available?</p> <p>Q34 Please explain how it would affect your work if these databases were not available.</p> <p>Q42 Is this information available elsewhere?</p> <p>Q43 If you answered 'yes' to the above question, who is the provider of this information?</p> <p>Q44 How regularly do you use agricultural</p>	<p>11. What would you do if you did not have access to the data?</p>		<p>(18) + 19. What is the anticipated impact of the absence of these databases on 1) clients, and 2) the agricultural sector?</p> <p>(21) + 22. To your knowledge, are institutions other than the Dept. of Agriculture providing the same databases/data to clients?</p>
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	<p>statistical information from a source other than the Western Cape Dept. of Agriculture?</p> <p>Q45 Why do you use the alternative source as regularly or irregularly as stated above?</p>			
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15.3 FOCUS AREA 3: CLIENT SATISFACTION WITH THE DATABASES

Variable	Client Satisfaction Survey	Client Group Telephonic Interview	Database Provider Interviews	MSS Interviews
The quality of the responses to queries.	Q23 How would you describe the quality of the response?	13. How would you describe the service you received to a colleague?		(6) + 7. Do you think that the quality of the responses should be improved? Why? How?

	Q24 Please explain why you selected the above answer?			
The response rate to queries.	Q20 On average, how quick is/was their response time to your query?			(5) + 6. Do you think that the overall response time to enquiries can be improved? Why? How?
Client satisfaction with response rate.	Q21 How would you rate this response time? Q22 Please explain why you selected the above rating? Q25 How could the quality be improved? Q26 What is your overall satisfaction	12. How did you go about accessing this information? Did you experience any challenges? How could your interaction with the programme have been improved?		

	<p>with their response/s to your query/ies?</p> <p>Q27 Please explain why you selected the above level of satisfaction?</p>			
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15.4 FOCUS AREA 4: AVAILABILITY AND ACCESSIBILITY OF DATABASES

Variable	Client Satisfaction Survey	Client Group Telephonic Interview	Database Provider Interviews	MSS Interviews
<p>The major factors for the successful development, maintenance and dissemination of databases.</p>		<p>6. How else could the databases be marketed?</p>	<p>4. How is the data collected/generated?</p> <p>5. How often is data collected/generated and made available?</p>	<p>(14) + 15. What are the critical success factors affecting the development, maintenance and dissemination of the databases and their data?</p>

				2. How do you gather and collate your data?
The major challenges to the development, maintenance and dissemination of databases.			10. What is the greatest challenge to gathering the data needed?	(15) + 16. What are the main barriers affecting the development, maintenance and dissemination of the databases and their data?
The accessibility of the data to clients.	Q8 Have you made use of the statistical information (AgriTools) available on the Western Cape Dept. of Agriculture's website (www.elsenburg.com) in the past 36 months?	1. Do you use the tools (AgriTool) on the Western Cape Dept. of Agriculture's website? If yes, which ones? 12. How did you go about accessing this information? Did you experience any	3. What format is the data provided in and how can it be accessed?	

	<p>Q9 Which online tool/s do/did you use? You may select more than one.</p> <p>Q13 Have you contacted the Western Cape Dept. of Agriculture directly to request statistical information?</p> <p>Q14 Why did you contact them directly? If not applicable, please insert "N/A" in the comment box.</p> <p>Q15 What is the main way that you contact the Department?</p>	<p>challenges? How could your interaction with the programme have been improved?</p>		
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	<p>Q46 Is the above source's information more accessible than that of the Western Cape Dept. of Agriculture?</p> <p>Q47 If you answered 'yes' to the above question, please explain what makes the source accessible?</p>			
<p>Clients' satisfaction with the method of contact.</p>	<p>Q16 Is this your preferred method of contact? If not, how would you prefer to engage with the department?</p>	<p>12. How did you go about accessing this information? Did you experience any challenges? How could your interaction with the programme</p>		<p>(4) + 5. How satisfied do you think clients are with the services provided by the Macroeconomic Support Services sub-programme? Why?</p>

	<p>Q17 Through which method of contact did you receive the department's response to your query?</p> <p>Q18 Is this your preferred method of contact to receive response/s to your query/ies? If not, how would you prefer to receive information?</p>	<p>have been improved?</p>		
<p>The quality assurance measures in place to manage the databases.</p>			<p>7. What quality assurance measures are in place to verify the data?</p>	<p>(2) + 3. How are the data sources verified and validated?</p> <p>(3) + 4. What quality assurance</p>

			8. How is the accuracy of the data ensured?	measures are there in place for the management of datasets? How could these be strengthened?
The databases availability and accessibility by other provincial departments.	<i>This was not sought from any of the above tools, but through an independent research effort focused solely on establishing this.</i>			

15.5 FOCUS AREA 5: IMPROVEMENT OF DATABASES

Variable	Client Satisfaction Survey	Client Group Telephonic Interview	Database Provider Interviews	MSS Interviews
Best practice for advertising databases.			6. On which platforms is the data released and how are the releases communicated?	(16) + 17. How can the dissemination of this information be improved?

			<p>9. What have you experienced to be the most effective way of disseminating the information that you have gathered?</p>	<p>(17) + 18. Are there other marketing and advertising platforms that are needed?</p>
<p>Clients' satisfaction with the quality and reliability of the data.</p>	<p>Q11 How useful is/was the information available?</p> <p>Q12 Please explain why you selected the above response category.</p> <p>Q48 How can the Department improve the data services it makes available?</p>	<p>8. Were the databases able to meet your needs? Why or why not?</p> <p>Which other databases are needed?</p>		

16. ANNEXURE D: EVALUATION SUMMARY

Table 7 below summarises the framework used for the evaluation.

TABLE 7: EVALUATION FRAMEWORK

Focus area	Evaluation questions	Data source
1. Extent and knowledge of where to access data	1.1. What number and type of databases do clients know? 1.2. Where and how did clients become aware of these databases? 1.3. What is the diversity of databases available to clients and what is the demand for these? 1.4. What is the time-span of these databases? 1.5. Has demand for data by client groups changed through the years and what would the reasons for this be?	<ul style="list-style-type: none"> • Enquiry Database; • Database inventory; • Client satisfaction survey; • Interview with Macroeconomic Support Service manager (face-to-face semi-structured); • Interview with Macroeconomic Support Service staff (semi-structured focus group discussion); • Semi-structured telephonic interviews with key Client Groups (Department Own; Academic; and Consultants); and

		<ul style="list-style-type: none"> • Interviews with key data providers (semi-structured telephonic interviews).
2. Importance and value of databases	<p>2.1. What are the utilisation rates of various databases by segment client groups?</p> <p>2.2. Is the data used for farming decisions, report-writing, consultation work, research purposes, economic models, academic research and/or which other purposes?</p> <p>2.3. What impact there be on (a) the agricultural sector and (b) individual client groups should these databases no longer be available?</p> <p>2.4. Do clients have access to similar data from other sources?</p>	<ul style="list-style-type: none"> • Enquiry Database; • Client satisfaction survey; • Semi-structured telephonic interviews with key Client Groups (Department Own; Academic; and Consultants);
3. Importance of databases on decision making and planning	<p>3.1. Have query expectations been met in terms of quality, relevance and response-time?</p> <p>3.2. What was the response rate of the providers of data enquiries?</p> <p>3.3. Are the clients satisfied with the response rate of data enquiries?</p> <p>3.4. What would the impact be in the absence of this service (access to diverse economic database)?</p> <p>3.5. Are there other institutions providing the same databases/data to clients?</p>	<p>4. Enquiry Database;</p> <p>5. Client satisfaction survey;</p> <p>6. Semi-structured telephonic interviews with key Client Groups (Department Own; Academic; and Consultants).</p>
7. Availability and accessibility of databases	<p>7.1. What were/are the critical success factors in the development, maintenance and dissemination of databases and its data?</p> <p>7.2. Is needed data and information easily available to clients?</p> <p>7.3. How can information access be improved?</p>	<ul style="list-style-type: none"> • Client satisfaction survey; • Interview with Macroeconomic Support Service manager (face-to-face semi-structured);

	<p>7.4. What quality control measures are there in place, or should be in place with specific reference to the management of datasets and IT systems?</p> <p>7.5. What can be learnt from other provinces' data provision services?</p> <p>7.6. What is your preferred method for accessing databases?</p>	<ul style="list-style-type: none"> • Interview with Macroeconomic Support Service staff (semi-structured focus group discussion); • Interviews with key data providers (semi-structured telephonic interviews); and • Comparative Analysis of Provincial Government Databases.
<p>8. Improvement of databases</p>	<p>8.1. Which databases does the Department lack that need to be developed?</p> <p>8.2. How could the advertisement of the databases be improved?</p> <p>8.3. How can the user-friendliness of the databases be improved?</p> <p>8.4. Is the quality and validity of the data satisfactory?</p> <p>8.5. Could the quality and validity of the data be improved?</p> <p>8.6. What are the major challenges to collecting reliable data?</p>	<ul style="list-style-type: none"> • Client satisfaction survey; • Interview with Macroeconomic Support Service manager (face-to-face semi-structured); • Interview with Macroeconomic Support Service staff (semi-structured focus group discussion); • Interviews with key data providers (semi-structured telephonic interviews); and

		<ul style="list-style-type: none">• Comparative Analysis of Provincial Government Databases.
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17. ANNEXURE E: EXPLANATORY PARAGRAPHS ABOUT ONLINE TOOLS

Agri-Outlook: This page lists the Agri-Outlook publications for the year 2015, with an option to navigate to the previous reports archive. The appropriate contact person is also listed on the landing page. Each item listed automatically opens the relevant publication in a new window.

Agri-Stats: This is the most comprehensive and diverse tool. It is an interactive map of the Western Cape that provides aggregated data from the Western Cape Agricultural Commodity and Infrastructure Census in 2013 per local municipality. There are five categories that can be selected to view the data: Agritourism, Crops, Crop Classes, Infrastructure, and Livestock. A dropdown menu of possible sub-categories under each of the five main categories is provided. This allows for searches that are more specific. The user can select how many data breaks they want, which affects the detail of the map. The map tool allows one to get a sense of where the main agricultural outputs are geographically concentrated. The map generated can be exported from the website and downloaded as a JPEG. The full set of statistics are displayed in the left pane. There is an option to show the complete province's statistics or to show them per selected municipality. There is an option in the top right corner to download the raw data in an Excel spreadsheet under the "Selected" Municipal Statistics tab. This option is not available for the "All" tab. An additional feature that is helpful is the "Contact" tab that is listed directly on the map tool right navigation pane. This allows for the direct contact of the appropriate WCDoA employee.

CapeFarmMapper: This is another map tool. Unfortunately, there is no paragraph that explains this tool and how to use it (a feature that the AgriStats map tool included). It allows multiple layers to be added to the map including demarcation boundaries, infrastructure, agricultural product, various climate options, land cover, soil and geology, solar and water resources, vegetation, and topography. These layers can be added to

develop an overview of the desired resources and their location in the Western Cape. The map can be exported as a JPEG or PDF.

Carbon Footprint Calculator: This option redirects to the South African Fruit and Wine Industry Initiative project website.³⁴ The website provides a systematic outline of how to register in order to determine the carbon footprint desired.

FruitLook: This option redirects to the FruitLook website.³⁵ FruitLook is a tool geared towards monitoring crop growth on a weekly basis.

GreenAgri: One is automatically redirected to the GreenAgri website when selecting this option.³⁶ This initiative is born from a partnership between Green Cape and the WCDoA. GreenAgri serves to promote and assist with sustainable farming practices. The website provides quick links to the major policies and documents, as well as a "Tips and Tool" guide.

Market Reports – Grain and **Market Reports – Vegetables** opens a page similar to the Agri-Outlook page. The list of the current year's publications per month is in the left pane of the page. Beneath is a link to the archived reports.

Western Cape Dam Levels: Two years of dam levels in the province are listed per month. There is also a link for similar information about other provinces.

³⁴ See: <http://www.climatefruitandwine.co.za/>.

³⁵ See: <http://www.fruitlook.co.za/>.

³⁶ <http://www.greenagri.org.za/>.

18. ANNEXURE F: DESCRIPTION OF DATABASES UPON REQUEST

18.1 CROPS

Fruit: The WCDoA has thirty individual databases for the following fruit: almonds, apples, apricots, Cape gooseberries, palm dates, figs, granadillas, grapefruit, grapes (table), guavas, kiwifruit, kumquats, lemons, macadamias, mandarins, nectarines, olives, oranges, papayas, peaches, pears, pecan nuts, persimmons, pineapples, plums, pomegranates, prickly pears, prunes, raspberries, and strawberries.

Each fruit's database includes data from 2011 to the present. The spreadsheet includes four columns, a graph of the price movements of the fruit, and a picture of the fruit. The columns capture the year, month, rand per tonne and the relevant market, and the volume.³⁷ Some of the fruit do not have data throughout the year, but rather concentrated across a few months. This typically reflects seasonal availability.³⁸ It is possible to trace how improved availability has increased over the years as off-season fruits have been imported.

Grains: There are eight databases for grain; however, these cover only five different grains: maize, sorghum, wheat, barley, and oats. There are two sets of databases each for maize, sorghum, and wheat, whereas there is only one each for barley and oats. The three additional datasets for maize, sorghum and wheat date back to 2008, and their information is sourced from Agrimark Trends (AMT).³⁹ The three columns note the year, month, and rand per tonne. This is complemented by a graph that traces the price movements over this period and an image of the grain. The other five databases have the same structure, but date from the present back to 2011.

³⁷ This will henceforth be referred to as the "standard template".

³⁸ The data collected depends on that provided by the data source, Extension Suite Online. Any gaps that they have are consequently gaps in the databases maintained by the division. However, the gaps are typically due to the seasonality of the produce.

³⁹ See: <http://www.agrimark.co.za/>.

Oilseeds: There is a total of eight databases that capture information for groundnuts, soya beans, sunflower seeds, canola, and dry beans. Groundnuts, soya beans, and sunflower seeds have two sets of databases each, with one of the sets sourcing its information from AMT. The AMT database for wheat dates back to May 2014, while the AMT databases for sorghum and maize date back to 2008. The other datasets follow the spreadsheet template noted before – year, month, rand per tonne as well as an image of the oilseed and its price movements.

Roots and Tubers: There are four databases for three crops: potatoes, ginger, and sweet potatoes. Potatoes are tracked in two different databases, one of which uses AMT as the source. The AMT database dates back to 2008, and tracks the rand per 10-kilogram pockets, and the volume per 10-kilogram pockets. There is also a chart of the price movements. The other three databases follow the standard template.

Vegetables: There are fifty-four databases for vegetables, only four of which are duplicate vegetable databases. The vegetables are: asparagus, beetroot, broccoli, Brussel sprouts, cabbage, cantaloupe, carrots, cauliflower, celery, Chinese cabbage, chives, chou moellier, cucumber (English), cucumber (fresh), eggplant, endive, garden beans, garden peas, garlic, green mealie, kohlrabi, leek, lettuce, mushrooms, okra, onion, onion (pickle), onion (sets), paprika, parsley, parsnip, peppadews, peppers (hot), peppers (sweet), pumpkin (Ceylon), pumpkin (hubbard), radicchio, radish, rhubarb, runner beans, spinach, squash (baby), squash (butternut), sweet corn, Swiss chard, tomato (cherry), tomato (fresh), turnip, waterblommetjie, and watermelon (triploid).

Each dataset follows the standard template and dates back to 2011.

18.2 LIVESTOCK

Breeds Prices: There are fifty-six databases for livestock breeds in total. Thirty-four of these are cattle, five are goats, two are horses, and fifteen are sheep. The different breeds are listed in the table below. The databases for each breed has detailed information

about the price of the livestock. The data is a time series that provides the average and highest price for each year for the breed dating from present to 2007. The data is disaggregated and gives information for sub-categories of the breed. The sub-categories for each breed is listed in the right column of the below table. The overall highest price paid for each of the sub-categories is shown in a column after the per annum data. The purpose of these databases is to enable users to understand what the average and highest price they can expect to pay for the various options, which should assist with matters such as budget planning and sales.

Prices: The prices database refers to the price of livestock reared consumption (meat as well as by-products like dairy and eggs). There are twelve databases, which include time series data for the following meats: beef, mutton, pork, poultry, chicken eggs, milk, and wool. Beef, mutton, pork and poultry each have AMT databases that date back to 2008. The information captured for each livestock varies slightly because of the products that can be sold from the animal. The below table shows the information captured per livestock item from AMT.

Livestock	AMT information captured				
Beef	Class price per kilogram (c/kg)	Weaner prices c/kg	Feedlot cattle hides R/kg	Veld cattle hides (r/kg)	-
Mutton	Class price per kilogram (c/kg)	Dorper hides (r/hide)	Jong bokke (live weight price)	Klein boeke (live weight price)	Bokooie (live weight price)
Pork	Bacon pigs price per pig	Pork pigs price per pig	Sausage pigs price per pig	Average price	-
Poultry	Nett producer, frozen class A (c/kg)	Net producer, fresh (c/kg)	Frozen pieces (captured	-	-

			from April 2014 – c/kg)		
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The following additional databases are available:

Beef Prices: The Beef Prices database captures the price information from 2011 to 2015 for classes A, A2/A3 and C, the import parity and weaner information. The class price information is summarised in a table that reflects the monthly price by year from 2011 to 2015. The average monthly price is also given. A graph for each class's price trends is also provided.

Broiler Chicken Prices: The data for the broiler chicken monthly prices dates from 2011 to 2015. The price information is given for fresh whole as well as frozen whole chickens. The import parity and IQF are also provided. A chart summarising the data of the price movements of the broiler chickens reflects the rand per kilogram for each of the four categories.

Cattle Weekly Prices: The weekly prices of the various types of cattle are recorded from week 3 of 2010 to week 47 of 2015. The following types of cattle have data captured for them: heifers under 250 kilograms, tollies under 250 kilograms, bulls, oxen, cows, heifers, cows and calves, tollies over 250 kilograms, cows in calf, heifers in calf, and cows in calf and calves. Beef A2/A3, beef AB2/AB3, beef B2/B3, beef C2/C3, voerkraalguide (groen), and veldhuide (groen) are assigned columns but the data for these are not captured in this spreadsheet. It seems that instead it is captured in the AMT spreadsheet and/or the Beef Prices spreadsheet. Graphs for each category with data have been generated in order to demonstrate the prices (R/kg live weight) over the years.

Chicken Egg Prices: The prices for grade 1 large chicken eggs has been recorded from 2011 to 2015 in cents per dozen. A graph of the price movements has also been provided.

Milk Prices: The monthly cent per litre amount for fresh milk has been recorded from 2011 to 2015. A graph summarising this data has also been included.

Mutton: The rand value per kilogram of class A, class A2/A3, class C, feed lambs and import parity for mutton has been captured per month between 2011 and 2015. The price movements are graphically demonstrated alongside the data spreadsheet inputs.

Pork: The price in rand per kilogram from 2011 to 2015 for baconer, import parity, and porker pigs. The trends of the price movements are depicted in a graph.

Wool: The rand per kilogram price for 19 micron, 21 micron, 23 micron, and the market indicator for classes of wool have been captured from 2011 to 2015 in spreadsheet and graph formats.

Livestock auction prices: Detailed live auction prices of most cattle, goats, sheep and horse breeds are available differentiating between average and maximum prices. This is available in spreadsheet format

Livestock Numbers: *The evaluator did not have this database.*

18.3 GAME

Game: The database for game includes prices for fifty-seven game species and sub-species: Blesbok; Blesbok, White; Blesbok, Yellow; Bontebok; Buffalo; Buffalo, East African; Buffalo, Kruger; Buffalo, Lowveld; Bushbuck; Duiker, Common; Eland; Eland, Cape; Eland, Livingstone; Emu; Fallow Deer; Gemsbok; Gemsbok, Golden; Giraffe; Hartbees, Baster (Tsessebe); Hartbees, Red; Hippopotamus; Impala; Impala, Black; Impala, Black Back; Impala, Black Nose; Klipspringer; Kudu; Kudu, White; Lechwe; Lechwe, Yellow; Nyala; Ostrich; Reedbuck, Common; Reedbuck, Mountain; Rhinoceros, White; Roan Antelope; Sable Antelope; Sable Antelope, Malawi; Sable Antelope, Matetsi; Sable Antelope, Zambian; Sable Antelope, Zambian cross; Springbok; Springbok, Black;

Springbok, Copper; Springbok, Hartwater; Springbok, Kalahari; Springbok, White; Steenbuck; Warthog; Waterbuck; Wildebeest, Black; Wildebeest, Blue; Wildebeest, Blue (splits); Wildebeest, Golden; Wildebeest, Golden (split); Wildebeest, King/Crown; Zebra – Hartman; and Zebra, Burchell's. On the “summary” sheet, a category column with the following labels follows the species column: breeding group, females, females pregnant, females with offspring, females 3-in-1, sub-adult females, sub-adult females pregnant, males, and sub-adult males. This is then followed by the average prices per year. The data dates back to 1979; however, it is rather scantily captured until 1990. The prices are largely for the breeding group category. From 2002 the highest as well as the average price of the game species is captured. A graph of the highest prices is provided to show how much the highest prices have increased. The number of game sold and the source from which the information was gathered is noted. The “indekse” sheet provides the nominal, paasche, and real price indexes from 1990 to 2015 for twenty-four of the species.

18.4 ECONOMIC

Agri-Tourism: This database captures an extensive range of recreational agricultural activities and destinations in the Western Cape. The information is varied – it includes the following spreadsheets: 4x4; Abattoirs, Poultry; Abattoirs, Red Meat; Accommodation Marketing; Accommodation; Agribusiness; Agriroetes; Backpackers; Cellars; Cellars (Closed to Public); Cellars (Graph); Cellars (Marketing); Contacts & Organised Agriculture; Departmental Offices; Ecotourism; Ecotourism Chart; Farm Markets; Farm Stalls; Farm Stalls Chart; Farmer Markets Chart; Festivals; Festivals Chart; Fishing; Game Breeders; Hiking Trails; Horseriding; Hunting; Input Suppliers; M&E; Marketing Sources; Mountain Bike Trails; Olives; Opmerkings; Ostrich; Packing Sheds; Quads; Restaurant; Rooibos; Shows; Silos; Stud Organisations; Sundry; Tourism Bureaus; and Ziplides.

The database tracks the locations where these activities can be found. It also provides the basic information that may be requested. For instance, the cost of the activity, the GPS coordinates, contact details, and a website. The platform/s that the activity is

advertised is also noted. The database is a collection of the available activities and locations in the agricultural sector that generate revenues for the sector beyond conventional agricultural production such as livestock and crops. It therefore is, in effect, a reflection of the innovative ways that the sector has diversified its revenue streams in order to avoid complete dependency on conventional outputs.

18.5 LAND/PASTURES

Grondwaardes (Land Prices): The land prices for thirty-four areas⁴⁰ has been captured. The areas have three land size options in order to capture the land prices for small, medium and large holdings. The hectares allocated to these different categories differs depending on the areas because, for example, the land holding sizes in the Cape Town/Peninsula region tends to be significantly smaller than that in Van Rhynsdorp for each category. The prices are provided in weighed averages, with columns noting the hectares, transaction values, average farm sizes, average transaction values, and number of transactions. This enables a better sense of what the expected land value can be especially if there have been three or more transactions. The data dates back from 2015 to 2003.

18.6 CENSUS

Statistics SA 2011 Census: This database draws on the census information provided by Statistics South Africa. This includes general demographic information – such as gender, race, geographical location, marital status and so on. It also includes the agricultural household data from the 2011 census. This captures the distribution of agricultural households in the country, the distribution of agricultural activity by province, the number of households in each province participating in each agricultural activity, and the income

⁴⁰ Aberdeen, Albertinia, Beaufort West, Bredasdorp, Caledon, Calitzdorp, Calvinia, Cape Town/Peninsula, Ceres, Clanwilliam, George, Knysna, Ladismith, Laingsburg, Malmesbury, Montagu, Mosselbaai, Murraysburg, Namakwaland, Oudtshoorn, Paarl, Piketberg, Prince Albert, Riversdal, Robertson, Stellenbosch, Sutherland, Swellendam, Tulbagh, Uniondale, VanRhynsdorp, Victoria West, and Worcester.

and market value each per province by agricultural households.

Statistics SA 2007 Western Cape Survey: This survey captured the number of farming units; gross farming income, expenditure (current and capital), market value of assets, farming debt, gross income per activity, employment, employment remuneration, and financial losses.

Black Farmer Stats: This database captures the data of the location, size, contact details, infrastructure, training requirements and services rendered, enterprises and market information in relation to the racial transformation of the sector.

18.7 INFRASTRUCTURE

Databases on the following infrastructural sites are maintained:

- Abattoirs (red meat; poultry)
- Stud organisations
- Tourism bureaus
- Packing sheds
- Agroprocessing plants
- Airfields
- Chicken batteries, broilers, layers, and hatcheries
- Cool chain facilities
- Crush pens
- Dip tanks
- Dairies
- Dams
- Feedlots: pigs, beef, and sheep
- Fruit packers (and cool chain facilities)
- Grain dam – commercial
- Homesteads (labour and owners)
- Nurseries

- Packhouses
- Piggeries
- Shade netting
- Silo bags (commercial and non-commercial)
- Silos (commercial and non-commercial)
- Tunnels
- Spatial location and area under crops
- Unclassified infrastructure

18.8 OTHER

Information Dissemination Activities: The WCDoA tracks the ways that it disseminates information. The dissemination activities are logged according to type of information (economic, livestock, crop, or general), as well as the district in which the information was disseminated (Cape Metro, Cape Winelands, Overberg, Eden, Central Karoo, and West Coast). The client groups that the information was shared with and how the information was disseminated is also logged (i.e. e-mail, phone, presentations, talks, radio, flat screens and so on). The top three means that information is shared is via e-mail, presentations, and on flat screens⁴¹ – 38 percent respectively.

Enquiry Database: This database tracks the number of requests that have been responded to by the Macroeconomic Support Service team. It includes the year and date of the request, the nature of the request, who responded to it and how, the contact details of the person that made the request, and the time that it took to respond to the matter. The information has been recorded from 2002 to present. It is a useful database since it clearly summarises the main trends in the type of information requested and who request it. This is helpful since it informs who the current key users are, which potential client groups are not utilising the Department's services, and which information is most

⁴¹ Flat screens are in each district office and PowerPoints that summarise key database information are displayed on them. This means that anyone in the waiting room of the offices will see the screens and information. Additionally, a travel flat screen is used at show days.

sought after. This can therefore inform the internal strategic goal development of the division.

Number of Macroeconomic Reports Developed: This tracks the number of reports that the division has generated since 2013/14 to 2015/16. It captures who the main target groups were, how the reports were disseminated, and the districts to which they were disseminated. The data dates from 2013/14 to 2015/16.

19. ANNEXURE G: NATIONAL DEPARTMENT DATABASES UPON REQUEST

19.1 INTERNATIONAL TRADE CENTRE (ITC) MARKET ANALYSIS TOOLS

The DAFF has access to all the ITC databases. ITC is an agency that was born of the joint efforts of the World Trade Organisation and the United Nations. Their principal function is to promote sustainable trade for developing countries. ITC supports small- and medium-sized businesses in the developing world to improve their international exports.⁴² Amongst the various ITC databases drawn from, the DAFF relies on Trade Map, the Market Access Map, and the Investment Map. ITC bases its calculations on UN COMTRADE statistics.⁴³

Trade Map: Trade Map⁴⁴ provides time-series data about the product and service export and import of countries. The data can be viewed in a number of different forms: tables, graphs, and/or maps. Furthermore, it is possible to view the trade relations between two states. This allows for insight into what the main market demands are between trade partners. There is an option to download the data in as an Excel, Word, or Text file. This is publicly accessible.

Market Access Map: Market Access Map⁴⁵ has been designed to provide information about the customs tariffs and other trade-related matters implemented by 197 countries. It aims to support exporters, trade institutions, policy makers, and academics by making this information freely available. There are three degrees of information access depending on the user category one falls under: Anonymous users, Registered users (free of charge), or Registered users (subscription). Only the latter has access to downloading the raw data.

Investment Map: The purpose of Investment Map⁴⁶ is to guide investment promotion agencies to investment opportunities in priority sectors. The data captures statistics for

⁴² International Trade Centre, "About ITC," retrieved from <http://www.intracen.org/itc/about/>, on 3 December 2015.

⁴³ See: <http://comtrade.un.org/>.

⁴⁴ See: <http://www.trademap.org/Index.aspx>

⁴⁵ See: <http://www.macmap.org/Main.aspx>.

⁴⁶ See: <http://www.investmentmap.org/>.

foreign direct investment, international trade, tariff, and multinational firms. It is goods focused and does not include information about services. The data can be organised by country, trade partner, and sector. The limitations with and sources used for the data is easily viewable because it is listed as a section under the “Reference Material” tab.⁴⁷ This is helpful because it allows a user to immediately understand the methodological constraints, and promotes transparent research. The possible databases available per country or region are listed in a table under the “Data Availability” tab.⁴⁸ The overview is helpful because it provides a summary of the type of data that can be accessed, although it is not accessible without a subscription to the ITC Market Analysis Tools.

19.2 NON-TARIFF BARRIERS

The Non-Tariff Barriers (NTB) website is an online mechanism that focuses on the regional economic communities in Africa: Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC), and Southern African Development Community (SADC).⁴⁹ These three communities are seeking to form a Tripartite Free Trade Area. To this end, the NTB website was developed to enable the monitoring, reporting, and timelines for the reduction of tariff barriers. The site provides complaint statistics and survey results, but nothing in the way of downloadable databases.

19.3 ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

The OECD aims to address social issues through an international platform to discuss such issues, as well as to promote relevant policies. The OECD website provides sectoral data for countries – South Africa included.⁵⁰ There are nine indicators available for agriculture: agricultural land; agricultural support; aquaculture production; crop production; fish landings; fisheries support; meat consumption; nutrient balance; and production protection. Each dataset can be viewed either has a chart, map or a graph. The data is

⁴⁷ See: http://www.investmentmap.org/datasource_limit.aspx.

⁴⁸ See: http://www.investmentmap.org/data_availability.aspx.

⁴⁹ See: <http://www.tradebarriers.org/>.

⁵⁰ See: <https://data.oecd.org/south-africa.htm>.

presented in a comparative perspective, which means that the country that one has selected to view will be displayed against the other countries with the available indicator data. There is the option to download the entire indicator data or just the selected (i.e. country) data. There is data available only for two of the nine indicators for South Africa: crop production and mat consumption.

19.4 FOOD AND AGRICULTURE ORGANISATION (FAO) OF THE UNITED NATIONS

The FAO has a dedicated section for statistics.⁵¹ The site provides three key sub-sections: databases, statistical capacity development, and standards. These sub-sections provide quick-links to key tools listed as hyperlinks and with short explanatory paragraphs. Furthermore, there is a dedicated FAO Statistics website. The dedicated website provides detailed agricultural information, which is further categorised into sub-sections according to seven themes entitled: Environment, Economic, Food security, Production and trade, World census of agriculture, Global strategy to improve agricultural and rural statistics, and Voices of the Hungry. Each theme's sub-page has overview sections that highlight key statistical information and include visual tools. This is an effective way of making important findings easily accessible. The dedicated FAO Statistics website also provides links to two key statistical database websites: FAOSTAT and CountrySTAT. FAOSTAT⁵² provides 14 different agriculture themes – each with the options to browse or download the available datasets. CountrySTAT⁵³ harmonises data from various sources in order to ensure international standards for quality and reliable, national and sub-national data. There are 57 member countries, of which South Africa is one. Each member country has a FAO Country Profile with information divided into 11 thematic groups. The country profile page lists the thematic groups with a brief explanatory paragraph as well as hyperlinks to critical resources. This assists with quick navigation to needed resources, while at the same time showing what other, possibly complementary, data is available. The various relevant FAO websites all hyperlink to one another. This is a useful way to ensure that the information needed is easily accessible, but also ensures that individuals using the

⁵¹ See: <http://www.fao.org/statistics/en/>.

⁵² See: <http://faostat3.fao.org/home/E/>

⁵³ See: <http://www.countrystat.org/>.

resources on one site are likely to navigate to the others. This allows the information to be consolidated and brief on partner websites, and more extensive on the dedicated website.

19.5 INTERNATIONAL GRAINS COUNCIL (IGC)

The IGC was developed to oversee matters related to international grain trade. The six databases that they have available⁵⁴ is accessible through subscription. Under the “Market Information” tab on their website, it is possible to view five possible sets of data.

Export Prices: This data is in the form of a chart and a table for wheat, maize, barley, soyabeans, and rice.⁵⁵ The chart displays the export prices tracked over the month preceding the present month. It further notes the following columns: most recent export price in US\$; daily price change; annual change; and the number week of the year’s low followed by the high.

Supply and Demand: This chart and table is sortable by country and grain. South Africa is listed as an option. The data extends from 2006/07 to 2013/14.⁵⁶ One can select to show data for the opening stocks, production, imports, total availability, food, feed, industrial, other, total consumption, exports, and ending stocks.⁵⁷

Freight Rates: One has the option between two sets of tables and charts. The first is titled “Freight Rates”, which shows the rates for freight between Brazil and the European Union, the United States and the European Union, and the United States and Japan. The second option is the “IGC Grain Freight Index”, which a time series of freight rate changes for the years 2014 and 2015.

⁵⁴ GMR Market and Trade Plus; Grain Market Report (GMR); Grain Market Indicators (GMI); Ocean Freight Rates; World Grain Statistics; and Grain Shipments.

⁵⁵ See: <http://www.igc.int/en/markets/marketinfo-prices.aspx>.

⁵⁶ The figures for 2014/15 are an estimate, and there is a forecasted figure for 2015/16.

⁵⁷ See: <http://www.igc.int/en/markets/marketinfo-prices.aspx>.

Five-year Global Projections: This is a report that proposes a possible baseline scenario for the period 2015/16 to 2020/21. The report can be downloaded in a PDF format. It covers projections for the following grains: wheat, maize, barley, sorghum, oats and rye, rice, soybeans, and rapeseed/canola.

19.5.1 Global Trade Atlas

The Global Trade Atlas is an online platform that supplies trade statistics for global merchandise. The website requires a login and password. This is presently available only to the DAFF and information is available to the public upon request via the DAFF.

19.5.2 Quantec

Quantec is a South African-based consultancy that markets, distributes, and supports economic and financial data, country intelligence, and various statistical software.⁵⁸ Quantec has provincial trade data by postal node. The DAFF has access to this via Marketing. One of the services offered is the Economist Intelligence Unit, which Treasury has access to on behalf of government. The unit offers nine services⁵⁹ that include a total of updated analysis of more than 200 countries' political, economic and business information.

19.5.3 Statistics South Africa

The DAFF is able to access other trade data and agricultural databases upon request from Statistics South Africa (Stats SA). Stats SA has census information about agricultural households, as well as data about commercial agriculture.⁶⁰

⁵⁸ See: <http://www.quantec.co.za/about/>.

⁵⁹ The services are: Country Reports; Country Forecast; Country Risk Service; World Commodity Forecasts; ViewsWire; Risk Briefing; Industry Briefing and Forecasts; CountryData; Africa Cities.

⁶⁰ See: http://www.statssa.gov.za/?page_id=735&id=4.

20. ANNEXURE H: DATABASE RANKS OF IMPORTANCE

FIGURE 56: DATABASE RANK OF IMPORTANCE

RANK 1		RANK 2		RANK 3		RANK 4		RANK 5	
StatsSA Agricultural 2011 Census	17	Western Cape 2007 Agriculture Survey	13	Western Cape 2007 Agriculture Survey	9	Agricultural Land Prices	10	Livestock Commodity Prices	10
Agricultural Land Prices	10	StatsSA Agricultural 2011 Census	7	Crop Commodity Prices	8	Livestock Commodity Prices	6	Departmental Projects	9
Crop Commodity Prices	8	Game Industry Prices	6	Livestock Commodity Prices	6	Food Security	6	Agritourism	8
Departmental Projects	7	Food Security	6	Food Security	6	Livestock Breed Prices	5	Black Farmer Statistics	5
Black Farmer Statistics	5	Livestock Numbers	5	Agritourism	6	Livestock Numbers	5	Agricultural Land Prices	4
Game Industry Prices	4	Black Farmer Statistics	5	Departmental Projects	5	StatsSA Agricultural 2011 Census	5	Livestock Numbers	4
Livestock Commodity Prices	4	Agricultural Land Prices	4	Black Farmer Statistics	4	Agritourism	5	Crop Commodity Prices	3
Livestock Numbers	3	Crop Commodity Prices	3	Agricultural Land Prices	3	Crop Commodity Prices	4	Food Security	3
Agritourism	3	Agritourism	3	Game Industry Auction Performances	3	Black Farmer Statistics	4	Game Industry Prices	2

Food Security	2	Livestock Commodity Prices	2	StatsSA Agricultural 2011 Census	3	Western Cape 2007 Agriculture Survey	3	StatsSA Agricultural 2011 Census	2
Western Cape 2007 Agriculture Survey	1	Game Industry Auction Performances	1	Game Industry Prices	2	Departmental Projects	2	Western Cape 2007 Agriculture Survey	2
Game Industry Auction Performances	0	Livestock Breed Prices	1	Livestock Numbers	2	Game Industry Prices	0	Game Industry Auction Performances	0
Livestock Breed Prices	0	Departmental Projects	0	Livestock Breed Prices	1	Game Industry Auction Performances	0	Livestock Breed Prices	0

21. ANNEXURE I: TABLE OF LIVESTOCK TYPE, BREED, AND SPECIES

Livestock type	Breed	Species
Cattle	Afrikaner	Afrikaner Bulls, registered Afrikaner Heifers (in calf), registered Afrikaner Bulls Afrikaner Oxen Afrikaner Cows Afrikaner Cows (in calf) Afrikaner Cows with calves Afrikaner Heifers Afrikaner Heifers (in calf) Afrikaner Heifers <250kg Afrikaner Tollies <250kg Afrikaner Tollies >250kg
	Angus	Angus Bulls (Stud) Angus Cows (in calf), Stud Angus Cows with calves, Stud Angus Bulls Angus Red Bulls Angus Black Bulls Angus cows Angus cows - red Angus cows - black Angus Cows with calves Angus Cows (in calf) Angus Heifers (in calf) Angus Heifers
	Beefmaster	Beefmaster Bulls (stud)

		Beefmaster cows (stud) Beefmaster Cows with calves (stud) Beefmaster Cows (in calf) (stud) Beefmaster Cows 3-in-1 (stud) Beefmaster Heifers (in calf) (stud) Beefmaster Heifers (stud) Beefmaster oxen Beefmaster Bulls Beefmaster cows Beefmaster Cows with calves Beefmaster Cows (in calf) Beefmaster Heifers (in calf) Beefmaster Heifers
	Bonsmaras	Bonsmara Semen Straws Bonsmara Embrios Bonsmara Stud Bulls Bonsmara Stud Cows Bonsmara Stud Cows (in calf) Bonsmara Stud Cows with calves Bonsmara Stud Cows (in calve) with calves Bonsmara Stud Heifers Bonsmara Stud Heifers (in calf) Bonsmara SP Weaned calves Bonsmara Commercial Bulls Bonsmara Commercial Cows Bonsmara Commercial Cows (in calf) Bonsmara Commercial Cows with calves Bonsmara Cows (in calve) with calves Bonsmara Commercial Heifers Bonsmara Commercial Heifers (in calf) Bonsmara Commercial Heifers <250kg

		Bonsmara Commercial Tollies <250kg Bonsmara Commercial Tollies >250kg Bonsmara Oxen
	Boran	Boran Stud Bulls Boran Stud Cows Boran Bull semen straws Boran Stud Cows with calves Boran Stud Cows (in calf) Boran Stud Cows 3-in-1 Boran Stud Heifers (in calf) Boran Stud Heifers Boran Commercial Bulls Boran Commercial Cows Boran Commercial Cows in calf Boran Commercial Cow & Calf Boran Commercial Cows 3-in-1 Boran Commercial Heifers Boran Commercial Heifers (in calf)
	Bovelder	Bovelder Bulls Bovelder Cows Bovelder Cows with calves Bovelder Cows (in calf) Bovelder Cows 3-in-1 Bovelder Heifers (in calf) Bovelder Heifers
	Braford	Braford Bulls Braford Oxen Braford Cows Braford Cows (in calf) Braford Cows with calves Braford Heifers

		Braford Heifers (in calf) Braford Heifers <250kg Braford Tollies <250kg Braford Tollies >250kg
	Brahman	Brahman Stud Bulls Brahman Stud Bulls (Red) Brahman Stud Bulls (White) Brahman Stud Bulls straws Brahman Stud Cows Brahman Stud Cows (Red) Brahman Stud Cows (White) Brahman Stud Cows (in calf) Brahman Stud Cows with calves Brahman Stud Cows with calves (Red) Brahman Stud Cows with calves (White) Brahman Stud Heifers Brahman Stud Heifers (Red) Brahman Stud Heifers (White) Brahman Stud Heifers (in calf) Brahman Stud Heifers - Red (in calf) Brahman Stud Heifers - White (in calf) Brahman Stud Heifers <250kg Brahman Commercial Bulls Brahman Commercial Cows Brahman Commercial Cows (in calf) Brahman Commercial Cows with calves Brahman Commercial Heifers Brahman Commercial Heifers (in calf) Brahman Commercial Heifers <250kg Brahman Commercial Tollies <250kg Brahman Commercial Tollies >250kg

	Brangus	<p>Brangus Stud Bulls</p> <p>Brangus Red Stud Bulls</p> <p>Brangus Black Stud Bulls</p> <p>Brangus Stud Cows</p> <p>Brangus Stud Cows (in calf)</p> <p>Brangus Stud Cows with calves</p> <p>Brangus Stud Cows (pregnant) with calves</p> <p>Brangus Stud Heifers</p> <p>Brangus Stud Heifers (in calf)</p> <p>Brangus Stud Heifers <250kg</p> <p>Brangus Commercial Bulls</p> <p>Brangus Commercial Cows</p> <p>Brangus Commercial Cows (in calf)</p> <p>Brangus Commercial Cows with calves</p> <p>Brangus Commercial Heifers</p> <p>Brangus Commercial Heifers (in calf)</p> <p>Brangus Commercial Tollies <250kg</p> <p>Brangus Commercial Tollies >250kg</p>
	Braunvieh	<p>Braunvieh Stud Bulls</p> <p>Braunvieh Stud cows</p> <p>Braunvieh Stud cows & calves</p> <p>Braunvieh Stud cows in calf</p> <p>Braunvieh Stud heifers</p> <p>Braunvieh Stud heifers in calf</p> <p>Braunvieh Commercial Bulls</p> <p>Braunvieh Commercial cows with calves</p> <p>Braunvieh Commercial heifers in calf</p>
	Chabray	<p>Chabray Stud Bulls</p> <p>Chabray Stud Bulls (Red)</p> <p>Chabray Stud Bulls (White)</p> <p>Chabray Stud Bulls straws</p>

		<p>Chabray Stud Cows Chabray Stud Cows (Red) Chabray Stud Cows (White) Chabray Stud Cows (in calf) Chabray Stud Cows with calves Chabray Stud Cows with calves (Red) Chabray Stud Cows with calves (White) Chabray Stud Heifers Chabray Stud Heifers (Red) Chabray Stud Heifers (White) Chabray Stud Heifers (in calf) Chabray Stud Heifers - Red (in calf) Chabray Stud Heifers - White (in calf) Chabray Stud Heifers <250kg Chabray Commercial Bulls Chabray Commercial Cows Chabray Commercial Cows (in calf) Chabray Commercial Cows with calves Chabray Commercial Heifers Chabray Commercial Heifers (in calf) Chabray Commercial Heifers <250kg Chabray Commercial Tollies <250kg Chabray Commercial Tollies >250kg</p>
	Charolais	<p>Charolais Stud Bulls Charolais Stud Cows in calf Charolais Stud Cows Charolais Stud Cows with calves Charolais Stud Cows in calf with calves (3in1) Charolais Stud Heifers in calf Charolais Stud Heifers Charolais Bulls</p>

	<ul style="list-style-type: none"> Charolais Cows Charolais Cows (in calf) Charolais Cow & calf Charolais Heifers Charolais Heifers (in calf)
Chianina	<ul style="list-style-type: none"> Chianina Embrios Chianina Bulls Chianina Oxen Chianina Cows Chianina Cows (in calf) Chianina Cows with calves Chianina Cows (3in1) Chianina Heifers Chianina Heifers (in calf) Chianina Heifers <250kg Chianina Tollies <250kg Chianina Tollies >250kg
Dexter	<ul style="list-style-type: none"> Dexter Stud Bulls Dexter Stud Cows Dexter Stud Cows with calves Dexter Commercial Bulls Dexter Commercial Cows Dexter commercial cows with calves Dexter commercial cows (in calf) Dexter commercial heifers (in calf) Dexter commercial heifers
Drakensberger	<ul style="list-style-type: none"> Drakensberger Straws Drakensberger Stud Bulls Drakensberger Stud Cows Drakensberger Stud Cows in calf Drakensberger Stud Cows with calves

		Drakensberger Stud Cows 3-in-1 Drakensberger Stud Heifers Drakensberger Stud Heifers in Calf Drakensberger Bulls Drakensberger Cows Drakensberger Cows with calves Drakensberger Cows (in calf) Drakensberger Heifers (in calf) Drakensberger Heifers
	Droughtmaster	Droughtmaster Straws (semen) Droughtmaster Stud Bulls Droughtmaster Stud Cows Droughtmaster Stud Cows (in calf) Droughtmaster Stud Cows with calves Droughtmaster Stud Cows, in calf with calves Droughtmaster Stud Heifers Droughtmaster Stud Heifers (in calf) Droughtmaster Stud Heifers <250kg Droughtmaster Stud calves Droughtmaster Commercial Bulls Droughtmaster Commercial Cows Droughtmaster Commercial Cows (in calf) Droughtmaster Commercial Cows with calves Droughtmaster Commercial Cows, in calf with calves Droughtmaster Commercial Heifers Droughtmaster Commercial Heifers (in calf) Droughtmaster Commercial Heifers <250kg Droughtmaster Commercial Tollies <250kg Droughtmaster Commercial Tollies >250kg
	Hereford	Hereford Stud Bulls Hereford Stud Cows

	<p>Hereford Stud Cows (in calf)</p> <p>Hereford Stud Cows with calves</p> <p>Hereford Stud Heifers</p> <p>Hereford Stud Heifers (in calf)</p> <p>Hereford Stud Heifers <250kg</p> <p>Hereford Commercial Bulls</p> <p>Hereford Commercial Cows</p> <p>Hereford Commercial Cows (in calf)</p> <p>Hereford Commercial Cows with calves</p> <p>Hereford Commercial Heifers</p> <p>Hereford Commercial Heifers (in calf)</p> <p>Hereford Commercial Heifers <250kg</p> <p>Hereford Commercial Tollies <250kg</p> <p>Hereford Commercial Tollies >250kg</p>
Holsteins	<p>Holsteins Stud Bulls</p> <p>Holsteins Embrio Straws</p> <p>Holsteins Stud Cows</p> <p>Holsteins Stud Cows (in calf)</p> <p>Holsteins Stud Cows with calves</p> <p>Holsteins Stud Heifers</p> <p>Holsteins Stud Heifers (in calf)</p> <p>Holsteins Stud Heifer Calves</p> <p>Holsteins Stud Bull Calves</p> <p>Holsteins Commercial Bulls</p> <p>Holsteins Commercial Cows</p> <p>Holsteins Commercial Cows (in calf)</p> <p>Holsteins Commercial Cows with calves</p> <p>Holsteins Commercial Heifers</p> <p>Holsteins Commercial Heifers (in calf)</p>
Huguenot	<p>Huguenot Stud Bulls</p> <p>Huguenot Stud cows</p>

		<p>Huguenot Stud cows & calves</p> <p>Huguenot Stud cows in calf</p> <p>Huguenot Stud cows 3-in-1</p> <p>Huguenot Stud heifers</p> <p>Huguenot Stud heifers in calf</p> <p>Huguenot Stud heifers <250kg</p> <p>Huguenot Commercial Bulls</p> <p>Huguenot Commercial cows</p> <p>Huguenot Commercial cows with calves</p> <p>Huguenot Commercial heifers in calf</p> <p>Huguenot Commercial heifers</p> <p>Huguenot Commercial tollies<250kg</p> <p>Huguenot Commercial tollies</p>
	Jerseys	<p>Jersey Stud Bulls</p> <p>Jersey Stud Cows</p> <p>Jersey Stud Cows (in calf)</p> <p>Jersey Stud Cows with calves</p> <p>Jersey Stud Heifers</p> <p>Jersey Stud Heifers (in calf)</p> <p>Jersey Stud Heifers <250kg</p> <p>Jersey Commercial Bulls</p> <p>Jersey Commercial Cows</p> <p>Jersey Commercial Cows (in calf)</p> <p>Jersey Commercial Cows with calves</p> <p>Jersey Commercial Heifers</p> <p>Jersey Commercial Heifers (in calf)</p> <p>Jersey Commercial Heifers <250kg</p> <p>Jersey Commercial Tollies <250kg</p> <p>Jersey Commercial Tollies >250kg</p>
	Limousins	<p>Limousins Stud Bulls</p> <p>Limousins Stud Bull seed/straw</p>

		<p>Limousins Stud Cows Limousins Stud Cows (in calf) Limousins Stud Cows with calves Limousins Stud Cows (in calf with calf) Limousins Stud Heifers Limousins Stud Heifers (in calf) Limousins Stud Heifers <250kg Limousins Commercial Bulls Limousins Commercial Cows Limousins Commercial Cows (in calf) Limousins Commercial Cows with calves Limousins Commercial Heifers Limousins Commercial Heifers (in calf) Limousins Commercial Heifers <250kg Limousins Commercial Tollies <250kg Limousins Commercial Tollies >250kg</p>
	<p>Ngunis</p>	<p>Nguni Stud Bulls Nguni Stud Cows Nguni Stud Cows with calves Nguni Stud Cows (in calf) with calves Nguni Stud Cows (in calf) Nguni Stud Heifers (in calf) Nguni Stud Heifers Nguni Commercial Bulls Nguni Commercial Cows Nguni Commercial Cows (in calf) Nguni Commercial Cows with calves Nguni Commercial Heifers in calf Nguni Commercial Heifers Nguni Commercial Heifers <250kg Nguni oxen</p>

		Nguni Tollies <250kg
	Pinzgauer	Pinzgauer Stud Bulls Pinzgauer Stud Cows Pinzgauer Stud Cows (in calf) Pinzgauer Stud Cows with calves Pinzgauer Stud Cows 3-in-1 Pinzgauer Stud Heifers Pinzgauer Stud Heifers (in calf) Pinzgauer Commercial Bulls Pinzgauer Commercial Cows Pinzgauer Commercial Cows (in calf) Pinzgauer Commercial Cows with calves Pinzgauer Commercial Heifers Pinzgauer Commercial Heifers (in calf) Pinzgauer Commercial Tollies
	Poenskop	Poenskop Straws (semen) Poenskop Embrios Poenskop Stud Bulls Poenskop Stud Cows Poenskop Stud Cows (in calf) Poenskop Stud Cows with calves Poenskop Stud Cows, in calf with calves Poenskop Stud Heifers Poenskop Stud Heifers (in calf) Poenskop Stud Heifers <250kg Poenskop Stud calves Poenskop Commercial Bulls Poenskop Commercial Cows Poenskop Commercial Cows (in calf) Poenskop Commercial Cows with calves Poenskop Commercial Cows, in calf with calves

	<p>Poenskop Commercial Heifers</p> <p>Poenskop Commercial Heifers (in calf)</p> <p>Poenskop Commercial Heifers <250kg</p> <p>Poenskop Commercial Tollies <250kg</p> <p>Poenskop Commercial Tollies >250kg</p>
Romagnola	<p>Romagnola Bulls</p> <p>Romagnola Oxen</p> <p>Romagnola Cows</p> <p>Romagnola Cows (in calf)</p> <p>Romagnola Cows with calves</p> <p>Romagnola Heifers</p> <p>Romagnola Heifers (in calf)</p> <p>Romagnola Heifers <250kg</p> <p>Romagnola Tollies <250kg</p> <p>Romagnola Tollies >250kg</p>
Santa Gertrudis	<p>Santa Gertrudis Straws (semen)</p> <p>Santa Gertrudis Stud Bulls</p> <p>Santa Gertrudis Stud Cows</p> <p>Santa Gertrudis Stud Cows (in calf)</p> <p>Santa Gertrudis Stud Cows with calves</p> <p>Santa Gertrudis Stud Cows, in calf with calves</p> <p>Santa Gertrudis Stud Heifers</p> <p>Santa Gertrudis Stud Heifers (in calf)</p> <p>Santa Gertrudis Stud Heifers <250kg</p> <p>Santa Gertrudis Stud calves</p> <p>Santa Gertrudis Commercial Bulls</p> <p>Santa Gertrudis Commercial Cows</p> <p>Santa Gertrudis Commercial Cows (in calf)</p> <p>Santa Gertrudis Commercial Cows with calves</p> <p>Santa Gertrudis Commercial Cows, in calf with calves</p>

	<p>Santa Gertrudis Commercial Heifers</p> <p>Santa Gertrudis Commercial Heifers (in calf)</p> <p>Santa Gertrudis Commercial Heifers <250kg</p> <p>Santa Gertrudis Commercial Tollies <250kg</p> <p>Santa Gertrudis Commercial Tollies >250kg</p>
Senepol	<p>Senepol Straws (semen)</p> <p>Senepol Stud Bulls</p> <p>Senepol Stud Cows</p> <p>Senepol Stud Cows (in calf)</p> <p>Senepol Stud Cows with calves</p> <p>Senepol Stud Cows, in calf with calves</p> <p>Senepol Stud Heifers</p> <p>Senepol Stud Heifers (in calf)</p> <p>Senepol Stud Heifers <250kg</p> <p>Senepol Stud calves</p> <p>Senepol Commercial Bulls</p> <p>Senepol Commercial Cows</p> <p>Senepol Commercial Cows (in calf)</p> <p>Senepol Commercial Cows with calves</p> <p>Senepol Commercial Cows, in calf with calves</p> <p>Senepol Commercial Heifers</p> <p>Senepol Commercial Heifers (in calf)</p> <p>Senepol Commercial Heifers <250kg</p> <p>Senepol Commercial Tollies <250kg</p> <p>Senepol Commercial Tollies >250kg</p>
Shorthorn	<p>Shorthorn Straws</p> <p>Shorthorn Stud Bulls</p> <p>Shorthorn Stud Cows</p> <p>Shorthorn Stud Cows in calf</p> <p>Shorthorn Stud Cows with calves</p> <p>Shorthorn Stud Cows 3-in-1</p>

		<p>Shorthorn Stud Heifers Shorthorn Stud Heifers in Calf Shorthorn Bulls Shorthorn Cows Shorthorn Cows with calves Shorthorn Cows (in calf) Shorthorn Heifers (in calf) Shorthorn Heifers</p>
	<p>Simbras</p>	<p>Simbra Bulls Simbra Oxen Simbra Cows Simbra Cows (in calf) Simbra Cows with calves Simbra Cows (3in1) Simbra Heifers Simbra Heifers (in calf) Simbra Heifers <250kg Simbra Tollies <250kg Simbra Tollies >250kg</p>
	<p>Simmentaler</p>	<p>Simmentaler semen straws Simmentaler Stud Bulls Simmentaler Stud calves Simmentaler Stud Cows Simmentaler Stud Cows (in calf) Simmentaler Stud Cows with calves Simmentaler Stud Cows 3in1 Simmentaler Stud Heifers Simmentaler Stud Heifers (in calf) Simmentaler Stud Heifers <250kg Simmentaler Commercial Bulls Simmentaler Commercial Cows</p>

	<p>Simmentaler Commercial Cows (in calf)</p> <p>Simmentaler Commercial Cows with calves</p> <p>Simmentaler Commercial Cows 3in1</p> <p>Simmentaler Commercial Heifers</p> <p>Simmentaler Commercial Heifers (in calf)</p> <p>Simmentaler Commercial Heifers <250kg</p> <p>Simmentaler Commercial Tollies <250kg</p> <p>Simmentaler Commercial Tollies >250kg</p>
South Devon	<p>South Devon Stud Bulls</p> <p>South Devon Stud Cows</p> <p>South Devon Stud Cows (in calf)</p> <p>South Devon Stud Cows with calves</p> <p>South Devon Stud Heifers</p> <p>South Devon Stud Heifers (in calf)</p> <p>South Devon Commercial Bulls</p> <p>South Devon Commercial Cows</p> <p>South Devon Commercial Cows (in calf)</p> <p>South Devon Commercial Cows with calves</p> <p>South Devon Commercial Heifers</p> <p>South Devon Commercial Heifers (in calf)</p> <p>South Devon Commercial Tollies</p>
Stormberger	<p>Stormberger Stud Bulls</p> <p>Stormberger Stud cows</p> <p>Stormberger Stud cows & calves</p> <p>Stormberger Stud cows in calf</p> <p>Stormberger Stud heifers</p> <p>Stormberger Stud heifers in calf</p> <p>Stormberger Commercial Bulls</p> <p>Stormberger Commercial cows with calves</p> <p>Stormberger Commercial heifers in calf</p>
Sussex	<p>Sussex Stud Bulls</p>

		<p>Sussex Stud Cows Sussex Stud Cows (in calf) Sussex Stud Cows with calves Sussex Stud Heifers Sussex Stud Heifers (in calf) Sussex Stud Heifers <250kg Sussex Commercial Bulls Sussex Commercial Cows Sussex Commercial Cows (in calf) Sussex Commercial Cows with calves Sussex Commercial Heifers Sussex Commercial Heifers (in calf) Sussex Commercial Heifers <250kg Sussex Commercial Tollies <250kg Sussex Commercial Tollies >250kg</p>
	<p>Tuli</p>	<p>Tuli Bulls Stud Tuli Cows - Stud Tuli Cows - Stud - in calf Tuli Cows & calves- Stud Tuli Stud Heifers in calf Tuli Stud Heifers Tuli Bulls Tuli Cows Tuli Cows (in calf) Tuli Cows with calves Tuli Heifers Tuli Heifers (in calf) Tuli Heifers <250kg Tuli Oxen Tuli Tollies <250kg Tuli Tollies >250kg</p>

Goats	Angora	<p>Angora Stud rams</p> <p>Angora Stud ewes</p> <p>Angora Stud ewes with lambs</p> <p>Angora Commercial rams</p> <p>Angora Commercial ewes</p> <p>Angora Commercial ewes in lamb</p> <p>Angora Commercial ewes with lambs</p>
	Boerbokke	<p>Boer Goat Stud rams</p> <p>Boer Goat Stud ewes</p> <p>Boer Goat Stud ewes in lamb</p> <p>Boer Goat Stud ewes with lambs</p> <p>Boer Goat Commercial rams</p> <p>Boer Goat Commercial ewes</p> <p>Boer Goat Commercial ewes in lamb</p> <p>Boer Goat Commercial ewes with lambs</p> <p>Boer Goat Commercial lambs</p>
	Inheemse veldbok	<p>Inheemse Veldbok Stud rams</p> <p>Inheemse Veldbok Stud ewes</p> <p>Inheemse Veldbok Stud ewes with lambs</p> <p>Inheemse Veldbok Commercial rams</p> <p>Inheemse Veldbok Commercial Lambs</p> <p>Inheemse Veldbok Commercial ewes in lamb</p> <p>Inheemse Veldbok Commercial ewes with lambs</p> <p>Inheemse Veldbok Commercial Lambs</p>
	Kalahari reds	<p>Kalahari Red Stud Rams</p> <p>Kalahari Red Stud Ewes</p> <p>Kalahari Red Stud Ewes & lambs</p> <p>Kalahari Red Stud Ewes (pregnant)</p> <p>Kalahari Red Rams</p> <p>Kalahari Red Ewes</p> <p>Kalahari Red Ewes with lambs</p>

	Savanna	Savanna Goat T5 rams Savanna Goat T5 ewes Savanna Goat stud ewes & lambs Savanna Goat Commercial rams
Horses	Boerperd	Boerperd Stallion Boerperd Mares Boerperd Geldings Boerperd Yearling Colt
	Quarter horse	Quarter Horse Stallion Quarter Horse Mares Quarter Horse Geldings Quarter Horse Yearling Fillies Quarter Horse Yearling Colt
Sheep	Afrino	Afrino Rams Stud Afrino Ewes Stud Afrino Ewes + Lambs Stud Afrino Rams Commercial Afrino Ewes Commercial Afrino Ewes + Lambs Commercial Afrino Lambs - Commercial
	Damara	Damara Rams Stud Damara Ewes Stud Damara Ewes + Lambs Stud Damara Rams Commercial Damara Ewes Commercial Damara Ewes + Lambs Commercial Damara Lambs - Commercial
	Dohne merinos	Dohne Merino stud rams Dohne Merino stud ewes Dohne Merino stud ewes in lamb Dohne Merino stud ewes in lamb with twins

	<p>Dohne Merino stud ewes with lambs</p> <p>Dohne Merino commercial rams</p> <p>Dohne Merino commercial ewes</p> <p>Dohne Merino commercial ewes in lamb</p> <p>Dohne Merino commercial ewes with lambs</p> <p>Dohne Merino commercial Ewe lambs</p>
Dormers	<p>Dorner Stud Rams</p> <p>Dorner Stud ewes</p> <p>Dorner Stud ewes (in lamb)</p> <p>Dorner Stud ewes with lambs</p> <p>Dorner Stud young ewes</p> <p>Dorner Stud ewe lambs</p> <p>Dorner Commercial Rams</p> <p>Dorner Commercial Ewes</p>
Ile de France	<p>Ile de France stud rams</p> <p>Ile de France T5 ewes</p> <p>Ile de France Stud ewes</p> <p>Ile de France Stud ewes in lamb</p> <p>Ile de France Stud ewes with lambs</p> <p>Ile de France commercial rams</p> <p>Ile de France commercial ewes</p> <p>Ile de France commercial ewes with lambs</p> <p>Ile de France ewe lambs</p> <p>Ile de France commercial hamels</p>
Meatmaster	<p>Meatmaster stud rams</p> <p>Meatmaster T5 ewes</p> <p>Meatmaster Stud ewes</p> <p>Meatmaster Stud ewes in lamb</p> <p>Meatmaster Stud ewes with lambs</p> <p>Meatmaster Stud lambs</p> <p>Meatmaster commercial rams</p>

		Meatmaster commercial ewes Meatmaster ewe lambs
	Merinolandskaap	Merinolandskaap stud rams Merinolandskaap T5 ewes Merinolandskaap Stud ewes Merinolandskaap Stud ewes in lamb Merinolandskaap Stud ewe lambs Merinolandskaap commercial rams Merinolandskaap commercial ewes Merinolandskaap commercial ewes, in lamb Merinolandskaap commercial ewes with lambs Merinolandskaap ewe lambs Merinolandskaap commercial hamels
	Merinos	Merino stud rams Merino T5 ewes Merino Stud ewes Merino Stud ewes in lamb Merino Stud ewe lambs Merino commercial rams Merino commercial ewes Merino commercial ewes, in lamb Merino commercial ewes with lambs Merino ewe lambs Merino commercial hamels
	Pedi	Pedi commercial rams Pedi commercial ewes Pedi commercial ewes in lamb Pedi commercial ewes in lamb with lamb Pedi ewes with lambs Pedi ewe lambs

Poenskop merinos	<ul style="list-style-type: none"> Merino stud rams Merino T5 ewes Merino Stud ewes Merino Stud ewes in lamb Merino Stud ewe lambs Merino commercial rams Merino commercial ewes Merino commercial ewes, in lamb Merino commercial ewes with lambs Merino ewe lambs Merino commercial hamels
South African Vleismerino	<ul style="list-style-type: none"> SA Mutton Merino stud rams SA Mutton Merino stud ram semen SA Mutton Merino T5 ewes SA Mutton Merino Stud ewes SA Mutton Merino Stud ewes in lamb SA Mutton Merino Stud ewes with lambs SA Mutton Merino commercial rams SA Mutton Merino commercial ewes SA Mutton Merino commercial ewes (in lamb) SA Mutton Merino commercial ewes with lambs
Suffolk	<ul style="list-style-type: none"> Suffolk Stud Rams Suffolk Stud ewes Suffolk Stud ewes (in lamb) Suffolk Stud ewes with lambs Suffolk Commercial Rams Suffolk Commercial Ewes
Van rooy	<ul style="list-style-type: none"> Van Rooy Stud rams Van Rooy commercial rams Van Rooy commercial ewes Van Rooy ewes with lambs

		Van Rooy ewe lambs
	Veld merino	Veldram stud rams Veldram stud ewes Veldram stud ewes in lamb Veldram stud ewes with lambs Veld commercial flock rams Veldram commercial ewes Veldram commercial ewes in lamb Veldram commercial ewes with lambs Veldram commercial Ewe lambs

22. ANNEXURE J: RESEARCH ETHICS

A number of methods have been used to ensure the reliability and validity of the data collected and of the conclusions reached:

- The research team members consulted with the client particularly during the design and initial planning of the evaluation, but also during the data collection process. This will help to ensure that all the relevant variables, issues, and stakeholders are identified;
- Data collection was a combination of primary and secondary data. Findings were gathered through note-taking by the interviewer and recorded for back-up purposes;
- During data analysis 'triangulation' between various sources and kinds of data will be used;
- All participants were encouraged to participate on a voluntary basis. They were informed of what the information they provide is for and how it will be used. It was made clear that there are no negative repercussions if they choose not to answer questions. Comments were not connected to names in order to ensure the anonymity of respondents;
- All participants were required to sign a consent form. Where telephonic interviews were held, verbal consent was obtained. In addition, during telephonic interviews, both the consent and interview was recorded for quality purposes.

23. ANNEXURE K: PARTICIPANT CONSENT FORMS

CONSENT FORM TO PARTICIPATE IN EVALUATION

Evaluation of the Availability, Extent and Utilisation of Agricultural Economic Databases

Thank you for taking the time to review this form. You are being asked to participate in the Evaluation of the Availability, Extent and Utilisation of Agricultural Economic Databases. Creative Consulting & Development Works (CC&DW) has been contracted to conduct an evaluation of these databases, establish how they have been utilised, and determine how they could be adapted to better meet clients' needs. You have been selected as a participant in this evaluation because we want to know about your knowledge and experience of the Agricultural Economic Databases and experience with the Agricultural Economic Services Programme.

1. PURPOSE OF THE STUDY

The evaluation will assess the extent to which the Western Cape Government Department of Agriculture (WCDoA) database services provided by the 'Macro-economic Support Services' are or are not servicing the purposes they aim to serve and establish how the services would best be optimised in the interest of greater effectiveness in achieving intended outcomes and impacts. The study will collect information from at least 100 clients that have utilised the databases, as well as from key interest groups and stakeholders.

2. PROCEDURES

If you volunteer to participate in this evaluation, we will ask you to respond to a series of questions regarding the availability, extent and utilisation of agricultural economic databases from the Western Cape Department of Agriculture. These questions will come in the form of an interview conducted in person. You have been asked to participate in one of three possible forms of interview:

1. An individual face-to-face interview: the interview will last a maximum of 90 minutes;

2. An individual telephonic interview: the interview will last a maximum of 45 minutes;
or
3. A focus group discussion (FGD): a focus group is a small group of between 5-8 people, who discuss a few questions provided by a facilitator. The discussion will not take longer than 60 minutes.

Please tell the interviewer facilitating your interview if you have any time constraints or if you need to leave.

3. PARTICIPATION AND WITHDRAWAL

You can choose whether to be in this evaluation or not. If you volunteer to be in this evaluation, you may withdraw at any time without consequences of any kind. You may also refuse to answer any questions you do not want to answer and remain in the evaluation. Participating or withdrawing will not affect the access you have to databases from the WCDoA.

4. POTENTIAL RISKS AND DISCOMFORTS

If at any time you feel you do not want to answer a particular question, please tell the interviewer and you will not be asked to answer. You are free to decline to answer any question that you do not want to answer. This is not a test of your knowledge, if you do not know the answer to a question, just say “don't know”.

5. PAYMENT FOR PARTICIPATION

You will receive no payment for participating in this evaluation.

6. CONFIDENTIALITY

Any information that is obtained in connection with this evaluation and that can be identified with you will remain confidential and will be disclosed only with your permission or as required by law. Confidentiality will be maintained by means of removal of identifying information from records. The collected data will be made available only to

the main evaluators. Your name will never be linked with your responses during data analysis and reporting.

6.1. Focus Group Discussions (FGDs)

You should be aware that although confidentiality will be encouraged during group discussions, it cannot be guaranteed. It should be clear that 1) although the research team will adhere to confidentiality and ensure anonymity of the data and reports, the team cannot guarantee that other participants will regard the information as confidential, but will be urged to do so, and 2) participants should thus be advised not to disclose sensitive personal information in FGDs.

7. IDENTIFICATION OF EVALUATORS

If you have any questions or concerns about the evaluation, please feel free to contact Susannah Clarke telephonically on +27 21 448 2058 or via email: Susannah@developmentworks.co.za.

Please fill in and sign the form below. Give it to the researcher before you start answering the questions.

PARTICIPANT CONSENT

I hereby consent voluntarily to participate in the "Evaluation of the Availability, Extent and Utilisation of Agricultural Economic Databases" study. I confirm that I have been given a copy of this form.

.....
Signature Date

In addition to agreeing to participate, I also consent to having the interview voice recorded.

.....
Signature Date

The researcher will sign his/her name below to confirm that he/she has explained the study to you and answered the questions you have about it:

.....
Name of Researcher