



# Evaluating recommendations

## Why do recommendations fail?

A good place to start in evaluating recommendations (or solutions) is to think why many recommendations fail. Often, they are simply inappropriate. The following analysis - before making a recommendation - can help ensure success.

Simple analysis can improve the probability of a successful recommendation



### 1. Does your recommendation address a major farmers' problem?

Table. How important is the problem?

What is the percent area affected	
What percent of farmers are affected	
What is the frequency of occurrence (each season, every third season?)	
What is the type and extent of the problem (e.g., crop damage, cost – see attached sheet), labor required, yield loss)	
Is the solution feasible and appropriate?	
What is the effect on the environment?	
Other?	
<b>Total</b>	

You can use a score of 1 to 5, (1. Very low; 2. Low; 3. Medium; 4. Fairly high; 5. Very high), Total the score and rank problems

### 2. Have you evaluated how good your recommendation is?

Has the recommendation been tested under farmers' conditions?  
Does it address the major cause of the problem?

Table. What are the characteristics of the recommendation?

Factor	Comment/Evaluation
Type of benefit (labor, profit, yield)?	
Amount of benefit?	
What is the risk (more, less, same?)	
Are inputs available?	
What are the labor needs (more, same, less)?	
Is the recommendation easy to understand?	
Is the recommendation ease to adopt? (Does it fit with farming system?)	
Can extra product be sold?	
What is the effect on the environment?	
Other	

### 3. What is your conclusion

	<b>Not important</b>	<b>Important</b>	<b>Very important</b>
The problem is			
	<b>Poor</b>	<b>Good</b>	<b>Very good</b>
The recommendation is			

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