Guidelines to thefFarmer feedback tricot package

1. **Introduction & Scope**

1.1 What is the Farmer Feedback Tricot Package

The Farmer Feedback Tricot (FF Tricot) package is a set of instruments designed to support the feedback of tricot trial results back to the participants. It includes the minimum elements needed to deliver useful and clear information about farmer participation and trial results.

1.2 Why farmer feedback matters

Providing feedback to farmers is essential because they are active partners in the tricot process. As citizen scientists, they deserve to know the results of the trials in which they participated.

2. What the Farmer Feedback Tricot Package contains

a. **Feedback workshop manual:** A document that explains how to carry out a feedback workshop, including the activities to be conducted and the resources needed.
b. **Feedback sheet template:** An Excel file structured with the required information to populate the feedback sheet.
c. **Farmer feedback data frame:** An Excel file structured with the required information to populate the feedback sheet.
d. **Certificate template:** A PowerPoint file containing the basic certificate design, linked to an Excel dataset.
e. **Certificate data frame:** An Excel file structured with the required information to populate the certificate.
f. **Printable NPS scale:** A PDF file with an NPS scale in A1 format, ready to be printed.
g. Workshop Summary
h. Workshop time management sheet.

3. Feedback Workshop Guide

3.1 Purpose of the workshop

The feedback workshop is a gathering designed to provide tricot participants with information about their participation in the trial and its results.

3.2 Before the workshop

3.2.1 Data preparation

- A complete list of participants, including those who retired early or did not complete the trial, with their corresponding region.
- Each participant's technologies ranked from best to worst. This should be a ranking of three technologies.
- The overall technologies used in the trial ranked from most to least preferred. This ranking reflects the aggregated results of selected traits or other trial evaluations.
- A list of technologies with the highest number of votes for three to six traits or other elements under evaluation.
- Recommendations relevant to farmers and related to the trial themes. The total text should not exceed 390 characters.
  Note: the feedback sheet includes three text boxes with a maximum of 130 characters each.
- Three contact strings, which can be email addresses, phone numbers, or social media links.
- A QR code linking to any resource the trial manager considers relevant.

3.2.2 Printing

- Print the feedback sheet and the certificate. One copy of each per farmer.
- The feedback sheet is size A4 black and white
- Print the feedback sheet in bond paper superior to 90 grams
- The certificate size is A5 size, full color
- Print the certificate on **smooth cardstock»** paper.

3.2.3 Logistics

- Prepare each workshop location (community halls, lead farmers' houses, or other suitable spaces) ensuring shade and basic comfort for participants.
- Prepare a travel plan that includes all workshop locations.
- If the budget allows, provide refreshments for participants.

3.3 Resources & budget checklist

Category	Item	Unit	Qty	Opt.	Notes
Personnel	Team leader	person	1		Senior / technical
Personnel	Driver	person	1		Vehicle included or separate
Personnel	Facilitator	person	1		English ↔ local
Personnel	Note-taker / observer	person	1		Shared role / rotating observer
Participants	Refreshments	person	X		Water + snacks
Participants	Farmer compensation / stipend	person	X	X	Time compensation
Transport	Vehicle (4x4 or van)	day	1		Local transport
Transport	Fuel	trip	1		Round trip
Transport	Per diem – staff	person/day	X		Meals
Transport	Accommodation	room/night	X	X	Only if overnight
Venue	Community hall	day	1		If not included
Venue	Tables	set	1		If not included
Venue	Electricity / generator (if needed)	day	1	X	Only if no grid
Printing	Feedback Sheets	copy	X		A4, thick paper
Printing	Diplomas	copy	X		A5, cardboard
Printing	Registration forms	copy	X		Consent
Printing	Facilitator guide	copy	X		Internal
Equipment	Speaker / PA	day	1	X	If not included
Printing	Scales & journeys posters	copy	X		Reusable
Supplies	Stationery kit	set	1		Markers, tape, stickers
Equipment	Mobile data / MiFi	GB	X		Upload data

3.4 How to run the workshop

3.4.1 Kick-off / Introduction:

Gather the group of farmers and explain the purpose of the meeting and the nature of the workshop. Support from local leadership (such as lead farmers or field agents) can help facilitate this introduction.

3.4.2 The concluded tricot trial:

Briefly explain the objectives, processes, and scope of the concluded trial.

3.4.3 Feedback sheet explanation and handover:

Explain the structure and purpose of the Farmer Feedback Sheet and distribute one copy to each participant (see Farmer Feedback Sheet).

3.4.4 Group discussion by preference:

Peer interviews are interviews in which research participants interview each other. This approach helps capture individual perspectives before the dynamics of the larger group influence their responses.

Participants in the feedback session will sit in groups according to their variety preferences and interview each other using the following questions:

- Why did you choose this variety?
- What stood out to you about its performance?
- How did the trial results align with your expectations?
- What are your next steps in applying what you've learned from this trial?

3.4.5 Peer interviews results:

Interviewers are encouraged to take brief notes if possible. After completing the interviews, each group will share their key points with the entire group. Observers will record open questions, notable insights, potential next steps, and their interpretations on the sheet.

3.4.6 Overall trial results presentation:

a. Present the overall trial results using a simple visual format, such as a graph or chart.
b. Explain the concept of Incomplete Block Design (IBD) and how it ensures robust and valid trial results.
c. Emphasize that the trial involved *XXX* farmers, highlighting the collective and community-driven nature of the effort.

3.4.7 Certificate handover:

Distribute the participation certificates to the farmers (see Certificate).

3.4.8 Net Promoter Score (NPS):

The Net Promoter Score (NPS) measures loyalty by asking how likely participants are to recommend a product or activity on a scale from 0 to 10.

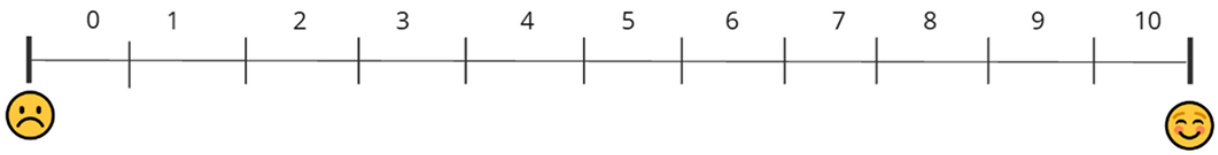
In this workshop, the NPS is used to measure:

- How likely farmers are to recommend receiving the feedback sheet during a feedback session.

- How likely implementers are to recommend organizing such sessions for farmers.

The printed NPS scale will be pinned to a wall. Farmers will receive a marker to place a dot on the scale in response to the following question:

"How likely are you to recommend this feedback sheet and session to another farmer?"



3.4.9 Workshop closing:

Thank participants for their time and contributions and formally close the session.

3.5 Workshop time management

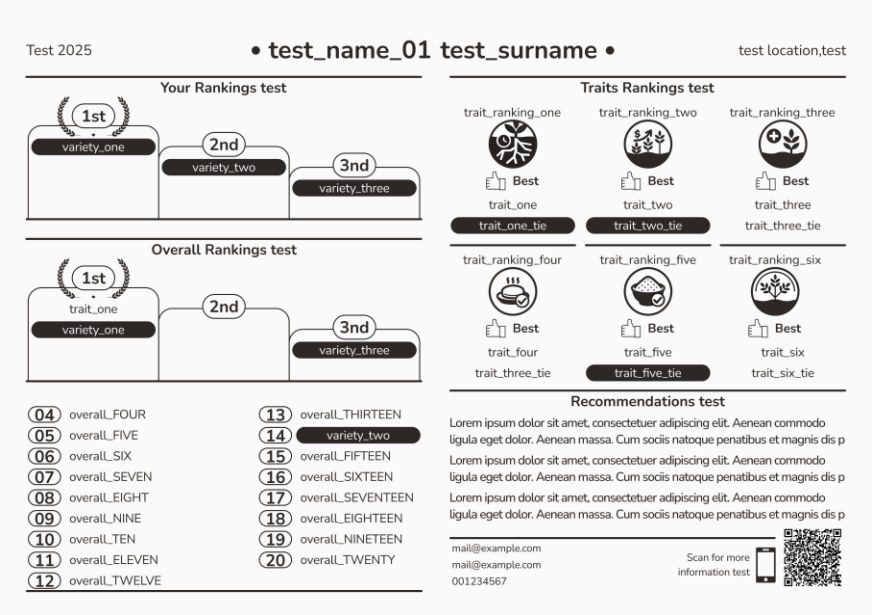
1	Kick off /introduction	5 - 10 min
2	The concluded Tricot trial	5 - 10 min
3	Sheet explanation and handover	20 - 25 min
4	Group discussion by preference:	5 - 10 min
5	Peers interview results	15 - 20 min
6	Overall Results Presentation	10 - 15 min
7	Certificate Handover	5- min
8	The Net Promoter Score (NPS)	5 - 10 min
9	Workshop closing	5 - min
	Total time	75 - 110

4. Farmer Feedback Sheet

4.1 What is the FFS ?

The Farmer Feedback Sheet (FFS) is a communication artifact that summarizes farmer participation in a tricot project. It provides farmers with information about their three preferred varieties based on their individual evaluations.

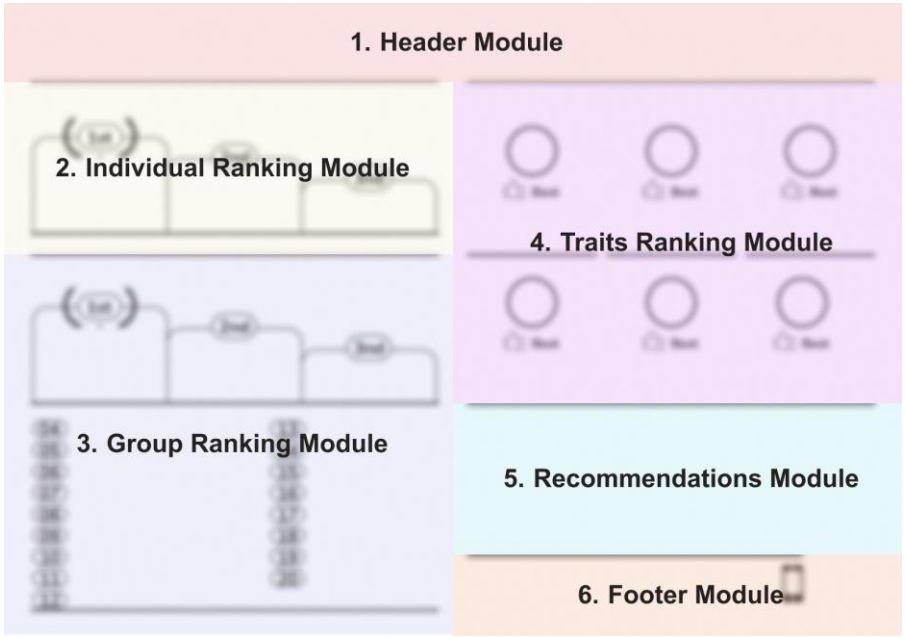
In addition, the FFS presents the overall trial preferences and indicates how each farmer's selected varieties are positioned within the overall rankings. The sheet also includes rankings based on the evaluated traits, as well as general recommendations derived from the trial and contact information.



4.2 When and how it is used

The FFS is delivered to farmers at the end of the project, during the feedback stage, as part of the feedback workshop. The feedback sheet is an individual deliverable, with one sheet provided per farmer.

4.3 Structure of the FFS



1. Header Module:

Content Shows the participant's name, date, and location clearly.

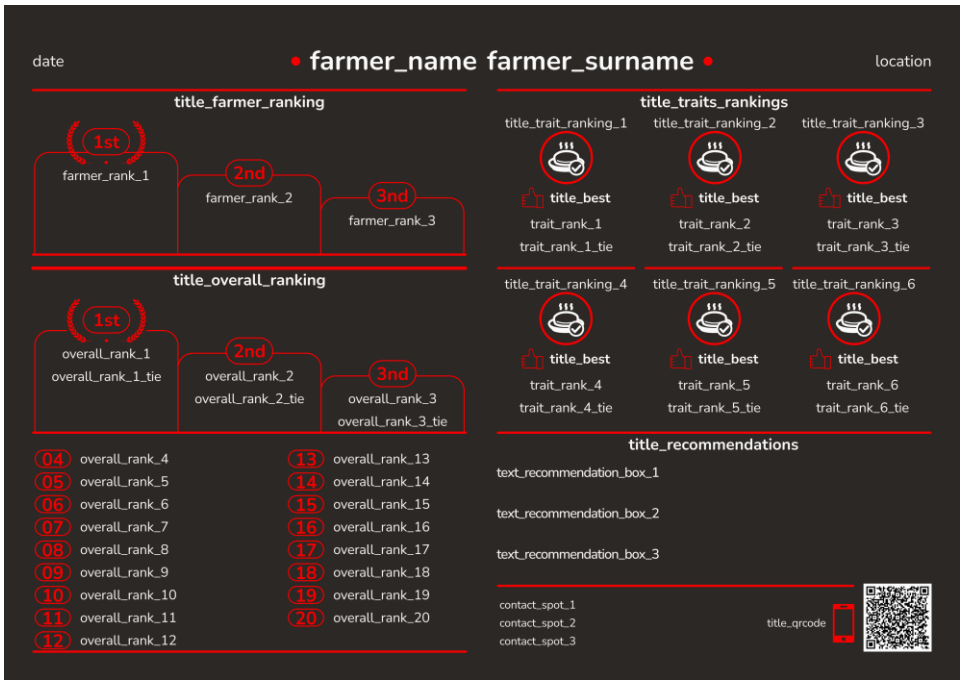
Goal: Helps farmers quickly identify and confirm their personal information and trial context.

2. Individual Ranking Module:
Highlights the varieties each farmer personally ranked highest.
Goal: Allows quick identification of their top-performing varieties.
3. Group Ranking Module:
Shows the varieties ranked highest by the entire farmer group. Goal: Enables farmers to easily compare individual results with community preferences.
4. Traits Ranking Module
Displays top varieties for key farming traits (yield, drought tolerance, etc.). Goal: Farmers can quickly see which varieties perform best in important categories.
5. Recommendations Module
Provides practical, context-specific farming advice. Goal: Gives clear recommendations to improve future crop performance.
6. Footer Module
Contains important contact details, QR code, and acknowledgment message. Goal: Ensures continuous support and future interactions with the project.

4.3.1 Farmer Feedback Sheet filled

The placeholders have the same name as the data frame index.

- Red= static elements
- White = data frame index



4.4 How to use the FFS during the workshop

The Farmer Feedback Sheet is a tool to facilitate easy explanation of trial results to farmers. It should be used to support farmers' understanding of the overall trial and their role within it.

4.4.1 How to explain rankings to farmers

1. Go through the sheet section by section. Start by explaining the farmer's own preferences and the three varieties they selected. Then move to the overall results and use this section to explain the scale, reach, and magnitude of the trial, including the number of farmers, regions, and communities involved.

2. Next, explain the trait rankings and how to interpret the results. Clarify how farmers' own preferences may appear in these rankings and which technologies performed best for each evaluated trait.

3. Then move to the recommendations section. This part represents an interaction between institutions and farmers. Explain why the recommendations were included and expand on their relevance.

4. Finally, explain the contact information and encourage farmers to actively reach out using the provided contacts. It is important to invite farmers to access the QR code immediately if internet connectivity allows. If not, plan an alternative way to show what the QR code contains and explain how this information can benefit them.

5. How to prepare the Feedback Sheet

5.1 Files involved

Inside the feedback package, you will find two Microsoft files.

5.1.1 PowerPoint template (design)

This PowerPoint file contains the Farmer Feedback Sheet (FFS) design. It displays the information from the data frame and highlights where the farmer appears, both in the overall rankings and in the trait rankings.

In the case of the certificate, it works in the same way as the FFS. The PowerPoint file contains the overall design, while the data is populated from the corresponding data frame.

In this file, you can make small design adjustments, such as changes to typography, colours, or shapes. However, these changes should only be made if strictly necessary. Please contact the tricot team if major changes to the FFS are required.

5.1.2 Data frame (content)

The data frame contains the information required to populate the FFS. It includes a script that

controls the behaviour of the PowerPoint file. In addition, the data frame generates one PDF per row of data (i.e. participant).

Please refer to the data frame manual (5.1.3) to understand its structure and how each field is used.

5.1.3 Feedback sheet Data Frame Manual (Technical – Reference)

1. Identification & Metadata	**Fields used to identify the farmer, session, and location**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Identification	sheet_id	1	Integer	Fixed	Internal record identifier
Identification	date	1/12/2025	Date	Fixed	Date of the feedback workshop
Identification	farmer_name	Henry	String	Fixed	Farmer first name
Identification	farmer_surname	Miller	String	Fixed	Farmer last name
Identification	location	Northern Uganda	String	Fixed	Community or location
2. Farmer Rankings (Fixed)	**Varieties selected directly by the farmer; always highlighted**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Farmer ranking	farmer_rank_1	Variety A	String	Fixed	Top variety selected by the farmer
Farmer ranking	farmer_rank_2	Variety B	String	Fixed	Second variety selected by the farmer
Farmer ranking	farmer_rank_3	Variety C	String	Fixed	Third variety selected by the farmer
3. Overall rankings (variable)	**Aggregated rankings across farmers, displayed in ranking order**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Overall ranking	overall_rank_1	Variety A	String	Variable	Overall ranking position 1
Overall ranking	overall_rank_2	Variety B	String	Variable	Overall ranking position 2
Overall ranking	overall_rank_3	Variety C	String	Variable	Overall ranking position 3

Overall ranking	overall_rank_4 ... overall_rank_20	Variety X	String	Variable	Additional overall ranking positions
4.Trait rankings (variable)	**Ranked traits evaluated during the trial**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Trait ranking	trait_rank_1 ... trait_rank_6	Drought tolerance	String	Variable	Trait evaluated
Trait ranking	trait_rank_1_tie ... trait_rank_6_tie	Early maturity	String	Variable	Tied trait (if applicable)
5. Color & highlight logic (booleans)	**Boolean fields controlling chip color and emphasis**				
General script rule:					
TRUE	→ black background, white text				
FALSE	→ White background, black text				
EMPTY	→ not shown / invisible				
Category	**Field name pattern**	**Example**	**Type**	**Fixed / Variable**	**Description**
Highlight logic	*_farmer_choice	TRUE	Boolean	Variable	Highlights the corresponding chip (black background)
Highlight logic	*_tie_farmer_choice	FALSE	Boolean	Variable	Highlights tied chip if TRUE
6. Recommendations	**Textual recommendations derived from results**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Recommendations	text_recommendation_box_1	**Optimize planting:** Use steady rain, fertile soil, proper spacing (e.g., 1m x 0.8m), and weed control.	String	Variable	Main recommendation text
Recommendations	text_recommendation_box_2	Manage varieties: Plant separately for purity; know names	String	Variable	Secondary recommendation text

		to educate others when sharing.			
Recommendations	text_recommendation_box_3	Consult other farmers in the handbook to identify who had winning/released varieties for sourcing.	String	Variable	Additional recommendation text
7. Titles & fixed labels	**Static titles used across all feedback sheets**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Titles	title_farmer_ranking	Your rankings	String	Fixed	Title of farmer ranking section
Titles	title_overall_ranking	Overall rankings	String	Fixed	Title of overall ranking section
Titles	title_traits_rankings	Traits ranking	String	Fixed	Title of traits section
Titles	title_recommendations	Recommendations	String	Fixed	Title of recommendations section
Titles	title_qrcode	Scan for more info	String	Fixed	Title next to QR code
Titles	title_best	Best	String	Fixed	Title best
8. Contact & references	**Contact information and references shown on the sheet**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Contact	contact_spot_1	mail@example.com	String	Fixed	Primary contact email
Contact	contact_spot_2	mail@example.com	String	Fixed	Secondary contact email
Contact	contact_spot_3	1234567	String	Fixed	Contact phone number
9.Images	**Images or icons representing each evaluated trait should be in .jpeg or .jpg format.**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Images (Traits icons)	icon_1	trait_icon_1	String	Variable	The image must exist in the "Icons" folder.

Images (Traits icons)	icon_2	trait_icon_2	String	Variable	The image must exist in the "Icons" folder.
Images (Traits icons)	icon_3	trait_icon_3	String	Variable	The image must exist in the "Icons" folder.
Images (Traits icons)	icon_4	trait_icon_4	String	Variable	The image must exist in the "Icons" folder.
Images (Traits icons)	icon_5	trait_icon_5	String	Variable	The image must exist in the "Icons" folder.
Images (Traits icons)	icon_6	trait_icon_6	String	Variable	The image must exist in the "Icons" folder.
10. QR Code	**The QR code provides valuable information for farmers.**				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
QR Code	qr_code	qrcode	String	Variable	Filename of the QR code image. The image must exist in the "QR code" folder

6. Certificate Guide

6.1 What the tricot certificate is

The tricot certificate is an element that certifies and celebrates a farmer's participation in a tricot trial. It is a diploma-style document designed to provide symbolic value and to acknowledge the farmer's effort and contribution to the trial.

6.2 Purpose of the certificate

The certificate serves as a symbol of appreciation for the farmer's participation. It is intended to function as a meaningful object, using semiotic elements such as national flags or the signatures of the project's scientific leaders to reinforce its symbolic value.

6.3 Certificate structure

1. Flag border

Purpose: Provides visual identity and regional context, reinforcing pride and local connection.

2. Medal

Purpose: Represents recognition and accomplishment, clearly indicating that the farmer's contribution is valued.

3. Central message (Certificate of Appreciation)

Purpose: Clearly communicates gratitude, acknowledging the farmer's essential role and effort.

4. Farmer's name

Purpose: Personalizes the certificate, strengthening individual recognition and ownership.

5. Signatures

Purpose: Provide official validation and authenticity, emphasizing accountability and direct acknowledgment from the researchers involved.

6. Logos

Purpose: Display the institutions involved, adding credibility, context, and transparency.

6.3.2 Farmer Feedback Sheet filled

The placeholders have the same name as the data frame index.

- Red= static elements
- White = data frame index

6.4 How to prepare the certificate

Inside the feedback package, you will find two Microsoft files.

6.4.1 PowerPoint template (design)

This PowerPoint file contains the certificate design. It displays the information coming from the data frame and formats it according to the predefined layout.

In this file, you can make small design adjustments, such as changes to typography, colours, or shapes. However, these changes should only be made if strictly necessary. Please contact the tricot team if major changes to the certificate are required.

6.4.2 Data frame (content)

The data frame contains the information required to populate the certificate. It includes a script that controls the behaviour of the PowerPoint file. In addition, the data frame generates one PDF per row of data.

6.4.3 Certificate data frame (Technical – Reference)

1. Identification & Metadata	Fields used to identify the certificate, farmer, and context				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Identification	date	Jan-25	String	Variable	Month and year displayed on the certificate
Identification	location	Ibadan, Nigeria	String	Variable	City and state displayed on the certificate
Identification	farmer_name	John	String	Variable	Farmer first name
Identification	farmer_surname	Doe	String	Variable	Farmer last name
2. Certificate Titles & Messages	Static text elements displayed on the certificate				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Titles	title_certificate	Certificate of Participation	String	Fixed	Main certificate title
Titles	title_award	Award to	String	Fixed	Subtitle introducing the recipient
Titles	title_message	For your partnership in the development of new varieties of Cassava	String	Fixed	Main descriptive message
Titles	title_thank	Thank You	String	Fixed	Closing thank-you message
3. Visual Style – Colors	Color values used by the certificate template				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Style	color_1	#000000	String	Fixed	Flag color 1
Style	color_2	#FFFFFF	String	Fixed	Flag color 2
Style	color_3	#C9A24D	String	Fixed	Flag color 3
Style	color_4	#E6E6E6	String	Fixed	Flag color 4
4. Medal & Certificate Iconography	Images used as visual symbols in the certificate				

Category	Field name	Example	Type	Fixed / Variable	Description
Visual elements	icon_1	alliance_logo.png	String	Variable	Partner or institutional logo (icon 1)
Visual elements	icon_2	croptrust_logo.png	String	Variable	Partner or institutional logo (icon 2)
Visual elements	icon_3	iita_logo.png	String	Variable	Partner or institutional logo (icon 3)
Visual elements	icon_4	climmob_logo.png	String	Variable	Partner or institutional logo (icon 4)
5. Signatures	Names and roles displayed in the signature section				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Signatures	sign_1_name	Prof. Chiedozie Egesi	String	Fixed	Name of first signatory
Signatures	sign_1_subtitle	Executive Director / CEO, NRCRI	String	Fixed	Role and affiliation of first signatory
Signatures	sign_2_name	Dr Ismail Rabbi	String	Fixed	Name of second signatory
Signatures	sign_2_subtitle	Cassava Breeding Program Lead, IITA	String	Fixed	Role and affiliation of second signatory
6. Trial Period Display	Year indicators shown on the medal or header				
Category	**Field name**	**Example**	**Type**	**Fixed / Variable**	**Description**
Trial period	year_1	2023	Integer	Variable	First year displayed on the medal
Trial period	year_2	2024	Integer	Variable	Second year displayed on the medal

6.5 How to deliver it in the workshop

The certificate is a celebratory token. Use it to communicate to farmers that the trial organizers are thankful for their participation in the overall trial.

The certificate should be delivered at the end of the workshop. First, explain the motivation behind the certificate and why it is being awarded. Then, briefly explain the different sections and symbols included in the certificate before handing it to the farmers.