



Suzana Đorđević-Milošević,  
Singidunum University,  
Senior Researcher

supported by Judith Moellers,  
IAMO, International Expert



**Methodology for pre-testing  
- designing a questionnaire**

**“Study of best practices and potential of participation of the smallholders in the short-value chains in the Western Balkans region and Turkey”**



1. **Step** - Designing *questionnaire & guidelines for conducting survey*

- questionnaire covering the objectives listed on the next slide,
  - **structured part / closed questions** (basis for a descriptive analysis and some statistical analysis)
  - **open questions part** (background and deeper understanding).
- guidelines for conducting the survey.



## Objectives – Identification of sale channels

Identification of the sale channels used by small farms for selling their products:

- **collective sale channels** (cooperatives, producer organizations (POs), inter-branch organizations (IBOs), farmers' unions and associations)
- **individual sale channels** (that is, local markets, on-farm direct sale to final consumers, farmers' direct sale to homes of final consumers, independent small shops or restaurants, solidarity purchasing groups, multi-chain farms, processors/agri-food industry, supermarkets/retailers chains, traders/wholesalers and exporters);

## Objectives – Discovering diversification level of VCs



Analysis of the processing level of products undertaken by small farms and their involvement in short-supply channels (including on high-value niche market channels versus other sale channels);

# Objective – Determining food safety & quality standards applied

Food safety and quality standards applied in short supply chains (e.g. quality control measures, voluntary standards, certifications, labels);





## Objective – Learning about selling channels

Assessment of the overall level of information, knowledge of the sale channels and why some channels are better known or/and used more compared to others;

Analysis of the contractual arrangements applied in different selling channels by small farms (e.g. written versus oral contract, price setting, quality setting, contract duration, informal versus formal contract, transport logistics, etc.);

# Objective – Realizing the support to access market

The role of agricultural policy in supporting small farmers' access to market (e.g. support for marketing, on-farm processing);



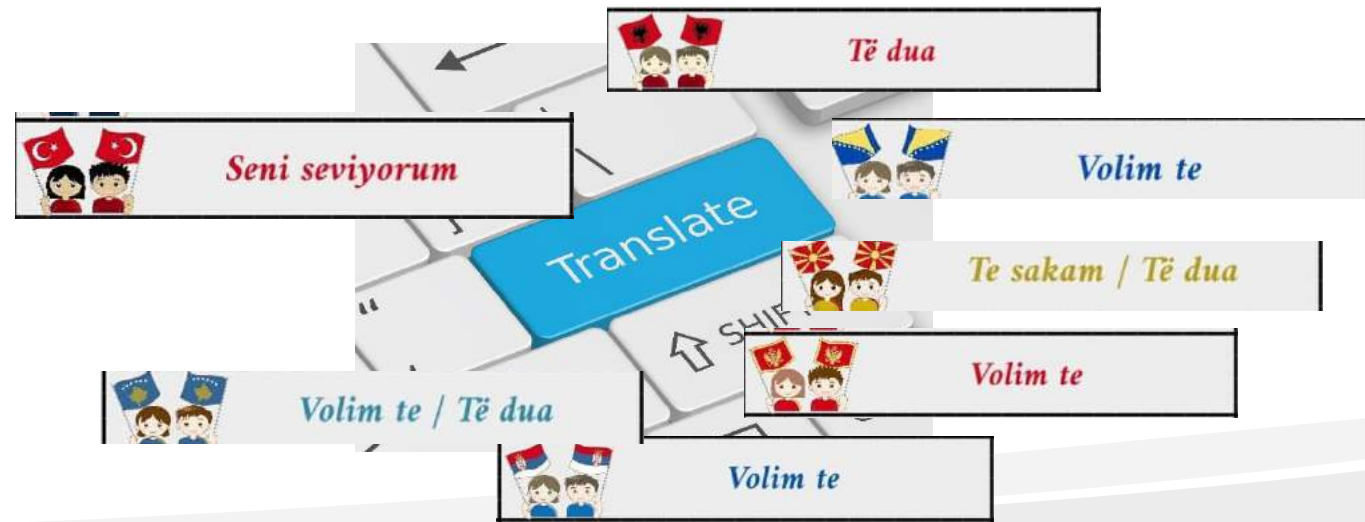
# Objective – Find out short-supply chains role in sustainable development

- The role of short-supply chains in promoting application of environmentally friendly farms' practices and sustainable deployment of natural resources;
- The role of short-supply chain in promoting the economic viability of small farms;
- The impact of participation in short supply chain on farm employment (on family labour and hired labour) and on-farm investments.





2. **Step - Questionnaire accepted by JRC**
3. **Step - Junior Researchers (JRs) introduced with the questionnaire & guidelines**
4. **Step - The questionnaire translated by JRs in local languages**



5. **Step** - *Pre-testing completed and reported to SR* (total of 30 respondents)

- 4 respondents in North Macedonia, Kosovo\*, Montenegro, BiH and Turkey
- 5 respondents in Serbia and Albania





**6. Step** – *Senior Researcher (SR) amend the questionnaire*

**7. Step** - *JRC approves the final version of the questionnaire*



With the assistance of

