Rapid Covid19 Impact Survey

July 2020
Covid19 Impact Survey - Methodology

Objectives:

→ Examine challenges and opportunities faced by horticultural producers and beekeepers during quarantine due to COVID-19 crisis.
→ Assess the impact of the pandemic and quarantine on our clients.
  Form ways to overcome challenges created by the crisis and support measures for producers in the South of Ukraine.

Participants
264 participants: 62.5% women and 37.5% men.

Two types of participants:
1. "High touch" clients - Fruit and vegetables producers and beekeepers with whom the project interacts and supports closely. Namely, group members, grantees, and clients who attended more than 10+ project activities. (Ca. 1500 people).
2. "Low touch" clients - Fruit and vegetable producers and beekeepers selected from the CRM system by random sampling who are not "high touch". Usually, those who participated in one or two project event(s) or used other services such as webinars or e-voucher. (Ca. 29 000 people).

Method of data collection
There were two ways clients accessed the survey:
→ An online form provided to farmers through a link
→ An online form administered by UHBDP’s call center through phone calls to farmers.
65% of surveyed clients reported that they were affected by quarantine. Many of the top factors were the same for both women and men. However, a difference was also noted between formal and informal business and "high touch" clients and "low touch" clients. Those affected most significantly were “low touch” clients operating informal business. **As women are overrepresented in informal business models, they are likely the most vulnerable group to economic stresses** such as the COVID-19 Quarantine.

**Overview: Impacts of Covid-19 Crisis**

- Locked domestic markets
- Decreased sale opportunities
- Restriction of movement
- Timely purchase and delivery of inputs
- Lack of working capital
- Decreased demand for products
- Locked boundaries of regions
- Locked border of Ukraine
- Decreased production volume
- Inflation of national currency (UAH)
- Political instability
- Lack of workforce

**QUARANTINE AND DOMESTIC DUTIES**

- More time spent on caring for children: 24%
- More time spent supporting school online study: 20%
- More time spent on cooking: 12%
MORE WOMEN ADAPTED THEIR BUSINESS MODELS IN RESPONSE TO COVID-19

- Packaging
  - 19%
- Online presence and promotion
  - 16%
- Handling and processing

More “high touch” clients had additional sales opportunities

- UHBDP
  - “high touch” 10.6%
  - “low touch” 4.5%

More “high touch” clients tested new marketing channels

- UHBDP
  - “high touch” 50.0%
  - “low touch” 20.0%
Quarantine and Opportunities

Online promotion of products

- Online presence was not strengthened: 12.0%, 11.7%
- Online presence was strengthened: 23.3%, 23.7%
- Online presence was launched for the first time: 10.0%, 11.7%
- No online presence: 54.7%, 45.0%

UHBDP's services used by high touch clients at quarantine and ranged according to use

- 68.3%: KFPs' consultations via ICTs
- 53.3%: UHBDP's website
- 46.7%: Webinars
- 46.7%: Viber mailing
- 40.0%: UHBDP's FB page
- 28.3%: Emailing

- Direct outreach by KFPs, even via ICTs, is the most valued support for both men and women.
- Women clients use all UHBDP services more frequently than men.

UHBDP supports businesses to go “online”

- UHBDP arranges webinars for its clients. Recorded video at webinar is open 24/7.
- Webinars have become more demanded at quarantine.
- Women clients use all UHBDP services more frequently than men.
- The project is prioritizing the promotion of this new webpage.
**Conclusions**

- More women than men reported an increase in domestic duties during quarantine, resulting in less time to dedicate to gathering market and business information.
- High and Low Touch is an essential factor influencing opportunity, particularly for women, of farmers to be both stress-resistant and flexible to innovative business approaches.

**Recommendations**

- Continue to support clients in product handling, online promotion and sustainable relationships with customers.
- Showcase successes of high touch clients to encourage uptake of services by low touch clients.
- Continue to monitor and develop ways to increase women’s engagement in UHBDP services, particularly low touch clients.
Recommendations: Approaching Resilience

1. Promote and facilitate business formalization as an approach to resilience
   - Continue

2. Strengthen online presence of businesses
   - Continue

3. Support partners to provide additional ICT support especially for rural women, who face increased domestic duties

4. Access to innovations via smart incentives:
   - eVoucher discounts;
   - State Financial Programs;
   - Low interest loan in commercial banks and Credit unions
   - Continue

5. Focus of quarantine response
   - Disseminate stories of successful business adaptation (high touch) models to all clients
   - Shift focus from in-person support and events to ICT support
   - Develop a sustainable business environment

Strengthen market linkages and customer relationships which promote resilience
UHBDP operates in the Southern Oblasts of Zaporizhzhia, Kherson, Mykolaiv and Odessa and seeks to benefit 44,000 small and medium horticulture farmers and small enterprises. MEDA anticipates that small farmers assisted by UHBDP will have collectively expanded their horticulture sales to 50,000 metric tons valued at $40 million annually by the end of the project.

**Goal:** Extend and expand individual firm capability and the horticulture value chain through capacity development, linkages to markets, and improved market relationships between market actors.

**Reach:** 44,000 women and men operating in the horticulture value chain as small and medium farmers, agri-businesses and small and medium enterprises.

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**Project length:** 2014 - 2021

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