# Example of Menu of Frequently Used Indicators

**MDF**

<table>
<thead>
<tr>
<th>Level</th>
<th>Indicators of Change</th>
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| Poverty | Net Additional income for SME owners and workers  
Net Additional jobs created |
| Sector | Outreach: Number of farmers/SMEs financially benefiting from the service  
Change in SME market share and profit  
Change in SMEs’ yield, productivity, sales volume and selling price  
Change in quality of their product  
Change in operating costs  
Change in product portfolio  
Number of new products or service introduced  
Number of new markets entered  
**To measure copying (Systemic Change):**  
Number of Farmers/SME copy the behavioural change  
Reason for copying or not copying the behaviour change |
| Support Market Outcome | Number of farmers/SME having access to the service  
Number of farmers/SME using the service  
Satisfaction and opinions on the service received  
Number of farmers/SMEs changing business practice/behavioural change  
Reasons behind this behavioural change or not change  
Extent of changes in their behaviour  
Better rules and regulations enacted  
**To measure sustainability:**  
Farmers/SME interest in continuing these behavioural changes  
Reason for continuing or not continuing these behavioural changes  
**To measure crowding-in (Systemic Change):**  
Number of new service providers entering the market  
Reason behind the entry |
| Support Market Output | Change in the capacity of support market actors  
Change in relationships amongst stakeholders  
Change in mechanisms that are used to reach clients  
No. of innovative, commercially sustainable solutions developed  
No. of innovative, commercially sustainable solutions delivered  
Net additional investment in relevant service delivery *(this could also serve as an indicator for sustainability)*  
Number of service providers providing the new solutions  
Reason for providing or not providing the new solutions  
The price range of their services |
Change in the size of client base per service provider
Reasons behind the change in size of client base
Change in turnover/sales/profits of service provider
Reasons for repeat sales, increased profit of service provider
Better capacity/information to issue rules and regulations

To measure sustainability:
Satisfaction and opinions on the service received
Profitability of the new service
Interest of service provider on continuation of the service
Reason for continuation of the service
Capacity (human and financial resources and technical capacities) of service providers to sustain the new service provision

Activities
Completion of activities
Number of support market players participating
Level of their participation and contribution

MDF Results Measurement Manual Ver. 2 (p. 39)