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SERVICES, AND AGRI-FOOD INNOVATION

**FOLLOWING THE LOCAL PROJECT. CONSOLIDATION OF THEIR
AGRICULTURE PRODUCT OF THE SOUTH OF MISIONES AND THEIR
RELATIONSHIP WITH THE MARKET**

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This work emerged from the need to evaluate an intervention in rural extension: the local project "productive basins of the missionary southwest and their link with the markets" (PLITSOM), in which three rural extension agencies of INTA participate. The survey is an ongoing function that uses systematic data collection to provide key stakeholders with information on the development of an intervention. The extension evaluation should focus on gathering in-depth the feedback and experiences of the field staff; therefore, they can feel confident that these plans are aligned with the realities they face every day. The objective

is to contribute to informed decision-making in a territorial intervention project. The study is framed as a mixed-methods (qualitative and quantitative) research project, where a process of construction of indicators for productive axes, governance and marketing, was followed, a review of bibliographic materials was conducted, the indicators were applied to the actors and the tool was applied by the project extension staff to collect information. This monitoring tool has given us an orientation and a look at where we are and what errors or areas should be supported; we have confirmed that it is a tool where the follow-up must verify that things are happening in two directions: first, that what was designed is being implemented, and second, that what was designed is generating the results it was intended to produce.

Palavras-chave: indicators; monitoring; extension; territory; environment.