

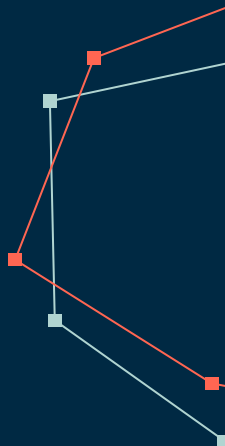
60 _ decibels

AGRA CBA Profile Deep Dive

Alliance For A Green Revolution (AGRA)

Nigeria & Burkina Faso

April 2022



Contents

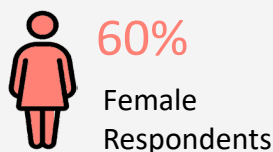
03	/	Overview
04	/	Summary of Data Collection
05	/	The Three Archetypes
06	/	Archetype 1: Emerging Rural CBA
07	/	Archetype 2: Urban Income-focused CBA
08	/	Archetype 3: Established Rural CBA
09	/	Insight 1
11	/	Insight 2
13	/	Insight 3
15	/	Insight 4

Overview of Data

Alliance for a Green Revolution in Agriculture (AGRA)'s Community Based Advisors (CBAs) provide timely advice, access to inputs, technology and markets to Small Scale Producers across Africa. AGRA is looking to take a more gender-informed approach to recruiting, training, and scaling the CBA model to increase the reach and impact of services provided to small scale producers.

60 Decibels' Lean Data researchers conducted phone interviews with 313 Burkina Faso CBAs and 713 Nigerian CBAs who provided training and support to farmers within the past year.

Data from those studies was used to analyze differences in CBA motivation, scale of delivery, and impact based on CBA demographics, and to conduct a clustering analysis to identify three CBA archetypes.



713
Nigeria CBAs
interviewed

313
Burkina Faso CBAs
interviewed

Summary of Data Collection

Survey Methodology

Survey mode	Phone
Country	Nigeria, Burkina Faso
Language	French, Hausa
Dates	November 2021 – February 2022
Sampling	Random sample generated from a list of AGRA's CBAs in both countries
Response rate:	38% in Nigeria, 44% in Burkina Faso
Average time / interview	45 mins

Responses Collected

Responses	713 CBAs in Nigeria 313 CBAs in Burkina Faso
-----------	---

Accuracy*

Confidence Level**	c. 90%
Margin of error	c. 5%

*Accuracy has been computed using [this online calculator](#)

**Our confidence level cannot account for two unknowns for this population: mobile penetration and extent of completeness of phone number list provided by AGRA.

“[AGRA] is helping farmers to be wise in their fields and increase their business. [AGRA] teaches us how to gain access to the market after harvest varieties of crops.” - Established Rural CBA

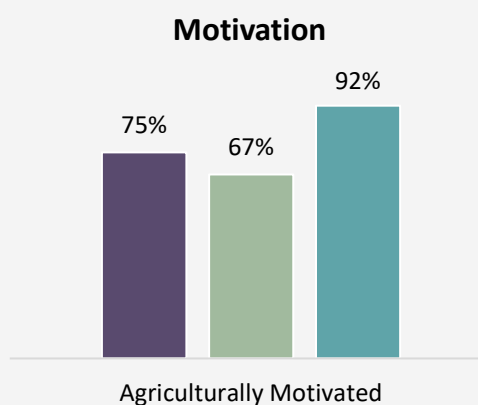


“My life has improved in terms of the way I treat my life and people - interaction between me and the community farmers has improved. My farming has also changed a lot, which means my harvest changed and this affects my earning. The training I received also enables me to now own a business which is agricultural related and this is an increase in my life.” - Urban Income-focused

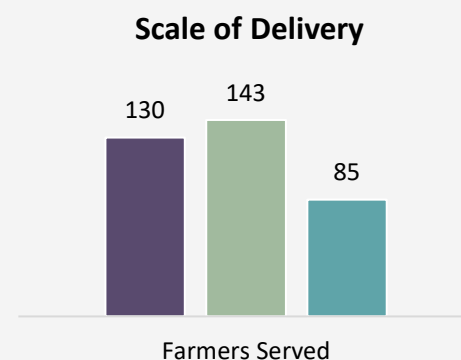
The Three Archetypes

60 Decibels utilized data collected directly from AGRA's Nigerian and Burkina Faso CBAs to identify distinct CBA archetypes. The goal of this analysis is to better understand who AGRA's existing CBAs are, what motivates them, and who is having the most success, in order to identify ways AGRA can improve recruitment and training for future CBAs. Through our analysis we found that Education, location, age, and prior earning profile were the strongest determinants of CBA archetypes. Interesting, gender was not a strong factor in creating distinct profiles.

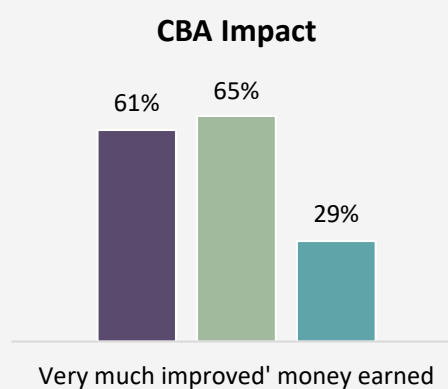
1 Emerging Rural CBAs
Emerging Rural CBAs are younger (30 years or younger) CBAs who have a secondary education and live in rural villages. They come to their role with some prior work experience and high agricultural knowledge.



2 Urban Income-focused CBAs
Urban Income-focused CBAs are between 30 and 45 years old, highly educated with post-secondary schooling. They are less agriculturally focused but are successful at serving farmers at scale.



3 Established Rural CBAs
Established Rural CBAs are older in age (45 years or older), less educated with primary or no schooling and live in rural villages. They are highly agrarian – all of the 78% that were earning income prior to become a CBA were working in agriculture.



Archetype 1: Emerging Rural CBAs

Who they are:

Emerging Rural CBAs are younger (30 years or younger), have a secondary education and live in villages. They come to their role with prior work experience and agricultural knowledge.

These Emerging Rural CBAs are intrinsically motivated and are seeking agricultural knowledge and an improvement in their personal skills. Young men within this category are interested in growing their personal agricultural production while young women are more business oriented.

Representing a younger generation, these CBAs are the least likely to have a gender preference for the farmers they serve and are more likely to say they currently serve 'too few' farmers.

They have a high comprehension of AGRA trainings and are successfully applying this in their CBA role and on their farm.

I. Motivation to become a CBA

- > Motivated by career and skill development. 41% mention career development as a motivation and 54% mention improvement of personal skills. 75% are motivated by agricultural knowledge
- > Least likely to be extrinsically motivated – 64% say 'others opinions are important'
- > Most likely to have a career goal related to their CBA role (83%)

II. Training & Preparedness for Role

- > 35% have prior agricultural training and 84% were earning income prior.
- > Compared to other archetypes they feel they have less community support (81% strongly agree) and 22% feel like they don't have the necessary resources to do their job.

III. Scale of Service Delivery

- > 72% do not have a gender preference for farmers they serve. They serve 130 farmers on average but feel like the ideal number is 200. They are the most likely to say they serve 'too few' farmers.

IV. Personal Impact

- > 58% are applying 'all' of their training to their personal farm.
- > 61% say the money they earn has 'very much increased', which is higher than Established Rural CBAs.

"I want to leave my teaching work and go back fully to my Farming and buying and selling business since it brings in a lot of income, I want the people I work with to also be able to acquire the knowledge of buying and selling also aside the farm work, I want the people to have mastered how to handle farming together with business."

Archetype 2: Urban Income-focused CBAs

Who they are:

Urban Income-focused CBAs are between 30 and 45 years old, highly educated with post-secondary schooling and live in urban and peri-urban locations. They have a high degree of prior work experience but are less likely to have prior agricultural training. Perhaps due to their urban profile, they are less motivated by agricultural skill development and the least likely to apply what they learn on their own farm.

They make decisions based on their own personal benefit and are motivated by career and community building opportunities that come from their role. This motivation translates to these Urban Income-focused CBAs being most likely to rate farmer group formation and market access as the 'most important' aspects of their role.

Feeling strongly about having the resources to do their job, they are well equipped to reach a large scale of farmers.

I. Motivation to become a CBA

> Motivated by career development and community engagement. 44% mention career development as a motivation – the highest among archetypes. 66% mention improvement of farmer skills and 44% mention helping the community. Only 67% are motivated by agricultural knowledge.

> Express introjected and intrinsic motivation; making decisions by what is best for themselves (78%) and motivated to be a CBA because it is good for them (88%). 77% have a career goal in mind.

II. Training & Preparedness for Role

> 30% have prior agricultural training and 78% were earning income prior.

> Compared to other archetypes they are more likely to report having the necessary resources (61% strongly agree) and training (86%) to do their job.

III. Scale of Service Delivery

> 68% have no gender preference for the farmers they serve, however, this is the lowest amongst archetypes. They serve the highest number of farmers, 143 farmers on average, but feel like the ideal number is 240.

IV. Personal Impact

> Report the highest improvement in money earned (64% very much increased) out of all archetypes.

“[My goal is] Opening a seed company for easy access for farmers to better seeds and better fertilizer as well.”

“[My goal is] I want to be businessman such as the selling of the pesticides and herbicide”

“[My goal is] I want to be a best farmer and a businessman as well so as to help my community, friends and also my family.”

Archetype 3: Established Rural CBAs

Who they are:

Established Rural CBAs are older in age (45 years or older), less educated with primary or no schooling and live in villages. They are highly agrarian – all of the 78% that were earning income prior to become a CBA were working in agriculture. It is unsurprising then, that they have a keen interest in improving their personal agricultural knowledge and productivity.

Perhaps driven by their rural income profile, they make decisions based on what is best for themselves as well as their household and they are more likely to do what people want them to do.

However, these CBAs do not have as clear a vision for what their CBA role can become, and they feel as though they lack the resources to do their job and serve farmers at scale.

Established Rural CBAs are most likely to rate proper land use and fertilizer usage as the ‘most important’ aspect of their role and least likely to rate market access and farmer group formation as important.

I. Motivation to become a CBA

- > Motivated by agricultural opportunities. 92% mention agricultural knowledge as a motivation – the highest among archetypes. Only 30% mention business skills and 33% mention career development. 12% are looking to make friends.
- > Express extrinsic and intrinsic motivation; making decisions based on what is best for themselves (82%), best for their household (83%) and what people want them to do (62%).
- > Least likely to have a career goal related to their CBA role (60%).

II. Training & Preparedness for Role

- > Compared to other archetypes they feel they have more community support (84% strongly agree) but are least likely to feel they have the necessary resources (52% ‘strongly agree’).

III. Scale of Service Delivery

- > 70% do not have a gender preference for farmers they serve. They have the lowest scale of delivery serving 85 farmers on average but feel like the ideal number is 150.

IV. Personal Impact

- > 55% are applying ‘all’ of their training to their personal farm.
- > 78% say their way of farming has ‘very much improved’ – the lowest of all archetypes and only 29% say their income has ‘very much increased’.

“I want people to do their farming work very well, because farming is a good business...I have been with AGRA for like 2 years now and I know what I have achieved from AGRA, so now for a future change, I want the Farmer to progress based on what I teach them.”

“I would like for a lot of things to change, I want to see the Farmers using the new method of Farming we have learnt, I want to have many more farmers to work with and I want to have more knowledge also about this farming.” – Emerging Rural CBA



Credit: Rockefeller Foundation

“The main problem I encounter is in the mobilization and training of farmers, after the training, farmers want to have access to seeds and fertilizers in order to Test them On their fields but I don't have any to give them.” - Emerging Rural CBA

Insight 1: Agricultural Skill Development Drives CBA Engagement

CBA's are keen to improve their own agricultural skills

Improvement of agricultural knowledge is the top motivator to become a CBA in both Burkina Faso and Nigeria. Three quarters of CBAs state 'agricultural knowledge is their top motivation for becoming a CBA, which is unsurprising given **68% have 'no' prior access to agricultural training.** Agricultural motivation is highest in Burkina Faso where 93% of CBAs want to improve agricultural knowledge.

49% of all CBAs have a career goal related to commercial agriculture and/or increased crop & livestock productivity. Nigerian CBAs (48%) and Male CBAs (54%) are more likely to have goals related to commercial agriculture compared to their counterparts.

Established Rural CBAs are more motivated by agricultural knowledge than the other younger, more urban archetype peers. 92% of 'Established Rural CBAs' are motivated by agricultural knowledge compared to 75% of 'Emerging rural CBAs' and 67% of 'Urban Income-focused CBAs'.

Agriculturally focused CBAs are serving more farmers

CBAs motivated by agricultural knowledge serve on average 135 farmers compared to 99 farmers not agriculturally motivated. These CBAs are also more likely to say that helping farmers gain access to inputs (67%) and credit (64%) are the 'most important' aspects of their role.

CBA's take what they learn and apply it on their own farm

9 in 10 CBAs are applying 'all' or 'most' of what they learn through CBA training on their personal farm, with 56% applying 'all' of it on their farm. Interestingly, CBAs are more likely to apply 'all' of their training to their personal farm than they are to apply 'all' of it to their job.

Higher levels of education enables CBAs in applying more of their training on their farm. **3 in 5 CBAs with post-secondary education are applying 'all' training,** compared to 2 in 5 CBAs with secondary or primary education.

Among CBA archetypes, Emerging Rural CBAs are more likely to apply training on their farm – this is unsurprising given they have higher levels of education than Established CBAs and are more agriculturally focused than their Urban Income-focused peers.

Personal farming improvements are driving CBA's income increases

9 in 10 CBAs say their income has increased since becoming a CBA - 57% saying it has 'very much increased'. **Those applying 'all' (62%) of their training to their personal farm report more significant increases compared to those applying 'most' (52%) or 'some' (51%).**

CBAs applying 'all' of the training are more likely to say their income has increased by doubled or more since becoming a CBA. **These results suggest that AGRA's impact on income sustainability is driven in large part by CBA's personal agricultural improvements.**

Insight 1: Recommendations

Recommendation 1: Recruit rural, agriculturally focused CBAs.

CBAs interested in improving their own Agricultural knowledge and with an Agriculturally-focused career goal are a win-win for AGRA. They are both highly successful at serving farmers and are more likely to experience positive impacts due to CBA employment. AGRA can look to rural communities and villages to identify both young, emerging agricultural leaders as well as older, more established farmers and can cater recruitment messaging toward their commercial agriculture aspirations.

Recommendation 3: Support older, less educated CBAs apply trainings and increase their personal agricultural productivity.

Interestingly, agriculturally focused CBAs have a variety of education backgrounds – meaning they have different needs when it comes to CBA training and preparation. While Established Rural CBAs are highly likely to apply their training on their farm, they are less efficient at doing so than their Emerging Rural peers. Tailoring trainings to less educated CBAs and finding opportunities for peer-to-peer learning between younger and older rural CBAs may increase CBA success and personal impact.

Recommendation 2: Utilize these Agricultural-focused CBAs as a motivational tool for farmers.

Given their interest and passion for improving their own agricultural skills and productivity, agriculturally-focused CBAs are great examples of the impact of holistic agricultural services. Finding creative ways to highlight these CBA's success, through testimonials and demo farm sites can provide new and unique methods for farmer training as well potential pipelines for farmer and new CBA recruitment.

I want to see improvement in the Farmers. Last year the people that I gave demo seeds to, some of the women under me harvested 10 bags, others 15 bags. If we continue the work together, I want to keep seeing increase in their harvest such that the farming will have a positive impact on their life.

Insight 2: Enabling Resources are Keys to Success

CBA's feel supported by their communities, peers and households

Over 4 in 5 CBA's 'strongly agree' that they have support from their peers / community and family / household to be a CBA. Male and Female CBA's are equally as likely to feel supported in their role as a CBA. Emerging Rural CBA's are slightly less likely to 'strongly agree' to having support, while Established Rural CBA's are more like to feel supported within their community. These results suggest CBA employment is well respected within communities and households and is deepened over time.

Interestingly, those who strongly agree to having community support are serving more villages (3 median) and more likely to say the number of villages they serve is 'the right amount'. Those who 'slightly agree' to having support are only serving 1 village and only 52% feel like that is the right number of villages.

Rural CBA's and those in Burkina Faso feel they lack the resources to do their job

Nearly 3 in 5 CBA's 'strongly agree' to having the resources necessary to their job.

Differences between countries are stark with 76% of Nigerian CBA's 'strongly agreeing' compared to only 10% of Burkina Faso CBA's. Rural CBA's are also less likely to have necessary resources – likely driven by lower rural income levels and limited access to material resources.

Thus, it is unsurprisingly that of the CBA archetypes, **Urban income-focused CBA's report the highest level of resources.**

Two-thirds of CBA's who 'strongly agree' to having resources believe they are serving 'the right number' of farmers, compared to only a quarter of CBA's that lack resources. CBA's that lack resources feel they serve too few farmers.

CBA's who experience personal impacts are serving more farmers

There is a strong relationship between CBA's' personal impact and their ability to serve farmers at scale. **CBA's 'strongly agreeing' to having necessary resources report more significant improvements to quality of life, way of farming, and money earned.** Similarly, CBA's that report 'very much improved' money earned and way of farming are serving on average 40 more farmers than CBA's experiencing lower personal impacts.

CBA's seek inputs, financial resources, and skill development to achieve their career goals

Across countries, archetypes, and demographics CBA's seek the same support from AGRA. 70% seek access to high quality inputs for themselves and the farmers they serve to make trainings a reality. 34% need financial resources such as loans, credit, and cash transfers and 30% would like advanced skills training to push the advancement of their agricultural practices.

Insight 2: Recommendations

Recommendation 1: Identify CBAs that already have strong community support & aid CBAs in building the community acceptance and support

CBA success is contingent upon their ability to build relationships with farmers, and their familiarity and acceptance within villages is key to scale. Recruiting CBAs from existing farmer groups and community networks will help ensure CBAs have community support from day 1. AGRA can support CBAs new to villages by providing training related to trust building, community relations, and interpersonal communication.

Recommendation 3: Identify country specific opportunities to aid CBAs access resources.

While all CBAs need resources to do their job, the on the ground realities are very different in Burkina Faso and Nigeria. Strategies for CBA recruitment, training, and ongoing support should be considered at both the organizational and country level to ensure all CBAs are set up for success. With a stronger private-sector ecosystem, Nigerian CBAs are better able to identify agrodealers, suppliers, and financial providers. AGRA may need to be more hands on within the Burkina Faso market to identify partnership that would enable more resources for CBAs.

Recommendation 2: Facilitate CBAs' financial and material resource acquisition to catalyse CBA and farmer impacts.

Supporting CBAs in accessing financial resources and agricultural inputs will enable CBAs to serve more farmers, more villages, and to make their agricultural advice and trainings a reality for farmers. Not only will these resources improve CBAs own agricultural productivity and business potential, but also show them how to support farmers in accessing similar resources. Identifying and connecting CBAs with existing private and public sector organizations focused on enabling agricultural financial inclusion will allow AGRA to support CBAs in cost-effective and sustainable manner.

"I need AGRA to provide equipment and facility that will enable give practical demonstration of what is being taught during the trainings. Also, I have many farmers asking me how they can have access to loan but I usually do not know how to respond to them. AGRA should provide information on access to credit facility. Farmers I serve are also in need of more seed, fertilizer and pesticide."

Insight 3: CBAs Want to Reach Diverse Farmers, but Do So In Different Ways

Most CBAs do not have a gender preference for farmers.

70% of CBAs feel comfortable working with farmers of both genders. Those without a preference say they want to work with hard-working farmers and farmers of both genders are capable. Despite this lack of preference, CBAs of both genders are most likely to serve farmers of their own gender.

In **Burkina Faso CBAs with a gender preference prefer working with women.** In fact, two-thirds of male CBAs in Burkina Faso with a preference prefer working with female farmers. However, only one-third of farmers served by male CBAs are women.

Education and age seem to influence gender preferences

CBAs with post-secondary education are less likely to have a gender preference (22%) than CBAs with secondary (34%), or primary / no education (33%).

CBAs with post-secondary education that have a preference prefer working with men over women (60% to 40%). While those with primary education prefer working with women over men (80% to 20%). However, female CBAs with post-secondary education have a strong preference for working with female farmers.

CBAs utilize different methods to recruit farmers based on their gender preference

Emerging Rural Leaders and Establish Rural Elders are more likely to utilize aggregators and cooperative to identify farmers, while Urban CBAs are more likely to utilize farmer groups.

CBAs with a gender preference are more likely to identify farmers through farmer groups than CBAs without a preference - these CBAs utilize aggregators to identify farmers. This is especially true in Nigeria.

In Burkina Faso, where the gap between CBA gender and CBA preference is largest, **Female CBAs rely heavily on farmer groups to recruit female farmers (60%) compared to only 35% of their male counterparts with similar preference.**

CBAs gender preference seems to impact how they perceive their role.

Male CBAs with a preference for working with female farmers are less likely to say providing access to credit, markets, and inputs are 'important' or the 'most important' aspects of their role as compared to male CBAs that prefer working with men or have no preference.

The opposite is true for female CBAs that prefer working with women. These CBAs are the most likely to report providing access to inputs as the 'most important' aspect of their job and are more likely to say providing access to credit and markets as important aspects of their role as compared to female CBAs that prefer working with men.

In fact, 12% of female CBAs that prefer working with men say providing access to credit is unimportant and 8% say providing access to markets is unimportant.

Insight 3: Recommendations

Recommendation 1: Identify ways to help existing CBAs that want to serve female farmers do so

AGRA's ability to scale services to more female farmers is contingent upon CBAs' ability to identify, recruit, and tailor services to female farmers. Identifying ways to support existing male and female CBAs connect and serve female farmers will help AGRA scale to more female farmers in the near term.

Despite their desire to serve farmers of both gender, existing social and cultural norms, social networks, and sensitivity to gendered needs affect CBAs' ability to serve farmers of different genders.

Pairing male and female CBAs to champion each others' work and qualifications may help CBAs of both genders build credibility within their community. Similarly, supporting CBAs diversification of farmer recruitment channels will further expand the reach of AGRA's services.

Recommendation 3: Utilize different screening criteria to assess potential CBAs gender preference.

AGRA is already doing a great job at recruiting CBAs that are interested in working with male and female farmers. Continuing to screen for this willingness and incentivize work across genders will ensure CBAs are motivated to serve all farmers.

Recommendation 2: Provide gender-informed trainings to help CBAs connect with farmers of different genders

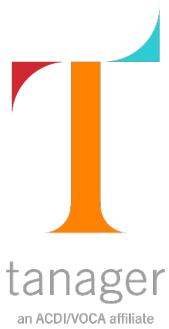
Male CBAs who prefer working with female farmers feel less support from the community and are less likely to say they have the training necessary to do their job.

Designing and implementing peer-to-peer interpersonal communication and gender sensitivity training sessions between male and female CBAs may help male CBAs feel more prepared to engage with female farmers.

Similarly, ensuring CBAs are incentivized to provide all services to farmers of both genders, with ensure female farmers are gaining access to markets, inputs, and credit at a more equitable rate.

"Some men see we women like we are not capable of doing such thing but it is not a problem. the women are cooperating very good too."

"I prefer working with the women because they are very interested in the work than the men, they always come for advice and they are willing to learn more than the men, the men feel they know they work."



60 _ decibels

Katie Reberg
katie@60decibels.com

Jasleen Kaur
jasleen@60decibels.com

Venu Aggarwal
venu@60decibels.com