Farmer Experience with Community Based Advisors (CBAs)

IGNITE Lean Data Insights:

Alliance for a Green Revolution in Agriculture (AGRA)

Burkina Faso

March 2022
Overview: Study Design & Objectives

About IGNITE’s Support
Alliance for a Green Revolution in Agriculture (AGRA)’s Community Based Agents (CBAs) provide timely advice, access to inputs, technology and markets closer 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.

IGNITE will help AGRA tailor its recruitment and training for male and female CBAs to address gender issues more thoroughly.

About this Study
60 Decibels’ Lean Data researchers conducted phone-based interviews with 258 Burkina Faso farmers who received training and support from AGRA CBAs.

This report is based on lessons from these conversations. It provides a baseline understanding of Burkina Faso farmers’ interactions with CBAs, their satisfaction with this support, and the perceived impact of CBA services. For details about our methodology, please refer to the Methodology.

Wherever possible, we have tried to shed light on how female farmers’ experiences with CBAs differ from that of their male counterparts, and how gender-specific constraints and opportunities affect these.

About the Results
While the findings of this study are internally valid (hold true for the surveyed farmers), we cannot ascertain external validity (whether findings hold true for the entire population of farmers whom CBAs serve) because:

- **Contacts received**: We received a non-random sample of 180,676 farmers from a larger group that AGRA CBAs work with. We do not have information on the wider group of farmers to ascertain representativeness of our sample.

- **Response rate**: While we made up to 3 attempts to reach a respondent, we were only able to complete 3 in 10 surveys.

- **Confidence**: A random sample of 258 farmers provides a confidence level of 90% and a margin of error of 5% in results for the farmer base we had phone numbers of.
Methodology

Survey mode: Phone
Country: Burkina Faso
Language: French

Dates of data collection: October 2021 – February 2022

Sample Frame: Random sample of 180,676 male and female farmer contacts shared by AGRA.

Response rate*: 34%

Responses Collected
Farmers: 258

*Calculated as follows: Completed # of interviews / (Total numbers dialed – wrong numbers – ineligible numbers)
Sampling Framework

Our confidence level and margin of error for results are calculated based on the total number of phone numbers we had access to (180,676 farmer phone numbers), and not the total population of farmers that AGRA serves.

<table>
<thead>
<tr>
<th></th>
<th>% sample</th>
<th>% population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>30</td>
<td>35</td>
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</table>

Accuracy

- Confidence Level: c. 90%
- Margin of error: c. 5%
For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

### Metric | Calculation
---|---
Net Promoter Score® | The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 (‘Promoters’) minus the % of customers rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.
Inclusivity Ratio | The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the $1.90, $3.20 & $5.50 lines for low-middle income countries, or at the $3.20, $5.50 and $11 lines for middle income countries. The formula is:

\[
\sum_{s=1}^{2} \left( \frac{\text{(Company Poverty Line } s\text{)}}{\text{(Country Poverty Line } s\text{)}} \right) / 3
\]
Welcome To The Results

We enjoyed hearing from 258 farmers who received support from AGRA’s CBAs - they had a lot to say!

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Performance Snapshot

CBAs are providing hassle-free services to farmers who are accessing agricultural services for the first time. Farmer satisfaction and impact on most farming outcomes is high.

Impact
66% way of farming ‘very much improved’

What Impact
- 45% report improved fertilizer usage
- 44% talk about new cultivation methods
- 22% mention better knowledge of seeds

Contribution
99% first time accessing at least one service provided

Poverty Profile
1.12 Inclusivity Ratio

Challenges
5% report challenges

Crop Revenue
33% ‘very much increased’

Crop Production
41% ‘very much increased’

Farmer Voice
“I made better use of my space, I also made the right choice of crops that correspond to the soils, hence my greater production.” – Male, 32

Data Summary
Company Performance: 258 farmer phone interviews in October—February 2021 in Burkina Faso.
Quintile Assessment compares Company Performance with 60dB Agriculture—Farmer as Customer Benchmark comprised of 42 companies, 16 countries, and 7,460 customers. Full details can be found in Appendix.

Performance vs. 60dB Benchmark
- TOP 20%
- TOP 40%
- MIDDLE
- BOTTOM 40%
- BOTTOM 20%
Top Findings

1. CBAs are successfully reaching low-income farmers with no or low access to agricultural services.
   83% of farmers live on less than $3.20 per day, compared to 64% of the Burkina Faso national average.
   Almost all farmers are accessing at least one new service through the CBAs. On average, farmers access 4 services for the first time through their CBA. Both male and female farmers are accessing the following 4 services for the first time: access to inputs, access to credit, aggregation of produce, and supply of small packs.

2. Half of the female farmers are the final decision makers in day-to-day livelihood decisions.
   Almost half of the female farmers report being the final decision maker in day-to-day livelihood decisions. Of the remaining, almost all provide at least some input into decision making.
   Male farmers are more likely to say that they are themselves the final decision maker, female farmers are more likely to report an even split among themselves and their spouses as the final decision maker.

3. Female farmers are more likely to report that both male and female adults in their household interact with the CBA.
   Among male farmers, over 9 in 10 report that a male household member interacts with the CBA, only a third report that a female adult interacts with the CBA.
   Among female farmers, over half say that a male household member interacts with the CBA, roughly 8 in 10 say a female adult interacts with the CBA. This could suggest that female adults are more likely to share their learnings with other household members, or that male adults feel the need to be involved when women are interacting with the CBA.

4. Female farmers are more likely to place importance on agricultural training and share positive feedback for CBAs’ availability and support.
   Female farmers are more likely to report ‘importance of training’ as one of the most important messages shared by CBAs, than male farmers (34% vs. 26%).
   Compared to male farmers, female farmers are also more likely to agree that the CBA is available when they need support, well-prepared, and explains concepts clearly.
   This could be due to female farmers’ stronger desire to learn, resulting from lower access to education / prior training.
**Recommendations**

There is opportunity for CBAs to provide additional services requested by farmers or connect farmers to these opportunities. CBAs can empower female farmers to interact independently with CBAs and voice their expectations and/or challenges.

<table>
<thead>
<tr>
<th>Headline</th>
<th>Suggested Action</th>
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<tbody>
<tr>
<td><strong>CBAs are successfully reaching low-income farmers with no to low access to agricultural services.</strong></td>
<td>In addition to providing the existing set of services, <strong>AGRA can support VBA’s in addressing farmers’ top requests for additional services including different types of training (breeding, poultry, livestock-related, training on new farming techniques) and farming equipment.</strong></td>
</tr>
<tr>
<td><strong>Half of the female farmers are the final decision makers in day-to-day livelihood decisions.</strong></td>
<td><strong>AGRA can leverage the power of female farmers who are the final decision makers related to day-to-day livelihood decisions and connect them to other female farmers in their community. This could enable peer learning and help other female farmers have greater influence in livelihood-related decision making in their households.</strong></td>
</tr>
<tr>
<td><strong>Female farmers are more likely to report that both male and female adults in their household interact with the CBA.</strong></td>
<td><strong>AGRA and the research partners should investigate into the gender differences between male and female farmer households to understand why female farmers are more likely to report that both men and women in their families interact with the CBA. Understanding these engagement differences by gender can help CBAs ensure they are spending enough time educating farmers of both genders.</strong></td>
</tr>
<tr>
<td><strong>Female farmers are more likely to place importance on agricultural training and share positive feedback for CBAs’ availability and support.</strong></td>
<td><strong>AGRA can work with CBAs to increase the frequency and complexity of trainings provided to female farmers to help them continue benefitting from agricultural trainings.</strong></td>
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</tbody>
</table>
Impact Stories: 94% of all farmers shared how working with the CBAs has improved their way of farming.

Changes in Farming Practices

“It has changed because now we know how to treat the soil. We use products against termites. We apply seedbeds in rows, and we make stone cordons to prevent water from leaving with the fertilizer.” – Female, 39

“Before we plowed the field with oxen but now, we plow with tractors, so it goes much faster.” – Male, 63

“I am happy because I know how to use the weather forecast to seed at the best time and use the best materials to cultivate quickly and easily.” – Female, 47

“With the training of CBA, we weed the field before ploughing, we cultivate row crops so that it is straight and also we space the millet by sowing.”
– Female, 67

“My way of farming has improved because of the use of the tracings, fertilizers and the improved seeds.”
– Male, 55

“Before we ploughed at random, it was enough to be in the field to plow but now we cultivate in line which is better organized and more profitable.”
– Male, 38
Experience: 74% of the farmers are Promoters and are highly likely to recommend working with a CBA. 98% have ideas for ways to improve CBA services.

Opinions On Value Proposition Of Services Provided by CBAs

“I would advise most farmers to work with the CBA because they help us with advice on cultivation by Zai and also advice for family well-being.” – Female, 23

“I would advise doing the training with the CBA because thanks to their information it prevents the animals from having diseases and knowing when they are vaccinated.” – Male, 58

Opportunities For Improvement

“I would like the CBA to provide me materials to cultivate large land and financial aid.” – Female, 48

“I would like to see an in-depth training in agriculture and also have working material.” – Male, 55
Who Are CBAs Reaching?
- Demographics & inclusivity
- Farm & livestock profile
- Day to day livelihood decisions

What Is Farmers’ Experience With CBAs?
- Interaction with the CBAs
- First access
- Access to alternatives

What Impact Are CBAs Having?
- Top CBA advice: On farm & nutrition
- Effectiveness of advice on farm
- Impact on crop production
- Impact on revenue & way of farming
- Gender deep-dive

How Can CBAs Improve?
- Net Promoter Score & drivers
- CBA qualities valued by farmers
- Challenges & suggestions for improvement
About The Farmer

The average age of farmers we spoke with is 43 years. Most live in a male-headed, rural household.

Sex of the Farmer

- 30% Female
- 70% Male

We asked questions to understand farmers’ homes, farms, and engagement with AGRA’s CBAs. We spoke with male and female farmers and have called out differences by sex wherever they are statistically significant.

About The Farmers We Spoke With

Data relating to farmer characteristics (n = 181 male; 77 female)

- **Age**: 43, Average age
- **Household Size**: 16, Average size
- **Median size**: 13
- **Region**:
  - Boucle du Mouhoun (38%)
  - Centre Ouest (34%)
  - Other* (28%)

*Other includes Hauts Bassins (14%), Sud Ouest (5%), Nord (2%), Centre Nord (2%), Centre Sud (2%), Centre Est (2%), Plateau Central (1%).

Farmer Residence

- 96% Village
Farmer Profile: Education Level & Financial Accounts

More than half of farmers did not go to school, close to a third have completed primary education. Half of the farmers have an account with a mobile money operator.

Education Level of Farmers
Q: What is your education level? (n = 181 male; 77 female)

- Did not go to school: Male 59%, Female 62%
- Primary: Male 29%, Female 25%
- Secondary: Male 11%, Female 10%
- Undergrad: Male 1%, Female 3%
- Postgrad: Male 0%, Female 0%

Types of Financial Accounts Farmers Have
Q: Do you have an account with the following? (n = 181 male; 77 female)

- Mobile money operator: Male 50%, Female 47%
- Other financial institution: Male 3%, Female 10%
- Microfinance institution: Male 16%, Female 10%
- Informal savings group: Male 12%, Female 30%
- Bank: Male 10%, Female 7%
- None: Male 19%, Female 29%

Similar to results with AGRA’s Nigerian farmers, female farmers are much more likely to be part of an informal savings group than male farmers (30% vs. 12%). Nearly a third of female farmers do not have a financial account, compared to 19% of male farmers. This lack of financial access poses a potential barrier to implementing best practices suggested by CBAs.

High prevalence and comfort with mobile money presents an opportunity for CBAs to promote digital financial products to farmers.
Poverty And Inclusivity

CBAs are serving some of the poorest households in Burkina Faso.

Using the Poverty Probability Index®, this analysis measures how the income profile of the farmer base that CBAs are serving compares to the Burkina Faso average.

83% of AGRA farmers live on less than $3.20 per day, compared to the Burkina Faso national average of 64% below $3.20 per day; suggesting that CBAs are serving a lower income segment of the population.

This has resulted in an Inclusivity Ratio of 1.12.

Income Distribution of Farmers Surveyed to Burkina Faso Average
% living below $xx per day (2011 PPP) (n = 257)

Inclusivity Ratio
Degree that AGRA is reaching low-income customers in Burkina Faso compared to the general population

1.12

1 = parity with national population; > 1 = over-serving; < 1 = under-serving. See Appendix for calculation.

No statistical differences by sex of the farmer
Farm & Livestock Profile

Nearly all farmers rear livestock. At least two-thirds of the farmers rear poultry, sheep or goats.

4 hectares median land farmed in the last 12 months

65% of the average household income* came from selling farm and livestock produce in the last 12 months

Gender Insights
- Male farmers are more likely to rear cattle than female farmers (65% vs. 38%).

Livestock Ownership
Q: Which of these [livestock options] did you rear in the last 12 months? (n = 262). Multi-select question.

- Poultry: 77% Men, 83% Women
- Sheep: 60% Men, 66% Women
- Goats: 51% Men, 65% Women
- Cattle (cows, buffaloes): 38% Men, 65% Women
- Pigs: 12% Men, 7% Women
- Other: 22% Men, 14% Women
- None: 5% Men, 1% Women

*Calculated using weighted average method.
Farm & Livestock Profile

Male farmers are more likely to sell all or almost all of their farm produce and livestock as compared to female farmers.

Female farmers are more likely to have consumed all of their farm production than male farmers (34% vs. 22%).

Male farmers are more likely to have sold all their farm production than female farmers (38% vs. 21%).

There is a similar trend with farmers' livestock production.

Use of Farm Production
Q: What do you do with your farm / livestock’s production? (n = 258)

- Sold all or almost all of it: 38% (Female 21%, Male 21%)
- Sold most of it and consumed the surplus: 14% (Female 12%, Male 14%)
- Consumed most of it and sold the surplus: 21% (Female 20%, Male 21%)
- Consumed all or almost all of it at home: 34% (Female 22%, Male 34%)
- Other: 8% (Female 10%, Male 10%)

Use of Livestock Production
Q: What do you do with your farm / livestock’s production? (n = 256)

- Sold all or almost all of it: 46% (Female 36%, Male 56%)
- Sold most of it and consumed the surplus: 28% (Female 24%, Male 31%)
- Consumed most of it and sold the surplus: 9% (Female 1%, Male 9%)
- Consumed all or almost all of it at home: 3% (Female 1%, Male 3%)
- Other: 20% (Female 32%, Male 0%)

Others included:
- 25% Sold half and consumed half
- 15% Kept to work in field
- Not able to recall proportion of sale

*Calculated using weighted average method.
Day-to-Day Livelihood Decisions

48% of female farmers report being the final decision makers in day-to-day livelihood decisions, compared to 86% of male farmers. For the 52% of female farmers who aren’t the final decision maker, 98% provide at least some input into livelihood decisions.

Decision Maker and Input in Day-to-Day Livelihood Decisions

Q: Who was the final decision maker in day-to-day livelihood decisions? (n = 181 male; 77 female)

Q: How much input do you have in making day to day decisions related to these livelihoods? (n = 25 male; 40 female)

Male Farmers
- Me: 48%
- My spouse: 48%
- Another male household member: 11%
- Another female household member: 86%

Female Farmers
- Me: 50%
- My spouse: 48%
- Another male household member: 48%
- Another female household member: 48%

Lot of input
- Male: 48%
- Female: 48%

Some input
- Male: 48%
- Female: 48%

No / negligible input
- Male: 48%
- Female: 48%
Who Are CBAs Reaching?
- Demographics & inclusivity
- Farm & livestock profile
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What Is Farmers’ Experience With CBAs?
- Interaction with the CBAs
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- Access to alternatives

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- Net Promoter Score & drivers
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- Challenges & suggestions for improvement
Interaction with CBAs: Overview

On average, CBAs interact with 2 CBAs. 95% interact with a male CBA and 28% have interacted with a female CBA.

AGRA could look at recruiting additional female CBAs in Burkina Faso to help increase the proportion of farmers (male and female) that engage with female CBAs.

A higher proportion of female farmers (40%) interact with at least one female CBA compared to male farmers (23%).

<table>
<thead>
<tr>
<th>Male Farmers (n=181)</th>
<th>Female Farmers (n=77)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Average number of CBAs a male farmer works with</td>
<td>Average number of CBAs a female farmer works with</td>
</tr>
<tr>
<td>23%</td>
<td>40%</td>
</tr>
<tr>
<td>Male farmers interact with at least 1 female CBA</td>
<td>Female farmers interact with at least 1 female CBA</td>
</tr>
<tr>
<td>96%</td>
<td>94%</td>
</tr>
<tr>
<td>Male farmers interact with at least 1 male CBA</td>
<td>Female farmers interact with at least 1 male CBA</td>
</tr>
</tbody>
</table>
Interaction with CBAs: Mode of Interaction

CBAs contact farmers mainly through community meetings and farm visits. Male farmers are more likely to say that a male adult in their family interacts with the CBA; female farmers are more likely to say a female adult interacts with the CBA.

Gender Insights

Female farmers are more likely to report that both genders in their household interact with the CBA. This could either be because female adults are more likely to share their learnings, or male adults feel the need to be around their female counterparts while interacting with the CBA.
Interaction with CBAs: Services Received

Crop management advice related to corn production is the most common CBA service received by male farmers. Female farmers report receiving training on input use as the most common service.

Mix of CBA Services and Farmer Crops

Q: What services have you received from your CBA? (n = 181 male farmers; 77 female farmers). Multi-select question.

Focus Crops for CBA Service(s)

Q: For which crop(s) did you receive this service? (n = 181 male; 77 female), Open-ended, coded by 60 Decibels

- 52% Corn
- 64% Corn
- 30% Millet
- 34% Millet
- 30% Rice
- 27% Rice
First Time Access

Almost all farmers are accessing at least one new service through the CBAs. On average, farmers are accessing 4 services for the first time.

All male and female farmers are accessing supply of small packs, access to inputs and credit, and aggregation of produce services for the first time.

We found low to no differences by sex of the farmer.

% accessing at least one service for the first time

- 100% Female farmers
- 98% Male farmers
Availability of Alternatives

Almost all farmers say they cannot easily find a good alternative to the CBA services suggesting a favorable market position.

Availability of alternatives provides insight into the competitive landscape and the degree to which CBAs are providing a scarce service(s) in the market.

The top alternatives reported by the 5% of farmers who could find an alternative are:

- Other skilled local farmers (6 farmers)
- Government entity or NGO (4 farmers)
- Sofitex Cotton Manufacturer (1 farmer)

**Access to Alternatives**

Q: Could you easily find an alternative to the services the CBA provides? (n = 245)

- Yes: 95%
- Maybe: 4%
- No:

**Comparison to Alternatives**

Q: How does your CBA compare to this alternative? CBA is: (n = 12)

- Much worse: 27%
- Slightly worse: 18%
- Same: 27%
- Slightly better: 28%
- Much better:

55% (6 farmers) who find the CBA better than the alternative mention training related drivers:

- Good product knowledge (3 farmers)
- Easy to understand training (2 farmers)
- Good overall experience (2 farmers)
Who Are CBAs Reaching?
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Impact of the CBA Services on Male vs. Female Farmers

Average performance across metrics:
- Male farmers: 67%
- Female farmers: 67%

Male and female farmers report comparable improvements across all outcomes because of their interactions with CBAs.
Top Advice from CBAs: General

Both male and female farmers say advice on planting techniques, livestock wellbeing, and fertilizer usage are among the top three messages they have received from their CBA.

Food for Thought

Female farmers are more likely to report ‘importance of training’ as one of the most important messages shared by CBAs, than male farmers (34% vs. 26%). This could be due to female farmers’ stronger desire to learn resulting from lower access to education.

Three Most Important Messages Shared by CBAs

Q: Could you tell me 3 of the most important messages shared by the CBA? (n = 181 male; n = 77 female). Open-ended, 60 by Decibels.

<table>
<thead>
<tr>
<th>Male Farmers</th>
<th>Female Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planting techniques</td>
<td>Planting techniques</td>
</tr>
<tr>
<td>Livestock wellbeing</td>
<td>Livestock wellbeing</td>
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<tr>
<td>Fertilizer and manure usage</td>
<td>Fertilizer and manure usage</td>
</tr>
<tr>
<td>Importance of training</td>
<td>Importance of training</td>
</tr>
<tr>
<td>General farm management</td>
<td>General farm management</td>
</tr>
<tr>
<td>Chicken wellbeing</td>
<td>Chicken wellbeing</td>
</tr>
<tr>
<td>Composting</td>
<td>Composting</td>
</tr>
</tbody>
</table>
Top Advice from CBAs: Nutrition

32% Of male farmers report that their CBA has discussed household nutrition-related information with them.

53% Of female farmers report that their CBA has discussed household nutrition-related information with them.

Question for Discussion
Compared to Nigeria (10%), a higher percentage of farmers report receiving nutrition advice from CBAs (40%). Could this be due to greater interest in receiving nutrition-related advice among the farming community in Burkina Faso, or something else?

On average, over 40% of all farmers report receiving nutrition advice from the CBAs. For those who have received advice, the top message they have received is general dietary advice.

Top Nutrition-Related Messages Reported by Farmers Receiving These Messages
Q: What were the nutrition-related messages shared by your CBA? (n = 55 male; 38 female). Open-ended, coded by 60 Decibels.

- Proportion measurement and meal planning: 75% for all, 55% for male, 32% for female
- Hygiene-related: 22% for all, 32% for male, 7% for female
- Balanced diet: 37% for all, 7% for male, 17% for female
- Children’s nutrition: 8% for all, 4% for male, 8% for female
- Protein importance: 8% for all, 4% for male, 8% for female
- Other: 12% for all, 11% for male, 11% for female

Male farmers
Female farmers
Effectiveness: Application of CBA Advice

7 in 10 female farmers report applying ‘all’ the information provided by their CBA. The top barrier for farmers is the lack of tools, materials and financial resources.

Application of CBA Advice & Barriers to Application

Q: How much of the information shared by your CBA did you apply to your farm? (n = 170 male; 71 female)

Q: Would you mind sharing with me what prevented you from applying all of the information? (n = 59 male; 21 female)

Male Farmers

- None of it: 31%
- Some of it: 65%
- Most of it: 65%
- All of it: 31%

Top Reasons for Not Applying All Advice

- Lack of tools, materials, finance (64% of male respondents who did not apply all the information)
- Financial constraints (39% of male respondents who did not apply all the information)
- Lack of access to input (24% of male respondents who did not apply all the information)

Female Farmers

- None of it: 24%
- Some of it: 71%
- Most of it: 71%
- All of it: 24%

Top Reasons for Not Applying All Advice

- Lack of tools, materials, finance (76% of female respondents who did not apply all the information)
- Financial constraints (48% of female respondents who did not apply all the information)
- Lack of access to input (24% of female respondents who did not apply all the information)
Effectiveness: Trickle Down of CBA Advice

On average, female farmers share information at a slightly higher rate (2.6 people) than male farmers (2.4 people). Compared to Nigeria, female farmers seem to be better connected and perhaps have greater influence within their household and community. Both male and female farmers are equally likely to share information with family members. This suggests that CBAs can have greater impact on farmers not just by interacting with them directly, but also through their respective family members.

On average, farmers share the information they learn with 3 other people. Farmers are more likely to share information with members of the same sex.

### Information Sharing Among Farmers

Q: Who did you share this information with? (n = 181 male; 77 female). Multi-select question.

<table>
<thead>
<tr>
<th>Category</th>
<th>Share with Male Farmers</th>
<th>Share with Female Farmers</th>
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<tbody>
<tr>
<td>Female members in the family</td>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>Male members in the family</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Female members in the community</td>
<td>37%</td>
<td>61%</td>
</tr>
<tr>
<td>Male members in the community</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>6%</td>
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</table>
Impact on Production

Close to three quarters of all farmers report at least some increase in crop production. Farmers who report ‘very much increased’ production are more likely to report that it has ‘roughly doubled’ than those who report slightly increases.

Impact on Production
Q: Has the total production from your land under crop changed because of working with the CBA?
(n = 172 male; 72 female)

- Top 40%

Very much increased
41% 40%

Slightly increased
33% 42%

No change
19% 10%

Slightly decreased
6% 8%

Very much decreased
1% 0%

Extent of Increases in Production
Q: How much has your production increased?
(n = 127 male; 59 female)

- Increased a little (0-25%)
18% 27%

- Increased by half (26-50%)
18% 35%

- Increased by more than half (51-99%)
21% 8%

- Roughly doubled
26% 32%

- More than doubled
0% 2%

Extent of Increases in Production
Disaggregated by ‘Very Much Increased’ vs. ‘Slightly Increased’

- Very much increased
- Slightly increased

- Increased a little (0-25%)
5% 40%

- Increased by half (26-50%)
20% 49%

- Increased by more than half (51-99%)
23% 10%

- Roughly doubled
1% 51%

- More than doubled
1% 1%
Impact on Revenue & Way of Farming

Nearly 9 in 10 of all farmers report at least some increase in revenue from crops because of working with CBAs. A similar proportion report improvements in their way of farming.

**Returns from Crops**

Q: Has the money you earn from crop/livestock changed because of working with the CBA? (n = 173 male; 72 female)

- **Very much increased**: 32% (male) - 33% (female)
- **Slightly increased**: 57% (male) - 54% (female)
- **No change**: 10% (male) - 11% (female)
- **Slightly decreased**: 1% (male) - 2% (female)
- **Very much decreased**: 1% (male) - 1% (female)

**Impact on Way of Farming**

Q: Has your way of farming changed because of working with the CBA? (n = 172 male; 72 female)

- **Very much improved**: 68% (male) - 62% (female)
- **Slightly improved**: 32% (male) - 26% (female)
- **No change**: 11% (male) - 6% (female)
- **Slightly decreased**: 2% (male) - 1% (female)
- **Very much decreased**: 1% (male) - 1% (female)

No statistical differences by sex of the farmer.
Way of Farming: Top Outcomes

Other outcomes include:
- Improved knowledge of livestock medicines (male 19%; 15% female)
- Increased crop production (male 14%; 8% female)

Top improvements in farmers’ approach include improved fertilizer usage, new cultivation methods and improved knowledge on farming seasons and seeds.

Three Most Common Outcomes for 98% of Farmers Who Say Way of Farming Improved

Q: Please explain how your way of farming has improved. (n = 161 male; 68 female). Open-ended, coded by 60 Decibels.

<table>
<thead>
<tr>
<th>Male Farmers</th>
<th>Female Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>48% mentioned improved fertilizer usage  (45% of all male farmers)</td>
<td>57% mentioned improved fertilizer usage  (54% of all female farmers)</td>
</tr>
<tr>
<td>47% talked about new cultivation methods  (44% of all male farmers)</td>
<td>38% talked about new cultivation methods  (36% of all female farmers)</td>
</tr>
<tr>
<td>24% reported improved knowledge on farming seasons  (22% of all male farmers)</td>
<td>25% reported improved knowledge of seeds  (24% of all female farmers)</td>
</tr>
</tbody>
</table>
Who Are CBAs Reaching?
- Demographics & inclusivity
- Farm & livestock profile
- Day to day livelihood decisions

What Is Farmers’ Experience With CBAs?
- Interaction with the CBAs
- First access
- Access to alternatives

What Impact Are CBAs Having?
- Top CBA advice: On farm & nutrition
- Effectiveness of advice on farm
- Impact on crop production
- Impact on revenue & way of farming
- Gender deep-dive

How Can CBAs Improve?
- Net Promoter Score & drivers
- CBA qualities valued by farmers
- Challenges & suggestions for improvement
Farmer Satisfaction: Net Promoter Score

CBAs have a Net Promoter Score® of 70 which is excellent, and nearly two times higher than the 60dB Agriculture averages.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor.

Net Promoter Score® (NPS)
Q: On a scale of 0-10, how likely are you to recommend working with a CBA to another farmer, where 0 is not at all likely and 10 is extremely likely? (n = 243)

NPS = 68% Promoters — 6% Detractors

9-10 likely to recommend 0-6 likely to recommend

NPS Benchmarks
- TOP 20%

60 Decibels Global average
464 companies

Agriculture average
102 companies

Farmer as Customer average
53 companies

60dB Benchmarks Summary
60dB Quintile Benchmark Assessment compares Company Performance with 60dB Agriculture – Farmer as Customer Benchmark comprised of 42 companies, 16 countries, and 7,460 customers. Full details can be found in Appendix.
Net Promoter Score Drivers

Promoters value helpful advice, improvement in their skills, and an overall good experience interacting with the CBAs.

Male farmers

75% are Promoters. They LOVE:
1. Helpful advice (38%)
2. Improved skills (25%)
3. Good customer experience (24%)

20% are Passives: They LIKE:
1. Increased production (41%)
2. Helpful advice (21%)

But complain about:
1. Irregular and untimely service (2 farmers)

5% are Detractors. They DISLIKE:
1. Unresponsive representatives (3 farmers)
2. Outdated information (2 farmers)
3. Bad customer experience (1 farmers)

Female farmers

72% are Promoters. They LOVE:
1. Helpful advice (50%)
2. Good customer experience (32%)
3. Improved skills (14%)

24% are Passives: They LIKE:
1. Increased production (47%)
2. Easy to understand training (35%)

4% are Detractors. They DISLIKE:
1. Unresponsive representatives (2 farmers)

Tip:
Highlight the above value drivers in marketing. Promoters are powerful brand ambassadors—can you reward them?

Tip:
Passives won’t actively refer you in the same way that Promoters will. What would it take to convert them?

Tip:
Negative word of mouth is costly. What’s fixable here?

*All percentages are out of the total % of Promoters, Passives, Detractors among male and female farmers respectively.
Timeliness & Clarity of Support

The majority (95%) of farmers are satisfied with the support, preparedness and clarity of instruction provided by their CBAs. Female farmers are more certain (100%) than male farmers (96%) that CBAs explain concepts.

Satisfaction with CBA Support
Q: To what extent do you agree or disagree with the following statements? (n = 173 male; 72 female)

<table>
<thead>
<tr>
<th></th>
<th>Male Farmers</th>
<th>Female Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>The CBA is available when I need support</td>
<td>8% 19% 67%</td>
<td>28% 68%</td>
</tr>
<tr>
<td>The CBA is well-prepared</td>
<td>93%</td>
<td>100%</td>
</tr>
<tr>
<td>The CBA explains concepts clearly / is easy to understand</td>
<td>96%</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
Top CBA Qualities for Farmers

When asked about the #1 rank, a third of all farmers rank Friendliness as the most important quality while over a quarter rank Knowledge and Communication in #1 place. Neither male nor female farmers listed the sex of the CBA as an important driver.

Male farmers value friendliness as the top quality in a CBA, whereas female farmers value communication.

Top CBA Qualities Valued By Farmers
Q: In your opinion, what qualities make a good CBA? Please rank top 3 qualities in order of importance. (n = 173 male; 72 female)

<table>
<thead>
<tr>
<th>Male Farmers</th>
<th>Female Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Important</td>
<td>Most Important</td>
</tr>
<tr>
<td>Friendliness</td>
<td>Communication</td>
</tr>
<tr>
<td>Communication</td>
<td>Organization</td>
</tr>
<tr>
<td>Knowledge</td>
<td>Friendliness</td>
</tr>
<tr>
<td>Organization</td>
<td>Knowledge</td>
</tr>
<tr>
<td>Gender</td>
<td>Gender</td>
</tr>
<tr>
<td>Cultural awareness</td>
<td>Cultural awareness</td>
</tr>
<tr>
<td>Least Important</td>
<td>Least Important</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
</tr>
</tbody>
</table>

Average Rank*:
- Male Farmers: Friendliness 2.45, Communication 2.50, Knowledge 2.61, Organization 2.87, Gender 4.85, Cultural awareness 5.83, Other 6.88
- Female Farmers: Communication 2.32, Organization 2.60, Friendliness 2.64, Knowledge 2.64, Gender 4.94, Cultural awareness 5.86, Other 7.00

*Rank 1-7 represents highest-lowest.
Farmer Challenges

Only 5% of all farmers report challenges working with their CBA. The most common challenges include poor follow-up and unreliability of the CBAs, perhaps driven by the farmer to CBA ratio.

**Proportion of Farmers Reporting Challenges**

Q: Have you experienced any challenges working with the CBA? (n = 245)

- **Yes**: 6%
- **No**: 94%

“**If I have some questions, I have to call him (the CBA). But sometimes, it is difficult to understand clearly what the CBA tells me.**” - Male, 25

“**I did not receive any medicines that the CBA promised to give me to treat my animals and chickens to prevent them from contracting diseases and die.**” - Male, 35
Farmer Suggestions for Additional Services

Both male and female farmers have the same top requests for additional services including different types of training and farming equipment.

Suggestions for Additional CBA Services
Q: What additional services would you like the CBA to provide? (n = 181 male; 77 female). Open-ended, coded by 60 Decibels

<table>
<thead>
<tr>
<th>Male Farmers</th>
<th>Female Farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breeding-related / livestock training</td>
<td>Breeding-related / livestock training</td>
</tr>
<tr>
<td>Farming equipment</td>
<td>Farming equipment</td>
</tr>
<tr>
<td>General trainings</td>
<td>General trainings</td>
</tr>
<tr>
<td>Training on new farming techniques</td>
<td>Training on new farming techniques</td>
</tr>
<tr>
<td>Greater access to inputs</td>
<td>Greater access to inputs</td>
</tr>
<tr>
<td>Greater access to markets</td>
<td>Greater access to markets</td>
</tr>
<tr>
<td>Poultry-related training</td>
<td>Poultry-related training</td>
</tr>
<tr>
<td>Crop management support</td>
<td>Crop management support</td>
</tr>
</tbody>
</table>

- Male Farmers: Breeding-related/livestock training 34%, Farming equipment 30%, General trainings 25%, Training on new farming techniques 23%, Greater access to inputs 17%, Greater access to markets 16%, Poultry-related training 12%, Crop management support 10%

- Female Farmers: Breeding-related/livestock training 27%, Farming equipment 25%, General trainings 17%, Training on new farming techniques 14%, Greater access to inputs 17%, Greater access to markets 27%, Poultry-related training 26%, Crop management support 7%
What Next?

…& Appendix
How to Make the Most of These Insights

Example tweets or Facebook posts to share publicly

- 65% of our farmers say their way of farming has very much improved since they started using the CBA services. “Now we plow before semination. See, we know that we must cultivate more intelligently to save our forces, for example online cultivation and even the use of pesticides.” #ListenBetter with @60_decibels

- Three-quarters of our farmers would recommend working with a CBA to a fellow farmer — what are you waiting for?

- 99% of our farmers report accessing at least one of the CBA-provided services for the first time — let’s continue to do the good work! #ListenBetter with @60_decibels

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

<table>
<thead>
<tr>
<th>What You Could Do Next. An Idea Checklist From Us To You :-)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage Your Team</td>
</tr>
<tr>
<td>- Share staff quiz — it’s a fun way to fuel engagement &amp; discussion</td>
</tr>
<tr>
<td>- Send deck to team &amp; invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!</td>
</tr>
<tr>
<td>- Set up team meeting &amp; discuss what’s most important, celebrate the positives &amp; identify next steps</td>
</tr>
<tr>
<td>Spread The Word</td>
</tr>
<tr>
<td>- Reach a wider audience on social media &amp; show you’re invested in your customers — we’ve added some example posts on the left</td>
</tr>
<tr>
<td>Close The Loop</td>
</tr>
<tr>
<td>- Let us know if you’d like us to send an SMS to interviewed customers with a short message letting them know feedback is valued and as a result, you’ll be working on XYZ</td>
</tr>
<tr>
<td>- If you can, call back the customers with challenges and/or complaints to find out more and show you care.</td>
</tr>
<tr>
<td>- After reading this deck, don’t forget to let us know what you thought here!</td>
</tr>
<tr>
<td>Take Action!</td>
</tr>
<tr>
<td>- Collate ideas from team into action plan including responsibilities</td>
</tr>
<tr>
<td>- Keep us updated, we’d love to know what changes you make based on these insights</td>
</tr>
</tbody>
</table>
CBAs are providing a hassle-free experience to some of the poorest households in Burkina Faso. Farmer satisfaction and impact on farming methods and earnings is high.

**Comparison of Company Performance to Selected 60dB Benchmarks**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Indicator</th>
<th>AGRA</th>
<th>60dB Global Average</th>
<th>60dB Agriculture Average</th>
<th>60dB Western Africa Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who</td>
<td>Inclusivity Ratio</td>
<td>1.12</td>
<td>1.23</td>
<td>1.12</td>
<td>1.25</td>
</tr>
<tr>
<td>How Much</td>
<td>% reporting way of farming very much improved</td>
<td>66</td>
<td>-</td>
<td>55</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting way of farming slightly improved</td>
<td>27</td>
<td>-</td>
<td>45</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting production very much increased</td>
<td>41</td>
<td>-</td>
<td>44</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting money earned very much increased</td>
<td>33</td>
<td>-</td>
<td>32</td>
<td>-</td>
</tr>
<tr>
<td>What Impact</td>
<td>% reporting in improved fertilizer usage</td>
<td>45</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting using new cultivation methods</td>
<td>40</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting improved knowledge of seeds</td>
<td>21</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Contribution</td>
<td>% first time accessing at least one service</td>
<td>89</td>
<td>72</td>
<td>78</td>
<td>69</td>
</tr>
<tr>
<td>Risk</td>
<td>% experiencing challenges</td>
<td>5</td>
<td>29</td>
<td>25</td>
<td>30</td>
</tr>
<tr>
<td>Experience</td>
<td>Net Promoter Score</td>
<td>70</td>
<td>43</td>
<td>38</td>
<td>42</td>
</tr>
</tbody>
</table>
Impact Management Project

We aligned study results to the Impact Management Project. We’re big fans of the IMP – it’s a simple, intuitive and complete way of conceptualizing impact.

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the Impact Management Project (IMP).


These dimensions help you check that you haven’t missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who</td>
<td>The <strong>Who</strong> of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the <strong>who</strong> of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.</td>
</tr>
<tr>
<td>What Impact</td>
<td><strong>What</strong> investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.</td>
</tr>
<tr>
<td>How Much</td>
<td><strong>How Much</strong> looks at the degree of change of any particular outcome.</td>
</tr>
<tr>
<td>Contribution</td>
<td><strong>Contribution</strong> seeks to understand whether an enterprise’s and/or investor’s efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.</td>
</tr>
<tr>
<td>Risk</td>
<td><strong>Impact Risk</strong> tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it’s an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there’s no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.</td>
</tr>
</tbody>
</table>
Thank You For Working With Us!

About IGNITE
The Impacting Gender & Nutrition through Innovative Technical Exchange in Agriculture (IGNITE) mechanism is a five-year invested funded by the Bill & Melinda Gates Foundation and implemented by Tanager, Laterite, and 60 Decibels (60dB) to improve household nutrition and women’s empowerment by strengthening African institutions’ ability to integrate gender and nutrition into their way of doing business and their agricultural interventions.
IGNITE works with African institutions to design, implement, and evaluate nutrition-sensitive and gender-integrated agriculture interventions

About 60 Decibels
60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 750+ trained Lean Data researchers in 50+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.
We are proud to be a Climate Positive company.

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