iShamba Farmer Insights

Data collection partner:
Welcome To Your 60dB Results

We analyzed the data that iShamba collected from 256 of its farmers!

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iShamba Performance Snapshot

iShamba is positively impacting farmers' livelihood and lives. It has an opportunity to reach poorer farmers with its services.

**Inclusivity Ratio**
- 0.79 degree of reaching low-income farmers

**Impact**
- 65% quality of life 'very much improved'

**What Impact**
- 46% speak about improved income
- 30% reported increased consumption of food grown on own farm
- 13% speak about improved production

**First Access**
- 75% first time accessing service provided

**Farmer Voice**
- "I always receive information on market prices and also how to control pests and diseases, and also frequent weather updates."

**Data Summary**

**Challenges**
- 20% report challenges

**Farm Production**
- 67% 'very much increased'

**Farm Productivity**
- 74% productivity increased on the 'same land'

**Farm Revenue**
- 60% 'very much increased'

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

iShamba’s unique services are positively impacting farms and lives. It can improve farmer satisfaction by addressing their challenges and incorporating their suggestions for improvement.

<table>
<thead>
<tr>
<th>Headline</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>iShamba is positively impacting farmers’ farm outcomes and quality of life. This impact deepens over time.</td>
<td>Over 90% of farmers reported improvements in their way of farming, farm production and revenue, and overall quality of life because of iShamba’s agricultural information service. They spoke about improved knowledge and ability to plan farm activities, increased yield and volume sold, and having more food for consumption. Farmers who had used iShamba for over 25 months reported deeper impact on almost all dimensions than those who had used iShamba for lesser time.</td>
</tr>
<tr>
<td>While iShamba is providing a unique service to an underserved market, there is opportunity to reach poorer farmers.</td>
<td>75% of farmers were accessing agricultural information of the kind that iShamba provides, for the first time, and 83% could not easily find a good alternative to it. However, only 35% of iShamba farmers were below the $3.2 line compared to 47% of Kenyans. There is an opportunity for Mediae to widen its reach among poorer farmers.</td>
</tr>
<tr>
<td>Farmers want more specific information, follow-ups and in-person trainings.</td>
<td>One in five farmers reported a challenge working with iShamba. Top challenge was delays in communication. When asked about how iShamba could improve, farmers suggested increasing accuracy and relevance of information, greater frequency of communication and a desire for in-person trainings. Acting on these suggestions could enhance farmer experience.</td>
</tr>
</tbody>
</table>
Key Questions We Set Out To Answer

Who is iShamba reaching?
- Income, farm and disability profile
- Importance of iShamba agricultural information
- Availability of alternatives in market
- Exposure and resilience to climate shocks

What impact is iShamba having?
- Impact on way of farming
- Changes in farm production, productivity and revenue
- Impact on quality of life
- Impact on recovery from climate shocks

Are farmers satisfied with iShamba & why / why not?
- Top challenges experienced
- Suggestions for improvement

Additional insights of interest to iShamba
- Experience with COVID-19
- COVID-19 challenges and requests

“I was advised to control diseases on my kales and was thus able to get healthy kales.”
## About The Farmer

The average farmer cultivated 2.7 acres in the last 12 months. iShamba’s information was applied to 90% of this land.

We asked questions to understand the farmers' homes, farms, and engagement with iShamba.

- 75% of the farmers reside in rural Kenya, and 25% are female.
- The average farmer in our sample had interacted with the company for 27 months and about a third of their income came from their farm.

### About The Farmers We Spoke With

Data relating to farmer characteristics (n = 247)

<table>
<thead>
<tr>
<th></th>
<th>2.7</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acres were cultivated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>by the average</td>
<td></td>
<td></td>
</tr>
<tr>
<td>farmer last year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Of the land cultivated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>last year used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>iShamba’s agricultural</td>
<td></td>
<td></td>
</tr>
<tr>
<td>information</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5.6</td>
<td>36%</td>
</tr>
<tr>
<td>Average household size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Of household income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>last year came from</td>
<td></td>
<td></td>
</tr>
<tr>
<td>farm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### iShamba Engagement Duration

(months)

- Longest: 72
- Average: 27
- Shortest: 1
Poverty And Inclusivity

Compared to national averages there is opportunity for iShamba to reach more low-income farmers.

Using the Poverty Probability Index®, we measured how the income profile of your farmers compares to the Kenya average.

35% of iShamba farmers live on less than $3.20 per day. This is less than the Kenyan national average of 47%.

This implies that iShamba is serving slightly wealthier farmers than the Kenyan national averages, resulting in an inclusivity ratio of 0.79.

You can read more about inclusivity ratio on the right and [here](#).

**Income Distribution of iShamba Farmers Relative to Kenya National Average**

% living below $XX per person per day (2011 PPP) (n = 242)*

<table>
<thead>
<tr>
<th>Income Level</th>
<th>iShamba %</th>
<th>Kenya National Average %</th>
<th>Kenya Rural Average %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Poor</td>
<td>12%</td>
<td>23%</td>
<td>35%</td>
</tr>
<tr>
<td>Poor</td>
<td>34%</td>
<td>47%</td>
<td>65%</td>
</tr>
<tr>
<td>Low Income</td>
<td>47%</td>
<td>65%</td>
<td>88%</td>
</tr>
<tr>
<td>Emerging Middle Class</td>
<td>65%</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Above Max</td>
<td>88%</td>
<td>65%</td>
<td></td>
</tr>
</tbody>
</table>

**Inclusivity Ratio**

Degree to which iShamba is reaching low-income farmers in Kenya

0.79

We calculate the degree to which you are serving low-income farmers compared to the general population. 1 = parity with national pop. ; >1 = over-serving; < 1 = under-serving.

See Appendix for calculation.

*14 farmers refused to respond to our PPI questions
Access and Alternatives

75% of farmers are accessing agricultural information service of the kind that iShamba provides for the first time; 83% could not easily find a good alternative to it.

To understand the company’s contribution, we ask farmers if it is facilitating access to a new product or service and whether this offering can be easily replaced by an alternative.

The high percentage of farmers who are accessing iShamba services for the first time suggests that it is reaching an under-served farmer base.

The low availability of alternatives shows that iShamba is providing a scarce service.

First Access
Q: Before you started interacting with iShamba, did you have access to soil care scanner like those that iShamba provides? (n = 256)

- 75% Accessing agricultural information service for the first time
- 25% Had prior access to similar agricultural information service

Access to Alternatives
Q: Could you easily find a good alternative to iShamba’s agricultural information? (n = 252)

- 83% No
- 7% Yes
- 10% Maybe
Resilience to Shocks

50% of the farmers whose community experienced a climate shock in the last 2 years have been able to bounce back to at least the same level.

98% Of all farmers said their community experienced at least one climate related shock in the last 24 months

Of this group of 251 farmers...

8% Were not affected by the shock that hit their community

50% Have recovered fully and are at least at the same level as before the shock

42% Have not recovered or are worse off post recovery

Shocks Experienced By Community
Q: In the last 24 months, which of the following shocks affected your community / village? (n = 251, multiple responses allowed except ‘None’)

<table>
<thead>
<tr>
<th>Shock</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant pest or farm disease</td>
<td>60%</td>
</tr>
<tr>
<td>Flooding</td>
<td>34%</td>
</tr>
<tr>
<td>Irregular weather patterns</td>
<td>40%</td>
</tr>
<tr>
<td>Drought or severe lack of rain</td>
<td>32%</td>
</tr>
<tr>
<td>Other*</td>
<td>14%</td>
</tr>
<tr>
<td>None</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Other shocks include soil erosion and unexpected frost

Effect and Recovery for Household
Q: To what extent was your household able to recover from this event? (n = 251)**

- Recovered, better off than before shock
- Recovered, at the same level as before shock
- Recovered, worse than before shock
- Not recovered yet
- Not affected

**Not affected is based on farmers reporting None to question: Which of these shocks affected your household the most?
Disability Profile

The disability rate among iShamba farmer households is higher than the Kenyan average.

Disability Profile of iShamba’s farmer Households
% who said a member of their household had a lot of difficulty doing any of the following or cannot do at all. (n = 256)

5.4% Respondents said that one or more of their household members had at least one of six disabilities

- 2.7% difficulty seeing, even if wearing glasses (if available)
- 0.4% difficulty hearing, even if using a hearing aid (if available)
- 1.9% difficulty walking or climbing steps
- 1.2% difficulty remembering or concentrating
- 0% difficulty with self-care, such as washing all over or dressing
- 0% difficulty communicating or being understood, using their usual language
Key Questions We Set Out To Answer

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- Impact on way of farming
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- Impact on quality of life
- Impact on recovery from climate shocks

Are farmers satisfied with iShamba & why / why not?
- Top challenges experienced
- Suggestions for improvement

Additional insights of interest to iShamba
- Experience with COVID-19
- COVID-19 challenges and requests

“There are diseases I am dealing with in the farm which I have learnt how to handle.”
Way of Farming

97% reported an improvement in the way they farm due to iShamba’s agricultural information.

Changes In Way Of Farming

Q: Has your way of farming because of iShamba’s agricultural information? (n = 253)

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very much improved</td>
<td>71%</td>
</tr>
<tr>
<td>Slightly improved</td>
<td>26%</td>
</tr>
<tr>
<td>No change</td>
<td>3%</td>
</tr>
<tr>
<td>Got slightly worse</td>
<td>0%</td>
</tr>
<tr>
<td>Got much worse</td>
<td>0%</td>
</tr>
</tbody>
</table>

Very much improved:
“...my livestock farming improved due to the information provided by iShamba.”

“Good predictions of weather has enabled timely farming procedures.”

“My chicken farming has improved and they no longer die.”

Slightly improved:
“Using right spacing gave me a better maize and beans yield.”

We tried to gauge the effect of iShamba’s agricultural information on farmers’ management of their farm. 71% farmers said that their way of farming had ‘very much improved’.

We found a strong correlation between improvements in way of farming and production.
Way of Farming: Top Outcomes

Top improvements in farmers’ way of farming included increase in yield and improved knowledge of farming seasons.

Top Two Self-Reported Outcomes for 97% of Farmers Who Say Way of Farming Improved

Q: Please explain how your way of farming has improved. (n = 246), multiple responses allowed. Open-ended, coded by 60 Decibels.

46% Spoke about increase in yield (45% of all respondents)
“The information has assisted me to plant on time and increase yields.”

22% Reported improved knowledge about farming cycle (21% of all respondents)
“I can time the planting season well depending on the weather updates & market prices I get.”

Farmers were asked to describe—in their own words—the ways in which their farming had changed because iShamba’s agricultural information service.

The top outcomes are shown on the right.

Other changes included:

- Ability to produce more (10%)
- Increased resilience against pests and disease (7%)
- Increased ability to plan farming activities (6%)
Farm Production

95% of farmers reported increase in farm production. 74% of this group realized the increase without planting additional land, suggesting an increase in productivity.

Impact on Production
Q: Has the total production from your farm changed because of iShamba’s agricultural information? (n = 251)

- TOP 20%

- Very much increased: 67%
- Slightly increased: 28%
- No change: 5%
- Slightly decreased: 0%
- Very much decreased: 0%

Reasons for increases in production
Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 239)

- Additional land: 26%
- Same land: 74%
Farm Revenue (1/2)

93% of farmers reported at least some increase in farm revenue. Ability to sell more was the primary reason for this increase.

We asked farmers if they had noticed changes in their farm revenue because of iShamba’s agricultural information.

Returns from Farms
Q: Has the money you earn from your farm changed because of iShamba agricultural information? (n = 249)

- Very much increased: 60%
- Slightly increased: 33%
- No change: 7%
- Slightly decreased: 0%
- Very much decreased: 0%

Reasons for Increased Returns
Q: What were the main reasons for the increase in money earned? (n= 256)

- Increased volume sold: 87%
- Increase in price: 9%
- Reduction in cost: 2%
- Other: 2%
Farm Revenue (2/2)

Looking across the sample, the average farmer reported a 34% increase in farm revenue, which contributed 36% to household income in the last 12 months.

36% Of household income last year came from farm

34% Was the average increase in revenue from farm

86% Rated this change a significance of 3 or 4 when thinking about its contribution to household income

Household Income Impacted By iShamba
Q: In the last 12 months, what proportion (%) of your household’s total income, came from farm? (n=241)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost all</td>
<td>13%</td>
</tr>
<tr>
<td>(75-100%)</td>
<td></td>
</tr>
<tr>
<td>More than half</td>
<td>21%</td>
</tr>
<tr>
<td>(50-75%)</td>
<td></td>
</tr>
<tr>
<td>Less than half</td>
<td>34%</td>
</tr>
<tr>
<td>(25-50%)</td>
<td></td>
</tr>
<tr>
<td>A little bit</td>
<td>24%</td>
</tr>
<tr>
<td>(1-25%)</td>
<td></td>
</tr>
</tbody>
</table>

Change In Farm Returns
Q: a) Can you give a rough estimate of how much your money earned from farm has increased because of ACRE Africa’s insurance services? (n = 233)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreased</td>
<td>7%</td>
</tr>
<tr>
<td>No change</td>
<td>38%</td>
</tr>
<tr>
<td>Increased by a little (0-25%)</td>
<td>25%</td>
</tr>
<tr>
<td>Increased by less than half (25-50%)</td>
<td>19%</td>
</tr>
<tr>
<td>Increased by more than half (&gt;50%)</td>
<td></td>
</tr>
<tr>
<td>Increased by 100%</td>
<td></td>
</tr>
</tbody>
</table>

Significance of Change in Farm Returns
Q: On a scale of 1 to 5, where 1 is not significant at all and 5 is very significant how significant is this increase to your overall household income? (n = 232)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>9%</td>
</tr>
<tr>
<td>4</td>
<td>43%</td>
</tr>
<tr>
<td>3</td>
<td>43%</td>
</tr>
<tr>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>1</td>
<td>1%</td>
</tr>
</tbody>
</table>
Quality of Life

97% farmers reported improvements because of iShamba’s agricultural information.

Perceived Quality of Life Change

Q: Has your quality of life changed because of iShamba? (n = 256)

- TOP 40%

Very much improved: 65%
  “I sell some of the produce and use the rest in my household.”

Slightly improved: 32%
  “I have better sales which mean more income enables me to plan for my family.”

No change: 3%
  “I am able to buy farming equipments and build a home.”

Got slightly worse: 0%

Got much worse: 0%

“iShamba has not given me information on that”
Quality of Life: Top Outcomes

Farmers talked about improved income, increase in consumption of food grown on their farm and greater farm production.

Top Three Self-Reported Outcomes for 97% of Farmers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 254, multiple responses allowed). Open-ended, coded by 60 Decibels.

- **46%** Spoke about improved income (44% of all respondents)
  - “The poultry project is picking well and giving me an additional income boost.”

- **30%** Reported increased consumption of food grown on own farm (29% of all respondents)
  - “I have sufficient food, and more income due to increased yields.”

- **13%** Spoke about increase in production (13% of all respondents)
  - “Better production have increased income, which enables me to better plan for my family”
Recovery From Climate Shocks

About half the farmers whose household experienced a climate shock in the last 2 years said that iShamba impacted their recovery.

Impact of iShamba on Recovery

Q: Did your involvement with the iShamba have a positive, negative or no effect on your recovery? (n = 251)

- Significant positive effect: 16%
- Some positive effect: 34%
- No effect: 48%
- Some negative effect: 1%
- Significant negative effect: 0%

“I always receive information on maize prices and information on what to plant during short rains and long rains.”
Additional Insights: Disaggregation By Tenure

We wanted to understand if farmer experience with the service and the farming outcomes changed over time.

Farmers who have worked with iShamba for longer report greater impact.

Average performance across metrics:

- 18 months or less: 45%
- 19 - 24 months: 50%
- 25 months or more: 55%

iShamba’s impact on farming practice is likely to deepen over time.
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“I always receive information on how to improve my farming, how to control pest and diseases that are affecting my farms.”
Farmer Challenges

One in five farmers report challenges with iShamba's agricultural information service. The most common challenge is delayed response on farmer queries.

Proportion of Farmers Reporting Challenges
Q: Have you experienced any challenges [working with/using] iShamba [product/service]? (n = 256)
- MIDDLE

Top Challenges Reported
Q: Please explain the challenge you have experienced (n = 51)

1. Delayed response on farmer queries
(37% of farmers w. challenges / 7% of all respondents)
“Sometimes my questions are not answered, they take a long time to respond to them.”

2. Agricultural information lacking accuracy
(16% of farmers w. challenges /3% of all respondents)
“Some recommendations do not do that well in some regions because of soil limitations.”

3. Lack of regular follow ups
(12% of farmers w. challenges /2% of all respondents)
“iShamba could not visit my home at the time when I had major farm challenges that needed their attention.”
More relevant agricultural information, increased frequency of communication and inclusion of in-person training were most common suggestions for improvement.

Suggested improvements
Q: What about iShamba could be improved? (n = 256, Open ended coded by 60 Decibels, % of respondents)

“iShamba should narrow down the weather update region to county instead of regions.”

“They should improve on engaging farmers more directly than texts for specific concerns.”

“iShamba should make more visits to farms and conduct physical seminars/trainings for farmers.”

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase relevance of agri info</td>
<td>18%</td>
</tr>
<tr>
<td>Increase frequency of commms</td>
<td>15%</td>
</tr>
<tr>
<td>Increase in-person training</td>
<td>15%</td>
</tr>
<tr>
<td>Improve methods of offline comms</td>
<td>7%</td>
</tr>
<tr>
<td>Set up offices for ease of access</td>
<td>4%</td>
</tr>
</tbody>
</table>
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“When there were COVID restrictions, I was able to get farming information even during lockdown.”
Concern About COVID-19

Nearly eight months since the first curfew, 60% of farmers remained concerned about COVID-19.

We asked farmers questions related to COVID-19 to assess their level of concern and identify potential support areas. When asked to share how their life could be improved during this time of the COVID-19 pandemic, farmers asked for agricultural inputs, cash handouts, and market access. Responses in other include support with medical supplies (3%), improved compensation for produce sold (3%), and precautionary information around COVID-19 (3%) to name a few.

Level Of Concern About COVID-19
Q: Are you concerned about COVID-19? (n = 256)

- Yes, very much: 60%
- Yes, slightly: 27%
- No, not really: 11%
- No, not at all: 3%
- I'm not really sure: 0%

Things That Could Improve Life
Q: Related to this pandemic, what one thing could improve your life at this time? (n = 256) Open-ended, coded by 60 Decibels

- Agricultural inputs: 19%
- Cash handouts: 16%
- Market access: 12%
- Financial support: 10%
- Agricultural information: 7%
- Reopen economy: 5%
- Not affected: 17%
- Other: 11%
Next Month on Farm During COVID-19

We asked farmers what phase of farming they will be in next month and whether they’re confident in their ability to manage as they normally would. 41% farmers report that they will be managing the crop on their farm; 25% said they would be planting in the next month.

85% of farmers indicated they were ‘very confident’ and 15% ‘slightly confident’ that they will fare well in the next month.

Over 80% of farmers are confident they will be able to undertake activities for next month’s farming.

Current Agricultural Activity
Q: Which of these phases of farming will you be in for the next month? (select multiple) (n = 251)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing plantation</td>
<td>41%</td>
</tr>
<tr>
<td>Planting</td>
<td>25%</td>
</tr>
<tr>
<td>Harvesting</td>
<td>21%</td>
</tr>
<tr>
<td>Land preparation</td>
<td>17%</td>
</tr>
<tr>
<td>Something else</td>
<td>1%</td>
</tr>
</tbody>
</table>

Confidence in Performing Activity
Q: How confident do you feel that you will be able to undertake these activities as you would have normally? (n = 253)

- Very confident: 85%
- Slightly confident: 15%
- Not very confident: 0%
- Not confident at all: 0%
Challenges and Requests

Farmers shared a variety of challenges, but environmental challenges and inability to purchase inputs emerged as top two challenges.

When we asked farmers what they need to overcome challenges on their farm, most of them asked for access to subsidized inputs, credit and markets.

Top Challenges Related to COVID-19
Q: What do you anticipate the biggest challenges being? (n = 256)

- Environmental challenges: 36%
- Inputs not accessible: 23%
- Limited market access: 12%
- Lower prices for produce sold: 9%
- Limited hired labour: 6%
- General limitation of finances: 4%
- Limited access / lock-down: 1%
- Other: 12%

Solutions for Top Challenges
Q: What kinds of agricultural products / services / information would be most useful for you to overcome these challenges? (n = 256)

- (Subsidized) Access to inputs: 28%
- Credit: 26%
- Access to market: 19%
- Better selling price: 13%
- Cash: 10%
- Labour: 9%
- Other: 17%
What Next?

...& Appendix
How To Make The Most Of These Insights

Example tweets or Facebook posts to share publicly

- 97% of our farmers say the quality of their lives has improved since working with us. “The information is very empowering and rare to find.” #listenbetter with @60_decibels
- 37% of all challenges faced by our farmers are related to delayed response to farmer queries—what improvements would you like to see? We #listenbetter with @60_decibels

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

What You Could Do Next. An Idea Checklist From Us To You :-)

<table>
<thead>
<tr>
<th>Engage Your Team</th>
<th>Spread The Word</th>
<th>Close The Loop</th>
<th>Take Action!</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Share staff quiz – it’s a fun way to fuel engagement &amp; discussion</td>
<td>□ Reach a wider audience on social media &amp; show you’re invested in your farmers—we’ve added some example posts on the left</td>
<td>□ Let us know if you’d like us to send an SMS to interviewed farmers with a short message letting them know feedback is valued and as a result, you’ll be working on XYZ</td>
<td>□ Collate ideas from team into action plan including responsibilities</td>
</tr>
<tr>
<td>□ Send deck to team &amp; invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!</td>
<td></td>
<td>□ If you can, call back the farmers with challenges and/or complaints to find out more and show you care.</td>
<td>□ Keep us updated, we’d love to know what changes you make based on these insights</td>
</tr>
<tr>
<td>□ Set up team meeting &amp; discuss what’s most important, celebrate the positives &amp; identify next steps</td>
<td></td>
<td>□ After reading this deck, don’t forget to let us know what you thought [feedback form]</td>
<td></td>
</tr>
</tbody>
</table>
Detailed Benchmarking Comparison

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the Impact Management Project framework – see next slide.

Information on the benchmarks is found below:

iShamba Data
# farmers 256

60dB Global Average:
# companies 316
# interviews 143,787

60dB Agriculture Farmer as Customer Average
# companies 38
# farmers 9671

60dB East Africa Average
# companies 19
# farmers 5326

iShamba performs particularly well on improving farm production, revenue and farmers’ overall quality of life. iShamba can reach more low-income farmers.

### Comparison of iShamba Performance to Selected 60dB Benchmarks

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Indicator</th>
<th>iShamba</th>
<th>60dB Global Average</th>
<th>60dB Agriculture Average*</th>
<th>60dB East Africa Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who</td>
<td>Inclusivity Ratio % female</td>
<td>0.79</td>
<td>0.74</td>
<td>1.09</td>
<td>0.75</td>
</tr>
<tr>
<td>How Much</td>
<td>% reporting quality of life very much improved</td>
<td>65</td>
<td>46</td>
<td>46</td>
<td>49</td>
</tr>
<tr>
<td></td>
<td>% reporting quality of life slightly improved</td>
<td>32</td>
<td>38</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>% reporting farm production very much improved</td>
<td>67</td>
<td>-</td>
<td>45</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>% reporting farm revenue very much improved</td>
<td>60</td>
<td>-</td>
<td>38</td>
<td>43</td>
</tr>
<tr>
<td>What Impact</td>
<td>% reporting in open-ended responses Outcome 1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting in open-ended responses Outcome 2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>% reporting in open-ended responses Outcome 3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Contribution</td>
<td>% first time accessing iShamba agricultural information</td>
<td>75</td>
<td>68</td>
<td>77</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>% saying no good alternatives are available</td>
<td>90</td>
<td>73</td>
<td>87</td>
<td>92</td>
</tr>
<tr>
<td>Risk</td>
<td>% experiencing challenges</td>
<td>20</td>
<td>33</td>
<td>24</td>
<td>28</td>
</tr>
</tbody>
</table>

*Specifically, Agriculture – Farmer As Customer Average
For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Promoter Score®</td>
<td>The Net Promoter Score is a common gauge of farmer loyalty. It is measured through asking farmers 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 farmers rating 9 or 10 out of 10 (‘Promoters’) minus the % of farmers rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.</td>
</tr>
<tr>
<td>Inclusivity Ratio</td>
<td>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off farmers. It is calculated by taking the average of iShamba % / National %, at the $1.90, $3.20 &amp; $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: $\frac{\sum_{x=1}^{n} (\text{Company Poverty Line } x)}{\sum_{x=1}^{n} (\text{Country Poverty Line } x)} / 3$</td>
</tr>
</tbody>
</table>
Summary Of Approach

256 phone interviews were by completed by enumerators that were trained by iShamba, in October 2020.

Methodology
- **Survey mode**: Phone Interviews
- **Conducted by**: Mediae's enumerators
- **Country**: Kenya
- **Language**: Swahili and English
- **Dates**: September – October 2020
- **Sampling**: Randomly sampled from amongst 4,000 farmers that responded to Mediae’s SMS, inquiring if they’d like to participate in the survey
- **Response rate**: 26%

Responses Collected
- **Farmers**: 256

60 Decibels and the Mediae Company partnered to get insights from farmers receiving support from iShamba. Here’s how we split responsibilities:

- 60 Decibels was responsible for survey design, analysis and report writing.
- Mediae was responsible for data collection and quality assurance. The enumerators were hired and trained by Mediae and have been working with iShamba for 3+ years.
Thank You For Working With Us!

Let’s do it again sometime.

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 farmers, suppliers, and beneficiaries. Its proprietary approach, Lean Data™, brings farmer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 500+ trained Lean Data™ researchers in 45+ countries who speak directly to farmers 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.

Your Feedback

We’d love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey here!

Acknowledgements

Thank you to Veronica Gitau and Aketch Martin from iShamba, Patricia Gichinga from Mediae, Jim VanPeursem from World Food Bank, and Jack Odero, Collins Marita, John Mundy from Mercy Corps, for their support throughout the project.

This work was generously funded by the Strengthening Impact Investing Markets in Agriculture (SIIMA) programme, through FCDO’s Research and Evidence Division.
iShamba have been sending messages regularly. Guidance on farming has been very helpful. I always use iShamba for agriculture consultation.

I always receive information on how to

>improve my farming
>control pest
>control diseases

that are affecting my farms.

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Srilatha Adabala srilatha@60decibels.com