

PULA

Kenya



Welcome To Your 60dB Results

We enjoyed hearing from 276 farmers who work with PULA's Kenya partner KCEP – they had a lot to say!

Contents

03 /	Top Insights
04 /	Performance Snapshot
05 /	Farmer Voices
07 /	Farmer Profile
12 /	Impact Performance
20 /	Farmer Experience
28 /	Segmentation Analysis

Appendix

32 /	How to Make the Most of These Insights
36 /	Methodology

Top Insights

1

KCEP is providing a unique service to an underserved farmer base.

91% of farmers have not had prior access to services like KCEP's and 83% cannot find a good alternative to KCEP's services. This suggests that KCEP is providing a scarce service in a market that has not been previously serviced with anything similar. There is an opportunity to further diversify this base by reaching the poorest farmers in rural Kenya.

See pages [8](#), [9](#), and [10](#).

2

KCEP is having a significant positive impact on the farm and overall quality of life of its farmers.

98% of farmers report improvements in way of farming as a result of which their production has increased. Increased volume of crop has resulted in farmers being able to realize a higher revenue which has in turn improved financial position and enabled them to afford household needs. Consequently, 91% of farmers report an improvement in their quality of life.

See pages [12](#) to [17](#).

3

Farmers are very satisfied with the service received and resolving their challenges could further improve satisfaction.

KCEP has an excellent Net Promoter Score® of 66 which is above 60dB benchmarks. The main drivers of satisfaction are the good agronomy tips and access to crop insurance which has resulted in increased yields. 20% of farmers report challenges the top issue being lack of compensation for their crop loss. Resolving challenges could boost NPS and improve KCEP's impact.

See pages [20](#), [21](#), [22](#), and [23](#).

4

KCEP helps household recovery from a negative shock and farmers anticipate to benefit from the service for a long time.

70% of farmers faced an adverse shock in the past year of which 74% report that KCEP has a positive effect on their recovery. When asked how long they expected to benefit from KCEP's offering, 80% of farmers said they saw themselves availing the services for many years to come.

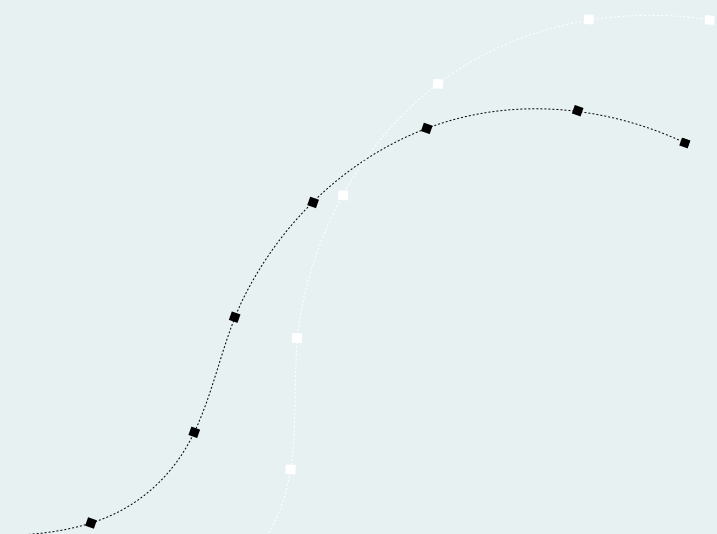
See pages [18](#) and [24](#).

5

Farmers with a longer tenure of engagement experience higher impact and satisfaction.

Farmers who have been with KCEP for longer than 2 years are more likely to report way of farming, production, revenue and quality of life improvements compared to others. Their NPS is also at an astounding 80 indicating high satisfaction and loyalty. Share these findings with recently enrolled farmers to improve retention.

See page [29](#).



Performance Snapshot

KCEP is doing a good job at reaching low-income farmers and creating a positive impact on their farm and life.

Poverty Profile

0.92

Inclusivity Ratio



Impact

43%

quality of life
'very much improved'



What Impact

- 41% mention improved access to food
- 37% talk of ability to afford education
- 30% report affording household and bills

Contribution

91%

first time accessing service provided



Farmer Voice

"I am able to have food and sell some from the harvest I get from my farm due to advice from KCEP. The money I get from selling the produce has helped me to pay high school fees for my children." – Male, 60

Data Summary

Company Performance: 276 farmers, phone interviews in August and September 2022, in Kenya.

Quintile Assessment compares KCEP Performance with 60dB Farmer as Customer Benchmark comprised of 42 companies, 15 countries, and 10k + farmers. Full details can be found in [Appendix](#).

Net Promoter Score®

66

on a -100 to 100 scale



Challenges

20%

report challenges



Way of Farming

52%

'very much improved'



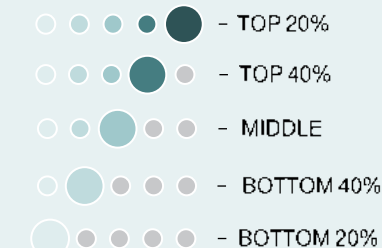
Production

39%

'very much increased'

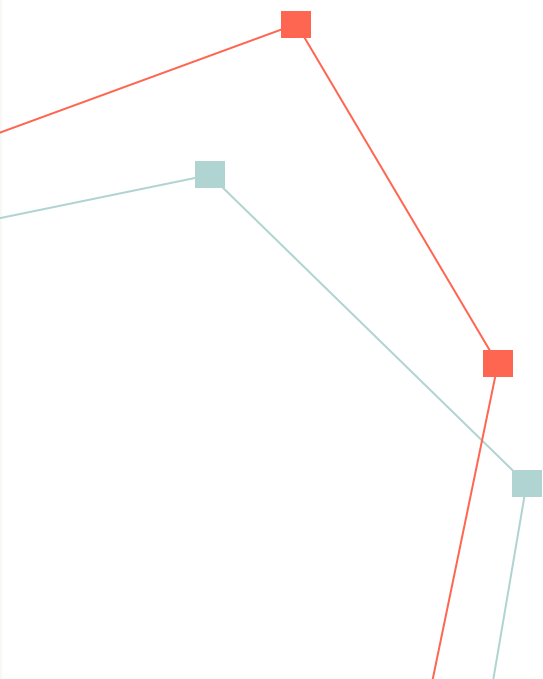


Performance vs. 60dB Benchmark



Farmer Voices

We love hearing farmers' voices.
Here are some that stood out.



Impact Stories

91% shared how KCEP had improved their quality of life

"I am harvesting enough crop from the farm to feed my family. I sell the surplus and invest the revenue back into purchase of inputs and running family errands."
- Female, 43

"Due to the reduction of costs, I use the surplus money to invest in my children's education without stress."
- Female, 56

"From the sale of my mangoes I got extra cash which has helped me pay school fees for my children and pay some of my house bills." – Male, 35

"I have confidence that I can access good medical attention incase an emergency occurs. This is because I can sell my harvest [whenever I have an emergency] and I am good to go." - Male, 53

"From the sale of my crops, I can now save money and even purchase household goods." - Female, 65

"I can say since I have seen a slight increase in revenue, I can comfortably pay my bills on time." - Male, 48

Opinions On KCEP's Value Proposition

69% were promoters and highly likely to recommend

"Crop insurance is the best cover a farmer in the Eastern region can be cushioned against risks brought about by climate changes. For this reason, I will refer friends and family members who are into farming."
- Male, 37

"The training on how to plant and use machines like tractors and improvised equipment has helped to increase yields in my farm." - Female, 55

Opportunities For Improvement

56% had a specific suggestion for improvement

"I would suggest to KCEP to have a field advisor in place to help us in selecting the right seeds, do soil testing, and advice on the right irrigation methods to use in our area since I am near the Yatta canal."
– Male, 60

"I think the company needs to open up more offices in the region and give us more information about claims, payouts, and processes involved." – Female, 37

Table of Contents

“They give great advice which has helped me know the right fertilizers and seeds to use according to my region.” – Male, 60

- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
- Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
- Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
- Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus
 - > Location Focus

Demographics

On average, farmers reside in households with 5 other members.

The farmers we spoke with live in:

- Makueni – 43%
- Machakos – 30%
- Taita-Taveta – 27%

Nearly all farmers live in rural areas (95%) while the rest are based out of peri-urban areas (5%).

Note: Results in this report have been segmented by gender, duration of engagement and county of residence. Statistically significant differences have been reported. We found that older farmers were also more likely to have a longer duration of engagement with KCEP. Hence, greater impact on farmers who have been with KCEP for longer may also in part be due to their experience in farming.

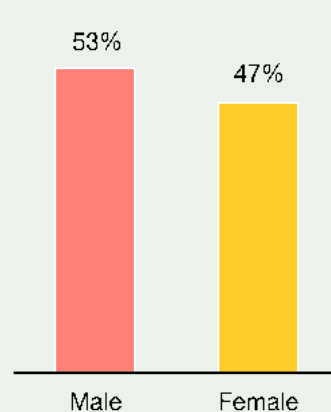
The N value signifying sample size may vary based on the survey logic and the number of farmers who chose to skip a question or were unable to answer it.

We spoke with a similar number of male and female farmers, mostly between 30-49 years old, who had interacted with KCEP for 1.8 years, on average.

About the KCEP Farmers We Spoke With

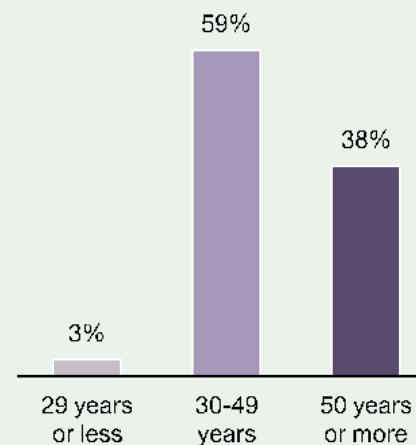
Data relating to farmer characteristics (n = 276)

Gender



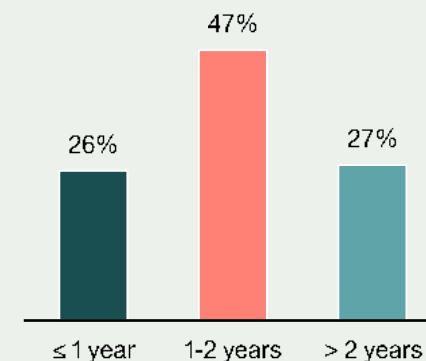
Age

47 Average years



Tenure of Engagement

1.8 Average years



Income Profile

KCEP is doing a good job of reaching relatively less well-off farmers.

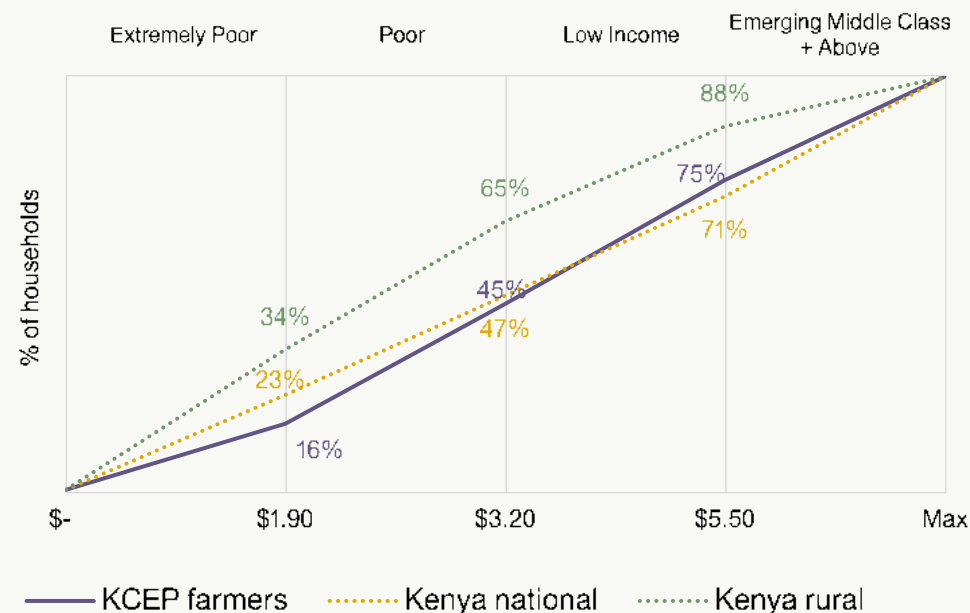
Using the Poverty Probability Index[®] we measured how the income profile of your farmers compares to the Kenya national average.

45% of all farmers live on less than \$3.20 per person per day, which is the poverty line recommended for Kenya by the World Bank. This is at par with the national average of 47%. The resulting Inclusivity Ratio against the national average is 0.92, which is lower than the 60dB Farmer as Customer benchmark of 1.12.

Given that most farmers reside in rural areas, KCEP could aim to further its reach and boost its rural Inclusivity Ratio of 0.68 by serving the poorest segments in these localities.

Income Distribution of KCEP Relative to Kenya Average

% living below \$xx per person / per day (2011 PPP) (n = 276)



Inclusivity Ratio

Degree that KCEP is reaching low-income farmers in Kenya

0.92

● ● ● ● ● - MIDDLE

We calculate the degree to which you are serving low-income farmers compared to the general population.

1 = parity with national average
> 1 = over-serving
< 1 = under-serving.

See [Appendix](#) for calculation.

First Access

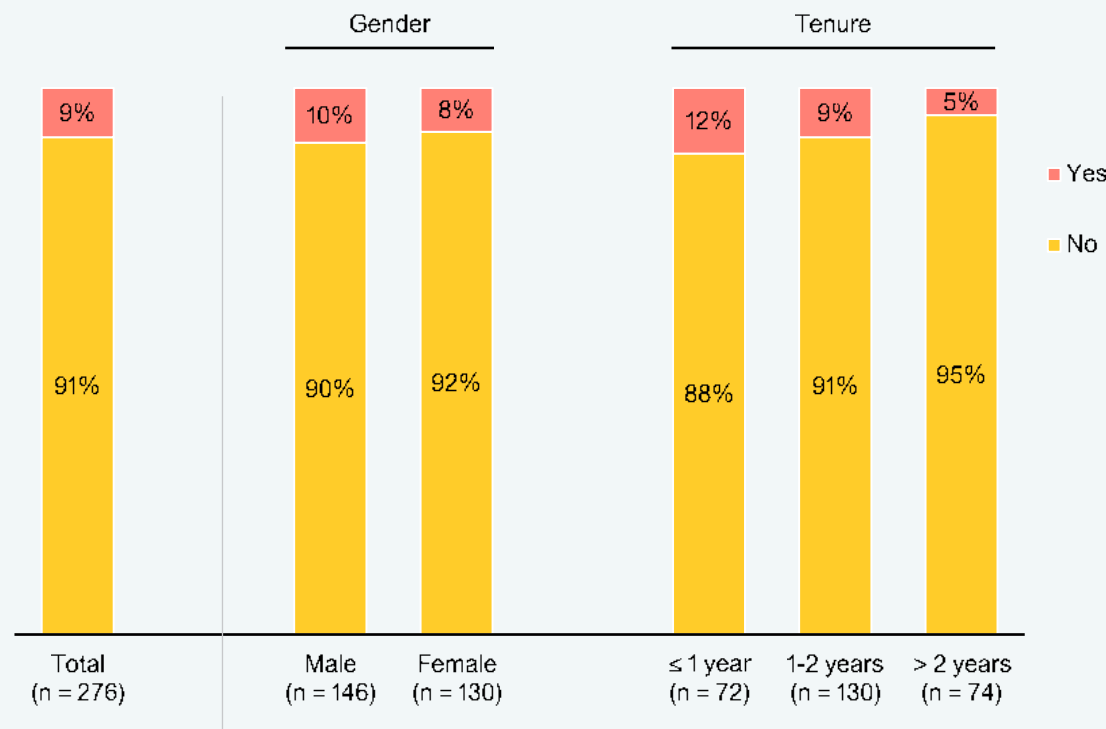
91% of farmers are accessing services like those provided by KCEP for the first time. This is above the 60dB benchmarks for similar business models.

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

There are no statistical differences in first-time access by gender, county of residence, or tenure.

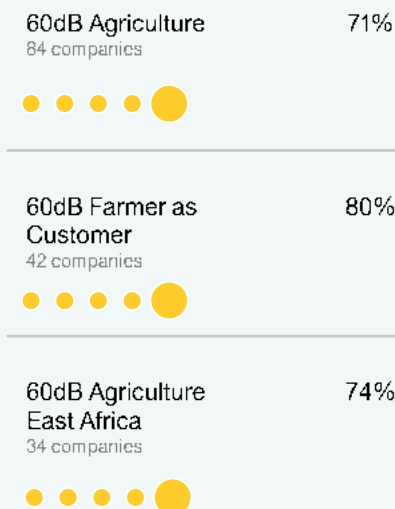
First Access

Q: Before KCEP, did you have access to services like KCEP provides? (n = 276)



Benchmarks

Relative performance analysis.



Availability of Alternatives

Availability of alternatives provides insight into the competitive landscape and the degree to which KCEP is providing a scarce service.

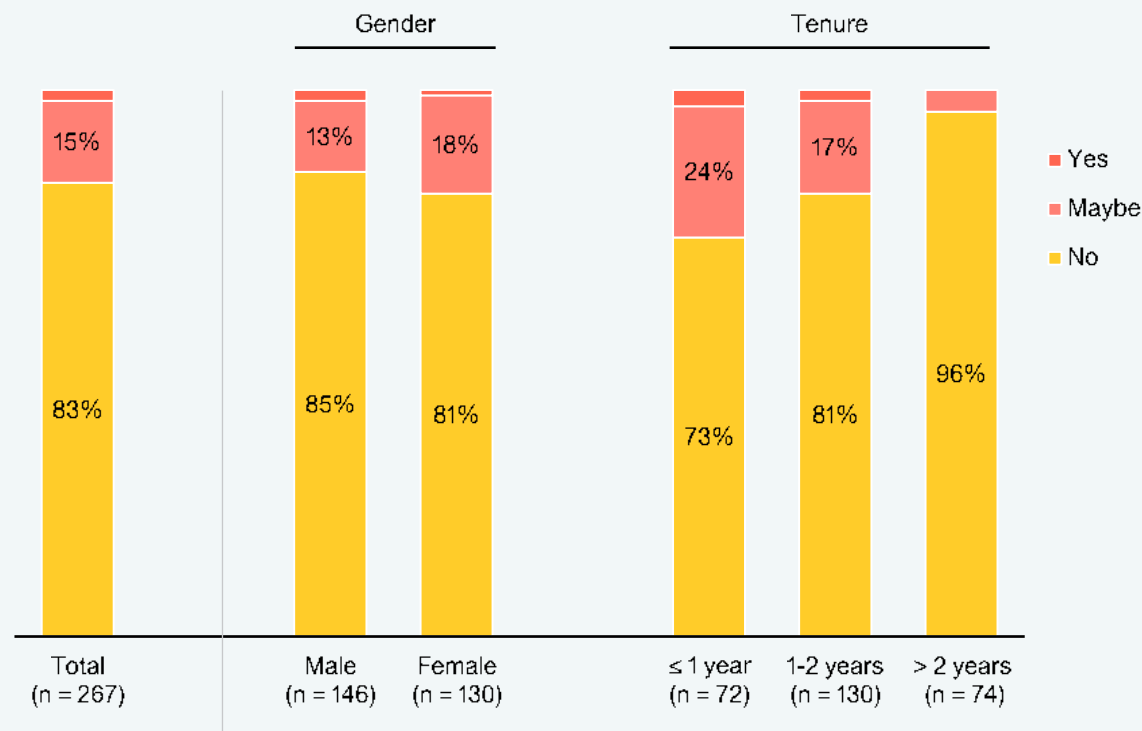
Farmers who have worked with KCEP for longer are significantly more likely to say they do not have access to alternatives compared to less tenured farmers. Prolonged engagement may mean farmers have had more time to realize impact. The question relies on the farmer's perception of what a 'good' alternative is – more tenured farmers who may have experienced greater impact may be less likely to find good alternatives.

There are no significant differences by gender and county of residence.

83% of farmers cannot easily find a good alternative to KCEP's services.

Access to Alternatives

Q: Could you easily find a good alternative to KCEP's services? (n = 267)



Benchmarks

Relative performance analysis.

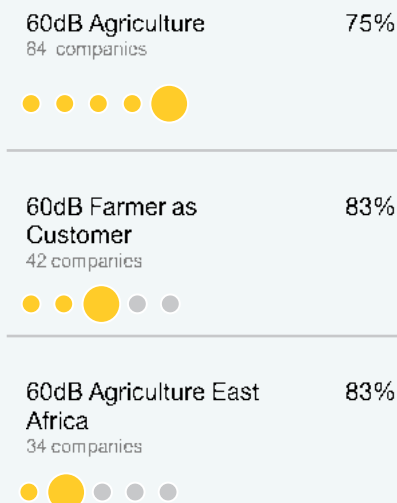


Table of Contents

“I am now keen on using the right type and amount of fertilizer on my large piece of land.”
- Female, 33



- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
- Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
- Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
- Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus
 - > Location Focus

Way of Farming: Overview

52% farmers report significant improvements in their way of farming.

Farmers who have engaged with KCEP for longer than 2 years are more likely to experience a higher degree of impact with 76% reporting 'very much improved' way of farming suggesting that impact deepens over time.

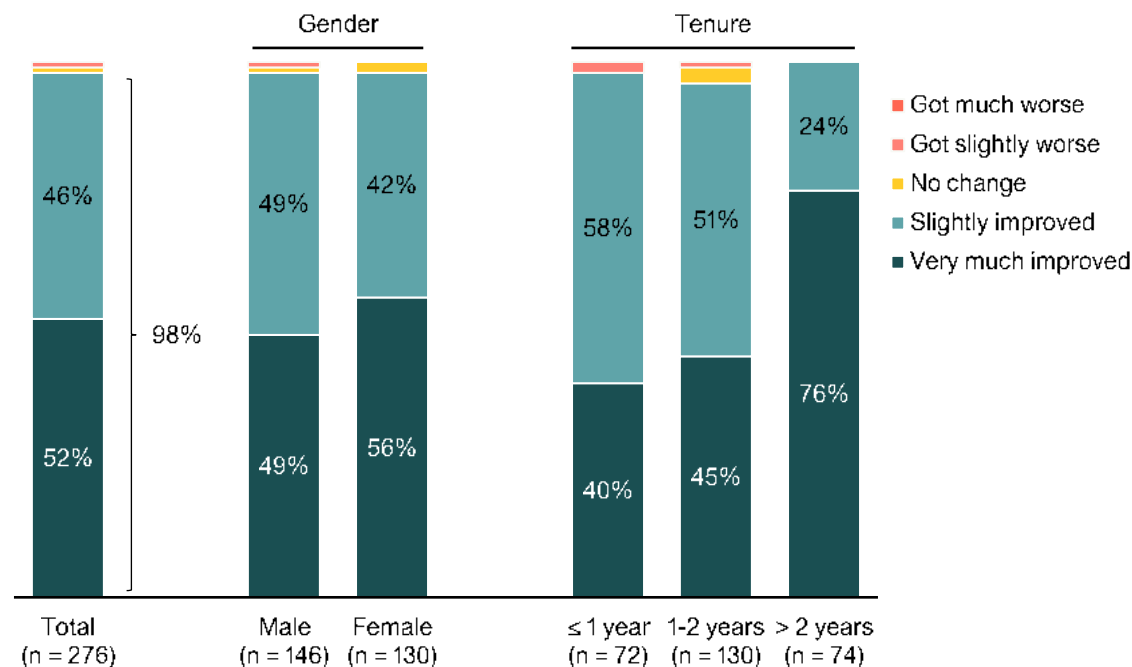
We saw no significant differences by gender, age, or county of residence.

98% of farmers report improvements in their way of farming. Those who have been with KCEP for more than 2 years are more likely to report significant improvements.

Perceived Way of Farming Change

Q: Has your way of farming changed because of KCEP? Has it: (n = 276)

● ● ● ● ● - TOP 20%



Very much improved:

“I now plant maize and beans separately and this has increased my yield and made spraying pesticide easier.”
- Female, 44

Slightly improved:

“I now use superior seeds that yield more produce, which were a recommendation from them.”- Female

Way of Farming: Top Outcomes

Farmers were asked to describe how and why their way of farming had changed because of KCEP.

The top outcomes are shown on the right. Others included:

- Timely land preparation (18%)
- Crop rotation (15%)
- Intercropping (15%)
- Mulching (11%)

Farmers who report improvements in their way of farming attribute it to the proper use of fertilizer and pesticide, and use of improved seed.

Top Reasons for 98% of Farmers Who Say Way of Farming Improved

Q: Please explain how your way of farming has improved. (n = 270). Open-ended, coded by 60 Decibels.

32%

mentioned **proper use of fertilizers**

(32% of all farmers)

“I am now knowledgeable on fertilizers and the importance of spraying crops which I did not do before. This has helped reduce the number of crops I lose per harvest.” – Female, 39

23%

talked about **proper use of pesticides**

(22% of all farmers)

“I use pesticides which I was not using on my farm before. I also make sure I apply the right amount of pesticides on my crops.” – Female, 32

19%

reported **use of high-quality seeds**

(19% of all farmers)

“Like I mentioned, the seeds I use are of a better quality, which led to increased yields. I may never have known about them if I had not interacted with KCEP.” – Female, 46

Crop Production

Similar to way of farming, we observe that impact on crop production also deepens over time: 62% of farmers with longer than 2 years of tenure say their output has 'very much increased' due to KCEP. This is twice the proportion of less tenured farmers, approximately 30% of who report 'very much increased' output.

Way of farming improvements in form of better input use and planting techniques has enabled to effectively use the same amount of land to grow a higher yield. This is confirmed by the strong relationship between way of farming and production with farmers saying 'very much improved' way of farming being significantly more likely to report 'very much increased' production.

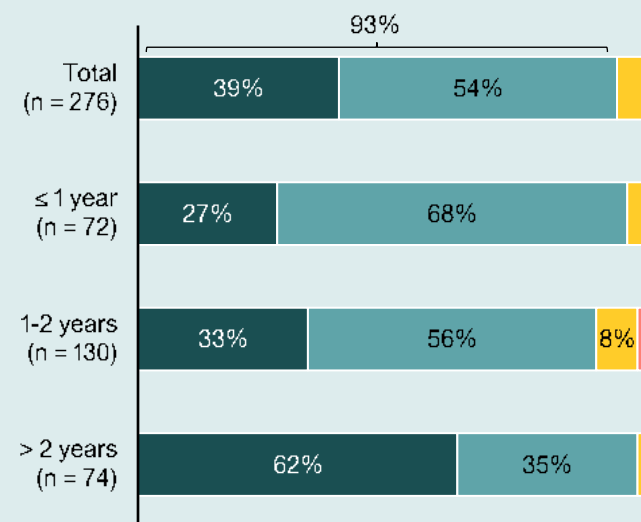
93% of farmers report an increase in crop production. 70% of this group realized the increase without planting additional land, suggesting an increase in productivity.

Impact on Production

Q: Has the total production from your crop changed because of KCEP? (n = 276)

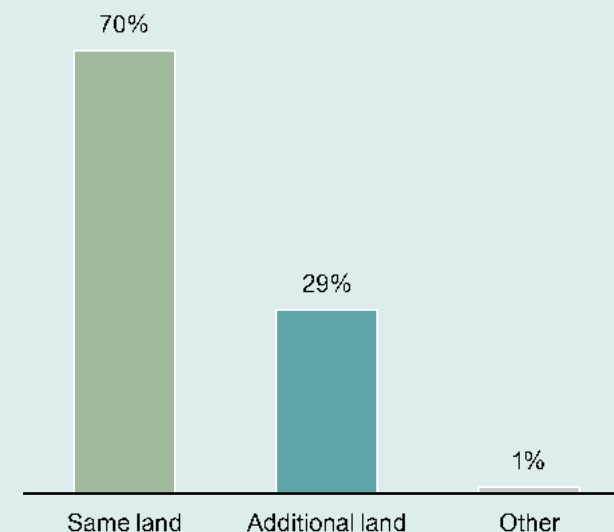
● ● ● ● ● - TOP 20%

Very much increased Slightly increased
No change Slightly decreased
Very much decreased



Reasons for Increases in Production

Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 255)



Return on Crops

Given the significant increases in production experienced by more tenured farmers, it is unsurprising that farmers with more than 2 years of interaction with KCEP are significantly more likely to report 'very much increased' money earned from crops.

The reasons for increased revenue also vary significantly by tenure. Farmers with 1 year or less of engagement are significantly more likely to cite reduction in cost as a reason compared to others. On the other hand, more tenured farmers are more likely to be able to secure a higher price for their produce.

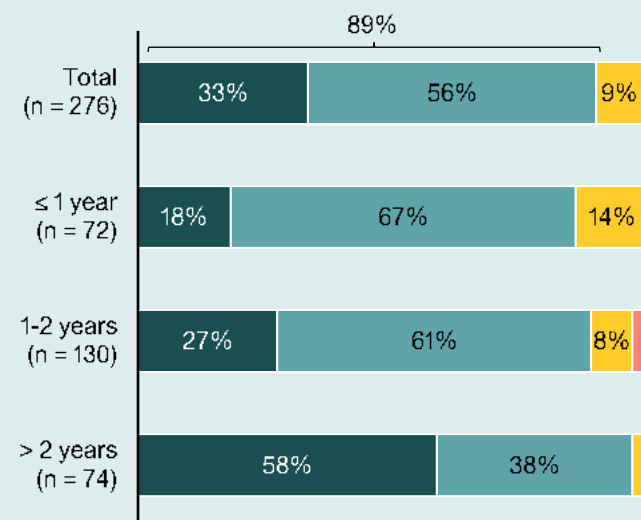
Increased production has boosted the volume of crop sold and thereby led to an increase in the money earned from crops for 89% of farmers.

Returns on Crops

Q: Has the money you earn from your crop changed because of KCEP? (n = 276)

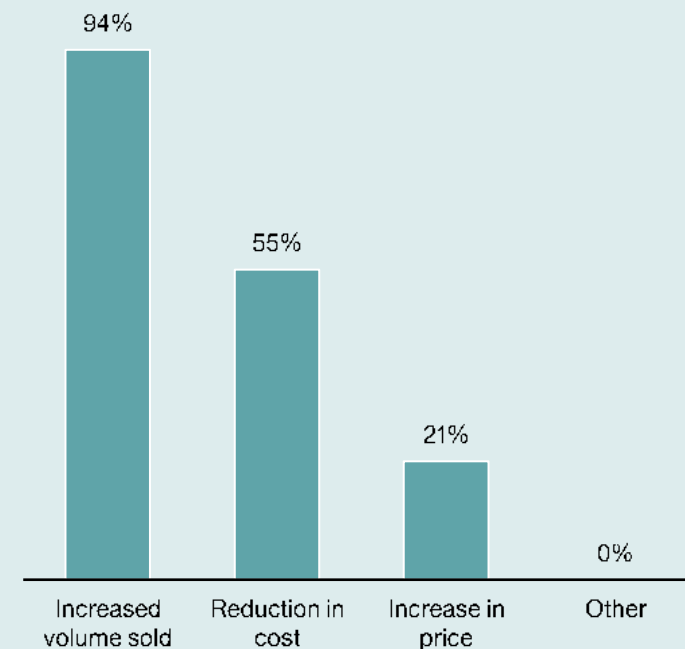
● ● ● ● ● - TOP 20%

Very much increased Slightly increased
No change Slightly decreased
Very much decreased



Reasons for Increased Returns

Q: What were the main reasons for the increase in money earned? Select all that apply. (n = 246)



Quality of Life: Overview

To gauge depth of impact, farmers were asked to reflect on whether their quality of life has changed because of KCEP's service.

Following from KCEP's positive impact on their farming and farm output, almost all farmers report improvements in their overall quality of life.

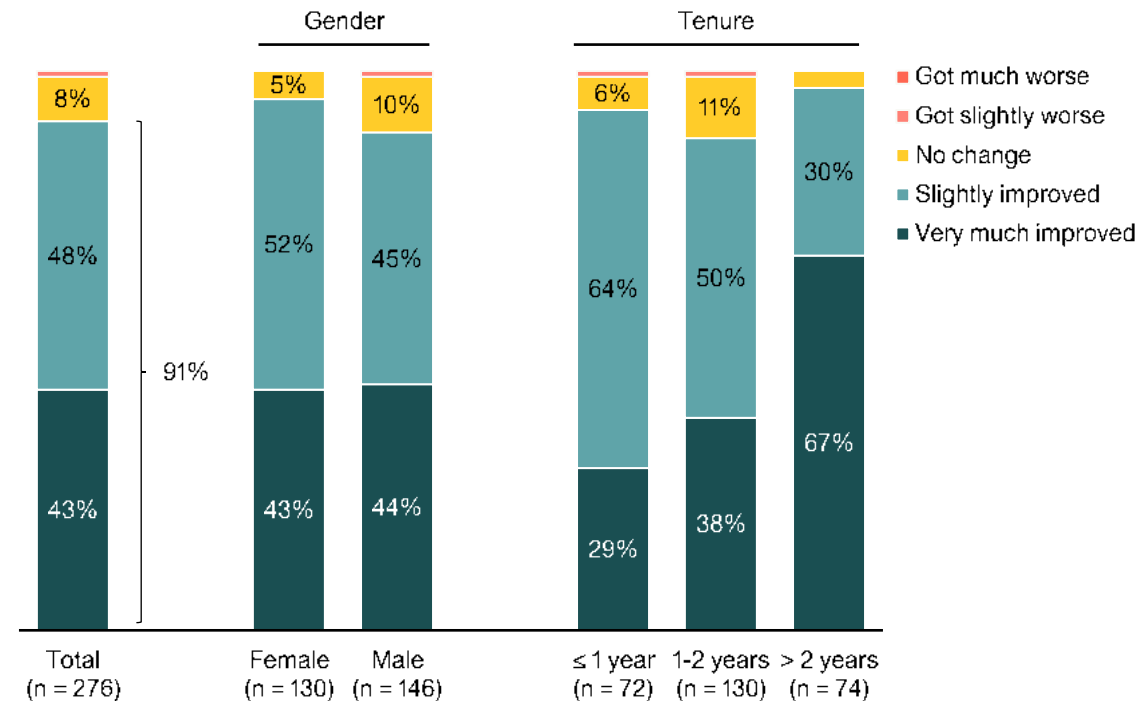
This impact increased over time with farmers of a longer tenure of engagement with KCEP being more likely to report significant improvements.

Asking farmers to elaborate on the reasons for this improvement and the outcomes they are experiencing allows us insight into the key areas of life that KCEP has been able to impact. These details are on the next page.

91% of farmers report an improvement in their quality of life with 43% reporting significant improvements. This outperforms 60dB benchmarks.

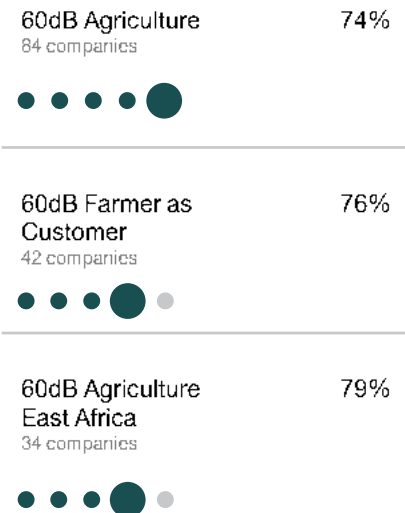
Perceived Quality of Life Change

Q: Has your quality of life changed because of KCEP? Has it: (n = 276)



Benchmarks

Relative performance analysis



Quality of Life: Top Outcomes

Farmers were asked to describe – in their own words – the changes they were experiencing because of KCEP's services.

The top outcomes are shown on the right. Others included:

- Ability to afford assets (32%)
- Reduced food expenses/ increased savings (19%)

When we look at farmers' open-ended responses, we discover the top three reasons why they say their quality of life has improved.

Top Outcomes for 91% of Farmers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 253). Open-ended, coded by 60 Decibels.

44%

mention improved access to food

(41% of all farmers)

"I do not lack food in my household since I get to keep part of my farm harvest for use as food. I'm able to store food in the provided storage bags preserving it for a very long period of up to two years." – Male, 52

40%

talk about increased ability to afford education

(37% of all farmers)

"The quality of my life has very much improved because with KCEP I was able to increase my harvest and this created more income from the crop sold in the market. This has also enabled me to take care of my family by sending them to school without major struggles." – Female, 40

33%

report increased ability to afford household expenses and bills

(30% of all farmers)

"Income from sale of the farm produce helps me take care of household needs including bills and other house expenses." – Male, 34

Resilience to Shocks

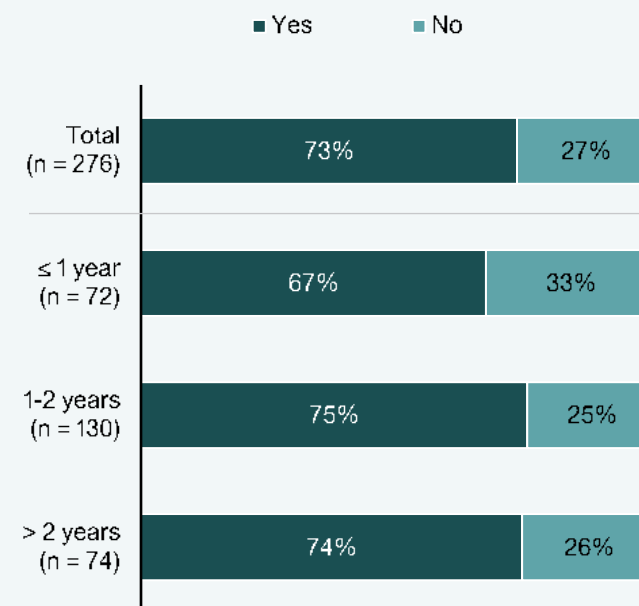
73% of farmers have experienced a negative shock in the last 12 months. 74% of them say that their involvement with KCEP had a positive effect on their recovery.

Less tenured farmers are significantly more likely to report that KCEP has a positive effect on recovery compared to tenured farmers.

Farmers residing in Machakos are more likely to report that KCEP had a positive effect on their recovery (85%) than those in Makueni (72%) and Taita Taveta (64%).

Shocks Experienced by Household

Q: In the last 12 months, did your household experience a significant event that negatively affected your ability to manage your livelihood? (n = 276)



Company Effect on Household Recovery

Q: Did your involvement with KCEP have an effect on your recovery? (n = 200)

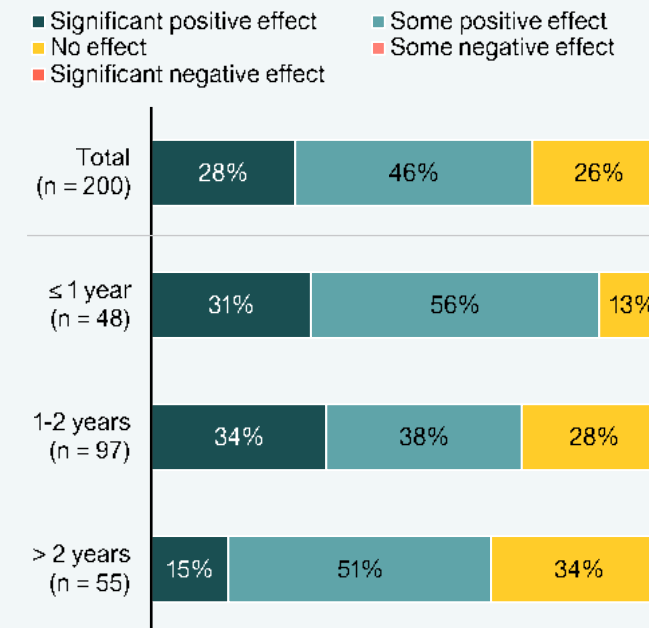


Table of Contents

“They had said the insurance company will compensate us incase of crop loss but that has not happened.” – Male, 50

- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
- Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
- Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
- Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus
 - > Location Focus

Farmer Satisfaction: Overview

The Net Promoter Score® for KCEP farmers is 66 which is excellent and in the top 20% of our benchmarks for similar business models.

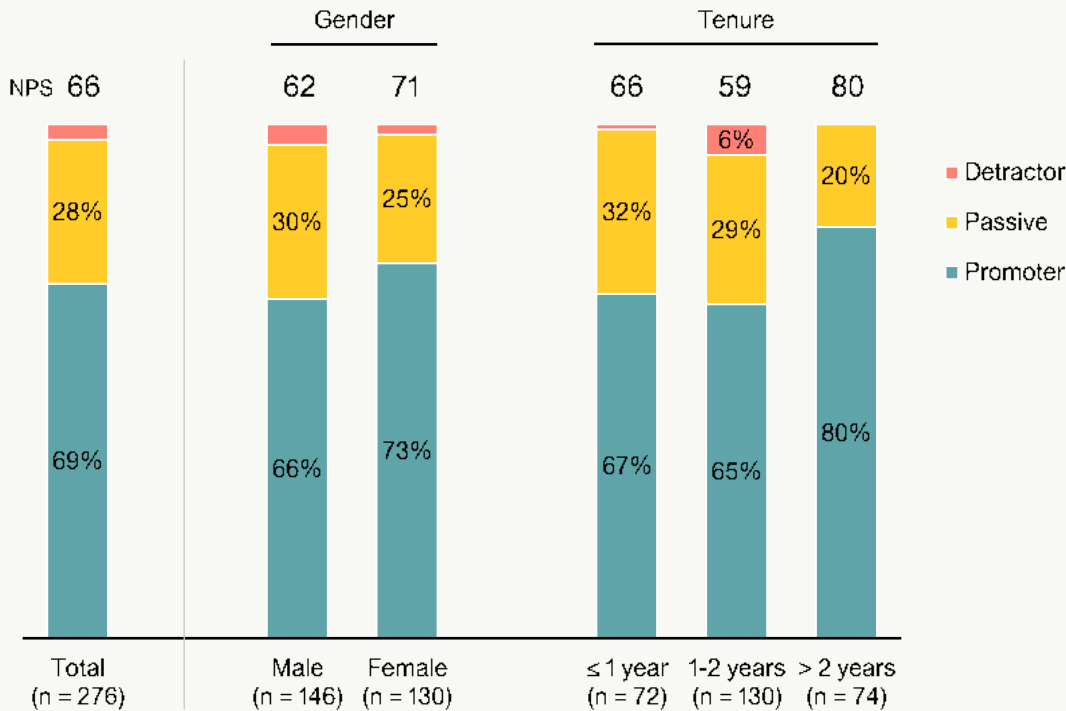
The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

The NPS for farmers who have a tenure of longer than 2 years is the highest.

Asking respondents to explain their rating provides insight into what they value and what creates dissatisfaction. These details are on the next page.

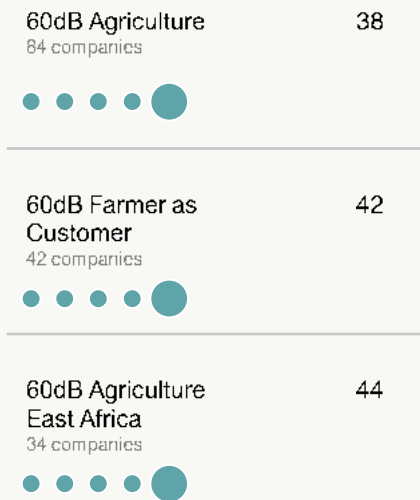
Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend KCEP to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 276)



Benchmarks

Relative performance analysis.



Farmer Satisfaction: NPS Drivers

Promoters value the good agronomy tips and access to crop insurance through KCEP that has enabled them to increase their yield.

69% are Promoters :)

They love:

1. Good agronomy tips
(76% of Promoters / 53% of all farmers)
2. Access to crop insurance
(30% of Promoters / 21% of all farmers)
3. Increased yield
(15% of Promoters / 10% of all farmers)

“Their insurance is a very great form of security since we have irregular rainfall patterns in my area.”
– Female, 44

Tip:

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

28% are Passives : \

They like:

1. Good agronomy tips
(71% of Passives / 20% of all farmers)
2. Good customer service
(13% of Passives / 4% of all farmers)

They want to see:

3. Compensation for crop loss
(16% of Passives / 4% of all farmers)

“Previously, KCEP failed to compensate us because of reasons unknown to farmers and we all got affected by the weather and could not harvest.” – Male, 41

Tip:

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

3% are Detractors : (

They want to see:

1. Compensation for crop loss
(6 farmers)
2. More training on crop insurance
(2 farmers)
3. Frequent trainings
(1 farmer)

“They should be clear on their insurance policies. During the dry period, I lost almost all my crop and I was expecting to be compensated, but I still haven't received any compensation.” – Male, 45

Tip:

Negative word of mouth is costly.
What's fixable here?

Challenge Experience

20% of farmers experienced a challenge with KCEP. Male farmers are more likely to report an issue and the top challenge reported is lack of compensation for crop loss.

Farmers were asked to state in their own words the challenges they were facing. The top reported challenges are on the right.

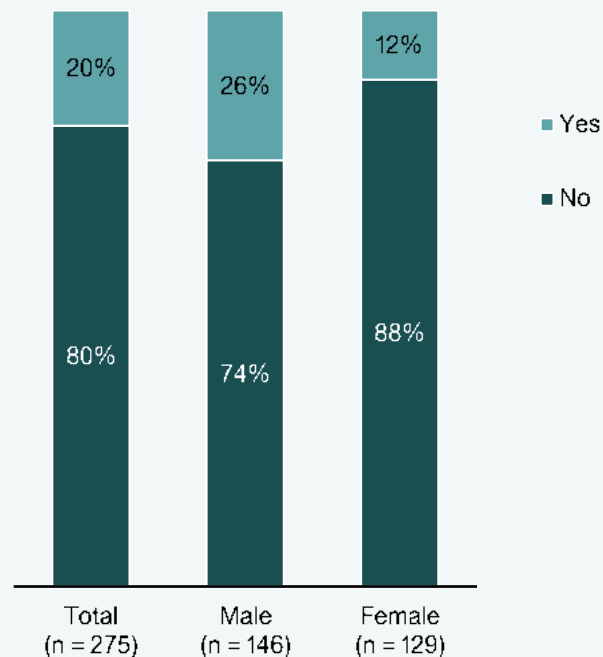
Male farmers being more likely to report challenges could partially explain the males having a lower NPS than females.

Facing challenges can lead to farmers perceiving a lower impact on their lives and low satisfaction. We have covered details on this on the next page.

Farmers Reporting Challenges

Q: Have you experienced any challenges with KCEP?
(n = 275)

● ● ● ● - MIDDLE



Challenges Reported

Q: Please explain the challenge(s) you have experienced with KCEP
(n = 54). Open-ended, coded by 60 Decibels.

1. Non-compensation for crop loss

(54% of those w. challenges / 11% of all farmers)

“They promised to pay us if our maize will be affected by drought, but they have not honored.” – Male, 35

2. Lack of / poor communication

(17% of those w. challenges / 4% of all farmers)

“I could not get hold of KCEP project officers to address some questions regarding crop insurance timely.”
– Female, 36

3. Poor product knowledge / explanation

(17% of those w. challenges / 3% of all farmers)

“Personally, I still don't understand how the insurance services offered by KCEP work.” – Female, 41

Challenge Experience: Disaggregated Insights

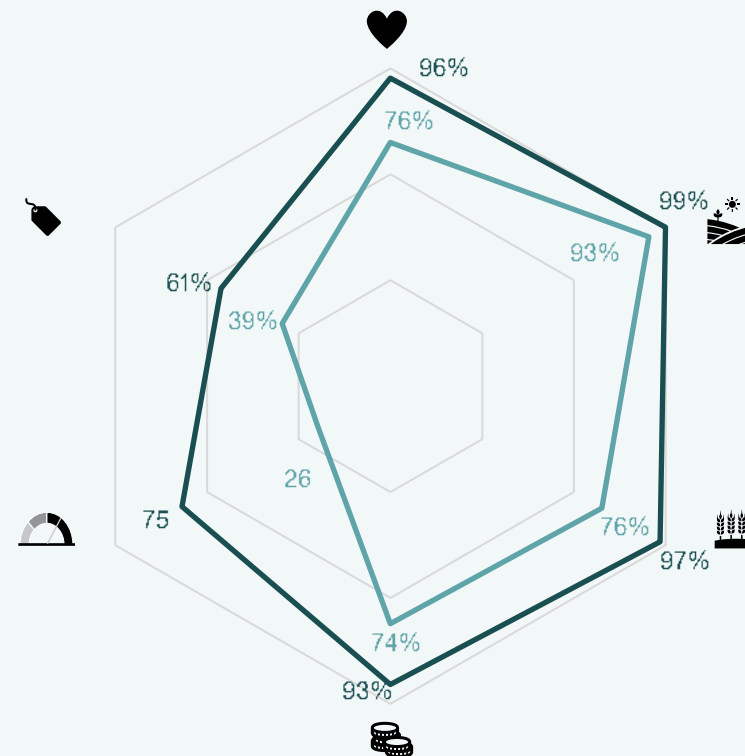
Farmers not facing challenges report a higher impact on their farm and life and a higher satisfaction with KCEP.

We checked for trends in impact and satisfaction metrics by whether the farmer has experienced a challenge with KCEP.

Besides what we see of the overall impact on the chart ('very much improved' and 'slightly improved'), farmers without challenges also experience a higher degree of impact and are significantly more likely to report 'very much improved' outcomes across metrics compared to those experiencing challenges.

Challenges also have a large effect on satisfaction with the NPS for farmers without challenges being nearly 3 times the NPS for those with challenges.

Trend by Farmer Challenge Experience



Key



No challenges
n = 221



Experienced challenges
n = 54



Quality of Life

% 'very much improved' or 'slightly improved'



Way of Farming

% 'very much improved' or 'slightly improved'



Production

% 'very much improved' or 'slightly improved'



Money Earned

% 'very much increased' or 'slightly increased'



Net Promoter Score®

% Promoters - % Detractors



Price Rating

% 'very good' or 'good'

Price Perception & Benefit

56% farmers consider KCEP's prices to be 'very good' or 'good'. 80% see themselves using KCEP's service for many years to come.

Those who have benefited from KCEP's offering for more than two years are more likely to perceive KCEP's prices as good (66%) compared to those who have used the offering for one to two years (54%) and a year or less (51%).

Farmers in Taita-Taveta county are less likely to rate the price as 'very good' (3%) than those in Makueni (12%) and Machakos (15%) counties.

Farmer perception of price influences their satisfaction. The NPS for farmers who say prices are 'very good' or 'good' is the highest compared to others:

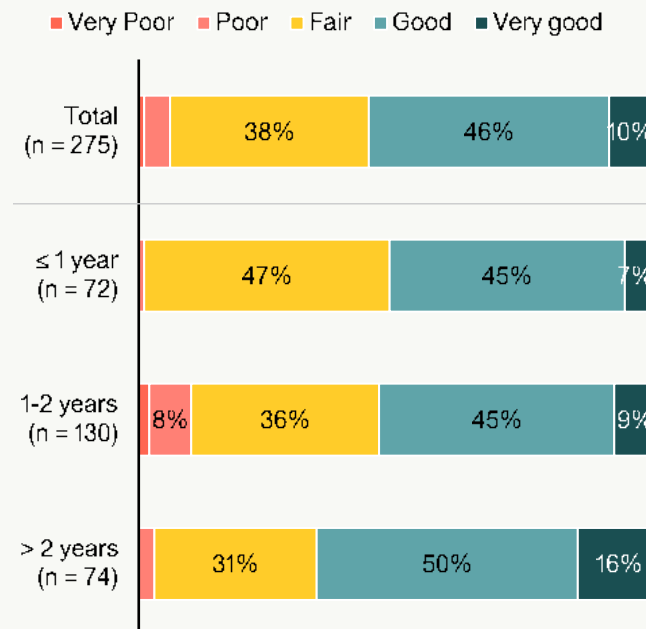
> Price is 'very good' or 'good': 78

> Price is 'fair': 59

> Price is 'very poor' or 'poor': -6

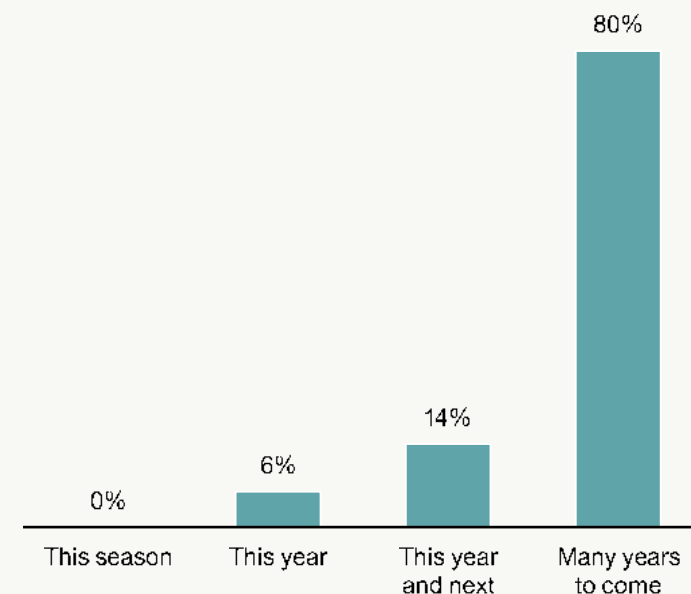
Price Perception

Q: How do you rate the price offered by KCEP? (n = 275)



Long-term Benefit of Service

Q: How long do you see yourself using KCEP's offering? (n = 257)



Farmer Suggestions

Farmers want to see more services, more training, and reduced insurance premiums.

44% of all farmers did not have a particular suggestion for improvement. Suggestions for the 56% of farmers who had anything to say are on the right.

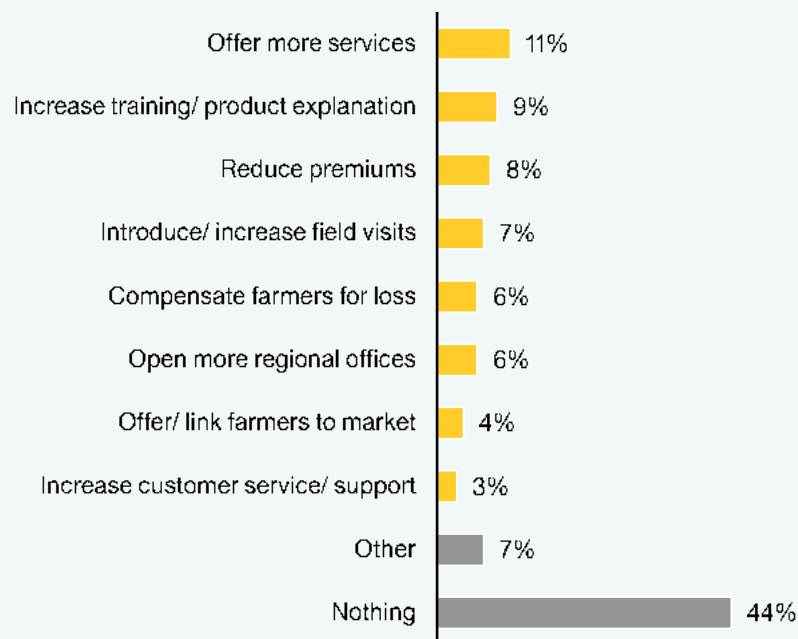
The top suggestion for improvement varies by tenure:

- ≤ 1 year: Reduce premiums
- 1 to 2 years: Offer more services
- > 2 years: Increase field visits

While the top suggestion for farmers in Taita Taveta and Makueni is increasing training/ product explanation for the insurance, those in Machakos would like to see more services being offered by KCEP.

Suggested Improvements

Q: What about KCEP can be improved? (n = 276). Open-ended, coded by 60 Decibels.



“They should have several checkups to farmers just to see how they are fairing on and if they are practising the correct farming practices.” – Male, 35

“They could increase number of extension officers at the county level. Also, they should be more transparent with their insurance policies.” – Male, 30

Closing Thoughts

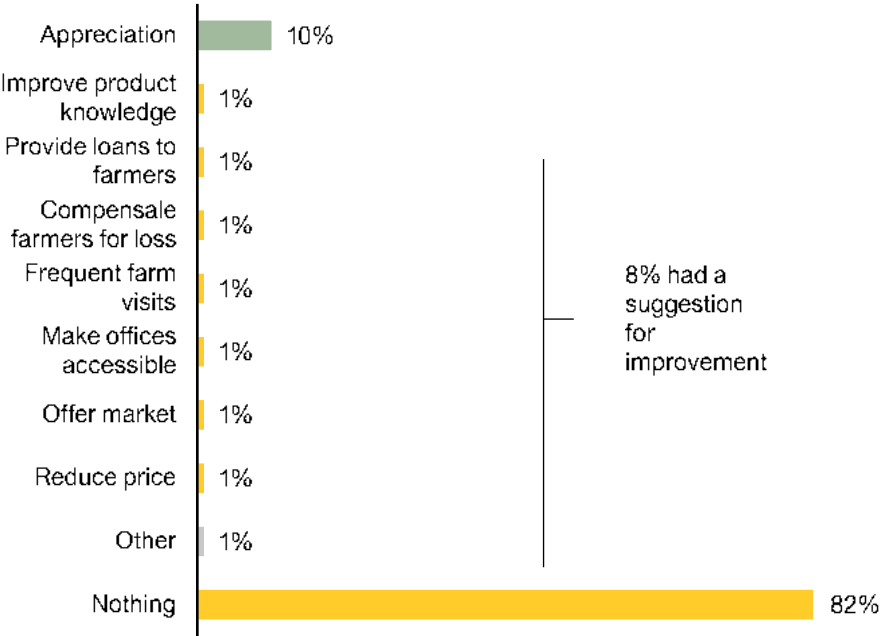
At the end of the interview, we asked, as we always do, whether there was anything else the farmer would like to share.

8% of those we interviewed had a suggestion for improvement including; improvement on product training, provision of loans to farmers, and compensation of farmers upon farm loss.

82% of farmers had nothing additional to share at the end of the survey and 10% expressed their appreciation for KCEP.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 276).
Open-ended, coded by 60 Decibels.



“KCEP officials should come to our area to inform us on the insurance products they have since I am not aware of any.”
- Male, 52

“I would like to request KCEP to provide small financial loans to farmers to help conduct farming.”
- Male, 40

“I would like the price we pay to KCEP to be at least reduced for now.” - Female, 42

Table of Contents

“They need to make the compensation process to be a little bit faster so that we do not wait for long.”
- Male, 48



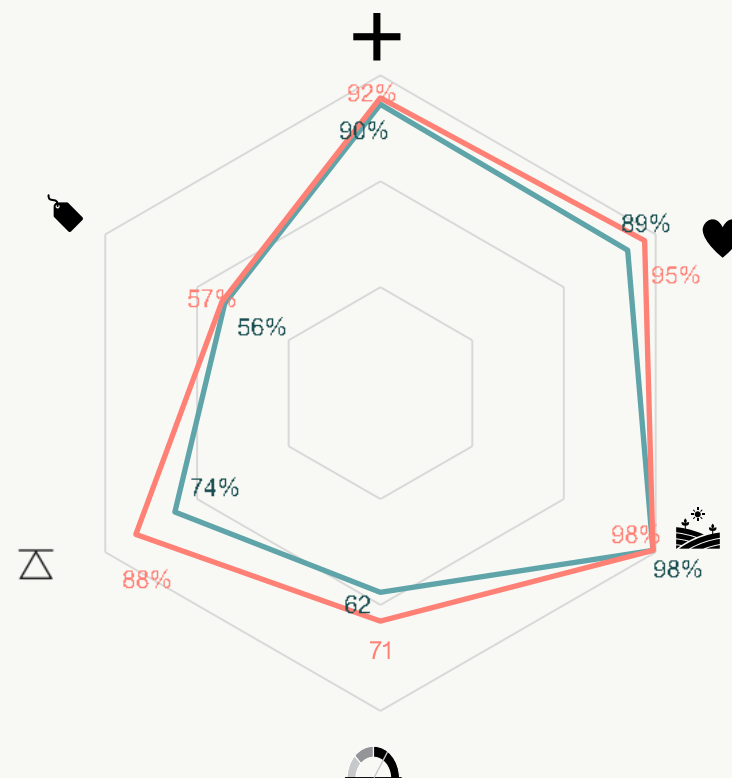
- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
- Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
- Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
- Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus
 - > Location Focus

Gender Focus

While KCEP has a uniform impact regardless of gender, women are more likely to experience fewer challenges and as a consequence, be more satisfied with the services.

Women face fewer challenges as compared to men and are subsequently more satisfied with the service received.

Trends by Gender



Key



Male
n = 146



Female
n = 130



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Way of Farming
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



Price
% 'very good' or 'good'

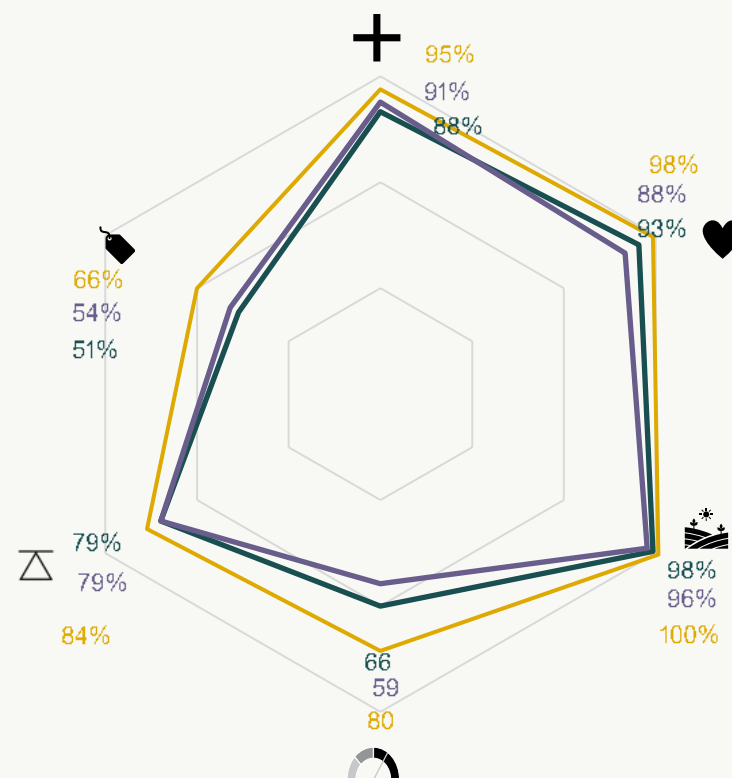
Tenure Focus

Farmers with a longer tenure of engagement with KCEP realize a higher impact on their farm and life and are more satisfied with the services received.

Recommendation

Farmers experience a greater impact across all metrics after they have completed two years of engagement period with KCEP. Share this with your recently enrolled farmers to boost retention over time.

Trends by Tenure



Key

≤ 1 year n = 72 1-2 years n = 130 > 2 years n = 74

+ First Access
% accessing for first time

♥ Quality of Life
% 'very much improved' or 'slightly improved'

⚙️ Way of Farming
% 'very much improved' or 'slightly improved'

📊 Net Promoter Score®
% Promoters - % Detractors

⚠️ Challenge Rate
% no challenges

💰 Price
% 'very good' or 'good'

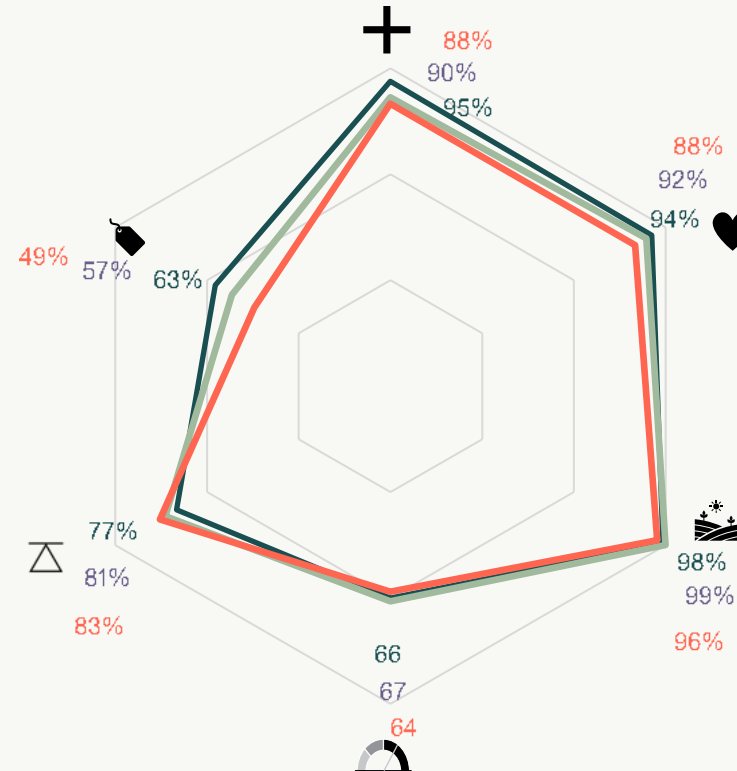
Location Focus

Farmers residing in different types of localities are similarly impacted by KCEP's services.

KCEP is reaching similar first-time farmers with no prior access to a service like this in the three counties.

Farmers in the three counties have similar experiences with KCEP except for challenge rate and fairness of the price which are lower in Taita Taveta than in the rest of the counties.

Trends by Tenure



Key



Machakos
n = 82



Makueni
n = 118



Taita Taveta
n = 76



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Way of Farming
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



Price
% 'very good' or 'good'

What Next?

...& Appendix

How to Make the Most of These Insights

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

Example tweets or Facebook posts to share publicly

- 91% of our farmers say the quality of their lives has improved since they started receiving services from KCEP. "I am harvesting enough crop from the farm to feed my family. A large percentage of the harvest is sold to cereal vendors and the revenue is invested back into purchase of inputs and running family errands." #ListenBetter with @60_decibels
- 69% of farmers would recommend us to a friend or family member. What are you waiting for? #ListenBetter with @60_decibels
- 98% of farmers say their way of farming has improved because of our services. #ListenBetter with @60_decibels

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

Engage Your Team	<input type="checkbox"/> Share staff quiz – it's a fun way to fuel engagement & discussion
	<input type="checkbox"/> Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/> Set up team meeting & discuss what's most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you're invested in your farmers – we've added some example posts on the left
Close The Loop	<input type="checkbox"/> 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
	<input type="checkbox"/> After reading this deck, don't forget to let us know what you thought here!
Take Action!	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/> Keep us updated, we'd love to know what changes you make based on these insights

Detailed Benchmarking Comparison

KCEP is outperforms 60dB benchmarks across all impact and satisfaction metrics, well done!

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:

Company Data	
# Farmers	276
60dB Agriculture Benchmark:	
# companies	84
# farmers	22k +
60dB Farmer as Customer Benchmark	
# companies	42
# Farmers	10k +
60dB Agriculture East Africa Benchmark	
# companies	38
# Farmers	9k +

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	KCEP	60dB Agriculture Benchmark	60dB Farmer as Customer Benchmark	60dB Agriculture East Africa Benchmark
Who ○	% live in poverty (below \$3.20 line)	45	52	54	45
	Inclusivity Ratio	0.92	1.14	1.12	0.76
	% female	47	30	34	32
How Much ≡	% reporting way of farming very much improved	52	49	49	-
	% reporting production very much improved	39	36	38	-
	% reporting money earned very much improved	33	29	30	-
	% reporting quality of life very much improved	43	35	39	42
What Impact □	% reporting improved access to food	41	-	-	-
	% reporting ability to afford education	37	-	-	-
	% reporting affording household and bills	30	-	-	-
Contribution +	% first time accessing [product/service]	91	71	80	74
	% saying no good alternatives are available	83	75	83	83
Risk △	% experiencing challenges	80	73	73	70
Experience	Net Promoter Score	66	37	42	44

Impact Management Project

We aligned your 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).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

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.



Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalized or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What 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.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution 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.
Risk △	Impact Risk 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.

Calculations & Definitions

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 ⁽⁶⁰⁾	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'.
Inclusivity Ratio	<div>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 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:</div> $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Methodology

276 phone interviews completed in August and September 2022.

Methodology

Survey mode	Phone
Country	Kenya
Language	English, Swahili
Dates	August – September 2022
Sampling	Random sample of 276 KCEP farmers from a database of 2000 farmers shared by KCEP.
Response rate	81%
Average time p/interview	20 mins

Responses Collected

Farmers	276
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Sampling

	% sample	% population
% female	47	44

Accuracy

Confidence Level	~90%
Margin of error	~5%

Research Assistant Gender

Female	1
Male	4

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 clients, suppliers, and Farmers. Its proprietary approach, Lean Data, brings Farmer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ 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.

We are proud to be a Climate Positive company. 

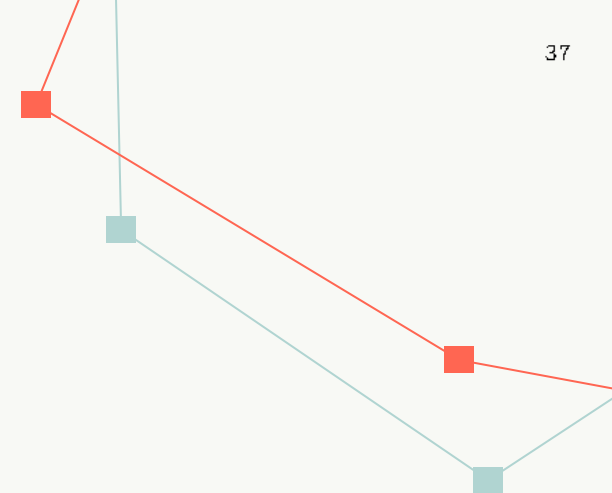
Your Feedback

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 Djitaba Sackho-Patel for their support throughout the project.

This work was generously sponsored by Bayer Foundation.



I now use pesticides as advise by KCEP
advisors and this has helped eradicate
pests from my farm and my crops are well.

With the income from
the sale of surplus
produce, I am able to

> pay school fees

> pay for household
bills and

> my expenditures on
food have reduced

because of the
increased yields.

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