

# iShamba Farmer Insights



Credit: Shamba Shape Up Facebook Page

# AGRIFIN

**> We work with +14m farmers & over 130 partners across Africa**

Mercy Corps' AgriFin is funded by the Mastercard Foundation and Bill and Melinda Gates Foundation to help organizations design, test and scale digitally-enabled services for Africa's smallholder farmers.

- Objective to develop services that increase farmer income, productivity and resilience, with 50% outreach to women.
- Work with private & public sector scale partners such as banks, mobile network operators, agribusinesses, technology innovators and governments.
- We help our partners develop bundles of digitally-enabled services, including smart farming, financial services, market access and logistics supporting data-driven partnerships.



# AGRIFIN AND iSHAMBA

## AgriFin Impact Series

In recognition of the wide reach and diverse range of products and services offered through the AgriFin ecosystem we are working with 60 Decibels to measure our impact across some of our strategic partners. Partners were selected based on their area of expertise and level of engagement. This approach considers differences across the following categories by adding the element of flexibility in the research approach; products and services offered, expected outcomes, harvest periods and data available.

## AgriFin & iShamba

The Mediae Company is a media production house based in Nairobi hosting a number of successful television programs supplemented with an in-house agronomy advisory call center, SMS and WhatsApp service hotlines, and social media presence. Its flagship 'Shamba Shape-Up' program is a practical, make-over style farmer television series aimed at East Africa's rapidly growing rural and pre-urban television audience. The aim of the television show is to give its agricultural audience the tools and knowledge they need to improve their productivity, resilience, and farm income. iShamba is a call center of agricultural experts where you can SMS in your questions or call in to speak to an expert for instant help.

Mediae and AgriFin have been working together since 2016 to address farmer capability constraints using high-potential low-cost digital tools. AgriFin and iShamba's parent company, Mediae, have collaborated on a wide range of farmer-focused communication interventions through edutainment programs, including on 'Shamba Shape-Up' and 'Don't Lose the Plot', alongside supplementary initiatives such as developing online budgeting tools for farmers. Most recently, AgriFin has been working with iShamba to develop and promote the use of its Desert Locust programming and hotline as a citizen reporting tool and critical information source for smallholders on the rapidly escalating Desert Locust crisis in the region..

# 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.

<p><b>Inclusivity Ratio</b></p> <p><b>0.79</b></p> <p>degree of reaching low-income farmers</p> 	<p><b>Impact</b></p> <p><b>65%</b></p> <p>quality of life 'very much improved'</p> 	<p><b>What Impact</b></p> <ul style="list-style-type: none"> <li>• 46% speak about improved income</li> <li>• 30% reported increased consumption of food grown on own farm</li> <li>• 13% speak about improved production</li> </ul>	<p><b>First Access</b></p> <p><b>75%</b></p> <p>first time accessing service provided</p> 	<p><b>Farmer Voice</b></p> <p>"I always receive information on market prices and also how to control pests and diseases, and also frequent weather updates."</p> <p><b>Data Summary</b></p> <p>iShamba Performance: 256 farmers interviewed during September 2020.</p> <p>Quintile Assessment compares iShamba's performance with 60dB Agriculture Benchmark for Farmer as Customer comprised of 38 companies, 17 countries, and 9,600 farmers. Full details can be found in <a href="#">Appendix</a>.</p>
<p><b>Challenges</b></p> <p><b>20%</b></p> <p>report challenges</p> 	<p><b>Farm Production</b></p> <p><b>67%</b></p> <p>'very much increased'</p> 	<p><b>Farm Productivity</b></p> <p><b>74%</b></p> <p>productivity increased on the 'same land'</p>	<p><b>Farm Revenue</b></p> <p><b>60%</b></p> <p>'very much increased'</p> 	<p><b>Performance vs. 60dB Benchmark</b></p> <ul style="list-style-type: none"> <li>• • • • • - TOP 20%</li> <li>• • • • • - TOP 40%</li> <li>• • • • • - MIDDLE</li> <li>• • • • • - BOTTOM 40%</li> <li>• • • • • - BOTTOM 20%</li> </ul>

# 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.

## Headline

## Detail



iShamba is positively impacting farmers’ farm outcomes and quality of life. This impact deepens over time.

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.



While iShamba is providing a unique service to an underserved market, there is opportunity to reach poorer farmers.

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.



Farmers want more specific information, follow-ups and in-person trainings.

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.

# 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)

2.7

Acres were cultivated by the average farmer last year

90%

Of the land cultivated last year used iShamba's agricultural information

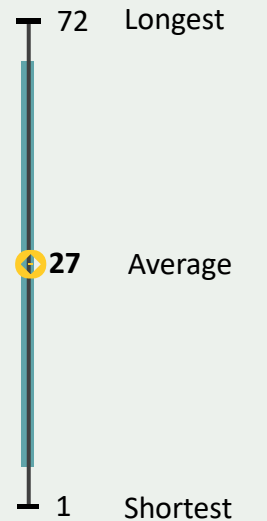
5.6

Average household size

36%

Of household income last year came from farm

## iShamba Engagement Duration (months)





# 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.

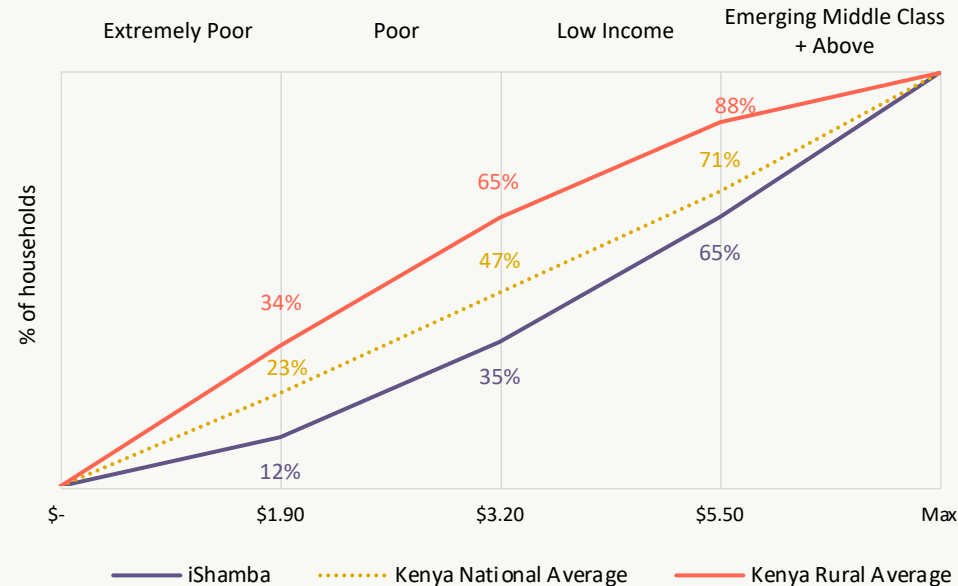
35% of iShamba farmers live on less than \$3.20 per day. This is less than the Kenyan national average of 47%.

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)\*



## Inclusivity Ratio

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

0.79

● ● ● ● ● - BOTTOM 20%

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.

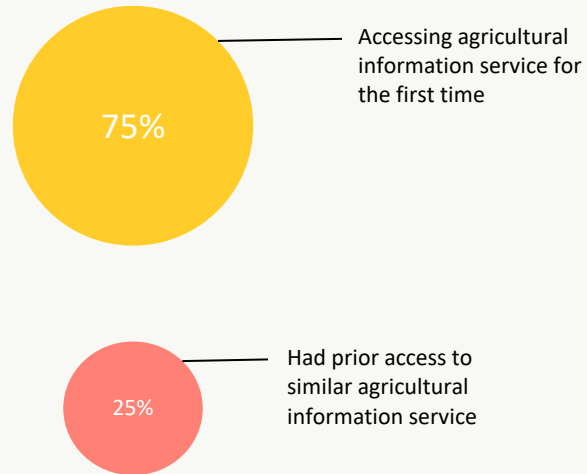
To understand the company's contribution, we ask farmers if it is facilitating access to a new product or service and whether this offering can be easily replaced by an alternative.

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.

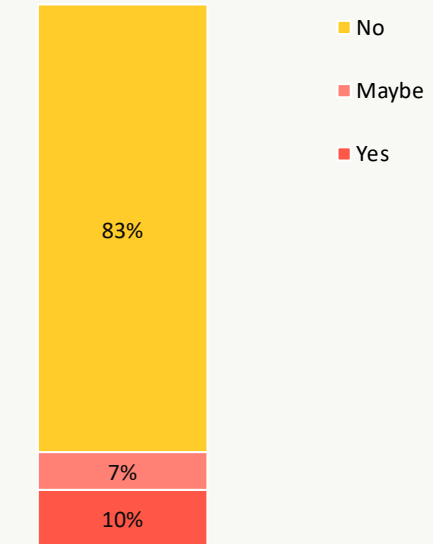
## First Access

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



## Access to Alternatives

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



# 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%

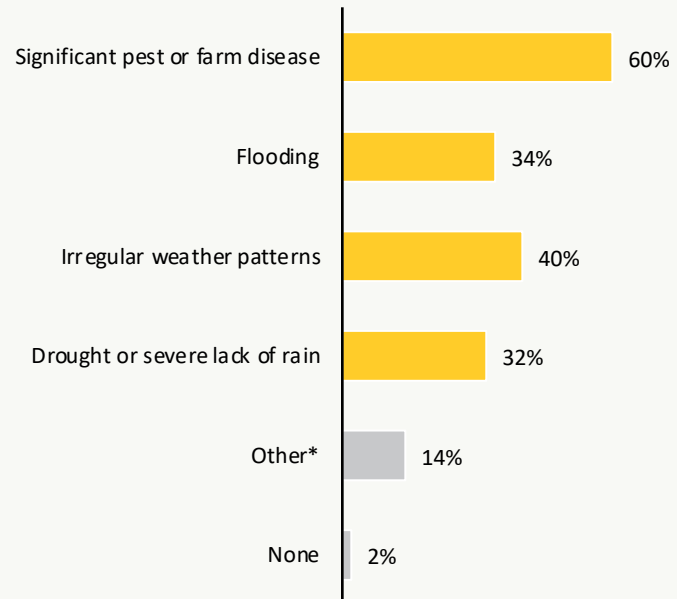
Have recovered fully and are at least at the same level as before the shock

42%

Have not recovered or are worse off post recovery

## Shocks Experienced By Community

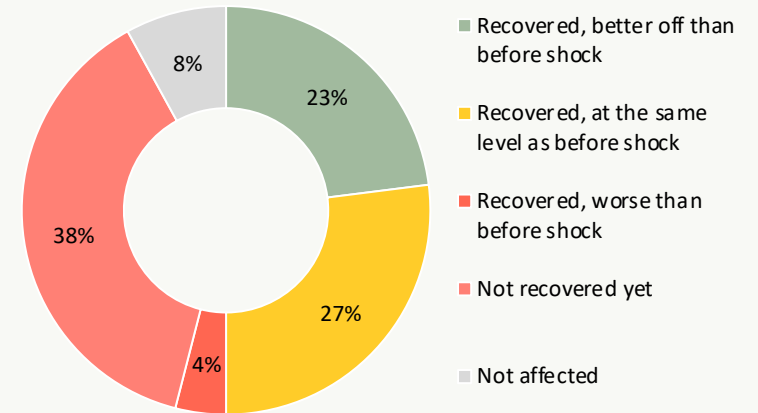
Q: In the last 24 months, which of the following shocks affected your community / village? (n = 251, multiple responses allowed except 'None')



\*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)\*\*



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

# Disability Profile

We used the [Washington Group Disability questions](#) on disability to understand the profile of households and how products, services, marketing, training, or after-sales support could be more inclusive.

iShamba farmer households have a 5.4% disability prevalence, which is higher than Kenya's national population disability rate of 3.5%.

You can use this information to identify ways to better serve your farmers. For example, if respondents have challenges with eyesight, consider larger informational stickers or brochures.

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)



**1.2%**

**difficulty remembering** or concentrating



**0.4%**

**difficulty hearing**, even if using a hearing aid (if available)



**0%**

**difficulty with self-care**, such as washing all over or dressing



**1.9%**

**difficulty walking** or climbing steps



**0%**

**difficulty communicating** or being understood, using their usual language

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

# Way of Farming

We tried to gauge the effect of iShamba's agricultural information on farmers' management of their farm.

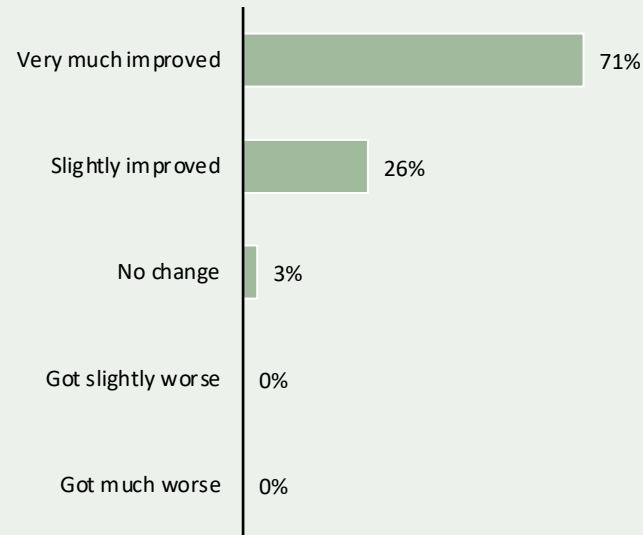
71% farmers said that their way of farming had 'very much improved'.

We found a strong correlation between improvements in way of farming and production.

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)



### 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."

# Way of Farming: Top Outcomes

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%)

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.”

# Farm Production

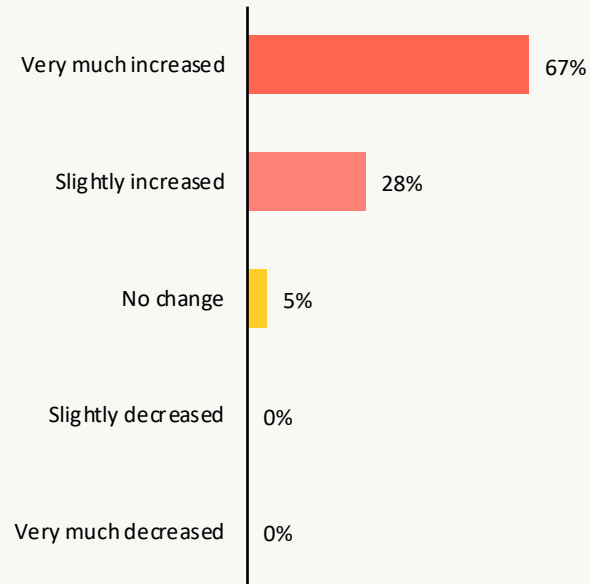
95% of farmers reported increase in farm production. 74% of this group realized the increase without planting additional land, suggesting an increase in productivity.

We asked farmers if they had noticed changes in their farm production due to iShamba’s agricultural information and what might have caused it.

## Impact on Production

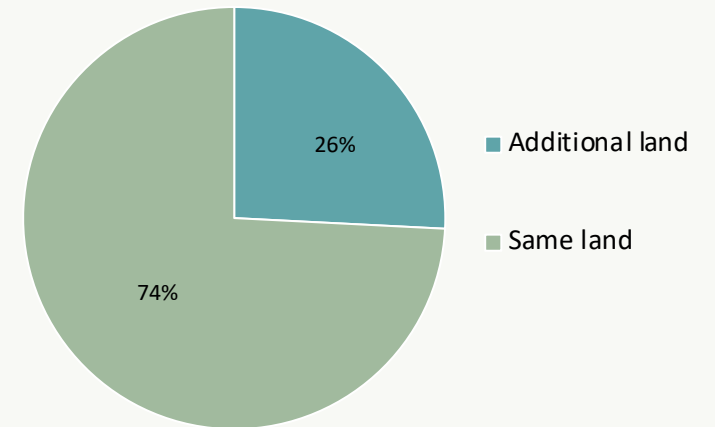
Q: Has the total production from your farm changed because of iShamba’s agricultural information? (n = 251)

● ● ● ● ● - TOP 20%



## 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)





# Farm Revenue (1/2)

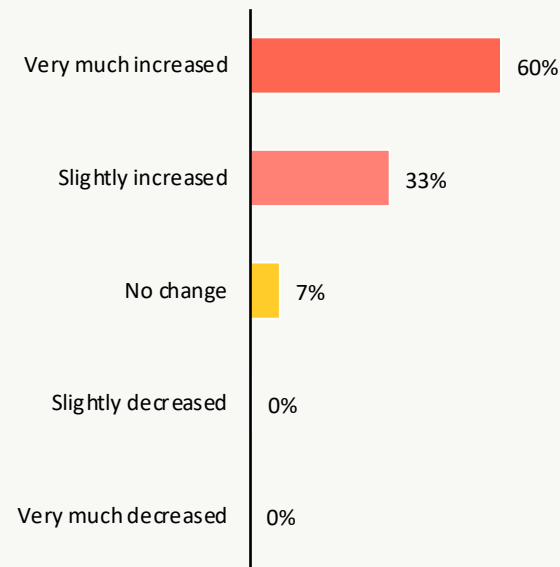
93% of farmers reported at least some increase in farm revenue. Ability to sell more was the primary reason for this increase.

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

## Returns from Farms

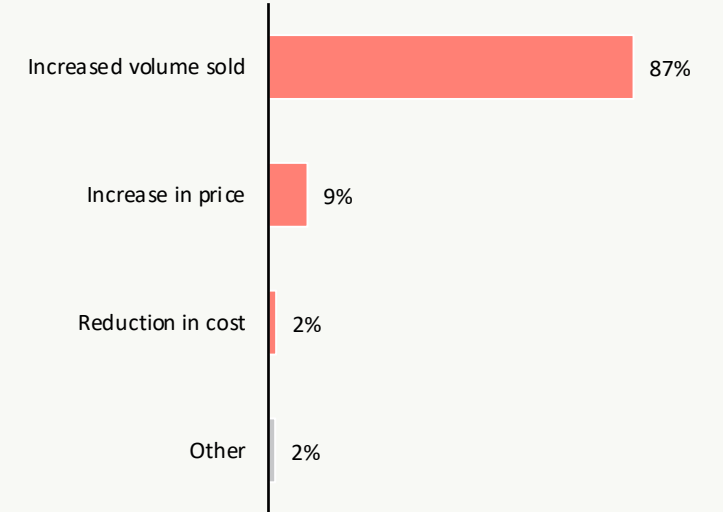
Q: Has the money you earn from your farm changed because of iShamba agricultural information? (n = 249)

● ● ● ● ● - TOP 40%



## Reasons for Increased Returns

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



# 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%**

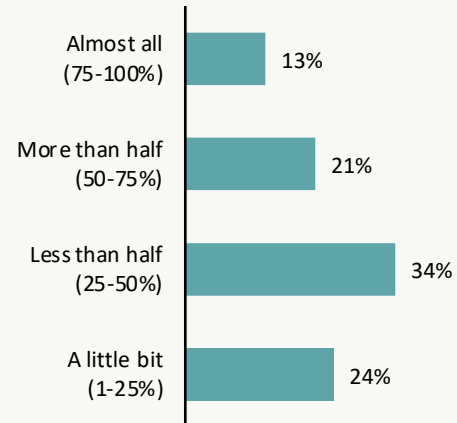
Was the average increase in revenue from farm

**86%**

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

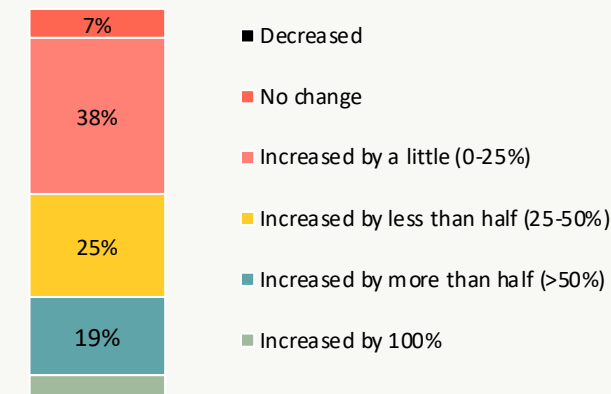
## Household Income Impacted By iShamba

Q: In the last 12 months, what proportion (%) of your household's total income, came from farm? (n=241)



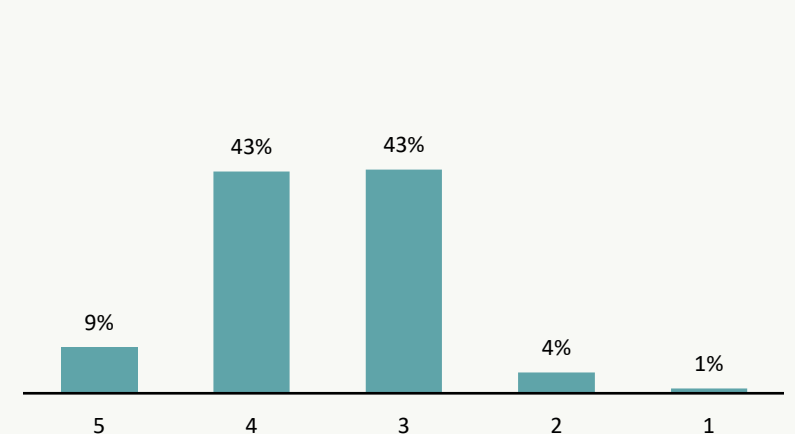
## Change In Farm Returns

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 = 253)



## 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)



# Quality of Life

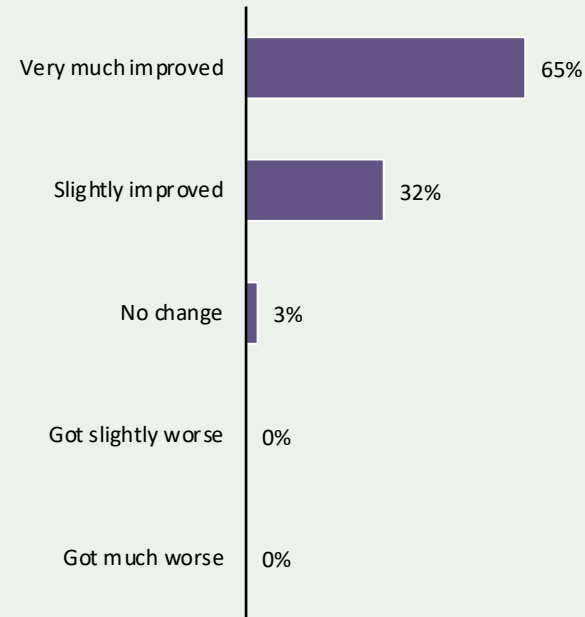
To gauge depth of impact, farmers were asked to reflect on whether their quality of life has changed because of iShamba.

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:

"I sell some of the produce and use the rest in my household."

"I have better sales which mean more income enables me to plan for my family."

"I am able to buy farming equipments and build a home."

### No change:

"I am doing poultry and fish farming and iShamba has not given me information on that"

# Quality of Life: Top Outcomes

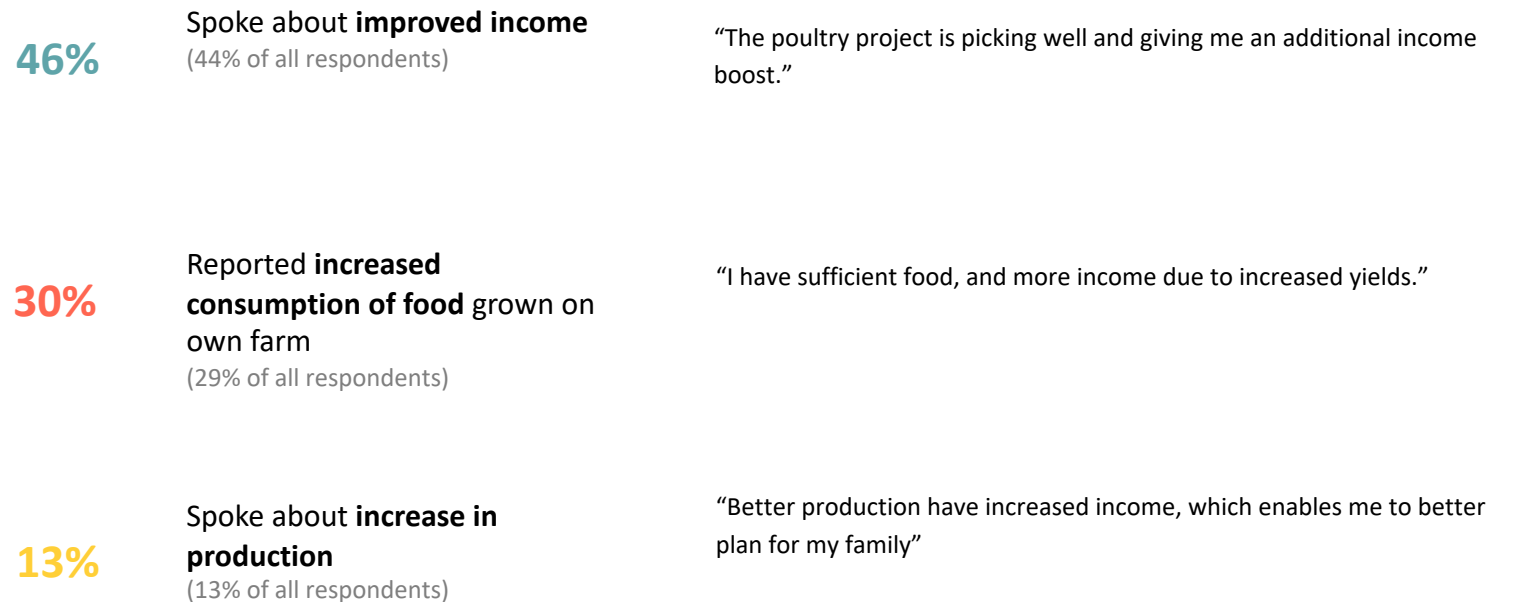
Farmers were asked to describe – in their own words – the positive changes they were experiencing because of iShamba’s agricultural information.

The top outcomes are shown on the right.

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.



# Recovery From Climate Shocks

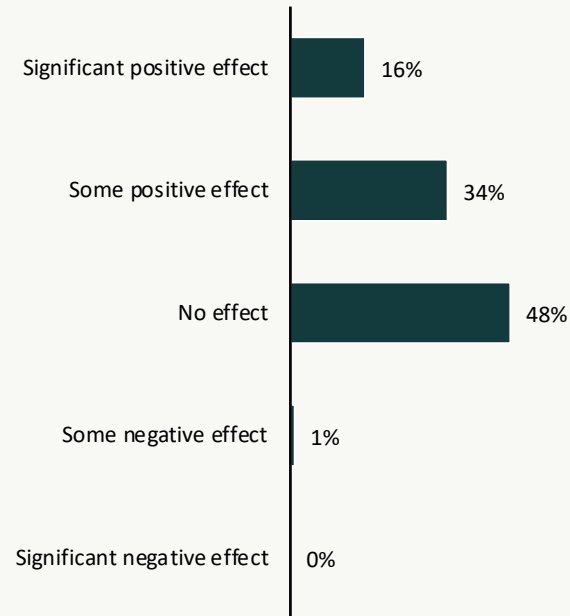
About half the farmers whose household experienced a climate shock in the last 2 years said that iShamba impacted their recovery.

We asked 251 farmers who reported being affected by a climate shock if iShamba had impacted their recovery.

48% said that iShamba had no effect on 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)



“I always receive information on maize prices and information on what to plant during short rains and long rains.”

# Additional Insights: Disaggregation By Tenure

iShamba’s impact on farming practice is likely to deepen over time.

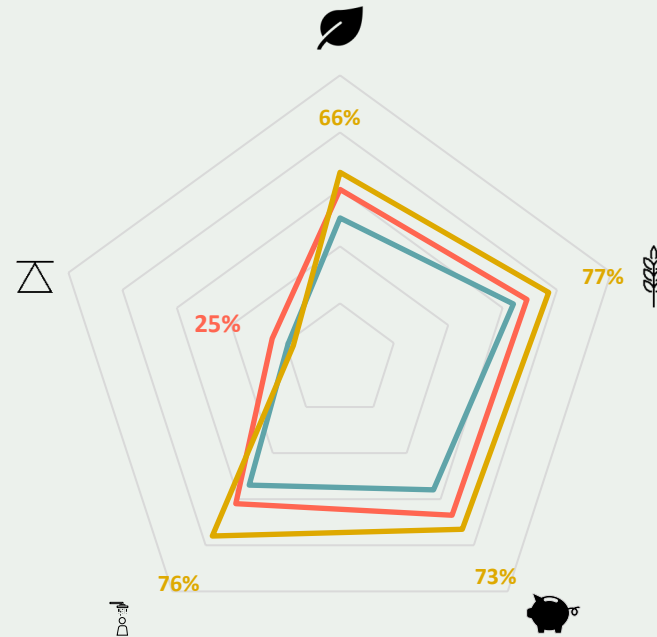
We wanted to understand if farmer experience with the service and the farming outcomes changed over time.

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%**


## Experience and Farming Outcomes by Tenure





### Key: Farmer Tenure


○ **18 months or less** n = 85 ○ **19 - 24 months** n = 81


○ **25 months or more** n = 90

 **Way of Farming**  
% reporting “very much improved” because of iShamba weather forecasts

 **Production**  
% reporting “very much improved” because of iShamba weather forecasts

 **Money Earned**  
% reporting “very much improved” because of iShamba weather forecasts

 **Quality of Life Impact**  
% reporting “very much improved” because of iShamba weather forecasts

 **Challenges**  
% “no” challenges with iShamba

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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

Asking about farmer challenges enables iShamba to identify problem areas and tackle them proactively.

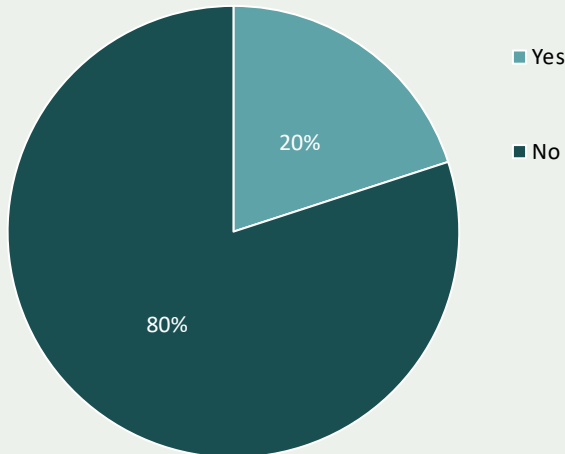
Unresolved challenges can encourage negative word-of-mouth and detract from positive impact. iShamba can address these challenges to increase farmer satisfaction.

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.”



# Farmer Suggestions

We asked farmers an open-ended question about their suggestions to help iShamba improve.

While roughly a quarter could not think of a specific suggestion, 18% asked for more relevant agricultural information while 15% said increasing communication, especially in the form of in-person trainings would enhance iShamba's service.

More relevant agricultural information, increased frequency of communication and inclusion of in-person training were most common suggestions for improvement.

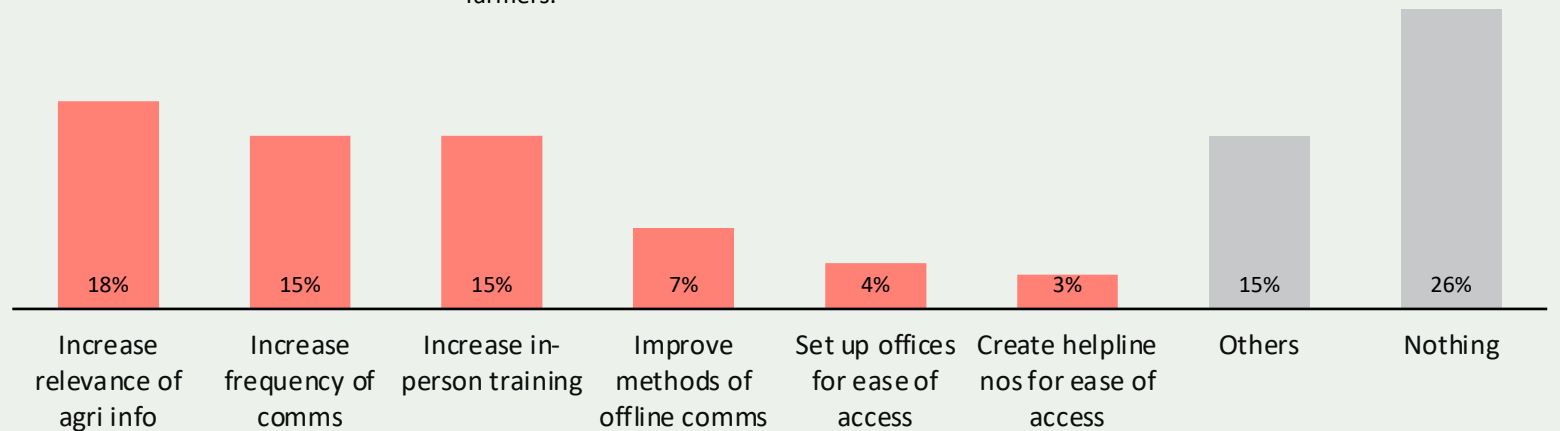
## Suggested improvements

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."



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“When there were COVID restrictions, I was able to get farming information even during lockdown.”

# Concern About COVID-19

We asked farmers questions related to COVID-19 to assess their level of concern and identify potential support areas.

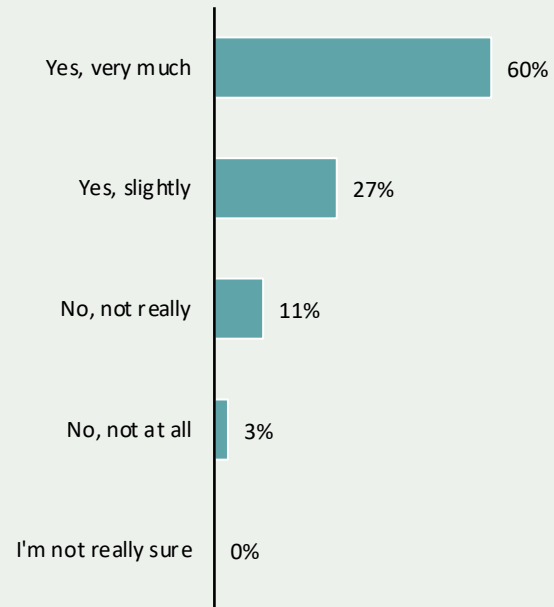
When asked to share how their life could be improved during this time of the COVID-19 pandemic, farmers asked for agricultural inputs, cash handouts, and market access.

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.

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

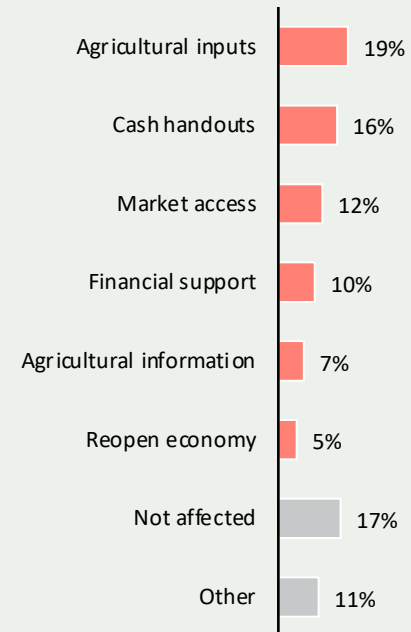
## Level Of Concern About COVID-19

Q: Are you concerned about COVID-19? (n = 256)



## 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



# 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.

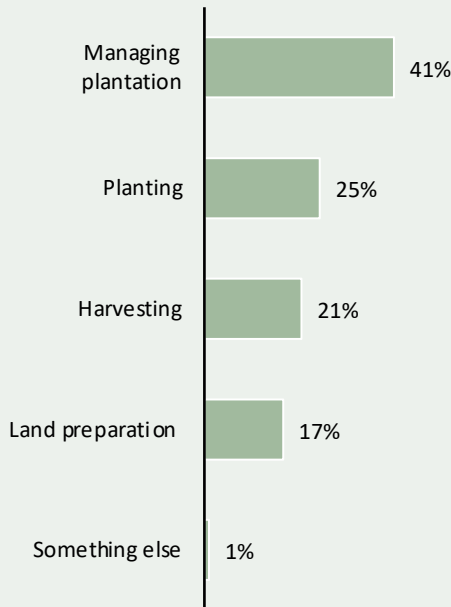
41% farmers report that they will be managing the crop on their farm ; 25% said they would be planting in the next month.

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.

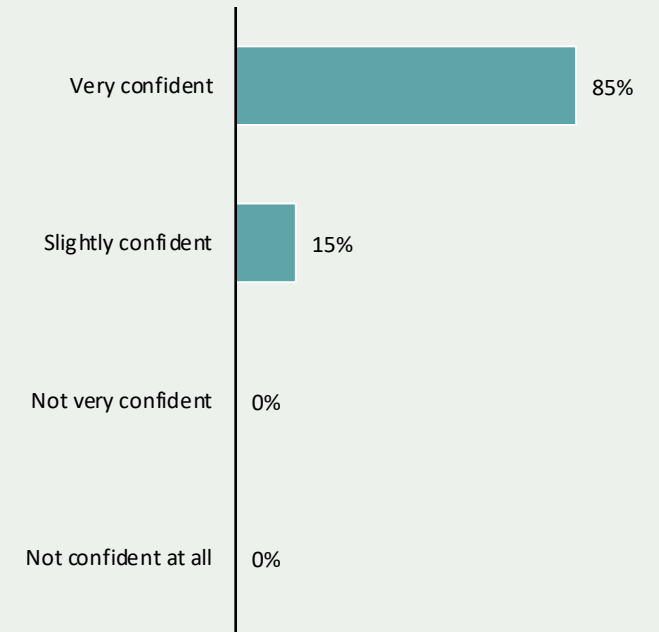
## Current Agricultural Activity

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



## 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)



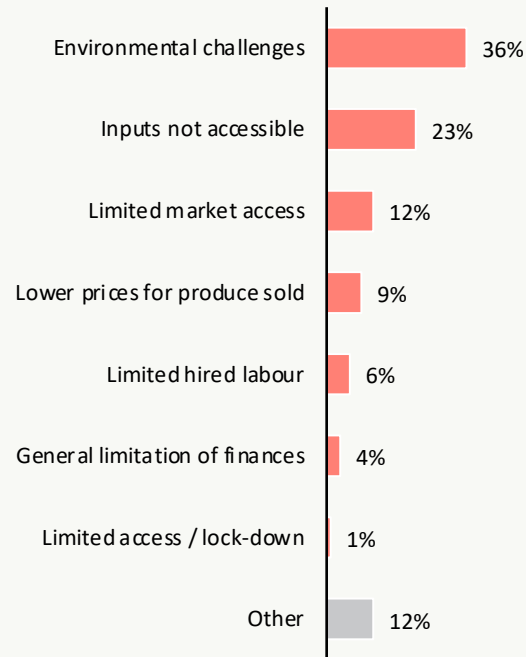
# Challenges and Requests

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.

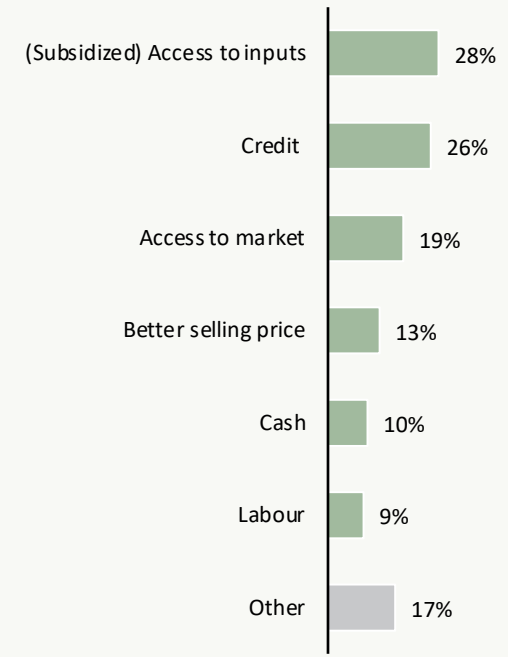
## Top Challenges Related to COVID-19

Q: What do you anticipate the biggest challenges being? (n = 256)



## Solutions for Top Challenges

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



# 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

Dimension	Indicator	iShamba	60dB Global Average	60dB Agriculture* Average	60dB East Africa Average
Who ○	Inclusivity Ratio	0.79	0.74	1.09	0.75
	% female	25	37	34	37
How Much ≡	% reporting quality of life very much improved	65	46	46	49
	% reporting quality of life slightly improved	32	38	36	37
	% reporting farm production very much improved	67	-	45	53
	% reporting farm revenue very much improved	60	-	38	43
What Impact □	% reporting in open-ended responses Outcome 1	-	-	-	-
	% reporting in open-ended responses Outcome 2	-	-	-	-
	% reporting in open-ended responses Outcome 3	-	-	-	-
Contribution +	% first time accessing iShamba agricultural information	75	68	77	82
	% saying no good alternatives are available	90	73	87	92
Risk △	% experiencing challenges	20	33	24	28

\*Specifically, Agriculture – Farmer As Customer Average

# 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
<b>Net Promoter Score<sup>®</sup></b>	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'.
<b>Inclusivity Ratio</b>	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 & \$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: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

# Summary Of Approach

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.

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%

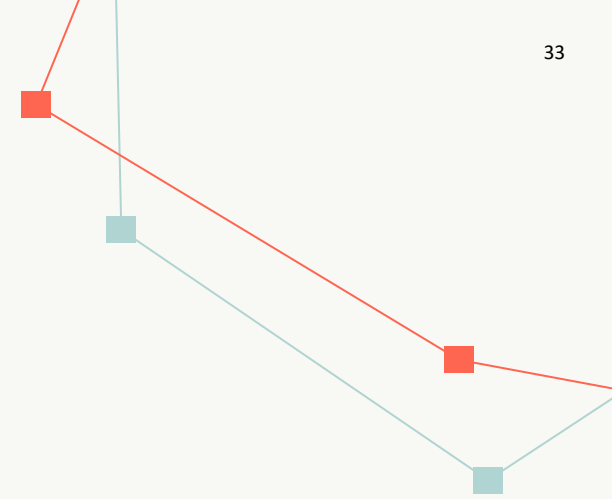
## Responses Collected

Farmers	256
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# 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<sup>SM</sup>, brings farmer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 500+ trained Lean Data<sup>SM</sup> 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](https://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 VanPeurse 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 Mercy Corps' AgriFin Accelerate Program and 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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