

# Bayer Crop Science: Nutrient Gap Initiative Better Life Farming x reach52

Indonesia



# Overview

This study seeks to understand the impact of Better Life Farming (BLF) and reach52's education programs on female farmers / beneficiaries in Serang, Indonesia. By capturing the voices of BLF and reach52 beneficiaries, including those engaged in both programs, the study aims to examine how farming practices and health outcomes influence one another, highlighting how improved farming outcomes relate to health behaviors and practices.

These results provide Bayer Crop Science with actionable insights into how these initiatives influence farmers' livelihoods, household well-being, and nutrition practices.

This study aims to explore female farmers' experiences with BLF's offerings and the perspectives of reach52's beneficiaries.

## About the Stakeholders

**Better Life Farming (BLF)** is a global initiative by Bayer Crop Science, in partnership with the World Bank's IFC, Netafim, and over 20 local organizations, aimed at empowering smallholder farmers through sustainable growth. Launched in 2016, BLF connects farmers with key services, products, and training, helping them become more sustainable and commercially successful in their agricultural practices.

**reach52** is a social enterprise focused on improving access to affordable healthcare in underserved communities across South Asia, Southeast Asia, and East Africa. Using digital platforms and training local health workers, reach52 provides essential services like screenings and health education.

**Bayer's Nutrient Gap Initiative**, is a cross divisional collaboration between Bayer's Consumer Health and Crop Science divisions, which addresses global malnutrition by improving access to essential vitamins and minerals in underserved communities. As a multi-stakeholder program, the Nutrient Gap Initiative strives to not just uplift farmer livelihoods through better practices and products but also improve nutrition and healthcare among farming households, including the women and children of the community.

# Research Design

In this study we spoke to three main stakeholder groups – BLF farmers, beneficiaries trained by reach52, and those receiving both offerings (referred to as the ‘overlap group’ throughout this report).

Depending on this classification, respondents were asked specific sets of questions from the survey regarding their experience and impact from engaging with these programs.

Throughout the report, statistically significant differences have been reported in the commentary.

More about our sampling approach and methodology on [page 49](#).

Between October and November 2024, we spoke to 377 female respondents associated with BLF and reach52 programs in Serang, Indonesia.

Lean Data Study	BLF-only	reach52-only	Both: Overlap group
Sample Size	156	153	68
# of Questions	29	23	33
Profile & Demographics	✓	✓	✓
Impact Performance	✓	✓	✓
Long-term Impact on Household	✓		
Experience & Satisfaction	✓	✓	✓
Perception of Nutrition		✓	
Training Experience		✓	✓
Suggestions for Improvement	✓	✓	

# Welcome To Your 60dB Results

We enjoyed hearing from 377 female farmers and beneficiaries in Indonesia – they had a lot to say!

## Contents

05	/	Top Insights
06	/	Performance Snapshot
07	/	Respondent Voices
08	/	reach52 Respondent Profile
12	/	reach52 Impact Performance
19	/	reach52 Respondent Experience
25	/	BLF Farmer Profile
29	/	BLF Impact Performance
39	/	BLF Farmer Experience
45	/	Segmentation Analysis

## Appendix

49	/	Methodology
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# Top Insights

**1** reach52 is driving improved health and nutrition among farmers and their communities.

Nearly all beneficiaries report increased awareness of health and better ways of providing care for their household since engaging with reach52. Improved dietary and hygiene practices are the most commonly reported outcomes across impact indicators. 95% also report reduced worry about meeting basic nutritional needs due to reach52's support.

See pages [13](#) - [16](#)

**4** Farmers are satisfied with BLF and foresee using its services for many years to come.

BLF has an NPS of 51, which is excellent. Promoters and Passives value witnessing improvements in their farm production and accessing high-quality inputs through BLF. Additionally, 83% of farmers say they see themselves using BLF's offerings for many years to come, which is a testament to strong satisfaction with the offering.

See pages [40](#), [41](#) and [44](#).

**2** Despite high satisfaction with reach52, not all beneficiaries find the information easy to apply.

reach52's agents / 'kader posyandus'\* have a Net Promoter Score® of 61, which is excellent. Beneficiaries like the helpful advice on child health and household nutrition. 74% of beneficiaries find 'all' or 'most' of the reach52 trainings to be easy to understand. But 3 in 5 say they are not able to apply all of the training, citing the unavailability of recommended resources and lack of credit as their top barriers. See pages [20](#) - [23](#).

**5** Increased in income because of BLF is driving better health outcomes for farmers.

Within the overlap group, those reporting 'very much increased' crop earnings because of BLF are more likely to apply all of reach52's training (56% vs 34%). This is also resulting in this group reporting better ways of providing care and improved health-related decision-making compared to their reach52-only peers. BLF is potentially making health recommendations more affordable, and thus, training more applicable. See pages [23](#) and [46](#).

**3** BLF is enabling better farm and quality of life outcomes among farmers.

Nearly all farmers report improvements in their farming practices, production, income, and quality of life because of BLF, with a similar proportion also experiencing reduced stress levels. Farmers that are largely associated with the Berkah Tani BLF Center, are more likely to report significant improvements, likely due to access to both inputs and training compared to others, and being first time users of such services.

See pages [30](#) - [35](#).

**6** While farmers and beneficiaries are largely satisfied with the interventions, there is room to act on suggestions.

Farmers want to see better availability of inputs at the center, lower costs, and higher quality of products. Training suggestions are primarily on improving frequency and receiving field visits from BLF agents for more personalized attention. For reach52, farmers primarily want more information on children's nutrition, family planning, and personal hygiene. See pages [24](#) and [44](#).

\*Kader posyandu are community health workers who deliver community-based health services in Indonesia

# Performance Snapshot

Farmers / beneficiaries report high levels of impact and satisfaction with both BLF and reach52's offerings.

## BLF Performance

Net Promoter Score®

51

on a -100 to 100 scale



Challenges

4%

report challenges



Way of Farming

45%

'very much improved'



Crop Income

51%

'very much improved'



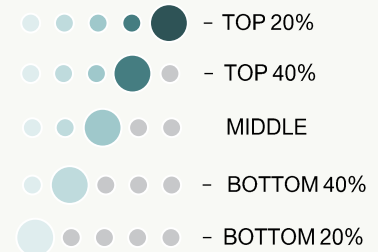
## Respondent Voice

"I highly recommend BLF to other farmers to help them achieve good and improved crop yields. This way, we can grow together and achieve higher yields."  
- Female, 51

## Data Summary

Quintile Assessment compares Project Performance with 60dB Farmer as a Customer Benchmark comprised of 26 companies, 11 countries, and 6,500+ farmers.

## Performance versus 60dB Benchmark



## reach52 Performance

Awareness of Health

73%

'very much improved'

Way of Providing Care

66%

'very much improved'

Worry About Nutrition

34%

'very much decreased'

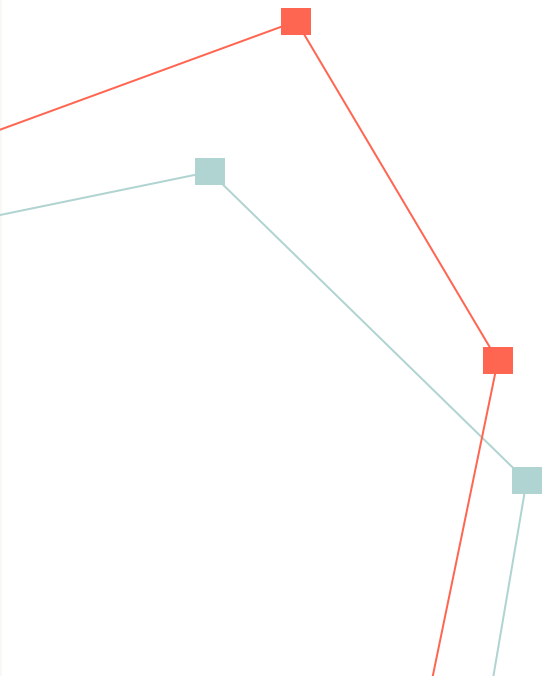
Household Well-being

60%

'very much improved'

# Respondent Voices

Here are some respondent voices that stood out.



## BLF Respondents

### Impact Stories

“Now, I can afford my daily needs. For example, I can buy essential food like salted fish, fresh fish, and vegetables. I can also give my kids an allowance. I am truly grateful for this.” – Female, 57

### Changes in Farming

“The crops that used to be average are now thriving and growing faster, with improved quality. I have learned how to use fertilizers in the right measurements to boost my harvest and how to treat sick plants after joining the BLF program.” – Female, 28

### Opinions for Value Proposition

“I highly recommend them so other farmers can experience the same good results I have. Their offerings, especially their fertilizers, have increased my yield. Their training is clear and easy to understand—for example, on how to use machines to simplify the farming process.” – Female, 22

### Opportunities For Improvement

“I just want them to keep improving their products, including agricultural pesticides and fertilizers, to help us achieve even better harvests.” – Female, 35

## reach52 Respondents

### Impact Stories

My child's nutrition has improved, and I consistently emphasize the importance of handwashing. My child's weight, which was previously low for their age, has increased after participating in the reach52 program.” – Female, 36

### Changes in Way of Providing Care

“My previously malnourished child is now receiving adequate nutrition and vaccinations. Additionally, my husband is now better informed about family planning, leading to longer age spacing between children.” – Female, 35

### Opinions for Value Proposition

“They [kader posyandu] are very responsive, providing information immediately when needed, which makes the community feel informed and comfortable. The kader is also very helpful.” – Female, 34

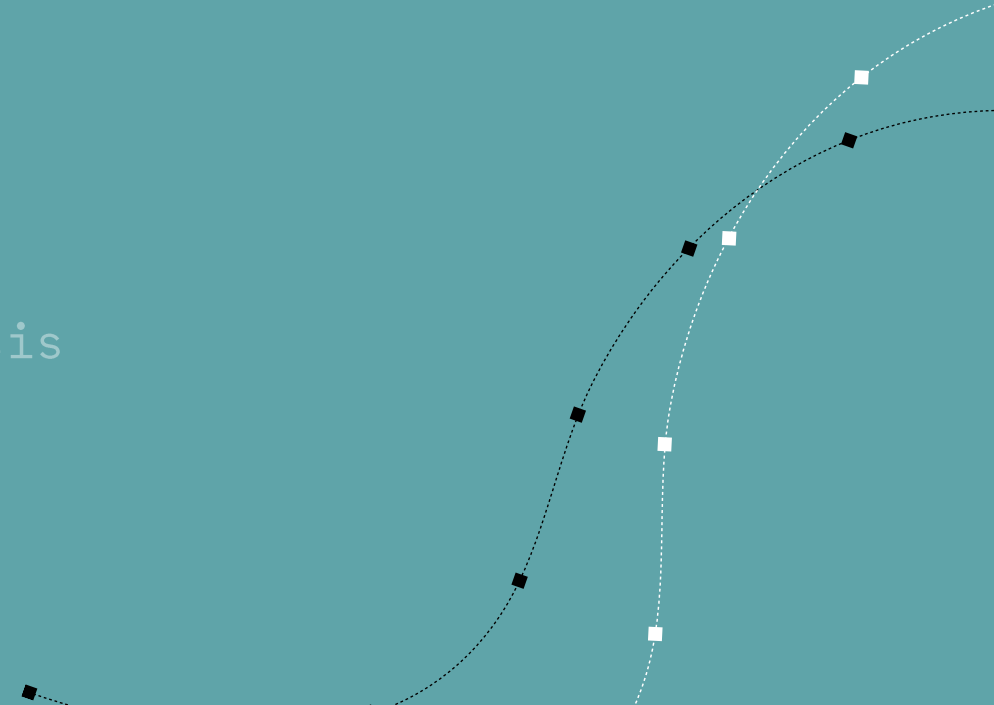
### Suggestions for Additional Training Topics

“I want to learn more about balanced nutrition, immunization, and healthy eating, as well as family planning methods suitable for younger women.” – Female, 50

# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“After attending kader posyandu sessions, I’ve become more attentive to monitoring my children’s health. Now, I take them to posyandu immediately whenever they fall ill.”  
- Female, 25





# Demographics

The typical reach52 beneficiary we spoke to is a 34-year-old woman. The majority of beneficiaries receive trainings on maternal health and nutrition.

A reach52 beneficiary may or may not be a farmer associated with Bayer's Better Life Farming initiative (BLF). They could also be connected to a farming household as a spouse or family member, or they may be a pregnant woman or a mother within the community.


69% of the beneficiaries we spoke to only received trainings from reach52 (henceforth, 'reach52-only' group), while 31% were also affiliated with BLF. Those who receive both offerings will be classified as the 'overlap group'.


Across each training topic, a higher proportion of reach52-only beneficiaries report receiving trainings compared to the overlap group. A higher share of reach52-only beneficiaries also reside in households with a female head compared to the overlap group (16% vs 4%).

## About the reach52 Respondents We Spoke With

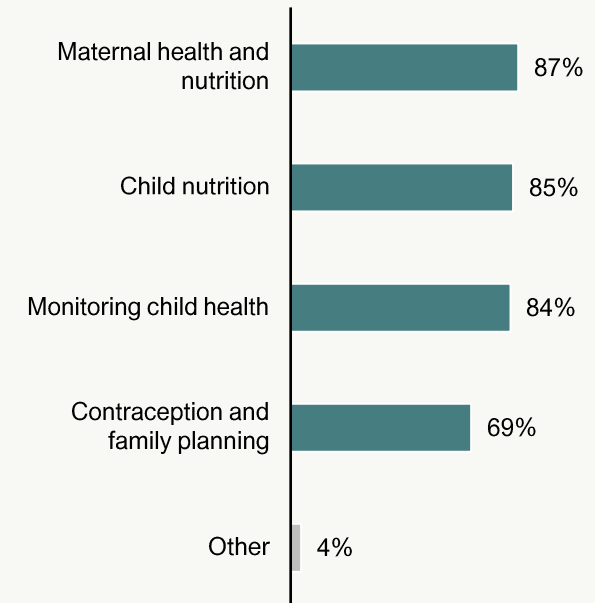
Data relating to farmer characteristics (n = 221)

 **100%**  
Female

 **34**  
Median age  
Youngest: 19  
Eldest: 55

 **88%**  
Male household heads  
Female heads: 12%

## Trainings received



# Attitude Towards Nutrition

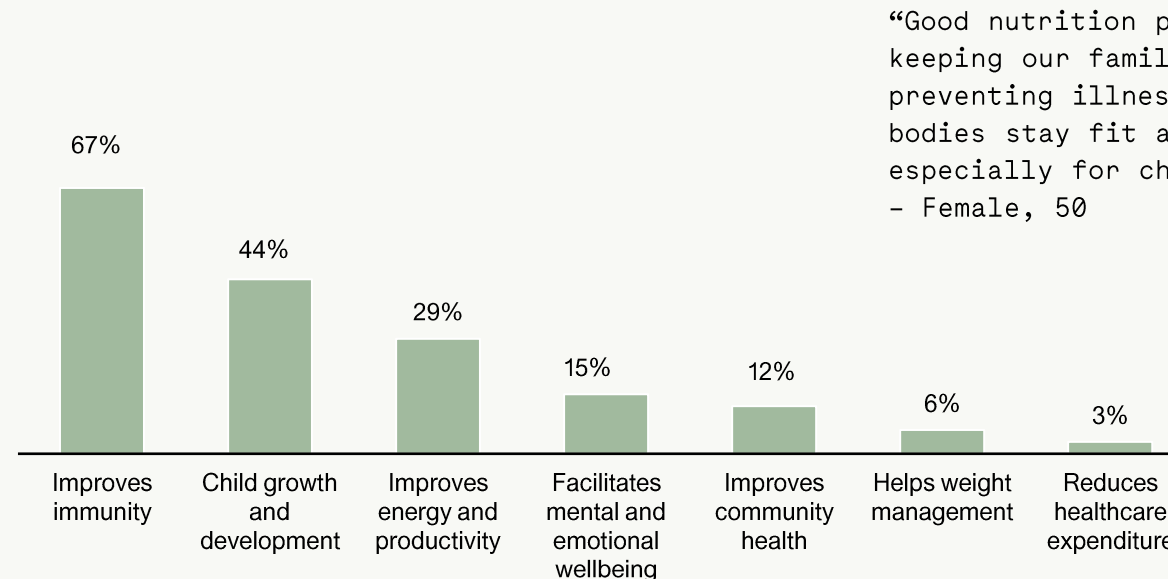
We asked reach52 beneficiaries to describe the role of good nutrition - in their own words - to gauge their understanding of the topic. Responses are categorized into 7 themes, which are shown to the right.

Many beneficiaries recognize the connection between nutrition and overall health, talking about aspects such as energy, growth, and mental or emotional well-being. This suggests a broad understanding of nutrition's role beyond just disease prevention, indicating a solid baseline awareness of these topics among beneficiaries.

reach52 beneficiaries perceive the role of good nutrition primarily in terms of improving immunity and aiding the development of children.

## Perceived Role of Nutrition

Q: What do you think is the role of good nutrition in your household and community?. (n = 153\*). Open-ended, coded by 60 Decibels.



\*Not asked to beneficiaries part of the overlap group.

# Ease of Maintaining Good Nutrition

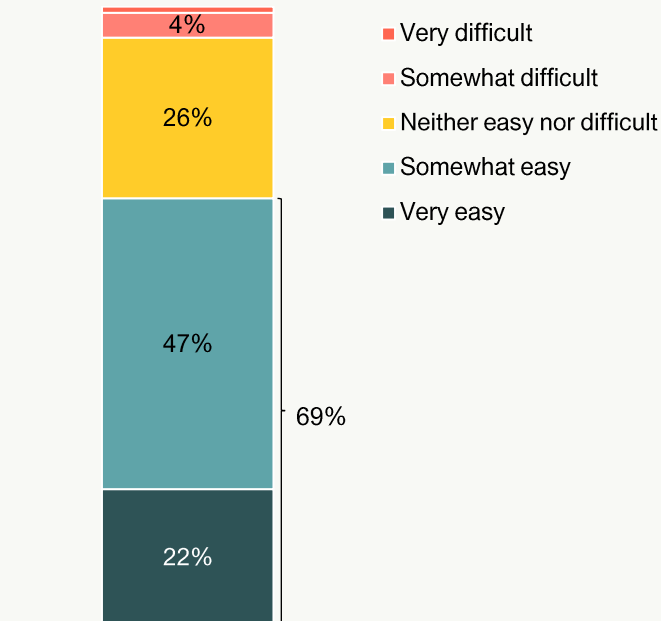
7 in 10 beneficiaries report that they find it easy to maintain good nutrition and a balanced diet in their household.

Among the 5% of beneficiaries who find it difficult to maintain good nutrition, the main challenges they report include:

- High cost of nutritious food (6 beneficiaries)
- Lack of awareness of where to buy nutritious food (2 beneficiaries)
- Nutritious food not easily available (1 beneficiary)

## Ease of Maintaining Nutrition

Q: How easy or difficult is it for your household to maintain good nutrition and a balanced diet? (n = 153\*)



“Nutrition, including rice, fruits, and vegetables, is essential for maintaining my household's health. Since participating in the community health outreach, my family's health and well-being have improved significantly.” - Female, 36

“Nutritious food offers many benefits. I encourage my child to eat eggs to support their cognitive development and drink milk regularly for overall growth. I also emphasize the importance of eating vegetables to maintain a healthy digestive system.” - Female, 21

\*Not asked to beneficiaries part of the overlap group.

# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“They are friendly and helpful. The topics they have shared during the sessions are mostly easy to understand, making it accessible for everyone.”  
- Female, 35

# Health Awareness & Way of Providing Care

There are no differences in outcomes based on whether a respondent is a reach52-only beneficiary or a part of the overlap group.

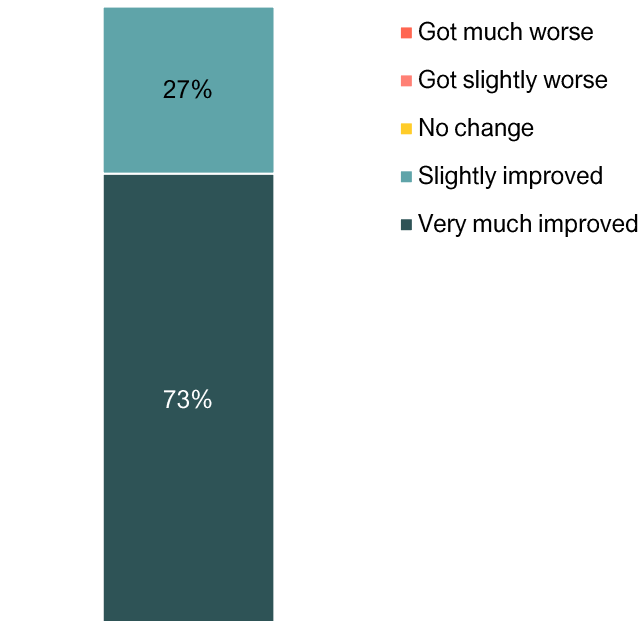
Beneficiaries who have received training on child nutrition are more likely to report significant improvements in both their awareness of health (88% vs 75%) as well as in their way of providing care (89% vs 76%) compared to those who have not received this training.

Among beneficiaries in the overlap group, we find a strong relationship between an increase in crop income and better way of providing care. Improved income may provide beneficiaries with the resources needed to implement the training they received from reach52 more effectively.

Nearly all beneficiaries report improved awareness of health and nutrition since engaging with reach52. This has resulted in improved ways of providing care for their household.

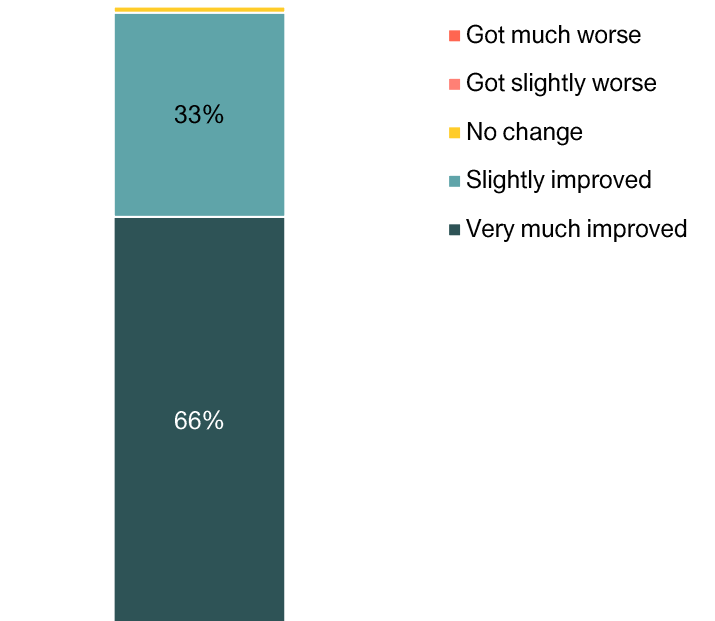
## Change in Health Awareness

Q: Have you seen any change in your or your household's awareness of health and nutrition because of reach52 / kader posyandu? (n = 221)



## Perceived Change in Provision of Care

Q: Has your way of providing care for yourself or your household members changed because of reach52 / kader posyandu? (n = 221)



# Way of Providing Care: Outcomes

The top qualitative outcomes are shown to the right. Others include:

- Maintaining better cleanliness within the household (22%)
- Regular immunization and vaccinations (8%)
- Improved awareness of family planning (8%)

Three quarters talk about better dietary practices as the top self-reported improvement in their way of providing care.

## Top Outcomes for 99% of Farmers Who Say their Way of Providing Care Improved

Q: Please explain how has your way of providing care improved. (n = 219). Open-ended, coded by 60 Decibels.

**74%** talk about **better dietary practices**

“We now avoid instant foods like noodles and have switched to healthier options like tofu, tempeh, and vegetables. If available, we also eat eggs and sometimes meat. The eating pattern has improved overall.” - Female, 29

**34%** mention **improved personal hygiene practices**

“I used to come home and not wash my feet, but now I make sure to do so. I also didn’t wash my hands before meals, but now it’s a habit for me to wash my hands regularly. This change has helped me adopt a healthier lifestyle.” - Female, 30

**32%** report **monitoring and tracking children’s growth**

“My child who was previously malnourished is now getting adequate nutrition, has received vaccinations, and my husband is better informed about family planning.” - Female, 35

# Health and Decision Making

The overlap group and reach 52-only beneficiaries both report similar outcomes across all three metrics. However, within the overlap group, farmers who report 'very much increased' money earned because of BLF are more likely to say their frequency of healthcare check-ups has significantly increased compared to others (70% vs 44%). The same trend holds true for influence in healthcare decisions as well (74% vs 39%). Generating higher income may have positive knock-on effects on farmers' health-seeking behaviors.

A greater proportion of respondents attribute an increase in health check-ups to reach52 compared to BLF (for whom this question was asked to BLF-only farmers, see [page 38](#)), indicating that the targeted intervention may be more effective in improving access.

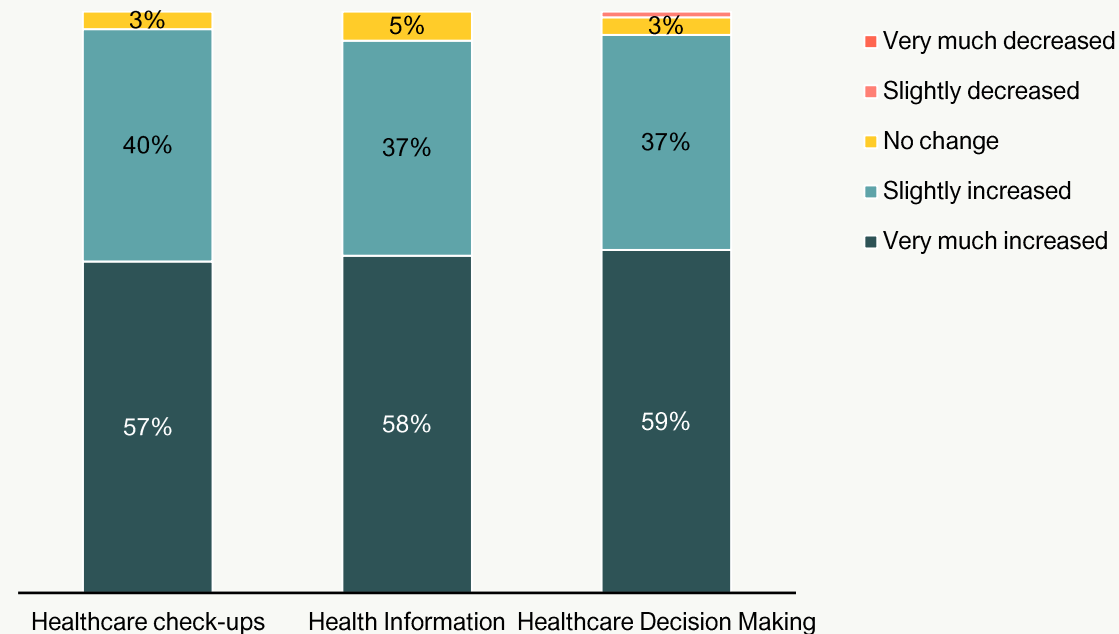
6 in 10 beneficiaries say that their frequency of check-ups, ability to ask questions about their health, and the influence in their own healthcare decisions have 'very much increased'.

## Changes in Health-Seeking Behaviour

Q: Has how often you are able to go to a healthcare provider for check-ups/if you fall ill changed because of reach52/kader posyandu? (n = 221)

Q: Has your ability to ask questions or get the information you would like about yours or your dependent's health and nutrition in follow-up conversations after the training changed because of reach52/kader posyandu? (n = 221)

Q: Has your influence in your own healthcare decisions changed because of reach52/kader posyandu? (n = 221)



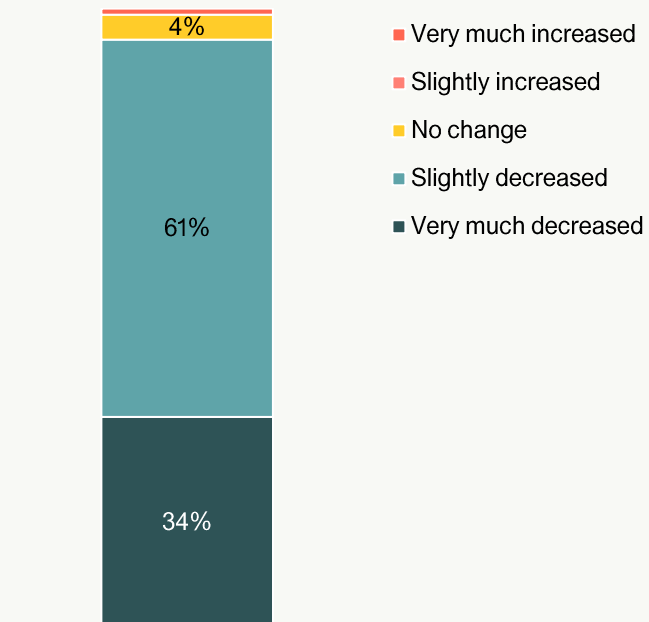
# Worry About Nutrition

Most say their level of worry about meeting basic nutritional needs has decreased, with a third reporting a significant decrease.

Beneficiaries from the overlap group are more likely to report that their worry about meeting their family's basic nutrition needs has 'very much decreased' compared to reach52-only beneficiaries (47% vs 29%). Find out more about potential drivers improved household health on [page 18](#).

## Level of Worry About Nutrition

Q: Has your level of worry for meeting the basic nutrition needs of you/your dependents changed since engaging with reach52/kader posyandu? (n = 221)





# Household Health: Overview

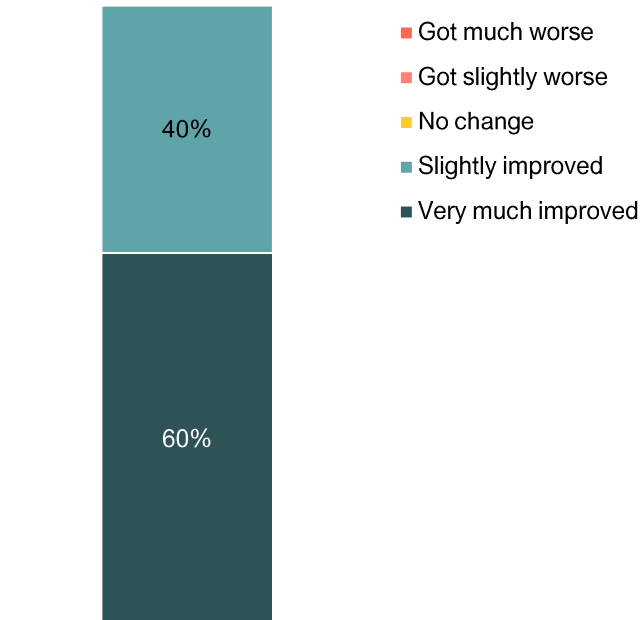
Improving knowledge of good practices significantly impacts the degree of change that beneficiaries witnessed in their household members' health: those reporting 'very much improved' awareness of health and nutrition are more likely to also report 'very much improved' change in their household's overall wellbeing (71% vs 32%).

Find out more about the top outcomes on the next page.

All beneficiaries observe improvements in their household members' health, wellbeing, and nutrition since engaging with reach52.

## Change in Overall Household Wellbeing

Q: Have you noticed a change in the health, wellbeing, and nutrition of household members since using reach52/kader posyandu? (n = 153\*)



“Since joining, I have gained a better understanding of child growth and development, stunting, and how to maintain health. I also learned how to manage pregnancy spacing through family planning. As a result, we become healthier and more energized, we also plan better age gaps before deciding to have another child.” – Female, 30

“Since getting involved with the program, my family has become healthier, allowing us to work in the fields. My children are now healthier and rarely miss school due to illness, which helps keep my mind at ease.” – Female, 44

\*Not asked to beneficiaries part of the overlap group.

# Household Health: Top Outcomes

Beneficiaries were asked to describe, in their own words, what the most significant change was in theirs or their dependents' health. The top changes are shown to the right.

Others include:

- Increased attention to better hygiene (22%)
- Increased physical activity or exercise (18%)
- Improved immunity of children (11%)

Two thirds of beneficiaries report improved nutrition and dietary practices as the most significant improvement in their household's health.

## Most Significant Changes in Household Health

Q: In your words, could you describe the most significant change in your/your dependents' health and nutrition since engaging with reach52 / kader posyandu? (n = 153\*). Open-ended, coded by 60 Decibels.

68%

talk about improved nutrition and dietary habits

"I used to frequently have stomach aches from certain foods, but now I know to avoid them and focus on healthier options, which has helped reduce my complaints about feeling sick." – Female, 30

44%

mention reduced frequency of illnesses

"I have learned about various nutritious foods and now know many types of medicines and their uses. As a result, now my family rarely get sick. We are more energized and motivated to do our daily activities. For example, our work gets more productive." – Female, 30

36%

report improved growth or development of children

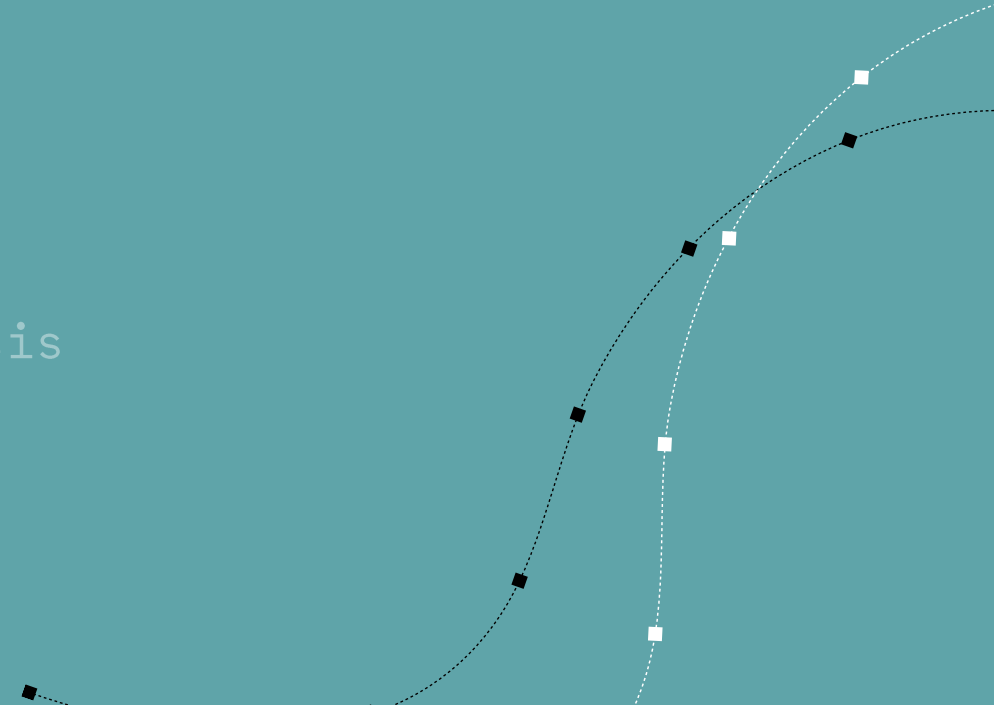
"Now, my children's weight has increased. Besides, after giving them healthier diets, their appetite increased, and they have become more active and healthier." – Female, 23

\*Not asked to beneficiaries part of the overlap group.

# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“The kader posyandu communicates clearly and in a relaxed manner, making it easier to understand the importance of these foods for healthy weight gain in children.” - Female, 24



# Beneficiary Satisfaction: Overview

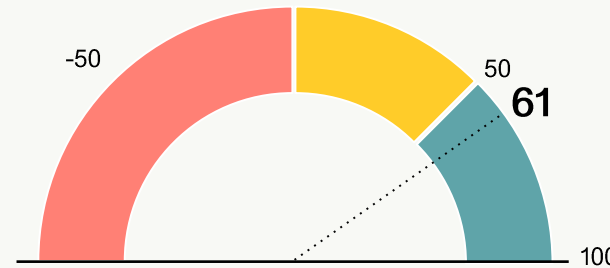
reach52's agents / kader posyandus have a Net Promoter Score® of 61, which is excellent.

Beneficiaries who say that their ability to ask questions and get information about their health has 'very much increased' report significantly higher satisfaction levels compared to others (NPS of 70 vs 51). This underscores the critical role of clear and approachable communication in enhancing beneficiary satisfaction.

Similarly, those reporting significant improvements in their way of providing care report deeper satisfaction than others (NPS of 68 vs 50), underscoring the role of both service quality and tangible impact in driving loyalty.

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend reach52's agents / kader posyandu to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 221)



NPS = % Promoters — % Detractors

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

### Promoters

“The support was excellent, especially in nutrition and vaccinations, and the kader provided great information.”

- Female, 47

### Passives

“Now, I have a better understanding of family planning because the kader are friendly and clear in their explanations. However, it would be helpful if the socialization sessions were held more frequently.”

- Female, 32

### Detractors

“I hope the kader posyandu from reach52 can further socialize this information to encourage more mothers to attend posyandu regularly than they do now.”

- Female, 53

# Beneficiary Satisfaction: NPS Drivers

Promoters and Passives value the clear guidance on topics around child health and nutrition.

62% are Promoters :)

## They love:

1. **Helpful advice on child health**  
(50% of Promoters / 31% of all beneficiaries)
2. **Useful nutritional guidance**  
(50% of Promoters / 31% of all beneficiaries)
3. **Accessible and friendly agents**  
(29% of Promoters / 18% of all beneficiaries)

“The posyandu promotes healthcare by encouraging immunization for children and offering healthy exercise sessions. They emphasize the importance of staying healthy to avoid illnesses and provide activities like exercise classes. The midwives are also very supportive and friendly.” - Female, 50

37% are Passives :\

## They like:

1. **Helpful advice on child health**  
(60% of Passives / 22% of all beneficiaries)
2. **Accessible and friendly agents**  
(42% of Passives / 15% of all beneficiaries)

## They want to see :

1. **Clearer explanation on certain topics**  
(10% of Passives / 4% of all beneficiaries)

“My knowledge about child nutrition has increased, especially regarding how to feed children properly since I have been listening to the kader posyandu’s teaching. However, it would be nice if they can explain them in a clearer manner so I can understand all of them more easily.” - Female, 30

1% are Detractors :(

## She wants to see:

1. **Better outreach and awareness**  
(1 beneficiary)

“I hope the kader posyandu from reach52 can further socialize this information to encourage mothers to attend trainings more regularly than they do now.”  
- Female, 53

# Ease of Understanding

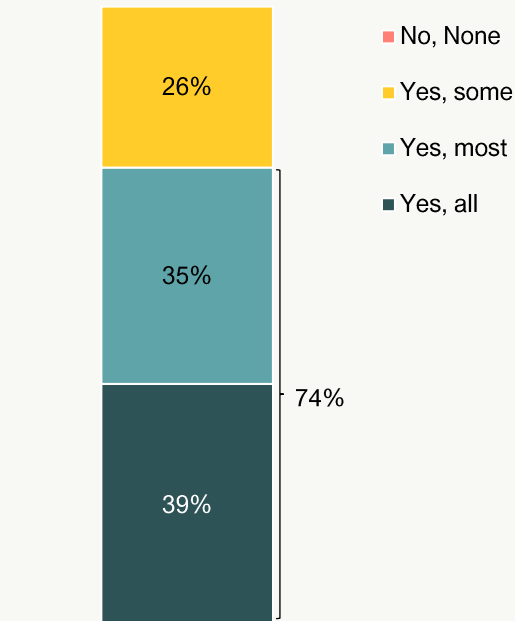
74% of beneficiaries find ‘most’ or ‘all’ of the reach52 trainings to be easy to understand.

Beneficiaries from the overlap group are more likely to say they easily understood ‘all’ of reach52’s trainings compared to those who only receive reach52’s offering (49% vs 35%). Prior exposure to BLF’s trainings may enhance this groups’ ability to engage with and absorb reach52’s content more effectively.

Beneficiaries who find ‘all’ of the training easy to understand report significantly higher satisfaction levels (NPS of 69 vs 57), reinforcing the importance of clear and simple communication in driving beneficiary satisfaction.

## Ease of Understanding of Information

Q: How much of this training from reach52 / kader posyandu was easy to understand? (n = 221)



“When they give guides to us, about health for example, their explanation are mostly clear, making it easy for me to understand.”

- Female, 26

“I highly recommend the kader posyandu because they share important materials about health, which everyone should also know about, in a clear manner. This makes it easy for me to understand and apply them.”

- Female, 45

# Application to Household Practices

Beneficiaries who are able to apply 'all' of the training are more likely to report significant improvements in their awareness of health and nutrition (82% vs 66%) as well as in their way of providing care (74% vs 60%) compared to those who haven't applied all the training.

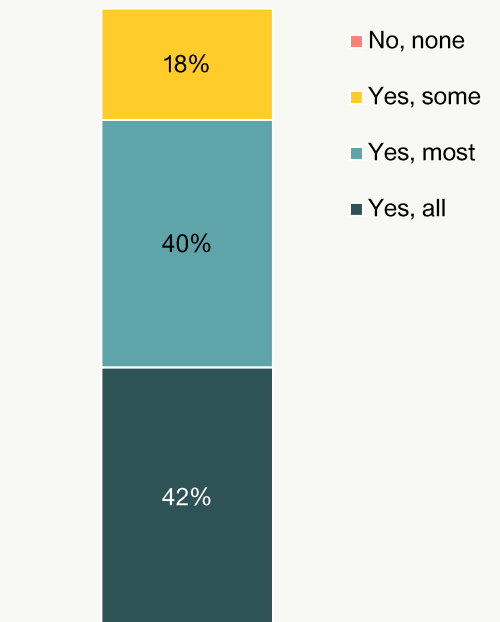
In the overlap group, those with 'very much increased' crop earnings are more likely to apply 'all' of the training compared to others (56% vs 34%).

The top barriers to training application suggest the need for complementary support to bridge the gap between knowledge and implementation. Tailoring training to the availability and affordability of recommended practices (such as food groups) can empower beneficiaries to apply the learnings effectively.

42% of beneficiaries applied 'all' of reach52's training to their household's practices. Those who could not apply all of it cite the unavailability of material or equipment and lack of finances as their top barriers.

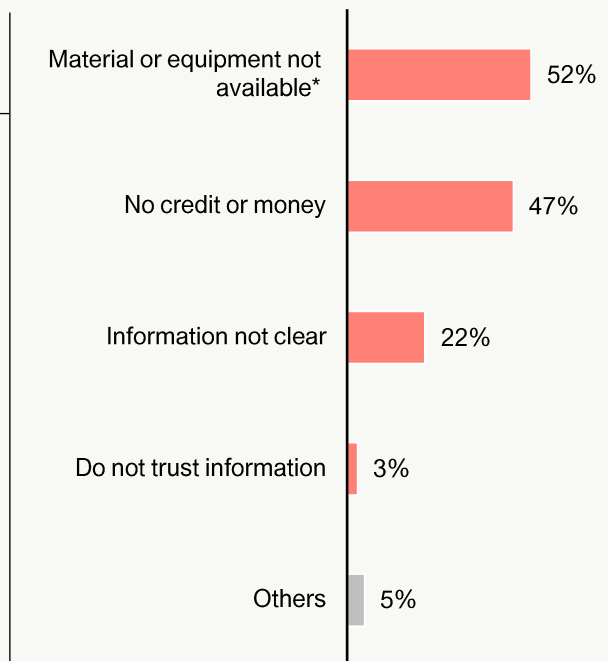
## Application of Learnings

Q: How much of this training from reach52 / kader posyandu did you apply to your household's practices? (n = 221)



## Barriers to Training Application

Q: Would you mind sharing with me what prevented you from applying all of the training? (n = 128)



\*Such as recommended foods, medication and health services (e.g. vaccinations)

# Training Suggestions

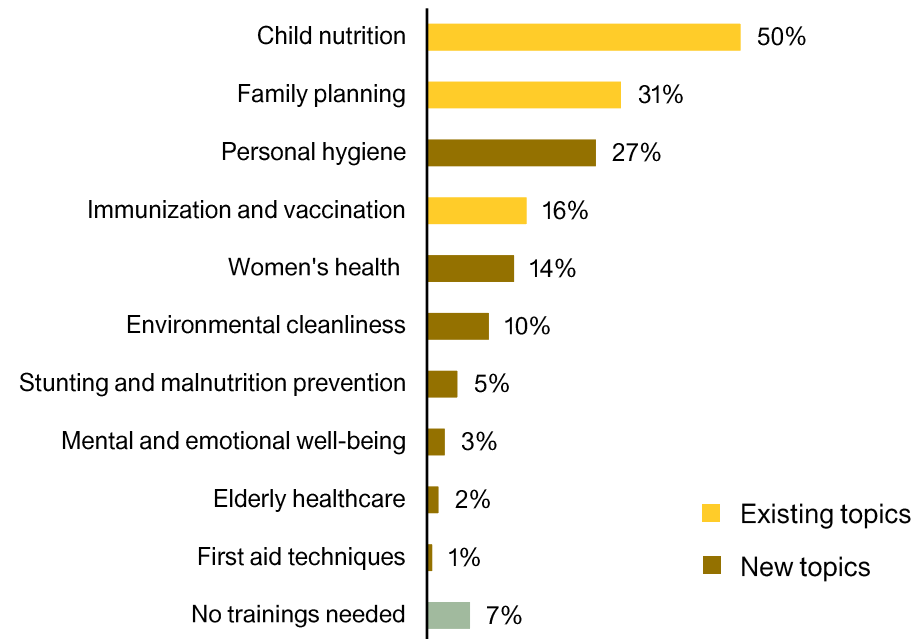
Most beneficiaries want more trainings on existing topics such as child nutrition and family planning. Others express interest in expanding the range of topics to include ones like personal hygiene and women's health.

reach52 could explore incorporating these topics into future sessions to enhance community-level health outcomes and respond to the evolving needs of beneficiaries.

Going forward, beneficiaries want to see more trainings on child nutrition, family planning, and personal hygiene.

## Suggestions For Improvement

Q: In the future, on what topics would you benefit from additional training from reach52 / kader posyandu?  
Open-ended, coded by 60 Decibels. (n = 153\*)



“Topics such as women’s health, including family planning, pregnancy, and common diseases like cysts, are often underestimated in the community due to a lack of understanding. This makes education on these issues especially critical.”

- Female, 32

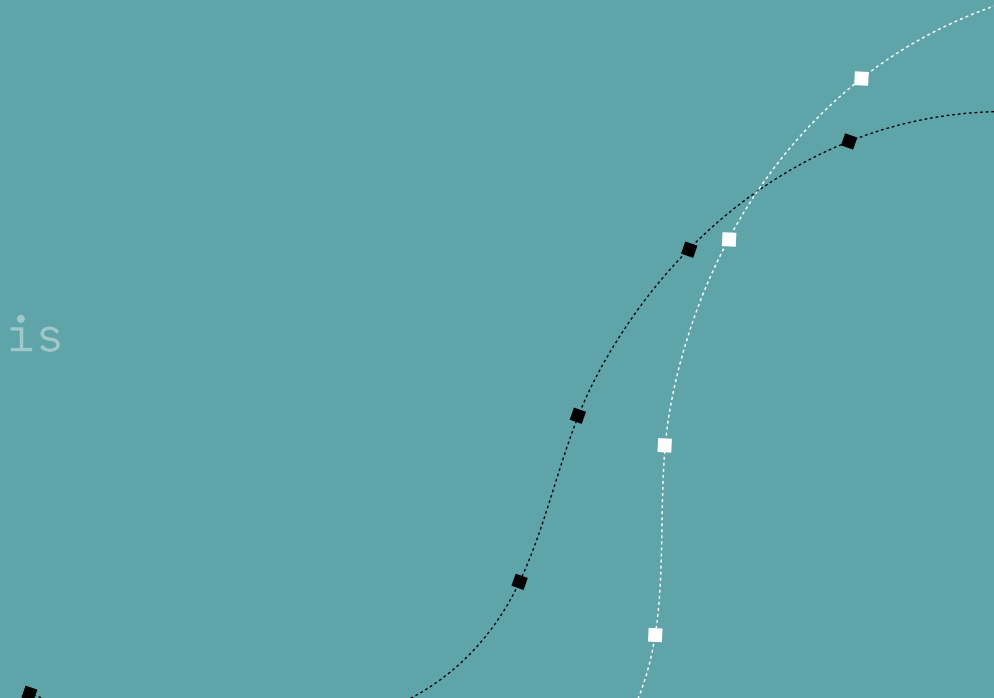
\*Not asked to beneficiaries part of the overlap group.



# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“There was an event held by BLF, and I decided to join out of curiosity. After learning about their offerings, I chose to join them to improve my harvest.” - Female, 45



# Demographics

We spoke to female farmers associated with BLF in the Serang region of Indonesia. The typical farmer is 35 years old and lives in a household with a male head. Most access both inputs and training from BLF.

We asked farmers about their engagement with BLF's offerings. All farmers have received either inputs or training from BLF, while 86% report receiving both services.

30% of the BLF farmers we spoke to were also trained by reach52, in addition to receiving BLF's offerings. Going forward in the report, this group will be classified as the 'overlap group', while farmers exclusively receiving BLF's offering will be classified as 'BLF-only' farmers.

## About the BLF Farmers We Spoke With

Data relating to farmer characteristics (n = 224)



### 35

#### Median age

Youngest: 19  
Eldest: 60



#### BLF Services Accessed

Inputs: 94%  
Training: 92%  
Linkage to an MFI/insurance provider: 22%



### 46%

#### Berkah Tani

M Zaki Tani: 43%  
Permata Tani: 11%



### 90%

#### Households with male heads

Female heads: 10%

## Demographics by Farmer Type

Metric	BLF-Only	Overlap Group
Sample Size (n)	156	68
Median Age (in years)	35	37
% from Berkah Tani	63	6
% from Zaki Tani	24	87
% from Permata Tani	13	7
% receiving inputs + training	90	78

# Motivation to Use

Farmers associated with Berkah Tani are more likely to talk about being motivated to join BLF after seeing proven results among their peers compared to farmers from other BLFCs (48% vs 36%).

The influence of fellow farmers within the community (44%), as well as personal observations of success stories among peers (42%) highlight the importance of word of mouth as a catalyst for adoption. Leveraging trusted community networks and showcasing real life examples of BLF's impact can help build credibility and drive program adoption.

## Suggestion

Learnings from Berkah Tani can further be replicated in other centers to enhance motivation for use.

Half of the farmers were motivated to use BLF to improve their farming yields. Others cite influence from their peers and BLF's good reputation as motivating reasons.

## Motivation for Use

Q: What motivated you to use this offering from Better Life Farming? (n = 224). Open-ended, coded by 60 Decibels.



“I was initially recommended [BLF] by my friends. After learning that they offer farming inputs, I decided to join to increase my harvest and aim for better, improved yields.” - Female, 28

“I wanted to find a way to increase the quantity of my harvest. Then, I was invited to join a socialization event by BLF at our village meeting hall. I thought it might be beneficial to try them out, so I decided to join.” - Female, 45

# First Access & Access to Alternatives

4 in 5 farmers say they did not have prior access to offerings like the ones provided by BLF and cannot easily find good alternatives to it.

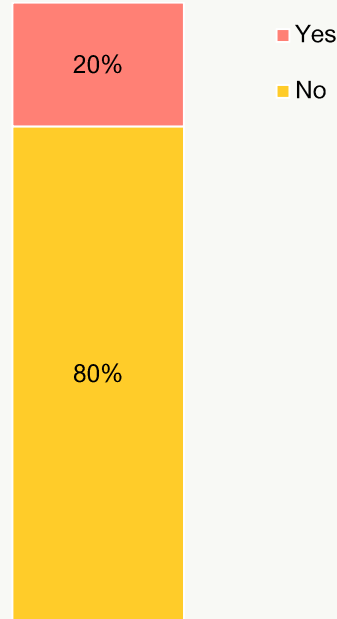
BLF-only farmers are more likely to be first-time users of such offerings (85% vs 71%) and to report lack of good alternatives (87% vs 72%) compared to the overlap group.

One explanation for this is that we spoke to a greater proportion of BLF-only farmers from Berkah Tani compared to other BLFCs (63% vs 37%) – Berkah Tani farmers are more likely to have not had prior access and report lack of good alternatives than others.

## First Access

Q: Before Better Life Farming, did you have access to offerings like Better Life Farming provides? (n = 224)

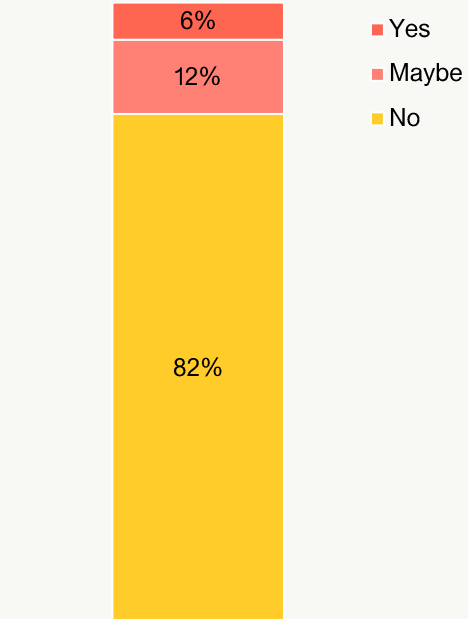
● ● ● - MIDDLE



## Access to Alternatives

Q: Could you easily find a good alternative to Better Life Farming? (n = 224)

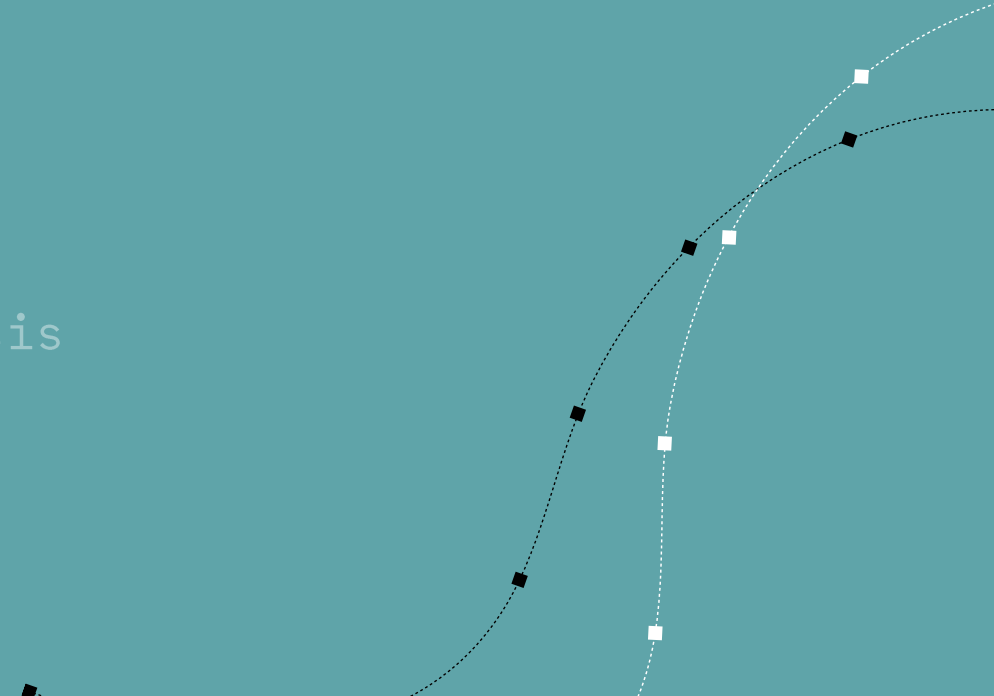
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# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“Before, the harvest was small, just enough to buy fertilizer. After joining BLF, the harvest has significantly increased, and my family can feel the difference.” - Female, 33



# Way of Farming: Overview

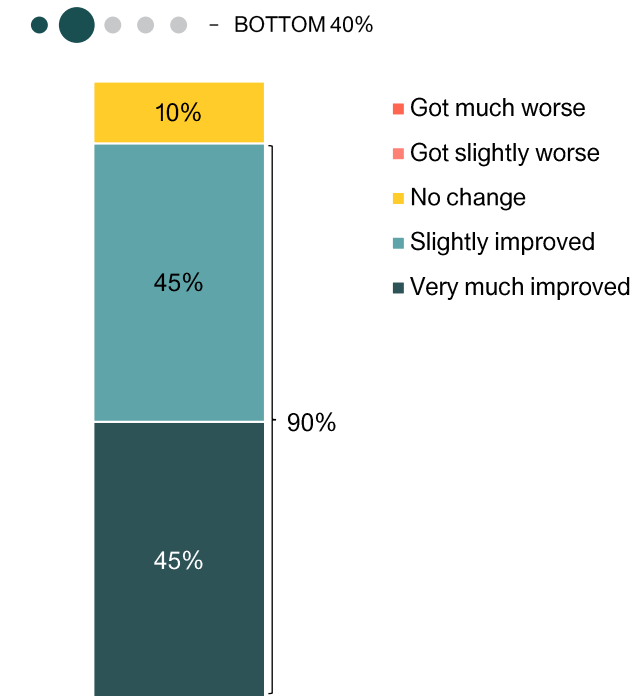
Farmers who receive both farm inputs and training from BLF are more likely to report significant improvements in their way of farming compared to those who only receive one of these services (49% vs 26%).

Similarly, BLF-only farmers are more likely to say their way of farming has 'very much improved' compared to the overlap group (51% vs 32%). BLF-only farmers are also more likely to have access to both inputs and training, which could explain the impact.

9 in 10 farmers report improvements in their way of farming because of BLF.

## Perceived Way of Farming Change

Q: Has your way of farming changed because of Better Life Farming's offering? Has it: (n = 224)



### Very much improved:

“My crops, which used to be average, are now thriving. I’ve learned how to use fertilizers with the correct measurements to increase my harvest, and I also know how to treat sick plants.” - Female, 28

### Slightly improved:

“My farming methods have improved thanks to the increased availability of fertilizer. This has made my farming more organized and efficient.” - Female, 26

### No change:

“There’s no change in my farming methods; the only difference is using fertilizers from BLF, while everything else remains the same.” - Female, 26

# Way of Farming: Top Outcomes

Farmers were asked to describe how their way of farming had changed because of BLF. The top positive outcomes are shown on the right. Other way of farming improvements include:

- Seed planting at correct time (14%)
- Improved irrigation practices (8%)
- Better soil management (8%)

Among the 10% of farmers reporting 'no change' in their way of farming, most talk about lack of changes in practices beyond using Bayer products (15 farmers) and preference for traditional farming practices (4 farmers).

Farmers talk about the usage and improved application of high-quality fertilizers and pesticides as their top way of farming changes.

## Top Outcomes for 90% of Farmers Who Say their Way of Farming Improved

Q: Please explain how your way of farming has improved. (n = 202). Open-ended, coded by 60 Decibels.

**51%**

**talk about usage of high-quality fertilizers and pesticides**  
(46% of all farmers)

“My harvest has increased from 2 tons to even more, thanks to switching to Bayer's fertilizers instead of other brands.” - Female, 40

**50%**

**mention improved application of fertilizers and pesticides\***  
(45% of all farmers)

“Previously, I experienced crop failures due to pests, but now I no longer face these issues thanks to the spray and fertilizer from BLF. By applying these more frequently, my harvests have improved significantly.” - Female, 22

**15%**

**report enhanced weed management techniques**  
(13% of all farmers)

“I used to know very little about farming, but thanks to BLF's training, I now have much more knowledge. I've learned how to properly weed my farm and apply fertilizers effectively.”  
- Female, 40

\*Includes responses that mention improved timing, quantity, and frequency of application.

# Crop Production

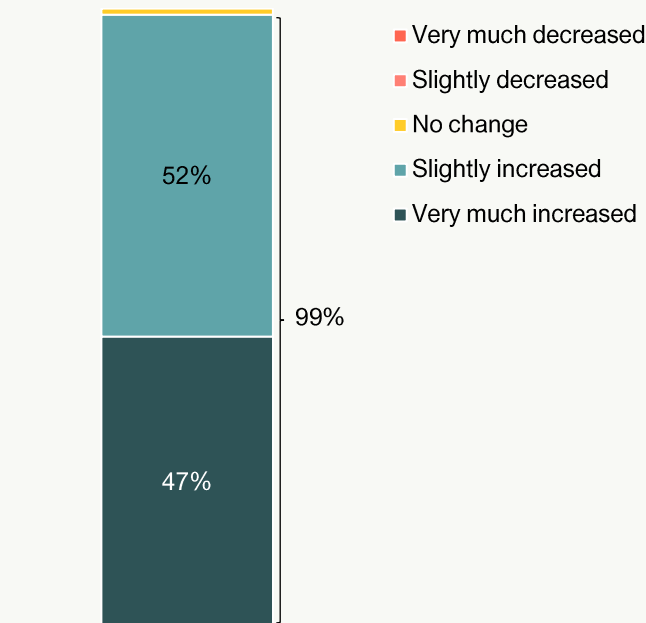
Nearly all farmers say their crop production has increased because of BLF, with half of them reporting a significant increase. 79% achieved higher yields from the same land, indicating improved productivity.

Farmers who receive linkage to an MFI / insurance providers through BLF are more likely to report significant increases in their production, compared to those who do not receive this service (60% vs 43%). Expanding provision of such services (which are currently available to only a few farmers) could boost farm productivity.

## Impact on Production

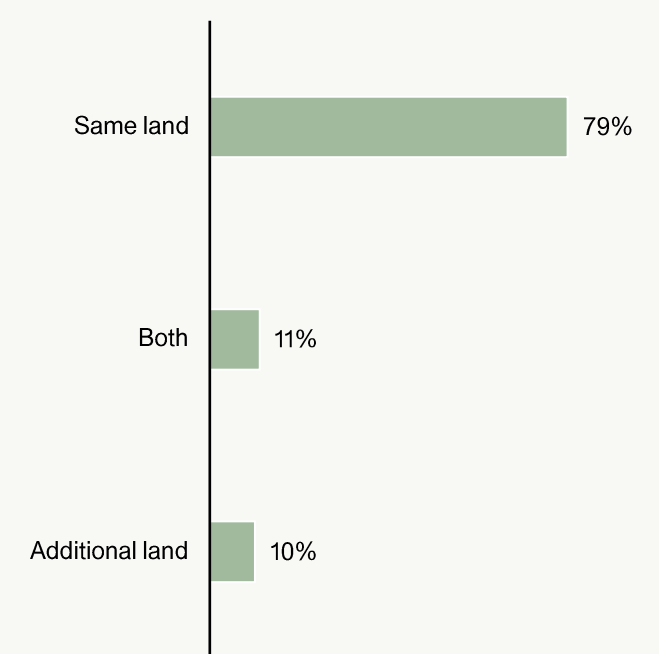
Q: Has the total production from your crops changed because of Better Life Farming's offering? (n = 224)

● ● ● ● ● - TOP 20%



## Reasons for Increase in Production

Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 222)





# Income Change

Nearly all farmers report an increase in crop income, with half saying this has ‘very much increased’. Farmers primarily attribute this to an increase in price.

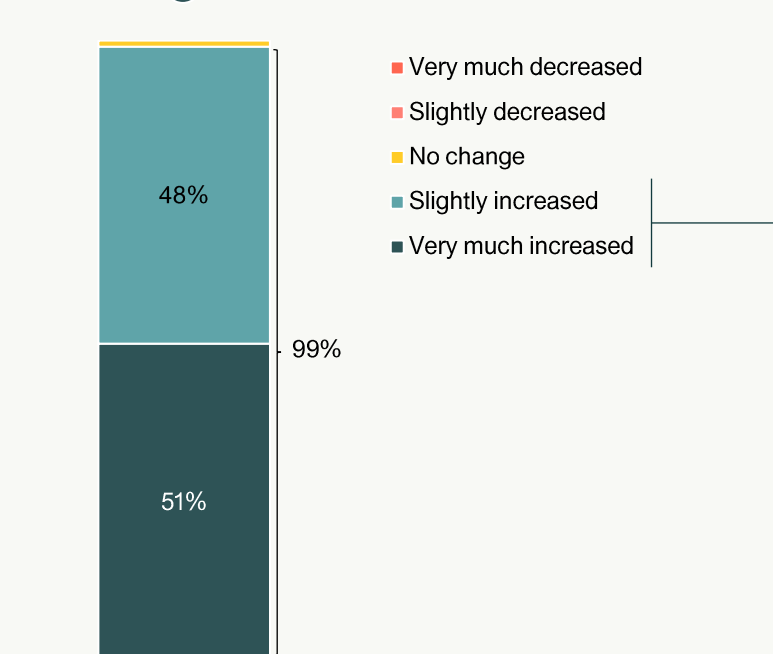
We find that farmers from Berkah Tani are more likely to report significant increases in their income compared to other BLFCs – even after isolating variables like farmer type and offerings received (54% vs 37%). Interestingly, farmers from Berkah Tani are more likely to attribute increased income to receiving a better price (86% vs 74%) and are less likely to attribute this to an increase in volume sold (27% vs 43%) compared to those from other BLFCs.

Given that a substantial proportion of BLF-only farmers (55%) also reported significant increases in crop income, expanding reach52 training to this group presents a promising opportunity to amplify these benefits. Find out more on page [46](#).

## Changes in Income

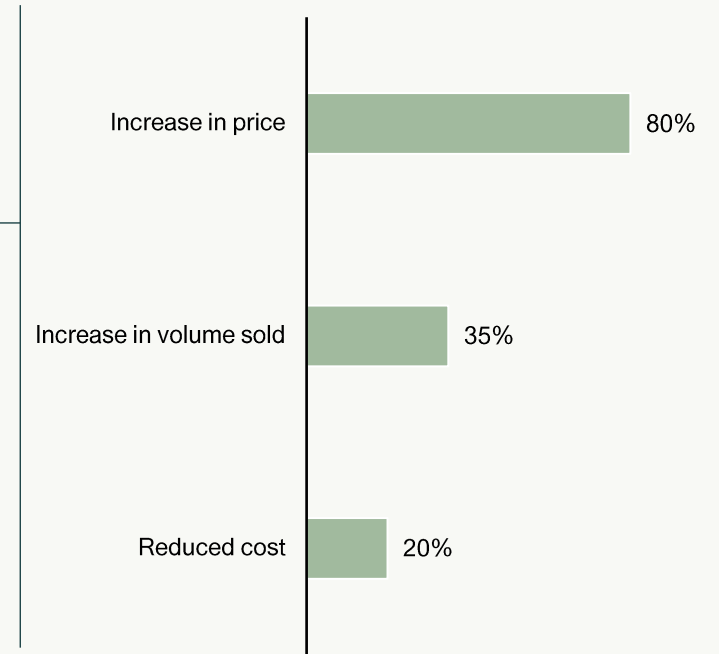
Q: Has the money you earn from your main crops changed because of Better Life Farming? (n = 224)

● ● ● ● ● - TOP 20%



## Reasons for Increased Income

Q: What were the main reasons for the increase in money earned? Select all that apply. (n = 221)



# Quality of Life: Overview

BLF-only farmers are more likely to report significant improvements in their quality of life compared to the overlap group (55% vs 43%). Increased income has the potential to drive meaningful household impact, enhancing the ability to afford basic needs while also enabling the application of learnings.

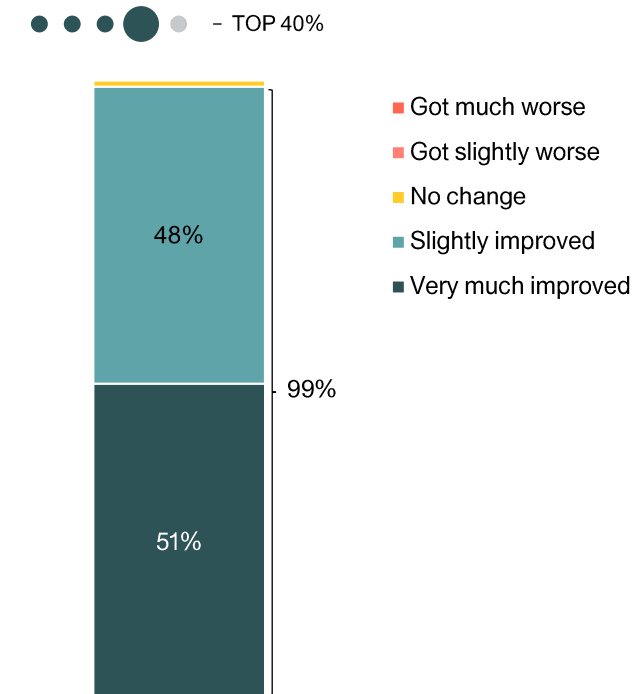
Farmers from Berkah Tani report greater improvements in their quality of life compared to farmers from other BLFCs (62% vs 43%).

Find out more about the top self-reported quality of life outcomes on the next page

Increases in production and income are leading to nearly all farmers saying their quality of life has improved because of BLF.

## Perceived Quality of Life Change

Q: Has your quality of life changed because of Better Life Farming? (n = 224)



“Due to the increase in production and a good harvest, owing to BLF, my income has also risen. Now, I can afford to meet our household needs, including providing more nutritious food. I am also able to pay for my children's school fees.” - Female, 35

“Daily life has improved, enabling better nutrition and the ability to provide snacks for the children. What was once a meager income is now enough to cover school expenses, with occasional surplus harvests that can be sold to meet daily living needs.” - Female, 36

# Quality of Life: Top Outcomes

The top quality of life outcomes are shown on the right. Others include:

- Improved knowledge of farming practices (19%)
- Ability to pay off debt (9%)
- Improved housing (5%)

Farmers part of the overlap group are significantly more likely to report the ability to afford nutritious food as a driver of improved quality of life, compared to BLF-only farmers (33% vs 20%). Additional reach52 trainings on nutrition and health practices may influence how farmer households allocate earnings gained through their interaction with BLF.

Better financial stability through increased income is the top self-reported driver of improved quality of life.

## Top Outcomes for 99% of Farmers Who Say their Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 223). Open-ended, coded by 60 Decibels.

93%

talk about **financial stability through increased income**

“I feel increasingly happy because we now have extra money. It helps support my family by covering my children's needs, including their snacks and transportation.” - Female, 45

40%

mention **ability to afford education**

“Due to the increase in production and a good harvest, my income has also risen. Now, I can afford to meet our household needs, including providing more nutritious, higher-quality food. I can also pay for my children's school fees.” - Female, 38

22%

report **ability afford nutritious meals**

“Before, we only ate tempeh, but now we can occasionally afford chicken. Our diet has improved- we still buy tempeh sometimes, but now we also enjoy chicken.” - Female, 50

# Investment Confidence and Financial Planning

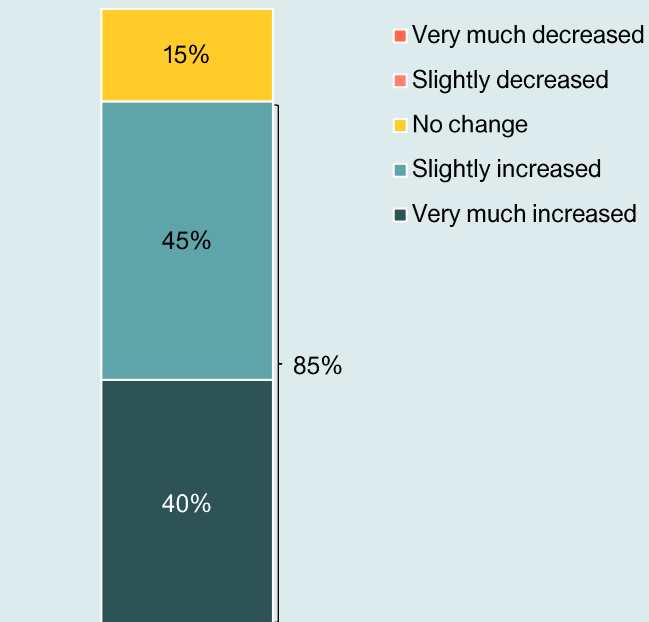
85% of farmers say their confidence to invest on their farms has increased because of BLF. Nearly all report improvements in their ability to plan finances.

Farmers who receive both inputs and training from BLF are more likely to report significant improvements in both their confidence to invest (43% vs 19%), as well as in their ability to plan finances (50% vs 19%) compared to those receive only one of these services.

The combination of both services likely makes it easier for farmers to purchase the inputs recommended during training and increases their confidence in using these inputs effectively, as they also receive guidance on how to apply them.

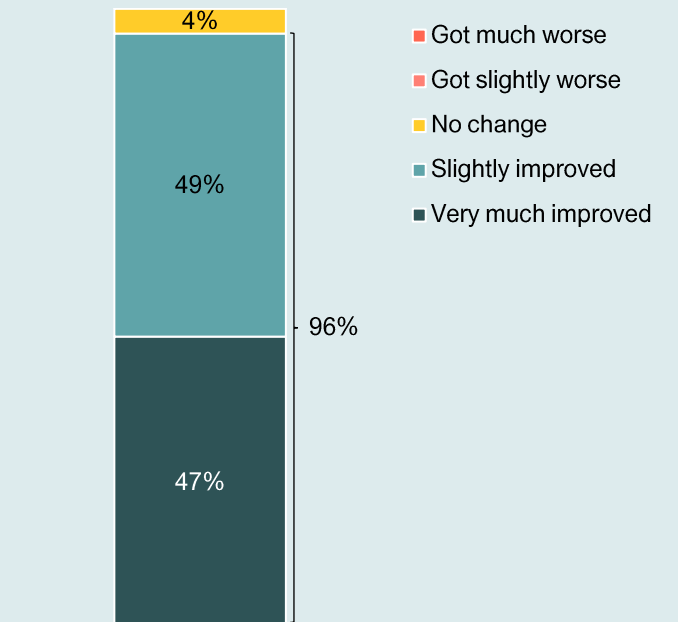
## Change in Confidence in Farm Investment

Q: Has your confidence to make decisions on investing in agriculture changed because of Better Life Farming? (n = 156\*)



## Change in Financial Planning Ability

Q: Has your ability to plan your finances changed because of Better Life Farming's offering? Has it: (n = 156\*)



\*Not asked to farmers part of the overlap group.

# Level of Stress

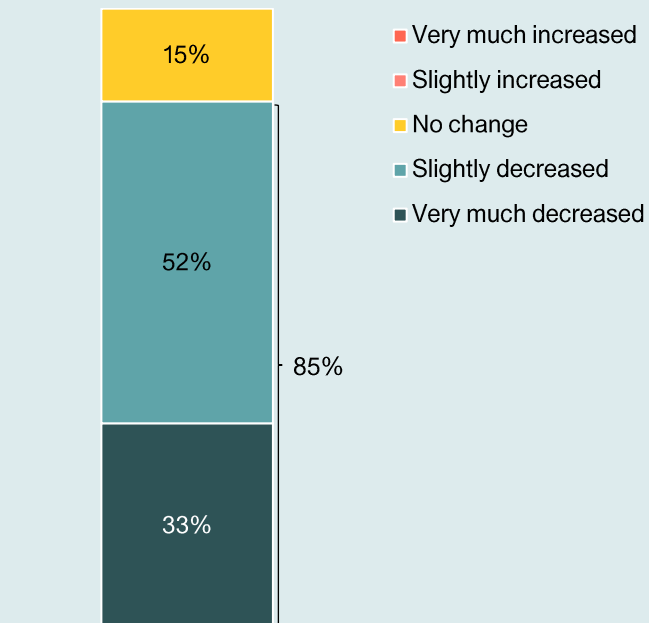
85% of farmers report reduced stress levels because of BLF.

Farmers without prior access to a service like the one BLF provides are more likely to say their level of stress has 'very much decreased' compared to those with access to similar services (36% vs 17%). Impact on first time users may be magnified owing to the novelty of BLF's services.

Debt management is a key driver of reduced stress among farmers. Those with very much decreased stress levels are more likely to report the ability to pay off their debt as a driver of improved quality of life compared to others (22% vs 7%).

## Impact on Livelihood Stress

Q: Has your level of stress changed because of Better Life Farming? (n = 156\*)



“Life has become more prosperous with increased harvests and easier access to markets, thanks to BLF’s support. My financial burden is lighter now, as owing money to others can be stressful. It’s much better to receive consultations, loans, and seeds to help achieve greater well-being.” - Female, 22

“With the increase in my harvest, I can now save money, invest in gold, and set aside funds for my children's education.” - Female, 40

\*Not asked to farmers part of the overlap group.

# Household Expenditures and Well-Being

9 in 10 farmers report increased spending on home improvements, education, healthcare, and quality food because of BLF.

In line with other impact metrics we have seen, farmers associated with the Berkah Tani BLFC are more likely to report the following outcomes compared to others

- ‘Very much increased’ quality of meals (65% vs 41%)
- ‘Very much increased’ education spending (51% vs 33%)
- ‘Very much increased’ health check-ups (52% vs 35%)

We also find that farmers who receive linkage to an MFI / insurance providers through BLF are more likely to report significant increases in their spending on home improvements, compared to those who do not receive this service (59% vs 35%). Such spending may require larger investment which may be facilitated through access to credit.

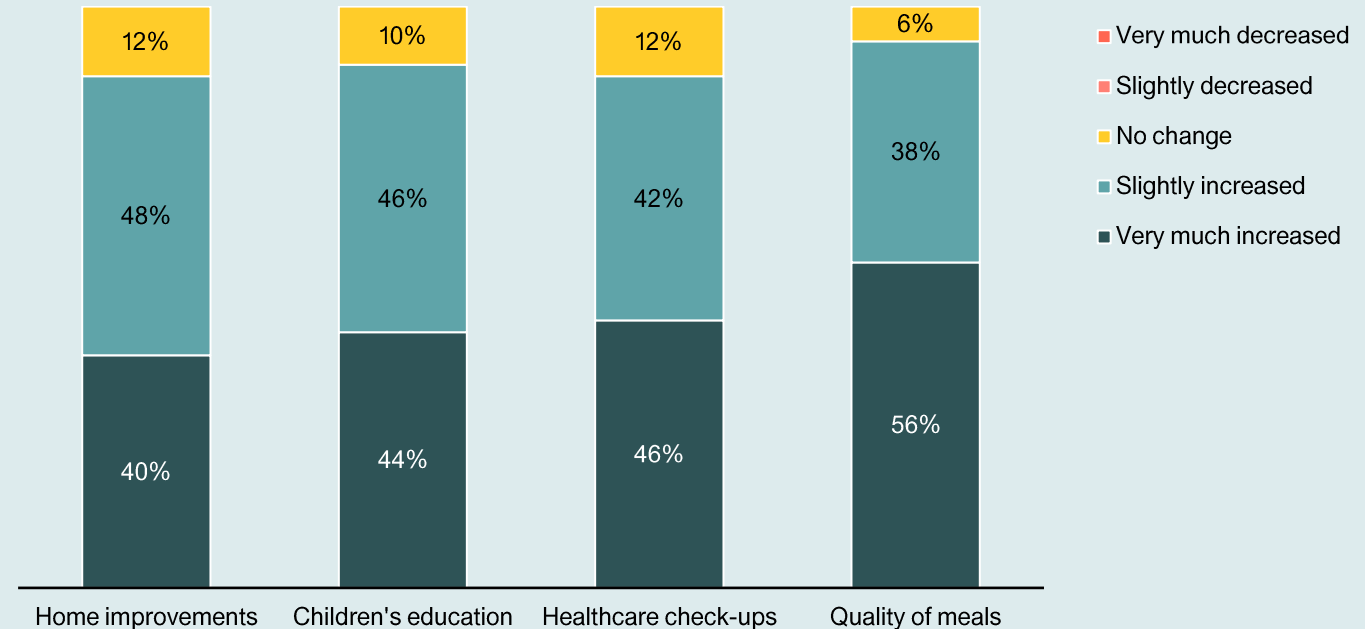
## Changes in Household Expenditures and Well-Being

Q: Has the amount you spend on home improvements changed because of Better Life Farming? (n = 156\*)

Q: Has the amount you spend on your children to go to school changed because of Better Life Farming? (n = 156\*)

Q: Has how often you are able to go to a healthcare provider for check-ups/if you fall ill changed because of Better Life Farming? (n = 156\*)

Q: Has the quality of meals (fruits and vegetables) your family eats changed because of Better Life Farming? (n = 156\*)

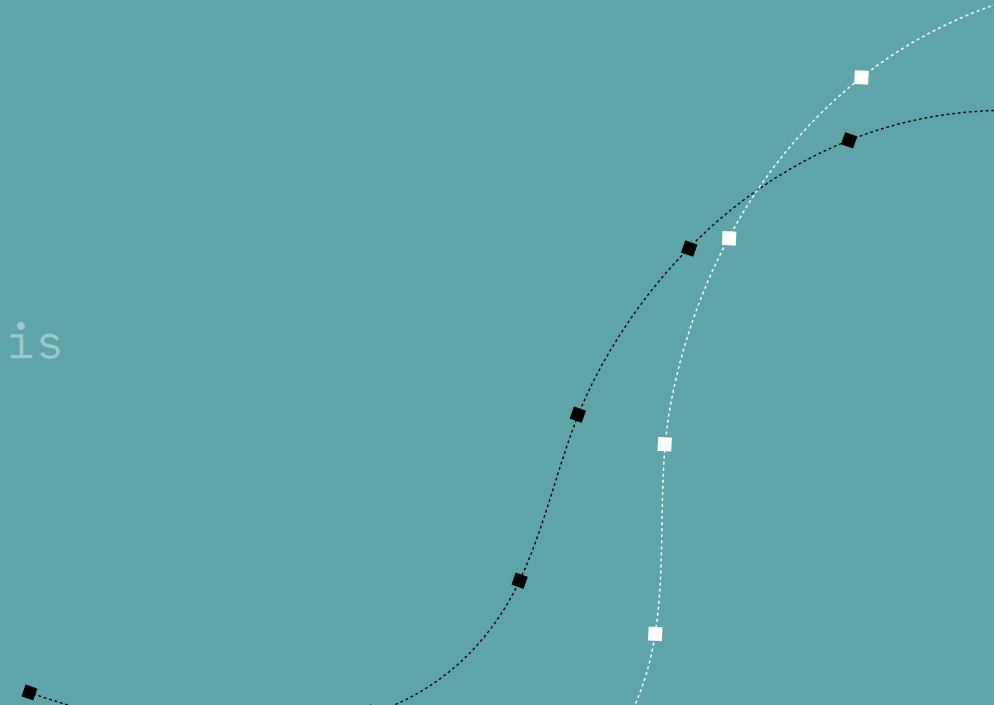


\*Not asked to farmers part of the overlap group.

# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“Since joining BLF, my rice harvest has increased, leading to better income. I achieved higher yields and improved crop quality.”  
- Female, 39



# Farmer Satisfaction: Overview

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

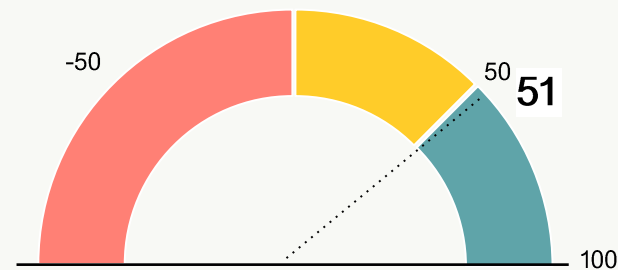
NPS is significantly higher among farmers who did not have prior access to services like the ones BLF provides, compared to those with prior access (NPS of 54 vs. 32). Such farmers may value how BLF is providing them with a unique service and hence, show higher satisfaction levels.

BLF has a Net Promoter Score® of 51, which is excellent and at par with the 60dB Farmer as Customer benchmark.

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend the Better Life Farming to a friend or family member where 0 is not at all likely and 10 is extremely likely? (n = 224)

● ● ● ● ● - MIDDLE



NPS = % Promoters — % Detractors

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

### Promoters

“I've noticed improvements in the development of the rice fields, which have led to better outcomes. The agricultural progress is evident, and the thriving rice is producing higher yields.”

- Female, 26

### Passives

“Since the training from BLF, I've noticed a slight improvement in my harvests. However, obtaining fertilizers remains challenging due to limited accessibility.”

- Female, 54

### Detractors

“They need to improve communication about their offerings, programs, and training. Additionally, they should listen to feedback from villagers to better meet their needs.”

- Female, 32



# Farmers Satisfaction: NPS Drivers

Promoters and Passives value improved farm production since engaging with BLF and the access to high-quality inputs.

52% are Promoters :)

## They love:

1. Improved farm production  
(57% of Promoters / 30% of all farmers)
2. Better quality of crops  
(50% of Promoters / 25% of all farmers)
3. Access to high-quality inputs  
(40% of Promoters / 21% of all farmers)

“I believe BLF helps us advance and improve our farming practices. By following BLF [trainings], my friends and I have achieved better results in crops like rice and tomatoes, leading to increased yields.”

- Female, 47

47% are Passives :\

## They like:

1. Access to high-quality inputs  
(61% of Passives / 28% of all farmers)
2. Improved farm production  
(58% of Passives / 27% of all farmers)

## Some complain about:

1. Infrequent trainings  
(7 farmers)

“Overall, it is very beneficial- yields are better, and my income has increased. However, I need more frequent training and access to agricultural capital loans.” - Female, 40

1% are Detractors :(

## They want to see:

1. Better communication  
(1 farmer)
2. More diverse range of inputs  
(1 farmer)
3. More trainings  
(1 farmer)

“Overall, I aim to switch to better fertilizers and seek broader financial support. Their agricultural medicines and fertilizers are not sufficient, and the available variants are limited. I hope they provide more options.”

- Female, 32

# Challenge Experience

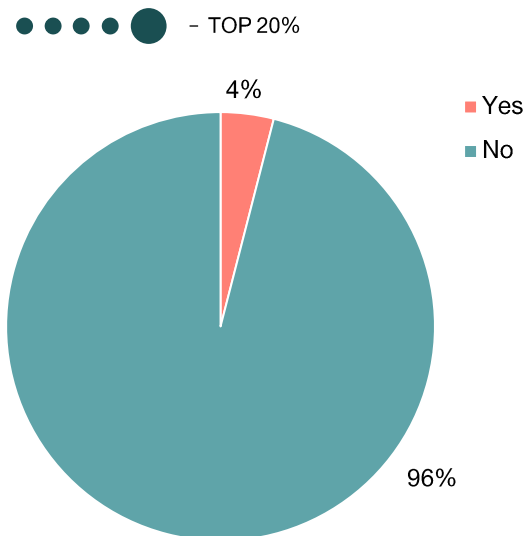
Farmers who access both inputs as well as training from BLF are less likely to report facing challenges compared to those accessing only one of the two services (3% vs 13%).

Farmers with prior access to services similar to BLF are more likely to report facing challenges compared to others (14% vs 2%). We see a similar trend for farmers with good alternatives compared to those without (20% vs 1%). Having access to similar services or alternatives may come with higher expectations and the ability to compare BLF's services to others – especially around input availability and price.

Only 4% of farmers report facing a challenge with BLF. This is in the Top 20% of the 60dB Farmer as Customer benchmark.

## Farmers Reporting Challenges

Q: Have you experienced any challenges with Better Life Farming? (n = 224)



## Top Challenges

Q: Please explain these challenges using the Better Life Farming. (n = 10). Open-ended, coded by 60 Decibels.

### 1. Limited availability of inputs

(5 farmers)

“It is sometimes quite hard to get their fertilizer due to the limited stock.”  
- Female, 34

### 2. High input costs

(3 farmers)

“The price is not as what I expected; it is higher than what I previously used to purchase.” - Female, 53

### 3. Inadequate communication

(3 farmers)

“I faced some difficulties with BLF in the past, mainly due to a lack of information. At times, I missed important updates, which made it challenging to access their offerings.”  
- Female, 39

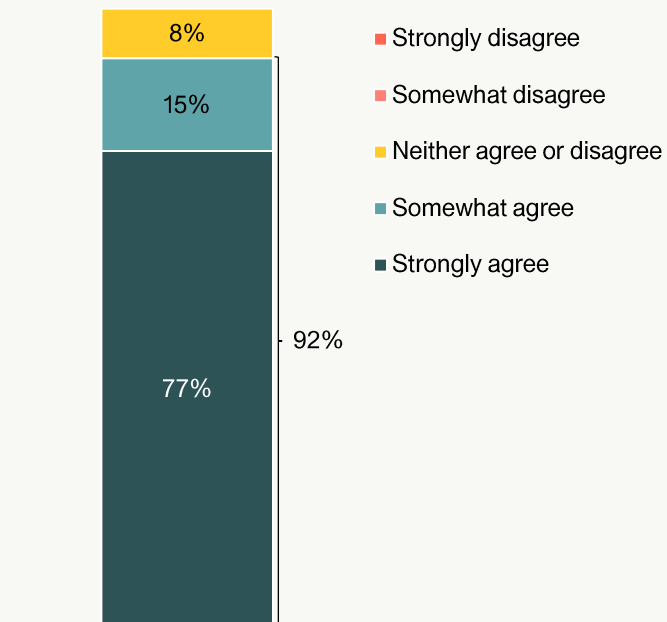
# Safeguarding Interests and Value Perception

We find that farmers who receive linkage to an MFI / insurance provider through BLF are more likely to find the value offered by BLF to be 'very good' compared to others who do not receive such services (60% vs 39%). This suggests that financial services may be seen as a stronger value-add compared to traditional offerings like inputs and training. This is in line with farmers' top self-reported suggestions for improvement (see next page).

77% farmers 'strongly agree' that BLF puts their interests first. 44% find the value offered by BLF to be 'very good'.

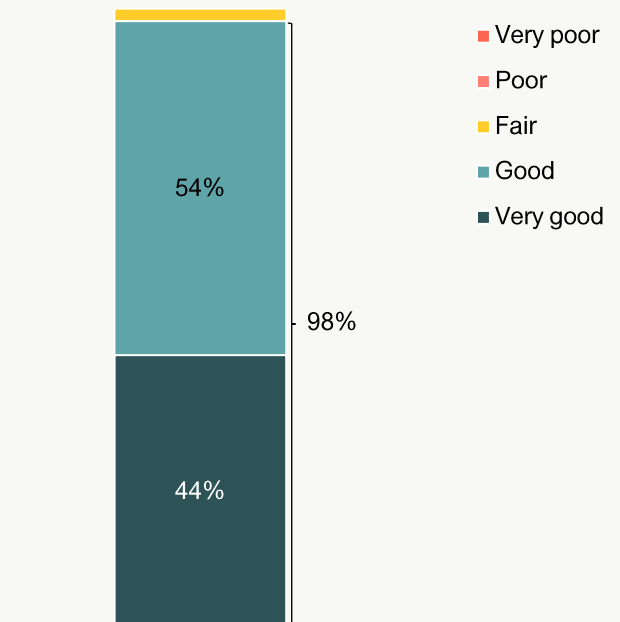
## Farmer Perception of BLF

Q: To what extent do you agree or disagree with the following statement: "Better Life Farming puts my interest first." (n = 224)



## Value Perception

Q: Do you think the value offered by Better Life Farming is? (n = 224)



# Future Engagement and Support Needs

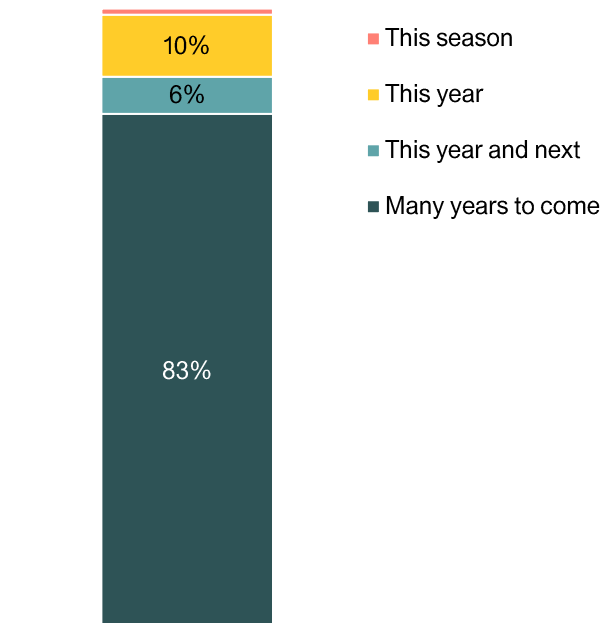
Farmers who 'strongly agree' that BLF puts their interests first are more likely to see themselves using its services for many years to come, compared to others (89% vs 67%). This highlights the importance of building trust and demonstrating alignment with farmers' needs to foster sustained engagement.

Expanding access to financial services could help address a key challenge and provide better support for farmers.

83% of the farmers see themselves using BLF's offerings for many years to come. Going forward, 30% want BLF to provide financial assistance.

## Anticipated Duration of Use

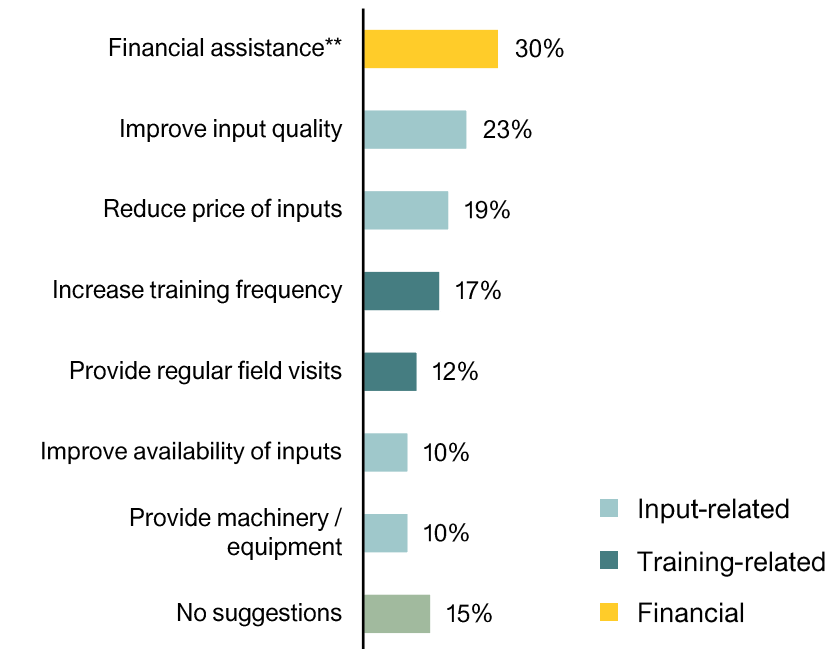
Q: How long do you see yourself using Better Life Farming's offering? (n = 156\*)



\*Not asked to farmers part of the overlap group.

## Suggestions For Improvement

Q: What could Better Life Farming do at this time that would be helpful to you? Open-ended, coded by 60 Decibels. (n = 156\*)

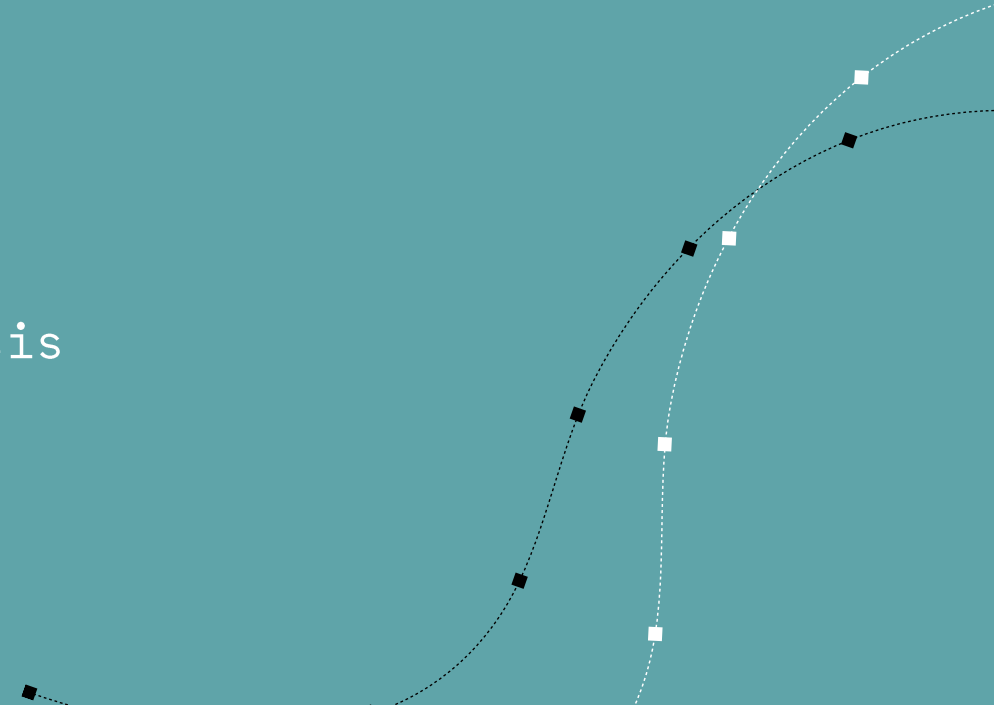


\*\*refers to credit to purchase inputs.

# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“Good nutrition is crucial for the family’s health, especially for the mother. It significantly improves overall well-being and ensures that everyone in the household can thrive.”  
- Female, 40



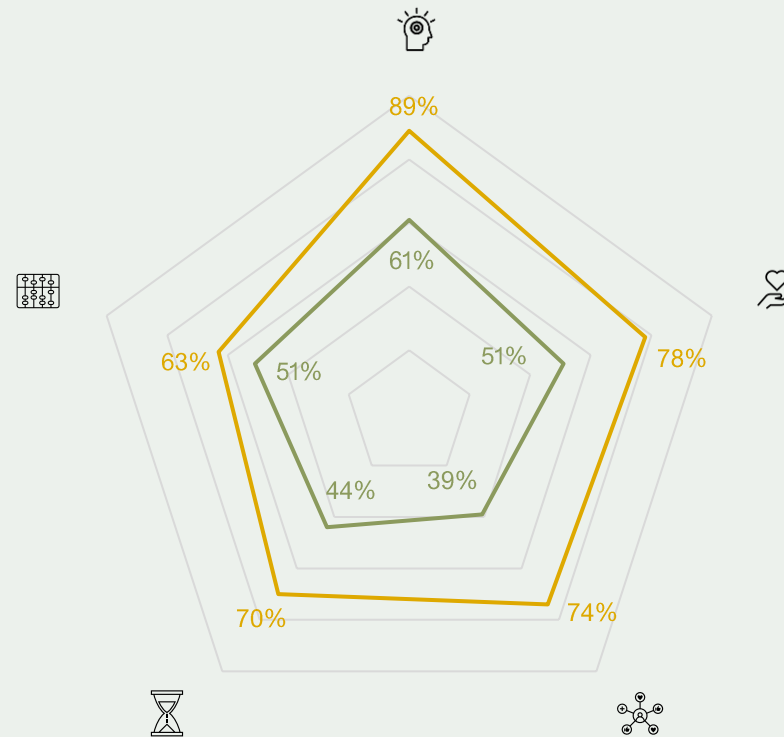
# Performance Snapshot: Income Change

Increased in income because of BLF is enabling farmers to actualize their learnings from reach52 and thereby, driving better health outcomes.

We focus on the overlap group (beneficiaries who received both BLF and reach52 services) to understand how the two interventions influence each other.

Across most reach52 metrics (shown to the far right), we find that farmers who report 'very much increased' crop earnings because of BLF are more likely to have realized meaningful health and nutrition outcomes. Improved income may provide beneficiaries with the resources needed to implement the information they received from reach52 more effectively, which has positive knock-on effects on farmers' health-seeking behaviors. This is validated by farmers reporting 'very much increased' crop earnings being more likely to apply 'all' of the training compared to others (56% vs 34%).

## Trends by Change in Farm Income



### Key



'Very much increased' income from BLF  
n = 27



'Slightly increased', 'no change', or 'decreased' income from BLF  
n = 41



**Awareness of Health**  
% 'very much improved'



**Way of Providing Care**  
% 'very much improved'



**Influence on Healthcare Decisions**  
% 'very much increased'



**Frequency of Healthcare Visits**  
% 'very much increased'

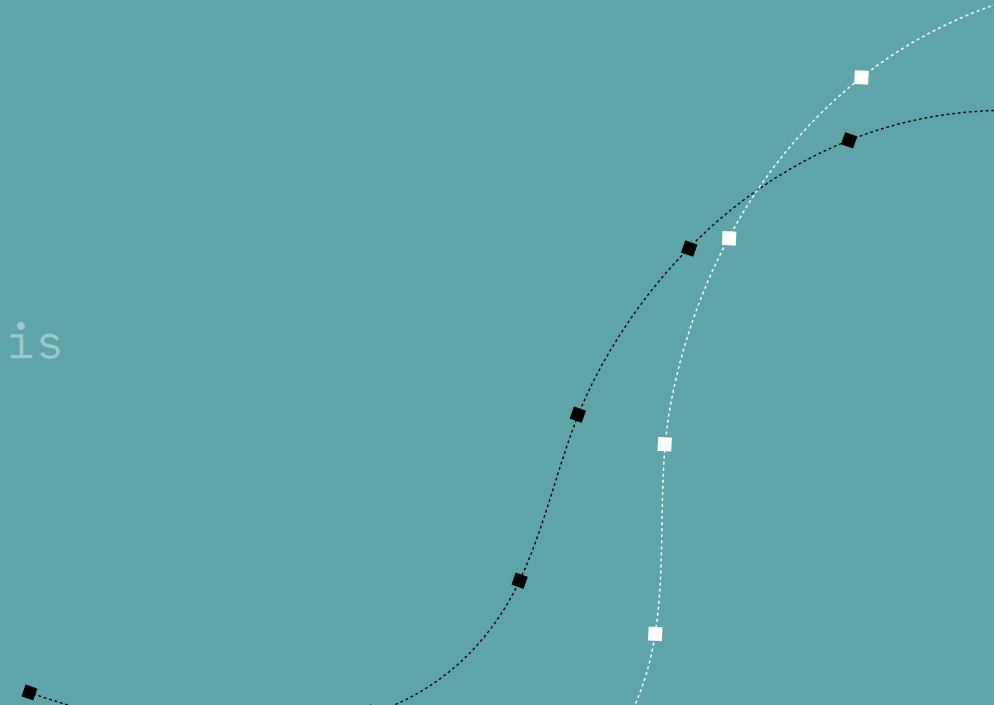


**Ability to Ask Questions**  
% 'very much improved'

# Table of Contents

- reach52
- Beneficiary Profile
- Impact Performance
- Respondent Experience
- Better Life Farming
- Farmer Profile
- Impact Performance
- Farmer Experience
- Segmentation Analysis
- Income Change
- Appendix

“They are friendly and helpful. The topics they have shared during the sessions are mostly easy to understand, making it accessible for everyone.”  
- Female, 35



# Appendix

“Since participating in the monthly posyandu sessions, my family's health has significantly improved, and we rarely get sick. The regularity of these sessions has positively impacted our well-being. I've noticed that our health has improved, and we seldom need medical treatment.” - Female, 33





# Summary Of Data Collected

This project was initially designed to be conducted via phone calls. However, during the pilot phase, we encountered significant challenges with invalid or incorrect phone numbers, which made phone-based data collection unfeasible. As a result, we pivoted to in-person collection.

While the NGI program operates in both Serang and Pandeglang, we focused our efforts on Serang to streamline mobilization. Data collection was centered around the three BLFCs in the region (Berkah Tani, M Zaki Tani, and Permata Tan) where we also mobilized reach52 beneficiaries from surrounding areas. There were no specific targets set by center, and we did not reweigh the data to match population size; distribution was solely based on response rates and availability at or around each center.

377 interviews completed between October – November 2024.

## Methodology

Survey mode	In-person interviews
Country	Indonesia
Language	Bahasa Indonesia
Dates	October - November 2024
	Stratified, sample from a database of 525 female BLF farmers and 383 reach52 beneficiaries* from the Serang region.

## Accuracy

	BLF	reach52
Confidence Level	90%	90%
Margin of error	6%	5%

## Research Assistant Gender

Female	21
Male	-

Sampling	Target	Achieved
BLF only	150	156
reach52 only	150	153
Overlap	50	68
Average time per interview	23 mins	

\*The sample frame for reach52 beneficiaries was shortlisted on the basis of their proximity to BLF centers.

# Snapshots from Data Collection

The images show enumerators and farmers / beneficiaries during data collection. Respondents were mobilized with the support of local BLF and reach52 teams and convened in various locations such as local primary schools and auditoriums. Participants were compensated with a \$5 / IDR 75,000 cash incentive for their time.

Given the respondent profile, we intentionally employed an all-female team of enumerators to build trust and ensure comfort during the interviews.



# 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 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](https://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

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After following kader posyandu's advice, I now recognize the importance of maintaining a balanced diet and practicing good hygiene such as washing hands before meals.

We are now

- > more focused on our health
- > more immune to sickness
- > more aware of what to eat

since meeting the kader at the posyandu.

#### **Project Team**

Ramiro Rejas

Malavika Rangarajan

Jacob Thamarappally

Charles Sebastian

Vikas S R

For queries, please email:

[ramiro@60decibels.com](mailto:ramiro@60decibels.com);

[malavika@60decibels.com](mailto:malavika@60decibels.com)