

# Bayer Crop Science: Ansal Tomatoes

Kenya



# Welcome To Your 60dB Results

We enjoyed hearing from 418 of your Ansal Tomatoes farmers in Kenya – they had a lot to say!

## Contents

### Headlines

- 03 / Performance Snapshot
- 04 / Top Actionable Insights
- 05 / Farmers' Voices

### Detailed Results

- 07 / Farmer Profile
- 09 / Impact Performance
- 20 / Farmer Experience

### Appendix

- 32 / Methodology

# Top Insights

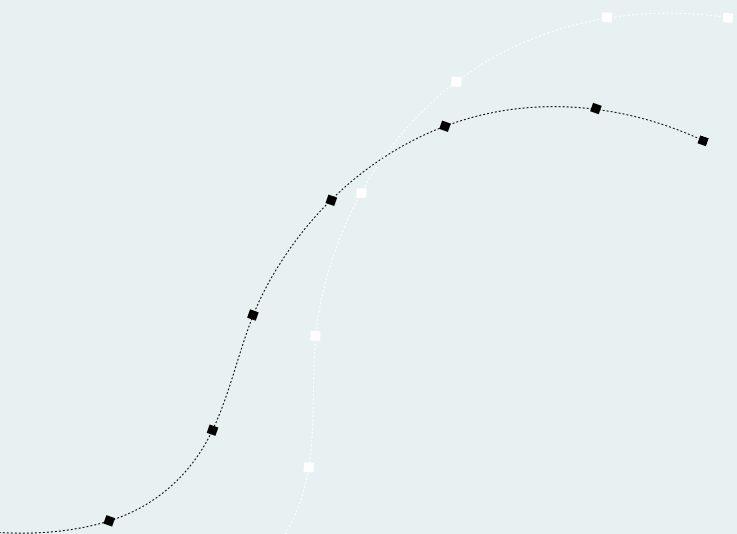
- 1** **Ansal Tomatoes has higher yields, lower loss rates, and longer shelf life.**
- 78% of farmers report their most recent harvest, which was on average 161 boxes, to be more than what they would get without Ansal Tomatoes. Farmers report losing about 13% of produce to decay, but 79% say this is less than what they would expect without Ansal Tomatoes. On average, tomatoes stay 15 days before going bad, which 81% report is more than without Ansal Tomatoes.
- See pages [10](#), [11](#) and [12](#)

- 2** **Ansal Tomatoes is impacting farmers' livelihood positively.**
- 73% of farmers have seen improvements in their way of farming. As a result, the majority have seen increased production and productivity which has led to increased incomes and a reduction in livelihood stress. Overall, 81% of farmers say their quality of life has improved with increased incomes, the ability to afford expenses, and purchase assets as top outcomes.
- See pages [13](#), [15](#), [16](#), [17](#), [18](#), and [19](#).

- 3** **Farmers are largely satisfied with Ansal Tomatoes, and they value the offering.**
- Ansal Tomatoes has a Net Promoter Score of 48, which is favorable. The top value drivers are improved production, good seed quality, and resistance to pests and diseases. Further, 83% of farmers perceive the value of Ansal Tomatoes to be 'good' or 'very good'.
- See pages [23](#), [24](#), and [28](#).

- 4** **Farmers are experiencing challenges and it is impacting their satisfaction.**
- 51% of farmers have experienced a challenge with Ansal Tomatoes. Top challenges revolve around pests and diseases, crop health, and low production. The NPS for farmers with challenges is significantly lower (28) than that of those without challenges (69) implying challenges are a big driver of satisfaction and loyalty.
- See pages [25](#) and [26](#).

- 5** **Farmers with a longer engagement tenure report higher impact but have lower satisfaction and more challenges.**
- Farmers who have been with Ansal Tomatoes for 2 years or longer are more likely to report better harvest productivity and change in their way of farming, production, revenue, and quality of life, compared to shorter-tenured farmers. However, they report higher challenge rates and lower satisfaction (NPS). Relatedly, a lower proportion of them reports receiving any training on Ansal Tomatoes.



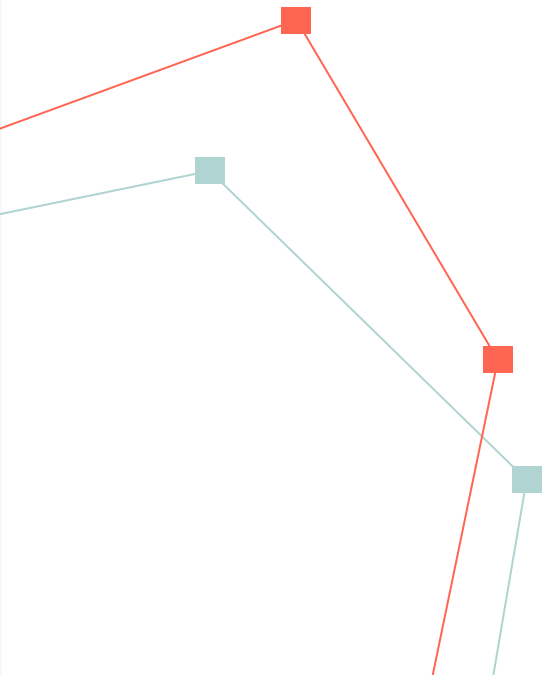
# Performance Snapshot

Ansal Tomatoes is having a positive impact on farmers' livelihoods overall, with room to deepen impact and satisfaction by addressing farmer challenges.

<p>Poverty Profile</p> <p><b>0.72</b></p> <p>Inclusivity Ratio</p>	<p>Impact</p> <p><b>52%</b></p> <p>quality of life 'very much improved'</p>	<p>What Impact</p> <ul style="list-style-type: none"> <li>• 49% mention increased income</li> <li>• 44% say they can afford household expenses</li> <li>• 15% talk buying new assets</li> </ul>	<p>Way of Farming</p> <p><b>33%</b></p> <p>'very much improved'</p>	<p>Farmer Voice</p> <p>"Higher yields and low cost of production has helped me make good money from farming Ansal tomatoes." – Male, 46</p> <p>Data Summary</p> <p>Ansal Tomatoes Performance: 418 farmer phone interviews in October 2022 in Kenya.</p>
<p>Net Promoter Score®</p> <p><b>48</b></p> <p>on a -100 to 100 scale</p>	<p>Challenges</p> <p><b>51%</b></p> <p>report challenges</p>	<p>Crop Revenue</p> <p><b>55%</b></p> <p>'very much increased'</p>	<p>Production</p> <p><b>50%</b></p> <p>'very much increased'</p>	

# Farmers' Voices

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



## Impact Stories

88% shared how Ansal Tomatoes had improved their quality of life

“The production of Ansal tomatoes is cheap, and this has slightly increased the profit I get after harvesting the tomatoes. Today I'm able to give my family quality food, clothing and afford other basic needs.” - Female, 45

“I make more money with Ansal and that has been very helpful in paying my farm workers and buying inputs that I use on my farm.” - Female, 54

“I have regular income from tomato farming which means I can plan to pay for expenses like even education for myself without worry.” - Male, 32

“Now I get more income which has improved my family's living standards. Using Ansal seeds has also improved my farming skills in terms of planting nursery bed, transplanting seedlings, using pesticides and using fertilizers.” - Female, 45

“When I started growing the tomatoes, I did not have a cow but now I own one. I have built a better house and am planning to buy a plot.” - Male, 37

“Now I'm able to cater for most needs for my family and personal needs because I earn good money from my tomato sale.” - Female, 48

## Opinions on Value Proposition

56% were Promoters and highly likely to recommend

“I have noticed it is disease resistant. The productivity is high and lastly the fruit itself is hard not soft which stays for long after harvest without going bad.” - Female, 39

“They grow well and doesn't require a lot of work in planting and harvesting it. It requires moderate water supply to sustain it and can grow in semi arid areas as well.” - Male, 42

## Opportunities for Improvement

47% had a specific suggestion for improvement

“Ansal Tomatoes are very expensive. They should consider reducing the price to accommodate most farmers.” - Female, 38

“They should have regular farm visits to farmers to help and guide them during the season.” - Male, 53

# Table of Contents



- Farmer Profile
  - > Demographics
  - > Income Profile
- Impact Performance
  - > Harvest Productivity
  - > Way of Farming
  - > Crop Production
  - > Income Change
  - > Livelihood Stress
  - > Quality of Life
- Farmer Experience
  - > Training Experience
  - > Farmer Satisfaction
  - > Challenges
  - > Environmental Benefits
  - > Value Perception
  - > Closing Thoughts

“I introduced the use of fertilizer and apply it to increase production and the farm's yield.” - Male, 37

# Demographics

62% of farmers we spoke to came from the Central and Eastern regions.

Note: Results in this report have been segmented by gender, duration of engagement and region of residence. Statistically significant differences have been reported.

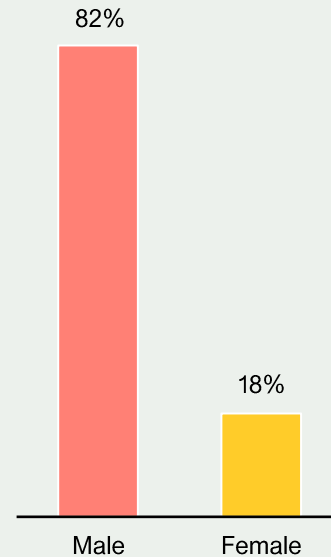
The N value signifying sample size may vary based on the survey logic and the number of farmers who chose to skip a question or were unable to answer it.

The typical farmer we spoke to was a male aged between 30-49 years, living with 4 other people in their household.

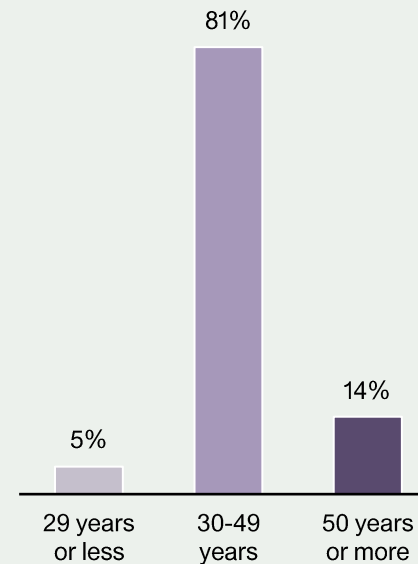
## About the Ansal Tomatoes Farmers We Spoke With

Data relating to farmer characteristics (n = 418)

### Gender



### Age



### Tenure of Engagement

- Less than 2 years (47%)
- 2 or more years (53%)

### Average household Size

**5.2**

### Region

- Central (38%)
- Eastern (24%)
- Rift Valley (19%)
- Others (19%)

# Income Profile

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

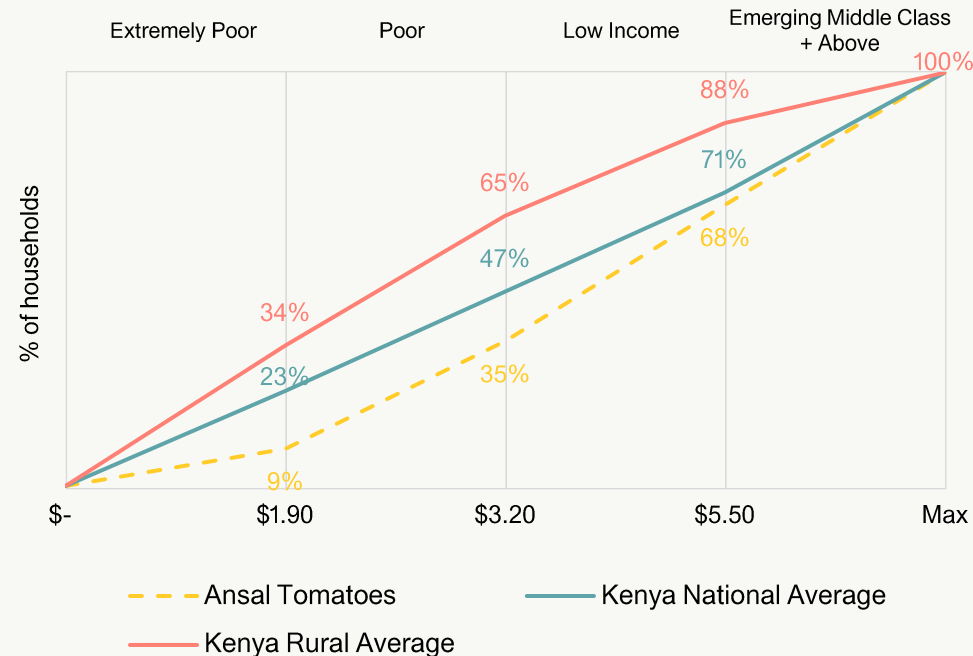
Kenya is classified by The World Bank as a lower-middle income country, so the \$3.20 line is considered the poverty line. Ansal Tomatoes is serving relatively well-off farmers compared to the national and rural population.

Ansal Tomatoes has a national Inclusivity Ratio of 0.72 and a rural Inclusivity Ratio of 0.54.

Ansal Tomatoes are reaching relatively higher income households compared to the Kenyan national average.

## Income Distribution of Ansal Tomatoes Relative to Kenya

% living below \$xx per person / per day (2011 PPP) (n = 392)



## Inclusivity Ratio

Degree that Ansal Tomatoes is reaching low-income farmers in Kenya.

# 0.72

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

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



# Table of Contents



- Farmer Profile
  - > Demographics
  - > Income Profile
- Impact Performance**
  - > Harvest Productivity
  - > Way of Farming
  - > Crop Production
  - > Income Change
  - > Livelihood Stress
  - > Quality of Life
- Farmer Experience
  - > Training Experience
  - > Farmer Satisfaction
  - > Challenges
  - > Environmental Benefits
  - > Value Perception
  - > Closing Thoughts

“I am able to afford most of the amenities needed at home, despite our country's economic status, and this is enough for me to live well.” - Female, 38

# Harvest Productivity: Overview

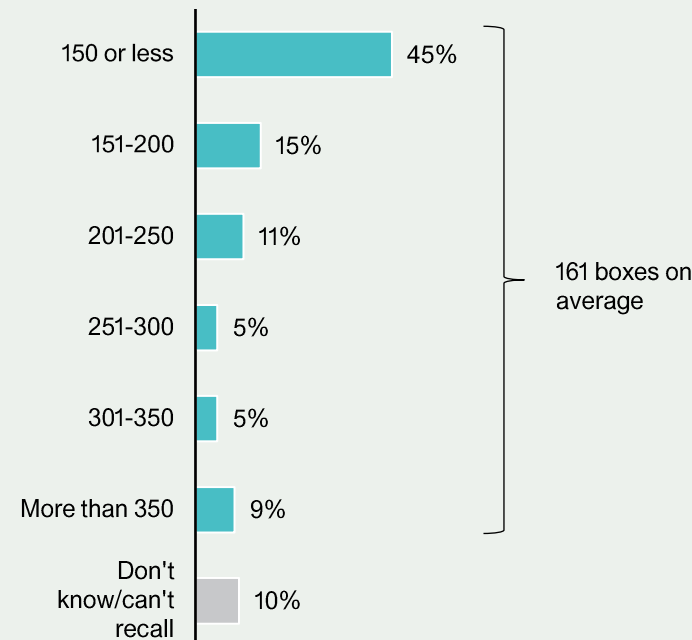
Overall, 78% of farmers say their most recent harvest is more than what they would harvest without Ansal Tomatoes.

A higher proportion of farmers who have a tenure of 2 or more years (63%) reported the Ansal Tomatoes harvest was 'much more' compared to farmers who have a tenure of less than 2 years (51%).

On average, farmers harvested 161 boxes of Ansal Tomatoes in the most recent harvest. 57% say this is much more than what they would have harvested without Ansal Tomatoes.

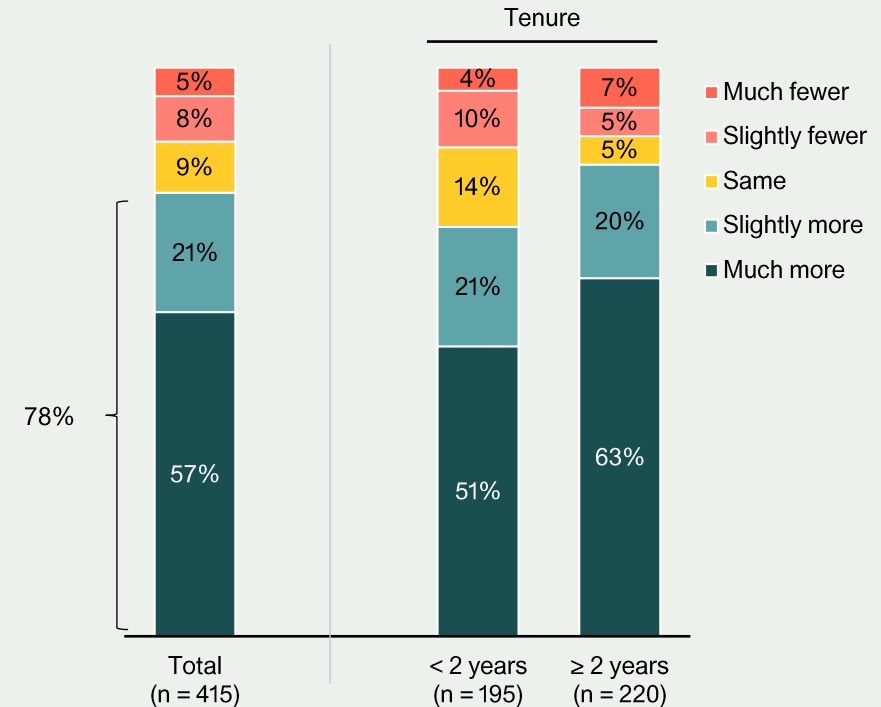
## Harvest Productivity

Q: How many boxes of tomatoes (1 flat box = 100kg) did you harvest in the last planting season? (n = 418)



## Comparison to Harvest Without Ansal

Q: Was this more, less or about the same as what you would do without Ansal Tomatoes? (n = 415)



# Harvest Productivity: Waste

Overall, 79% of farmers said the proportion of losses they experienced is lower than what they would have seen without Ansal Tomatoes.

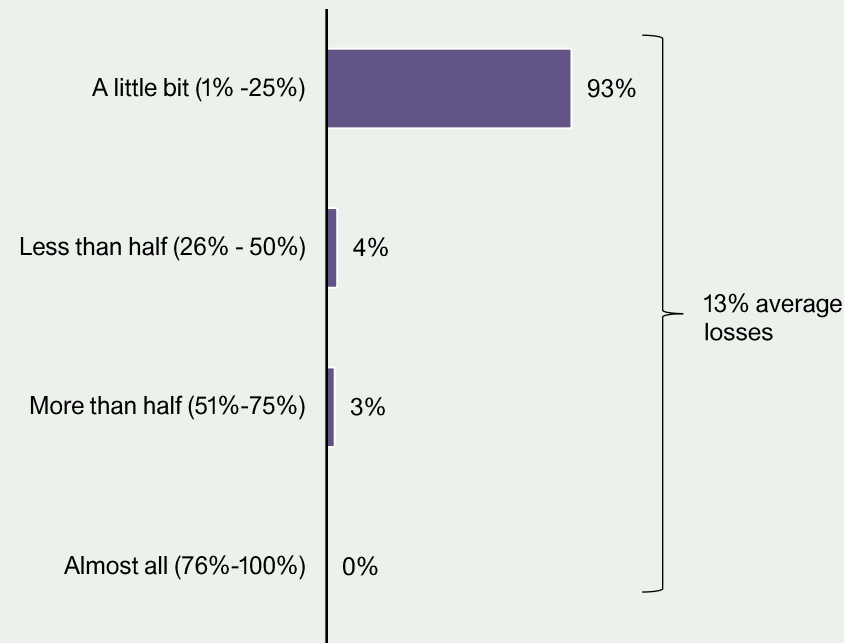
A higher proportion of female farmers (66%) reported wastages with Ansal Tomatoes were much less compared to male farmers (59%).

A higher proportion of farmers with a tenure of 2 or more years reported wastages with Ansal Tomatoes as 'much less' compared to farmers with a tenure of less than 2 years (66% vs 54%).

Farmers lost 13% of their most recent harvest with 61% of farmers saying this is much lower than what they would expect without Ansal Tomatoes.

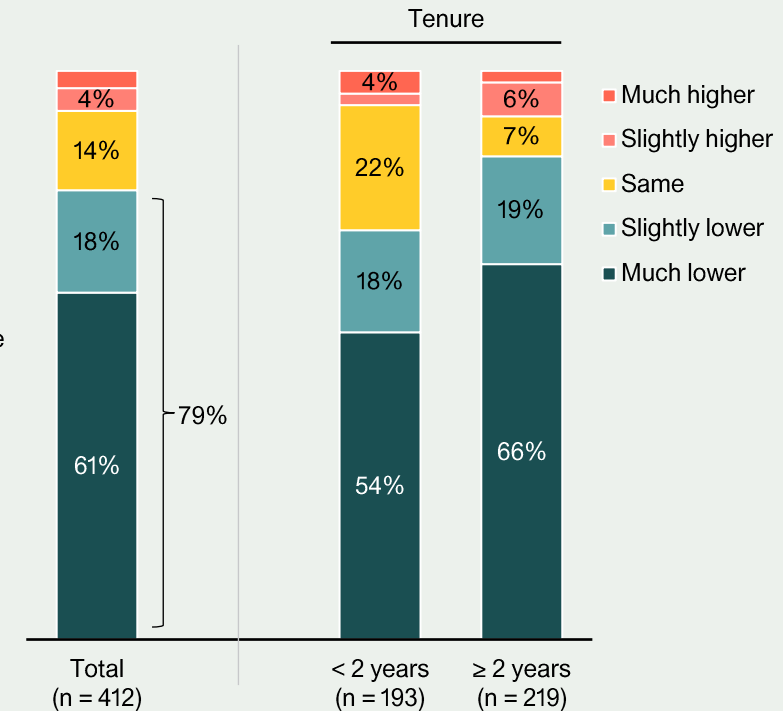
## Harvest Waste

Q: Think about the last batch of tomatoes you harvested. Roughly what proportion (%) of it was wasted – that is, it could not be sold or consumed? (n = 418)



## Comparison to Waste Without Ansal

Q: Was this proportion higher, lower, or about the same as what you would have seen without Ansal Tomatoes? (n = 412)



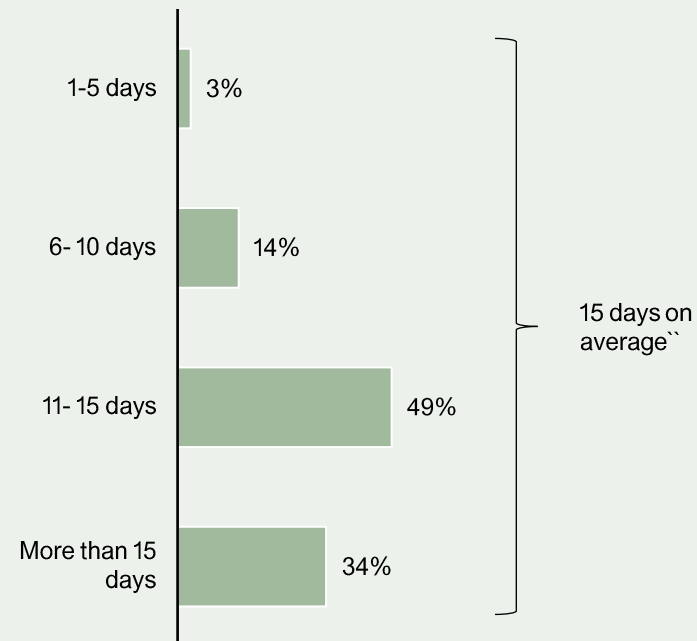
# Harvest Productivity: Decay

Farmers with a tenure of 2 or more years are more likely to report the tomatoes taking much longer to go bad compared to farmers with a tenure of less than 2 years (69% vs 56%)

On average, tomatoes went bad 15 days after harvest. The majority of the farmers say that this is more than they would last without Ansal Tomatoes.

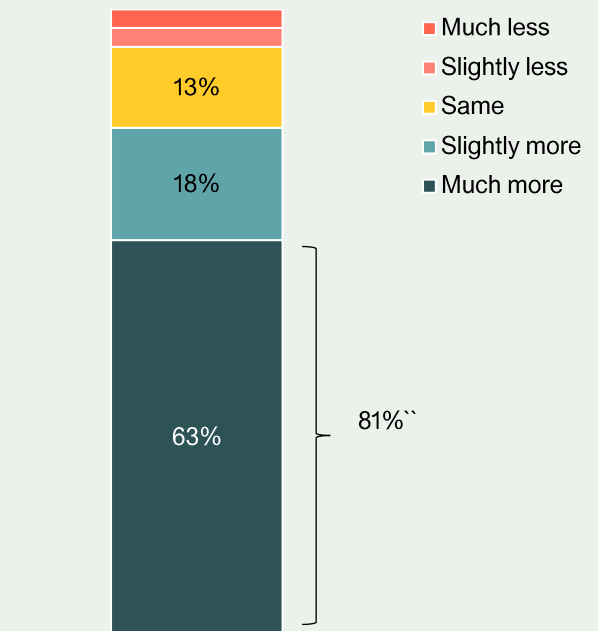
## Days Before Loss

Q: Think about the last batch of tomatoes you harvested. Roughly how many days after harvest did these tomatoes go bad, that is, they were not fit for eating or selling? (n = 418)



## Comparison to Loss Without Ansal

Q: Were these more, less or about the same as what would happen without Ansal Tomatoes?? (n = 414)



# Way of Farming: Overview

Farmers who have engaged with Ansal Tomatoes for 2 or more years are more likely to experience a higher degree of impact with 36% reporting 'very much improved' way of farming suggesting that impact deepens over time.

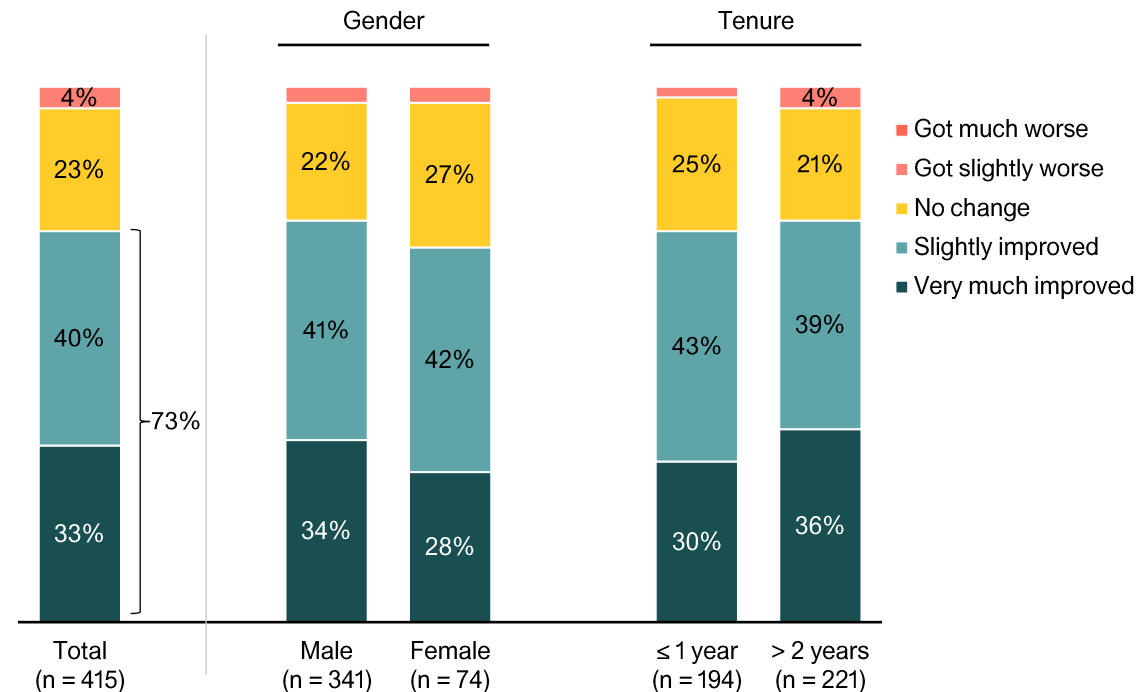
Female farmers were less likely to report significant improvements in their way of farming (28%) compared to male farmers (34%).

Farmers from Rift Valley region were more likely to report significant improvements (40%) compared to those from Central (35%), Eastern (27%), and other regions (30%).

73% of farmers say their way of farming has improved because of Ansal Tomatoes, with 33% reporting significant improvements.

## Perceived Way of Farming Change

Q: Has your way of farming changed because of Ansal Tomatoes? Has it: (n = 418)



### Very much improved:

“I installed drip pipes and started drip irrigation to sustain the tomatoes with water whenever rain is inadequate.” - Male, 42

### Slightly improved:

“I now use enough fertilizer and pesticides compared to before, and at the right time. I ensure that the tomatoes are not affected by weeds.” - Male, 45

# Way of Farming: Top Outcomes

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

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

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

Farmers who reported their way of farming did not change mainly say they were already implementing the methods or they were having issues with pests and diseases.

Farmers who report improvements in their way of farming attribute it to reduced usage of pesticides, access to better inputs and adoption of irrigation methods.

## Top Reasons for 73% of Farmers Who Say Way of Farming Improved

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

24%

mention **better farm inputs**  
(17% of all farmers)

“I introduced the use of fertilizer and apply it to increase production and the farm's yield.” - Male, 37

18%

talk about **reduced use of pesticides and insecticides**  
(13% of all farmers)

“I use less water for Ansal while farming and less pesticides. The type also lasts longer than others and I do not need to take extra care of them after harvest” - Female, 32

15%

cite **better irrigation methods**  
(11% of all farmers)

“I installed drip pipes and started drip irrigation, which was new to me at the time, to sustain the tomatoes with water whenever rain is inadequate.” - Male, 39

# Crop Production

86% of farmers report increased production with 64% of them saying this was on the same land implying improved productivity.

Farmers with a tenure of 2 or more years were more likely to report significant increase in production compared to those with a tenure of less than 2 years (56% vs 43%).

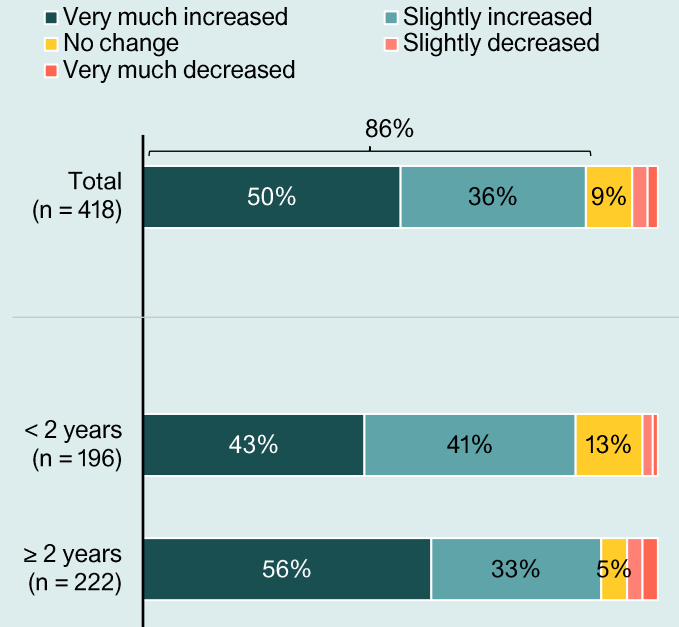
Similarly, male farmers reported significant increases more compared to female farmers (51% vs 46%).

Rift Valley had the highest proportion of farmers reporting significant increase (55%) compared to Central (54%), Eastern (46%) and other regions (44%).

70% of those who experienced decreased production (3% of all respondents) saw this decrease on the same land, implying decreased productivity.

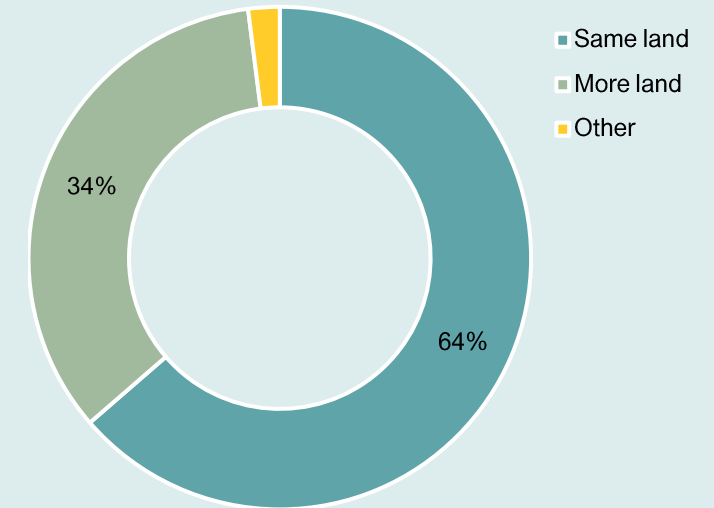
## Impact on Production

Q: Has the total production from your crop changed because of Ansal Tomatoes? (n = 418)



## Reasons for Increase in Production

Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 362)



# Income Change

Farmers from Rift Valley were most likely to report significant increase in income (70%) compared to farmers from Central (55%), Eastern (53%) and other regions (43%).

6% of farmers who reported a decrease in money earned, attributed this to decreased volume sold or decreases in price.

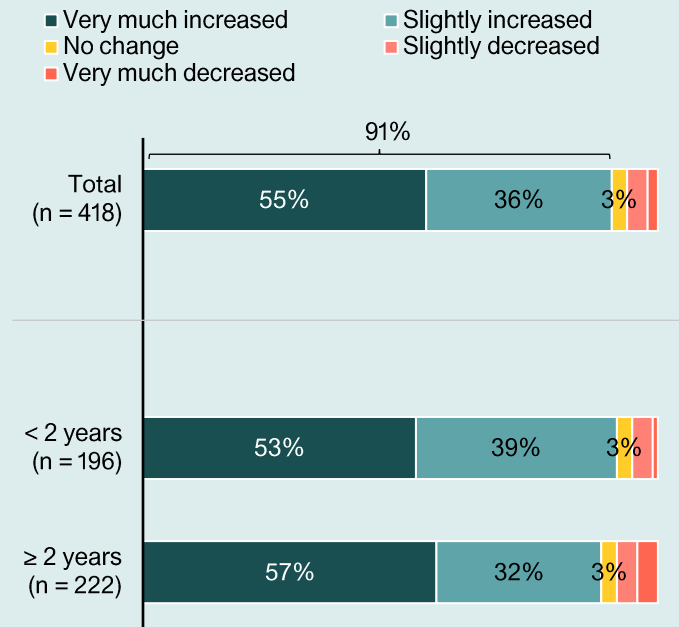
Farmers who have not seen changes in money earned attributed it to:

1. High cost of input/ production cost
2. Low market price/ low profits
3. Effects from pests and diseases

91% of farmers have seen an increase in money earned as a result of Ansal Tomatoes predominantly due to increased volumes sold.

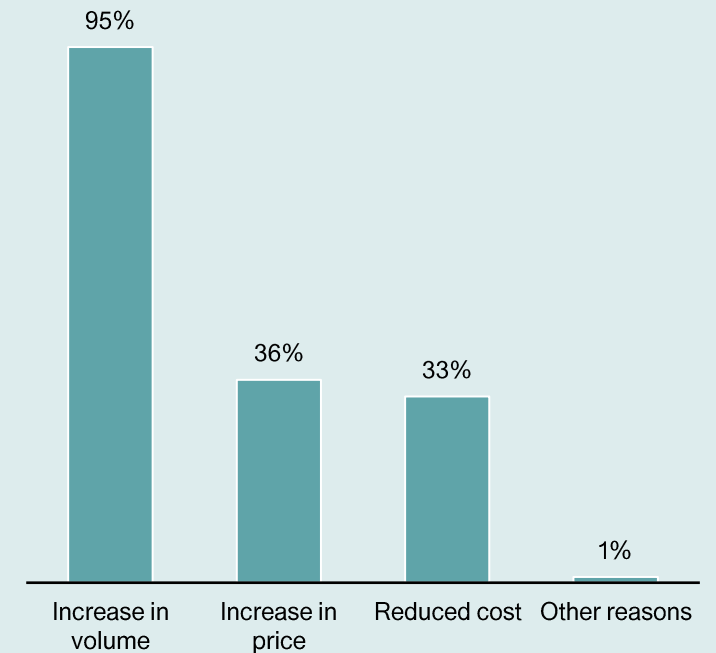
## Changes in Income

Q: Has the money you earn from your crop changed because of Ansal Tomatoes? (n = 418)



## Reasons for Increased Returns

Q: What were the main reasons for the increase in money earned? Select all that apply. (n = 379)





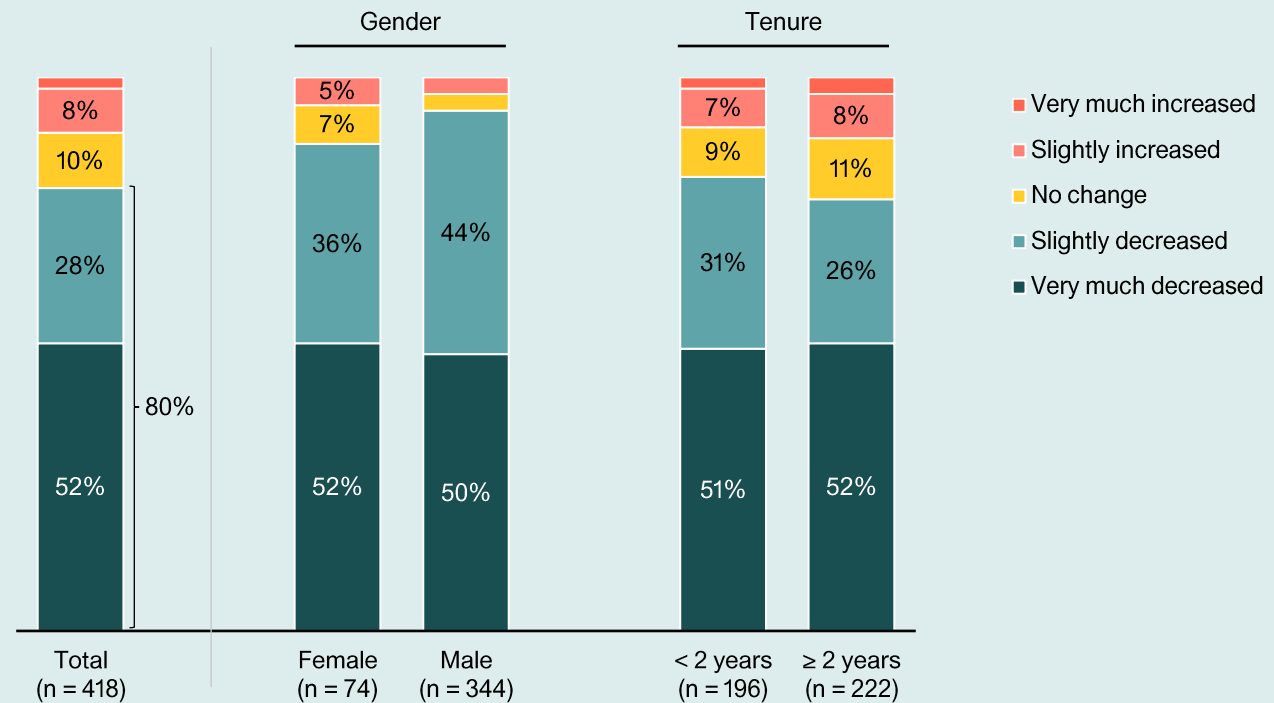
# Livelihood Stress

Less stress is strongly positively correlated with improved earnings from the crop, as well as improvements in quality of life.

80% of farmers have experienced a significant reduction of their stress levels in meeting their family needs.

## Impact of Ansal Tomatoes on Livelihood Stress

Q: Has how stressed you feel about meeting you family's basic needs changed because of Ansal Tomatoes? (n = 418)



# Quality of Life: Overview

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

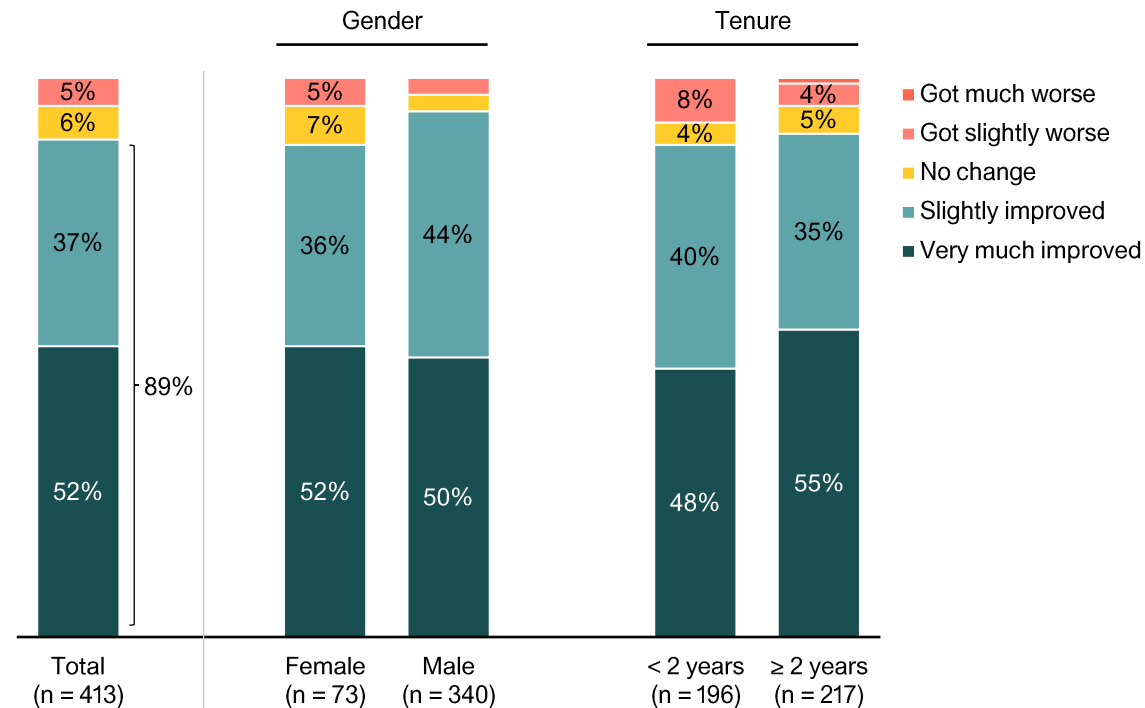
Of the 89% who reported improvement in their quality of life, 60% reported significant changes.

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

89% of farmers report quality of life improvements with 52% reporting significant improvements.

## Perceived Quality of Life Change

Q: Has your quality of life changed because of Ansal Tomatoes? Has it: (n = 413)



# Quality of Life: Top Outcomes

We asked farmers to describe – in their own words – the changes they were experiencing because of Ansal Tomatoes.

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

- Ability to afford education (15%)
- Ability to expand farming business (12%)

6% of farmers who reported no change in the quality of life mentioned the high cost of production and inadequate market.

5% of farmers who reported that their quality of life got worse, mentioned they had low production due to pests and diseases.

Top quality of life outcomes revolve around increased earnings and the ability to afford expenses and make investments.

## Top Outcomes for 89% of Farmers Who Say their Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 369). Open-ended, coded by 60 Decibels.

**49%**

**mention an increase in income**

(43% of all respondents)

“Due to the high yields, now I make [more] income from my vegetable farm and this has improved my quality of life.” - Male, 34

**44%**

**talk about being able to afford household bills and other basic needs**

(39% of all respondents)

“I cannot compare my life before and now. I can meet my family needs and make investments here and there to improve my life.” - Female, 42

**15%**

**speak of being able to afford a house and property**

(14% of all respondents)

“I bought more land and planted more tomatoes. I have also been able to build an extension to my house which I plan on renting out after it's completed.” - Female, 38

# Table of Contents



- Farmer Profile
  - > Demographics
  - > Income Profile
- Impact Performance
  - > Harvest Productivity
  - > Way of Farming
  - > Crop Production
  - > Income Change
  - > Livelihood Stress
  - > Quality of Life
- Farmer Experience
  - > Training Experience
  - > Farmer Satisfaction
  - > Challenges
  - > Environmental Benefits
  - > Value Perception
  - > Closing Thoughts

“They last long after harvest giving us ample time to sell and making it very suitable for retailers.” - Female, 38

# Training Experience: Overview

The top reported training medium was word of mouth mentioned by 18% of all farmers (36% of farmers who received training).

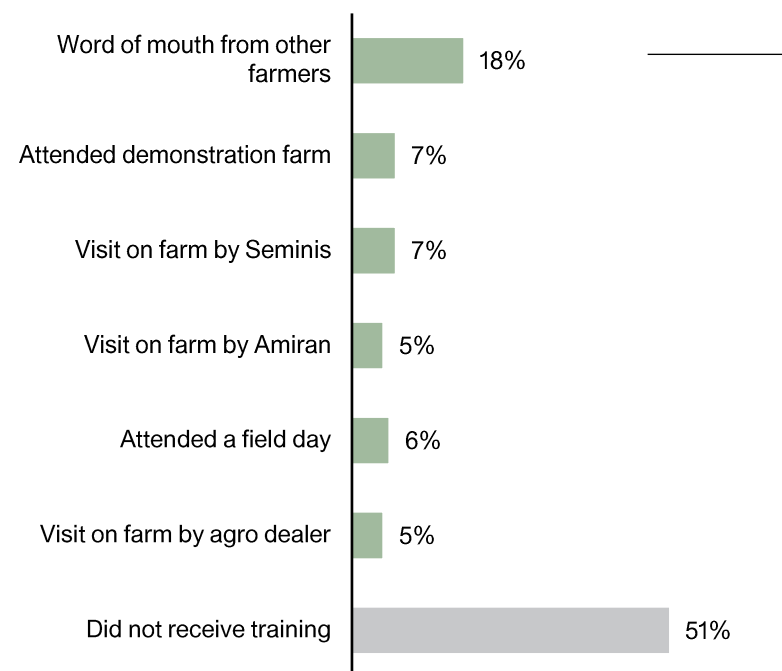
A higher proportion of newer farmers (20%) reported receiving training by word of mouth compared to longer tenured farmers (15%).

Farmers who received information through word of mouth from other farmers got information on benefits, conditions, costs, land preparation and farming techniques.

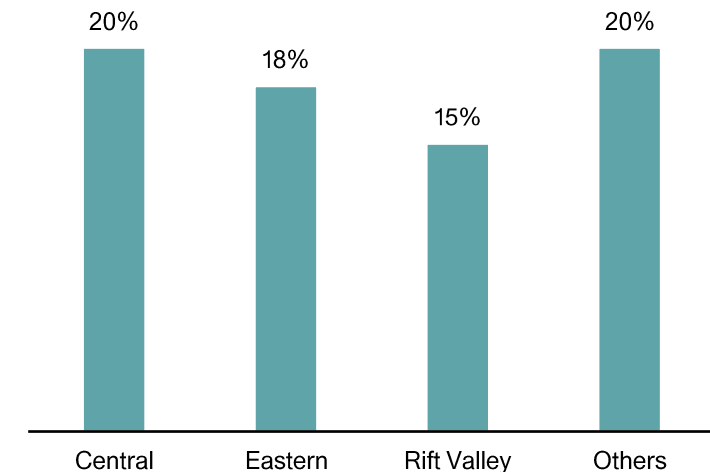
Around half of the farmers received some form of training on Ansal Tomatoes predominantly by word of mouth from other farmers.

## Sources of Training

Q: How did you receive training/information on Ansal Tomatoes?  
(n = 418)



## Word of Mouth by Region



# Training Experience: Usefulness

When asked how they found the training useful, farmers reported improved knowledge and skills in:

- Pesticide and insecticide use (32%)
- Productivity of Ansal Tomatoes (28%)
- Land preparation and planting (22%)
- Crop spacing (14%)
- Irrigation and water conservation (10%)
- Harvesting, storage and preservation (9%)

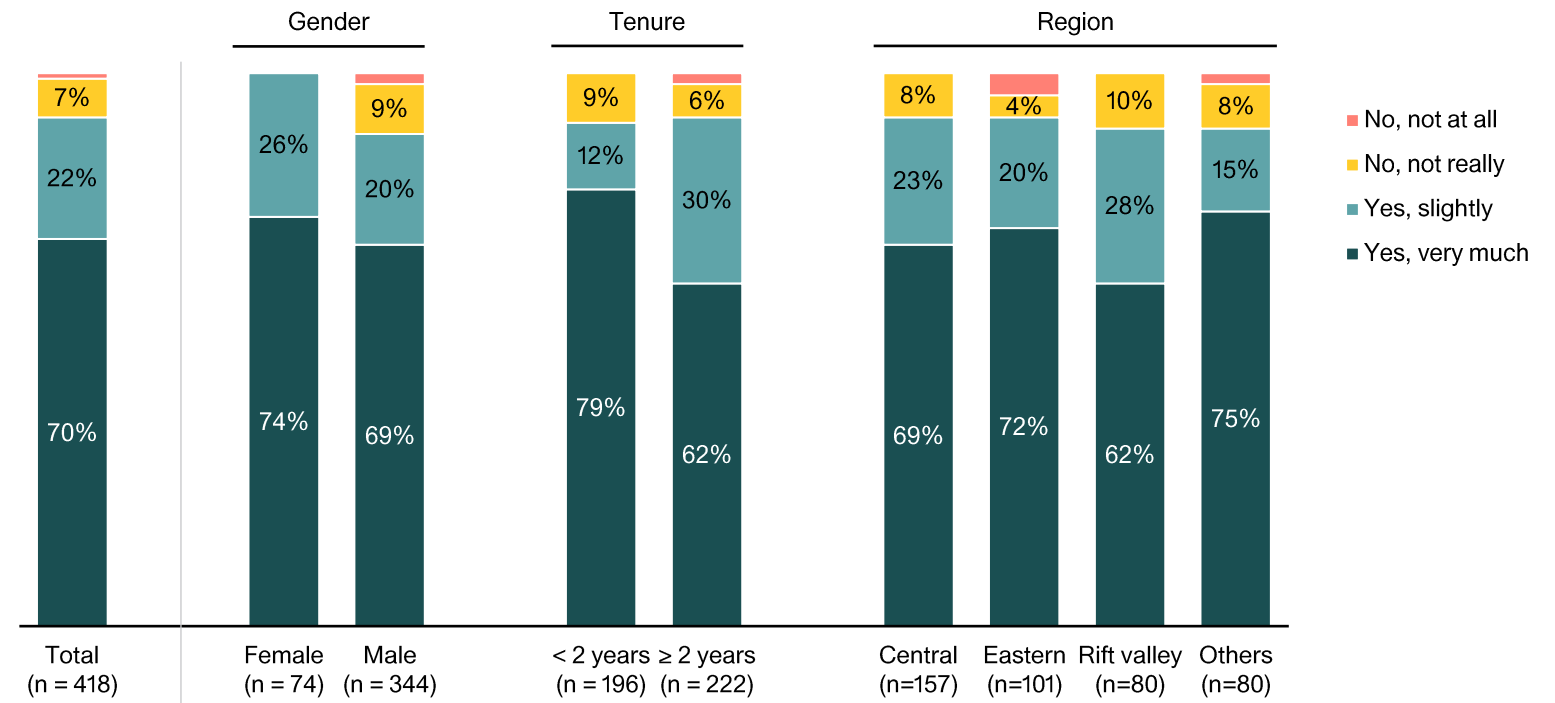
The 10% of farmers (13 respondents) who reported they did not find training useful cited not seeing any differences yet or already knowing these practices.

Almost all farmers who received training found it useful to their way of farming. The top skill they gained was pesticide and insecticide use.

## Usefulness of Training

Q: Was this training/information useful to your way of farming? (n=205)

Q: Could you please explain why it was /was not useful? (n=205)



# 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.

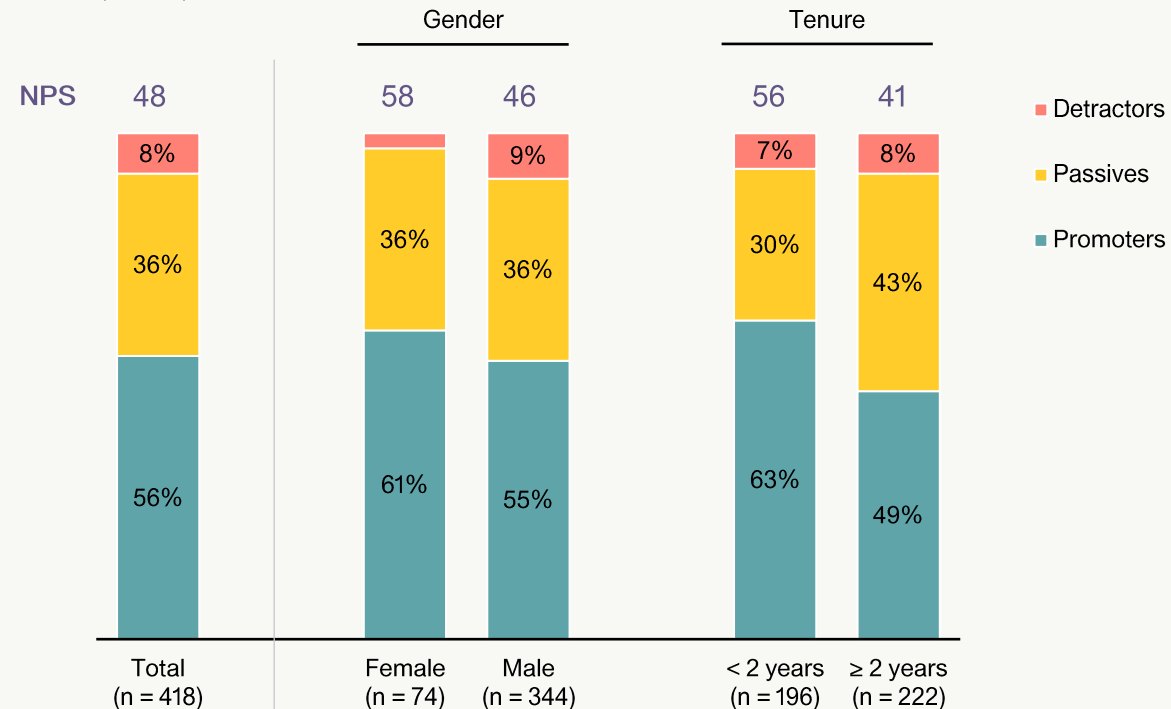
The Net Promoter Score for female farmers is higher than that of male farmers driven by a higher proportion of Promoters.

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

The Net Promoter Score® for Ansal Tomatoes farmers is 48, which is favourable.

## Net Promoter Score® (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend the [Company] [product/service] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 418)



# Farmers Satisfaction: NPS Drivers

Promoters value increased crop production leading to profitability. Detractors complain about seed quality, price, and middlemen.

56% are Promoters :)

## They love:

1. Increased production  
(39% of Promoters / 22% of all respondents)
2. Good quality seeds  
(36% of Promoters / 20% of all respondents)
3. Resistance to pests and diseases  
(29% of Promoters / 16% of all respondents)

“It produces a lot of tomatoes per cluster compared to the other varieties I used to plant. I have also seen that they last longer after harvest.” -Female,41

### Tip:

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

36% are Passives :\

## They like:

1. Increased production  
(49% of Passives / 18% of all respondents)
2. Good quality seeds  
(42% of Passives / 16% of all respondents)
3. Resistance to pests and diseases  
(23% of Passives / 8% of all respondents)

“It has a lot of tomatoes, and the skin is hard meaning it does not go bad easily.” - Male, 37

### Tip:

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

8% are Detractors :(

## They want to see:

1. Improved seed quality  
(72% of Detractors / 6% of all respondents)
2. Reduced seed prices  
(28% of Detractors / 2% of all respondents)
3. Reduction/ avoidance of middlemen and agents  
(13% of Detractors / 1% of all respondents)

“Seeds are resistant to bacteria but still affected by pests and harsh weather conditions. The company should think of improving on the seeds.” - Male, 36

### Tip:

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



# Challenges: Overview

The Net Promoter Score of farmers with challenges is lower (28) compared to that of farmers with no challenges (69) implying challenges are a huge driver of satisfaction and loyalty among farmers.

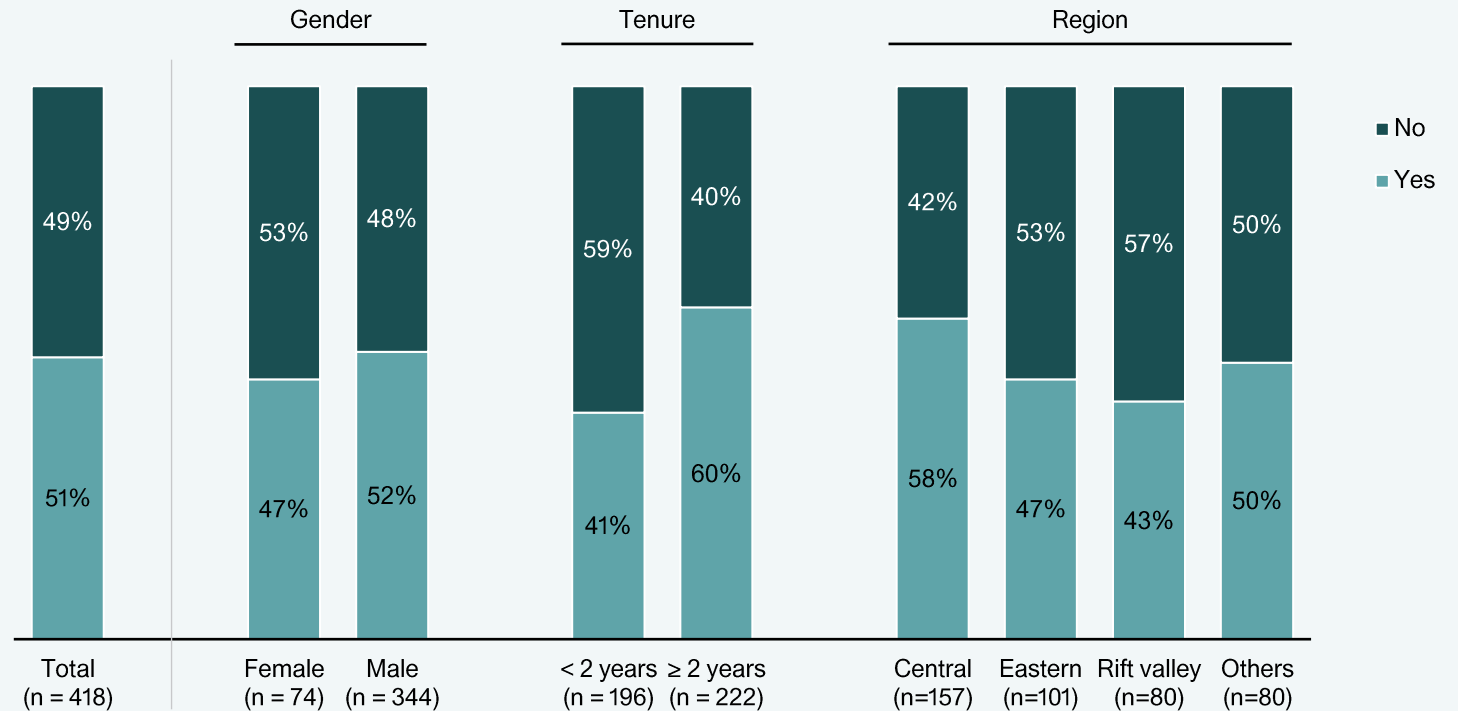
Farmers who have worked with Ansal Tomatoes for 2 or more years are more likely to report challenges (60%) compared to those who have worked with Ansal Tomatoes for less than 2 years (41%) and this could explain the difference in the Net Promoter Scores (41 vs 56).

Challenge rate was also most prevalent among male farmers, and those from the Central region.

51% of farmers experienced a challenge with Ansal Tomatoes.

## Farmers Reporting Challenges

Q: Have you experienced any challenges with Ansal Tomatoes? (n = 418)



# Challenges: Top Issues

We asked farmers to describe – in their own words – the challenges they have experienced with Ansal Tomatoes.

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

- High maintenance / production costs (13%)
- High seed prices (13%)
- Poor quality fruits (10%)

While some challenges may be within the reach of Bayer to improve on, there may be limitations in resolving some.

Farmer challenges fall in three major categories of technical faults in products, mismatched expectation, and wrongful use.

The top reported challenges revolve around infestation by pests and diseases.

## Most Common Issues for 51% of Farmers Who Experienced a Challenge

Q: Please briefly explain the challenge you have faced. (n = 213). Open-ended, coded by 60 Decibels.

**40%**

**mention infestation by pests and diseases**

(20% of all respondents)

“Fighting Tuta absoluta (tomato leafminer) has been a big challenge and also the night / morning cold affected the tomatoes a lot.” - Female, 60

**39%**

**talk about leaves yellowing or drying**

(19% of all respondents)

“The first leaves turns yellow after one month and it really affects the produce.” - Male, 37

**18%**

**report low tomato production**

(9% of all respondents)

“Initially the plant was producing so well - a lot of big tomatoes - but lately it has changed. The fruits are small, and the production has decreased.” - Female, 38

# Environmental Benefits: Overview

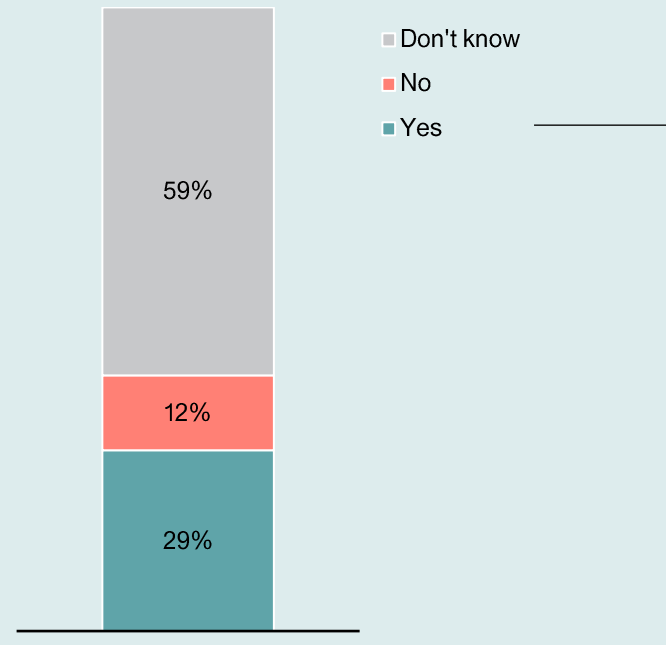
The top environmental benefits farmers were aware of from working with Ansal Tomatoes were reduced farm inputs usage and less pollution.

The Net Promoter Score of farmers who say Ansal Tomatoes has environmental benefits is higher (57) compared to farmers who say they do not know (47) and those who say Ansal Tomatoes does not have environmental benefits (27).

While 29% of farmers report working with Ansal Tomatoes has environmental benefits, 59% of farmers were not aware of any benefits.

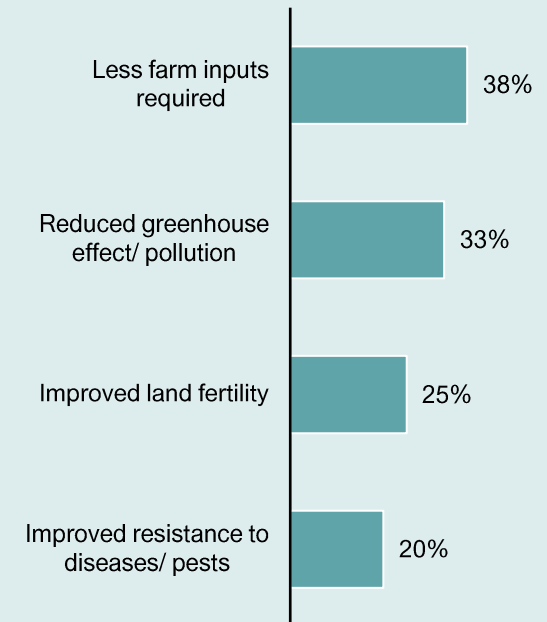
## Perceptions on Environmental Benefits

Q: Does working with Ansal Tomatoes have any environmental benefits? (n = 418)



## Environmental Benefits

Q: Could you please describe these benefits? (n = 123)



# Environmental Benefits: By Segment

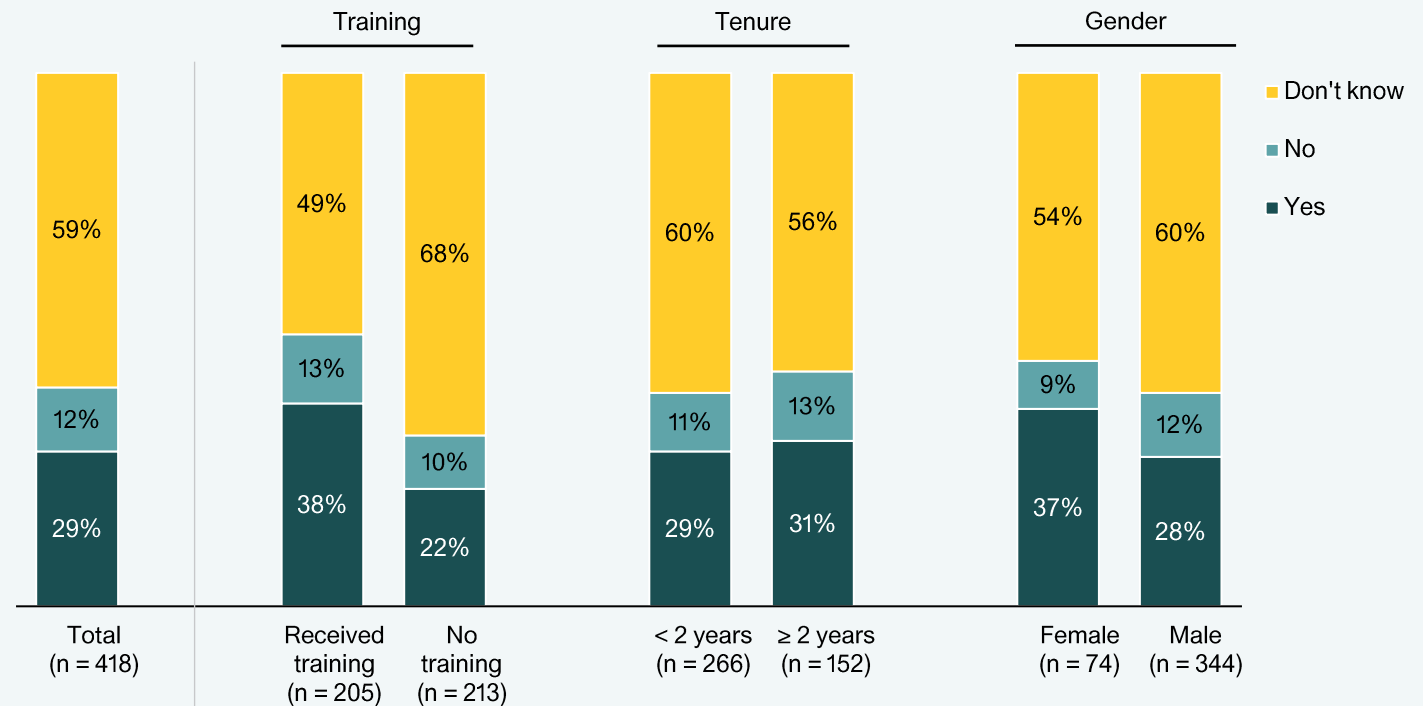
Female farmers were more likely to report being aware of environmental benefits (37%) compared to male farmers (28%).

38% of farmers who received training report that working with Ansal Tomatoes has environmental benefits compared to 22% who did not receive any form of training.

49% of farmers who received training/ information on Ansal tomatoes were not aware of any environmental benefits.

## Perceptions on Environmental Benefits by Segment

Q: Does working with Ansal Tomatoes have any environmental benefits? (n = 418)



# Value Perception

Farmer awareness of Ansal Tomatoes' environment benefits may be driving their perception of value.

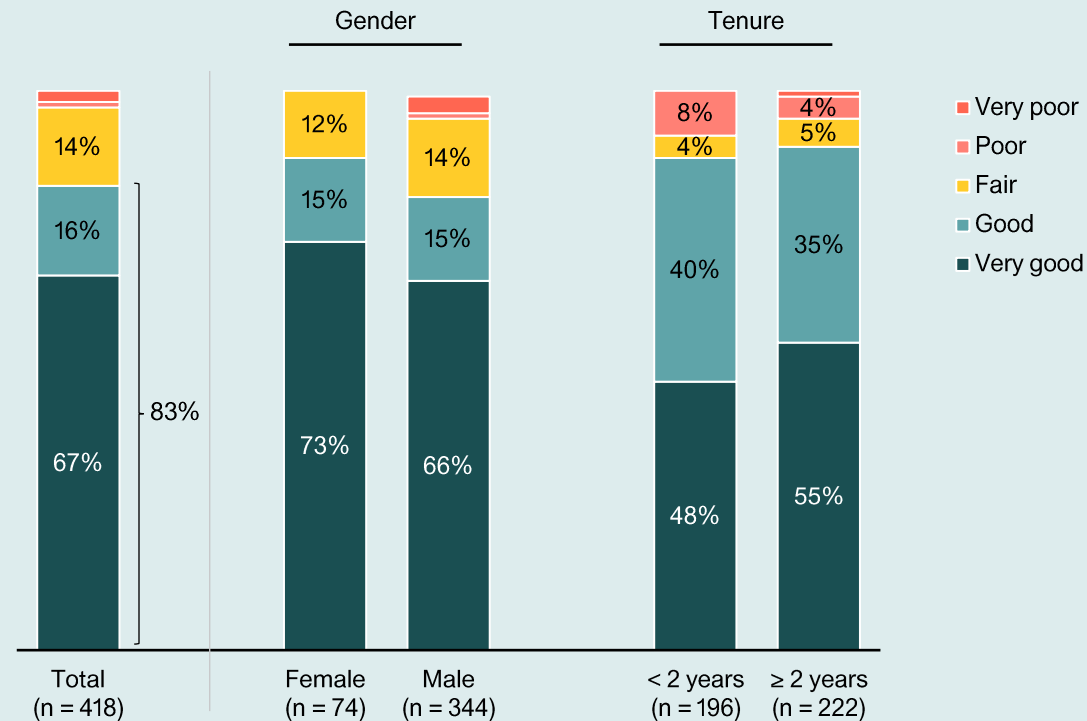
A lower proportion of farmers who say Ansal does not have environmental benefits rated the value offered as very good (47%) compared to those who do not know of any benefits (65%) and those that say Ansal Tomatoes have environmental benefits (77%).

A higher proportion of female farmers (73%) were more likely to report value of Ansal Tomatoes as 'very good' compared to male farmers (66%).

83% of farmers report that the value offered by Ansal Tomatoes is good or very good.

## Perceptions on Value of Ansal Tomatoes

Q: Do you think the value offered by Ansal Tomatoes is...? (n = 418)



# Closing Thoughts

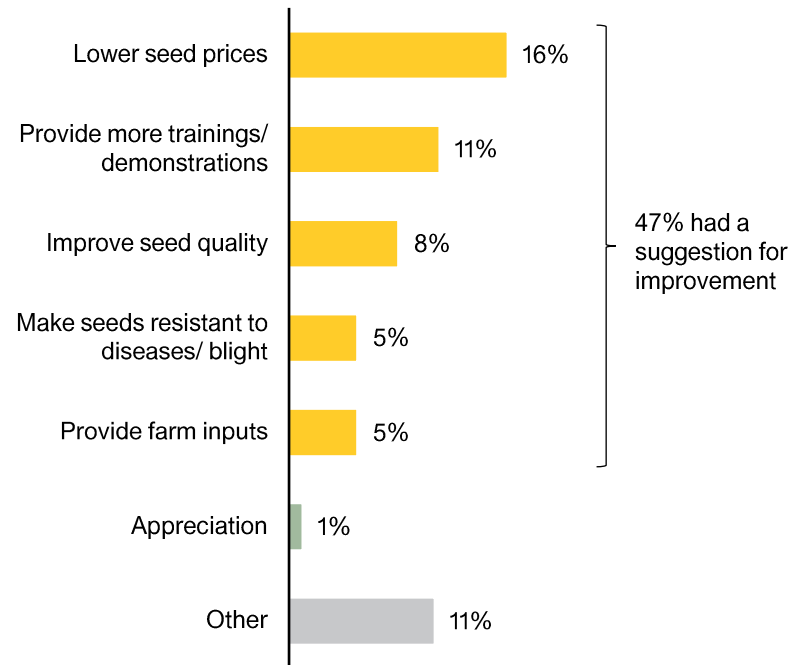
At the end of the interview, we asked, as we always do, whether there was anything else the farmer would like to share.

47% of those we interviewed had a suggestion for improvement including; lowering seed prices, providing more trainings and improving seed quality.

Reduction in seed price and provision of training were the most common suggestions for improvement.

## Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 418).  
Open-ended, coded by 60 Decibels.



“At the moment I'm happy with their services.” - Female, 44

“Nowadays the seeds are very expensive, the company should consider reducing the price” - Male, 35

“I would like them to bring training or give us information about Ansal Tomatoes.” - Female, 39

# Appendix

# 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®</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/customers/beneficiaries. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50, and \$11 lines for middle-income countries. The formula is: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$



# Summary Of Data Collected

418 phone interviews completed in October 2022.

## Methodology

Survey mode	Phone
Country	Kenya
Language	English, Swahili
Dates	October 2022

## Accuracy

Confidence Level	~95%
Margin of error	~4%

Sampling	Random sample of 418 Ansal Tomatoes farmers randomly selected from a farmer database of 992 farmers provided by Bayer Crop Science.
----------	---

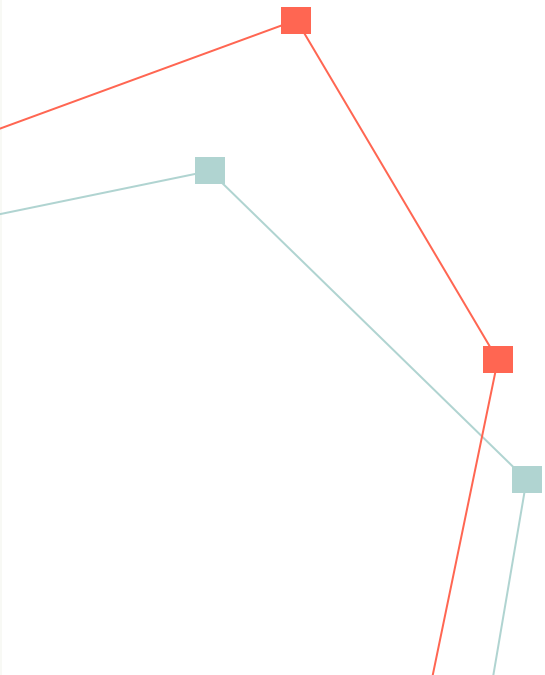
## Research Assistant Gender

Female	4
Male	4

Response rate	81%
Average time p/interview	16 mins

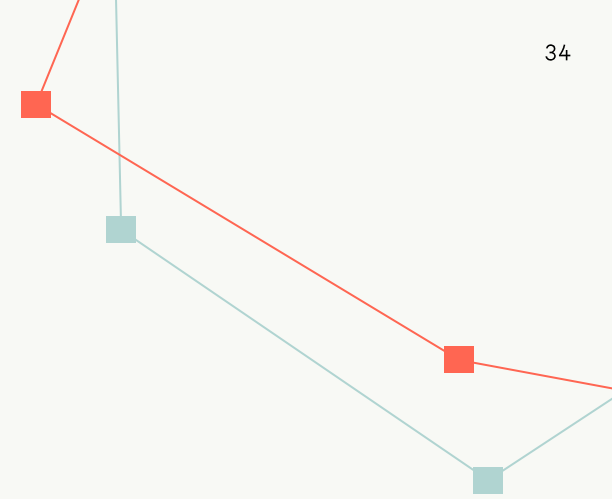
## Responses Collected

Farmers	418
---------	-----



# 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

Thank you to Constance Spitzer for their support throughout the project.

This work was generously sponsored by Bayer Crop Science.

I can now easily take care of my family.

The demand for Ansal tomatoes is always high.

I harvest a lot of tomatoes now.

There are more cases  
of:

- > better yields
- > increased income
- > more produce

after interacting with  
Ansal Tomatoes.

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

Edwin Kibanya  
[edwin@60decibels.com](mailto:edwin@60decibels.com)

Joyce Nyokabi  
[joyce@60decibels.com](mailto:joyce@60decibels.com)