

Bayer Crop Science: Better Life Farming

Tomato Farmers in India
November 2025



Welcome To Your 60dB Results

We enjoyed hearing from 275 Better Life Farming (BLF) farmers in India who grow tomato.

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01

Headlines



Credit: Decean Chronicle

Performance Snapshot

BLF India's impact on tomato farmers is at par with 60 Decibels' benchmarks. Resolving challenges can further improve satisfaction among farmers.

Profile

1%

female farmers



Impact

38%

quality of life
'very much improved'



What Impact

63% mention increased
income from
farming activities

42% can afford better
education

39% report increased
asset ownership

Way of Farming

41%

way of farming
'very much improved'



Data Summary

BLF India Performance: 275 farmer phone interviews between September – October 2025, in India.

Quintile Assessment compares Company Performance with 60dB's Agriculture, Information and Advisory Benchmark comprised of 87 companies, 20 countries, and 31,000+ farmers. Full details can be found in [Appendix](#).

Net Promoter Score®

44

on a -100 to 100 scale



Challenges

37%

report challenges



Crop Production

43%

crop production
'very much increased'



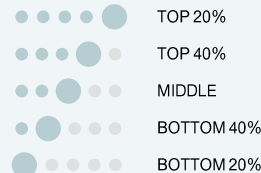
Crop Income

30%

crop income
'very much increased'



Performance vs. 60dB Benchmark



Top Actionable Insights (1/2)

1 Besides BLF's inputs, advisory services are moving the needle for farmers.

Nearly all farmers (99%) receive inputs from BLF, and 72% receive training. Of those trained, 81% receive informal advisory support from Agri-Entrepreneurs, while 58% attend field day trainings. More than half of the farmers report applying all of their training. The main reasons cited by farmers who did not apply all of the training include insufficient funds, unavailability of equipment, and lack of understanding.

80% of farmers report improvements in their farming practices due to BLF. Farmers who received training are more likely to report improved farming methods compared to those who did not (87% vs. 64%). The top self-reported improvements include better weed and pest management (28%), adoption of drip irrigation (24%), and proper spacing (18%).

See pages [13-14](#), [27-28](#).

2 BLF is enabling better tomato production, which is driving income improvements for farmers.

88% of farmers say that their tomato production has increased because of BLF, with 70% reporting increased yields from the same land, indicating higher productivity. Similarly, 86% report higher earnings from tomato. Farmers primarily attribute these gains to higher volumes sold (95%) and increased prices driven by greater quality yields. 87% of farmers also say that BLF has reduced the severity of pest infestations.

40% of farmers report significant improvements in their quality of life because of BLF. Increased farming income (63%), access to affordable education (42%), and greater asset ownership (39%) are the top self-reported improvements.

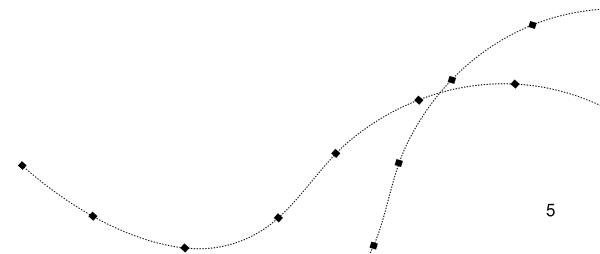
See pages [15-20](#).

3 Farmers are satisfied with BLF's offering but seek greater support and guidance from their agents.

BLF has an NPS of 44, which is very good. The primary drivers of satisfaction include effective pesticides and high-quality seeds. However, 46% of farmers are Passives, indicating that while they are satisfied with the offering, there is room for improvement. These farmers did not have the same experience as Promoters when it comes to effective inputs. Furthermore, they seek better staff support.

37% of farmers also face challenges with BLF. Ineffective inputs, along with limited guidance and field visits are the top challenges reported by farmers. Addressing these areas could help convert Passives into Promoters and improve overall satisfaction with BLF's services.

See pages [22-25](#).



Top Actionable Insights (2/2)

4 Farmers who were supported by BLF's market access channels are largely satisfied with it.

Only 15% of farmers receive market support from BLF. Among these farmers, 76% say the amount of time they spend selling their tomato – including transportation, storage, and weighing – has decreased because of BLF's services. Additionally, 73% find the price and timeliness of payment offered by BLF to be better compared to alternate buyers. This suggests that farmers are satisfied with these offerings and there is scope to expand this in the future.

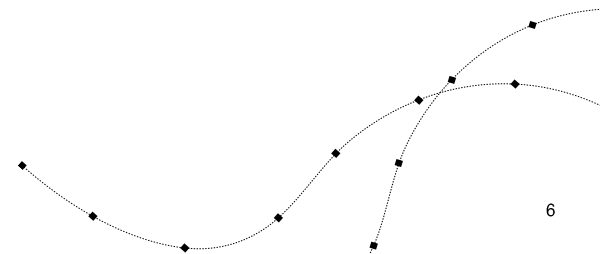
See page [26](#).

5 Most farmers do not test their soil. However, many would like for BLF to provide these services in the future.

Most farmers report using inputs such as DAP, MOP, micronutrients, and NPK blends on their farms. 28% of them have tested their soil – either through an expert or on their own. Farmers who had their soil tested were more likely to report significant improvements in their farming practices compared to those who did not test their soil (49% vs. 38%).

When asked how BLF could help improve their soil and water management practices, 42% requested the provision of soil testing services. Offering accessible and affordable soil testing services, along with tailored recommendations based on the results, could significantly improve soil management and farming outcomes for these farmers.

See pages [30-34](#).



Farmer Voices

We love hearing farmers voices.

Here are some that stood out.

Impact Stories

88% shared how BLF had improved their quality of life

“After using Bayer’s pesticides, my crops are free of spots or stains, leading to better income. With the money earned, I built a house, my children are studying well, and our living conditions have improved.” - Male, 35

“Thanks to Bayer, we’ve started cultivating more, and our financial situation has improved. Previously, it was hard to afford seeds and pesticides, but now we have no worries.” - Male, 50

“Since using Bayer’s products, there has been significant improvement. My children are attending good private schools, our diet has improved, and we now have two motorcycles and a four-wheeler, something we didn’t have before.” - Female, 42

“My tomato farming has improved, boosting my income. With better water facilities, Bayer’s products have made a huge difference. I used to rely on laborers and animals, but now I’ve bought machines.” - Male, 30

Opinions On BLF Value Proposition

49% were Promoters and were highly likely to recommend

“I use Bayer’s paddy seeds, manure, and pesticide, all of which are highly effective. I see great results in tomatoes within 5-6 days, and my production has doubled. Bayer shopkeepers also provide valuable information.”
- Male, 25

Opportunities For Providing Support

91% had a suggestion around support they’d like from BLF

“Bayer should test my soil and give me clear, practical advice on what to use in the fields and how to use it. That would be very helpful. Getting a drip irrigation system would make it even better.” - Male, 24

02

Detailed Results



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- Demographics and services accessed
- First access and access to alternatives

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- Impact on farm outcomes
- Impact on quality of life
- Change in confidence

Satisfaction

- Net Promoter Score® & drivers
- Challenges
- Market access experience
- Training and application

Water and Soil Management

- Water management
- Soil health practices and management
- Support needed on improving farm practices

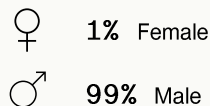
Demographics and Services Accessed

A typical farmer we spoke with is a 36-year-old male, cultivating tomatoes on 2 acres of land. Most farmers report accessing inputs and training from BLF.

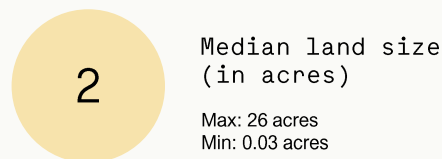
About the Farmers We Spoke With

Data relating to farmer characteristics (n = 275)

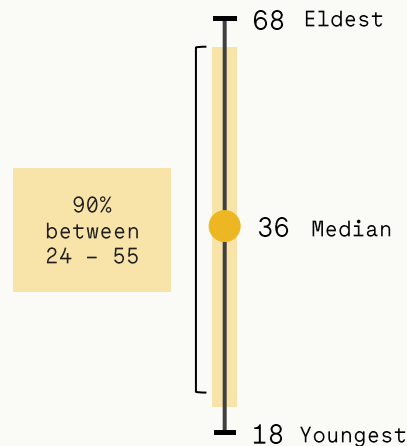
Gender



Land Size for Tomato Farming

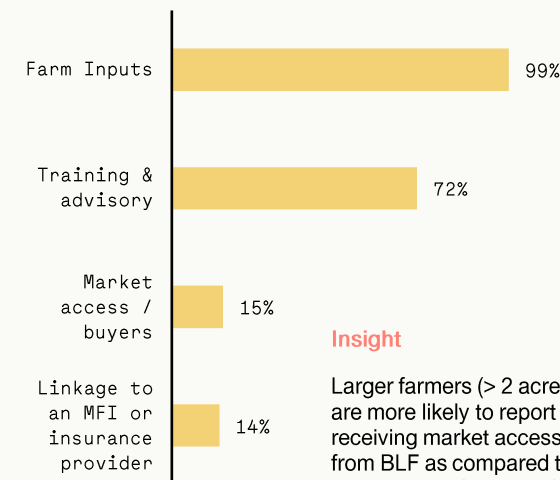


Age



Services Received

Q: What services did you receive from BLF in the most recent season? Select all that apply (n = 275)



Insight

Larger farmers (> 2 acres) are more likely to report receiving market access from BLF as compared to smallholders (≤ 2 acres) (20% vs. 11%).

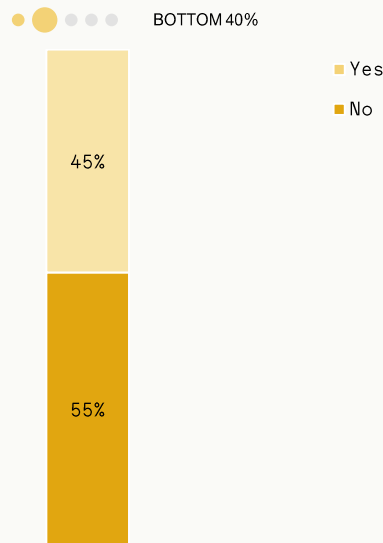
First Access and Alternatives

Although more than half of all farmers we spoke to are engaging with BLF for the first time, 38% still report having access to good alternatives, indicative of meaningful competition in the market.

Farmers reporting prior access to similar services are more likely to have a good alternative to BLF compared to those without prior access (77% vs. 46%).

First Access

Q: Before BLF, did you have access to a product / service like BLF provides? (n = 275)



Access to Alternatives

Q: Could you easily find a good alternative to BLF? (n = 275)

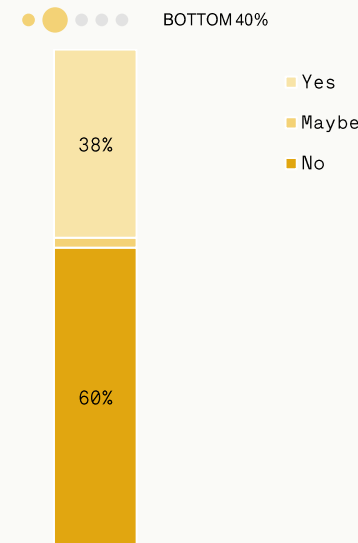


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Support needed on improving farm practices

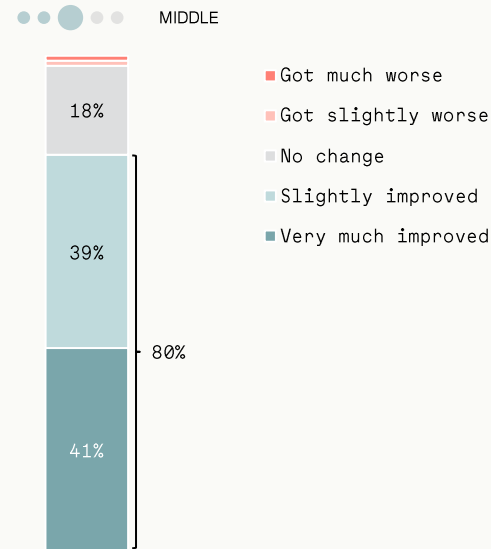
Way of Farming

2 in 5 farmers say their way of farming has ‘very much improved’ because of BLF.

Farmers who receive trainings from BLF are more likely to report improved way of farming compared to those who have not received any trainings (87% vs. 64%).

Perceived Way of Farming Change

Q: Has your way of farming changed because of BLF's offering? (n = 275)



“Other companies do not provide such services, whereas with Bayer called them and, they gave me advice when my crops were affected by pests. They advised me to spray Vayego, which really helped protect my yield as it killed all the insects and pests.” - Male, 40

“Previously, my plants were damaged at the roots, but following Bayer’s instructions on pesticide usage vastly helped with the quality of my tomatoes. I now use drip irrigation.” - Male, 45

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 top improvements include timely application of inputs (17%), increased use mulching (17%), and better soil bed preparation (11%).

Among the 18% of farmers who reported 'no change' in their way of farming, most are continuing traditional practices (67%), or not learning anything new from BLF (59%).

Better weed or pest control is the top farming improvement reported by farmers.

Top Outcomes for 80% of Farmers Who Say Way of Farming Improved

Q: How has your way of farming improved? (n = 220). Open-ended, coded by 60 Decibels.

28%

talk about **better weed or pest control**

(23% of all farmers)

“Other pesticides were ineffective and required repeated applications. After switching to Bayer, a single application delivered great results.”

- Male, 34

24%

report **increased drip irrigation adoption**

(19% of all farmers)

“Now we use drip irrigation, which reduces water use and boosts profits. With less water and fewer pesticides, yields have improved and the crops are larger than before.” - Male, 40

18%

mention **proper crop spacing**

(14% of all farmers)

“A few years ago, I farmed without guidance or knowledge on techniques. After Bayer, I learnt proper spacing, spray schedules, paddy sowing, and the right pesticides to use.” - Female, 42

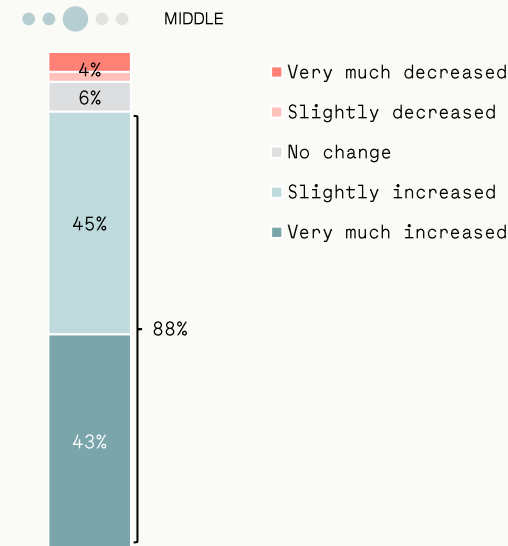
Crop Production

43% of farmers report a significant increase in their tomato production because of BLF. 70% of farmers with higher production achieved this on the same land, indicating improved productivity.

Similar to changes in farming practices, farmers who receive training from BLF are more likely to see their production increase from the same land compared to those who do not receive training (75% vs. 58%).

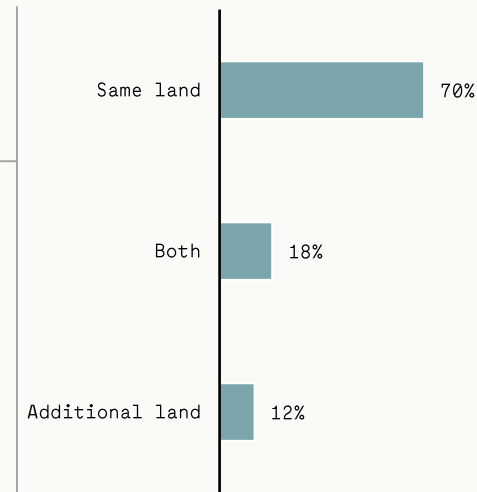
Impact on Tomato Production

Q: Has the total production from your tomato changed because of BLF's offering? (n = 275)



Reasons for Production Increase

Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 241)



Crop Income

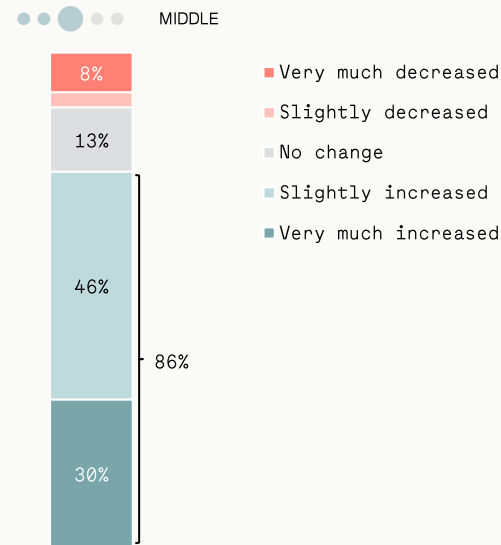
30% of farmers say their money earned from tomato has 'very much increased' because of BLF. Farmers with increased income mention selling greater volumes as the top driver.

Farmers were further asked to reflect on why they chose 'increase in price' as a top income driver. Nearly all (97%) mention improved tomato quality as the main driver, while 18% attribute it to better market rates.

Farmers reporting 'no change' in their money earned (13%) talk about low market prices (15 farmers), and weather-related crop damages (12 farmers) as their top reasons. Those reporting a decrease in money earned (11%) primarily attribute this to lower prices (20 farmers), increased costs (18 farmers), and a decrease in volume sold (13 farmers).

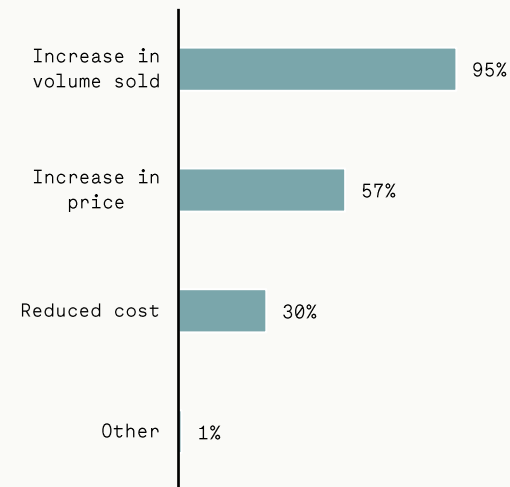
Impact on Income

Q: Has the money you earn from your tomato changed because of BLF's offering? (n = 275)



Reasons for Increased Income

Q: What were the main reasons for the increase in money earned? Select all that apply. (n = 210)



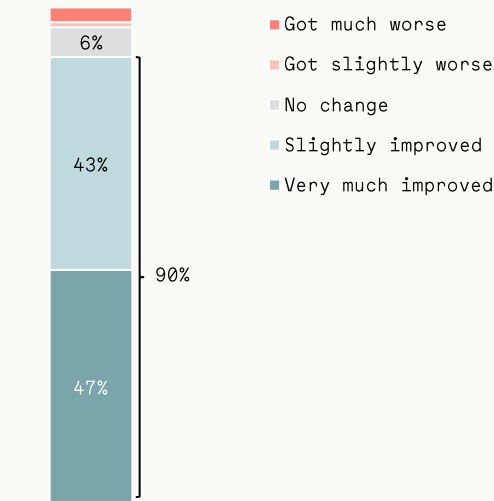
Crop Quality and Pest Management

90% farmers report an improvement in the quality of their tomato crop because of BLF. 87% say the severity of pest infestations has decreased.

Farmers reporting that their tomato quality 'very much improved' because of BLF are more likely to report a significant increase in their money earned as compared to their peers (52% vs. 11%).

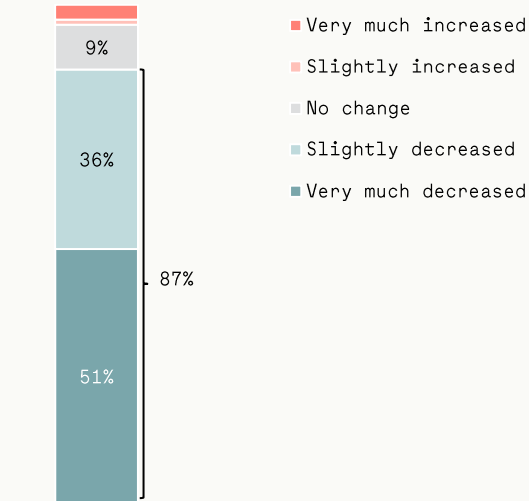
Perceived Crop Quality Change

Q: Has the quality of your tomato crop changed because of BLF's offering? Has it: (n = 275)



Perceived Change in Severity of Crop Diseases

Q: Has the severity of pest infestations or crop diseases on your tomato crop changed because of BLF's offering? Has it (n = 275)



Change in Confidence Level

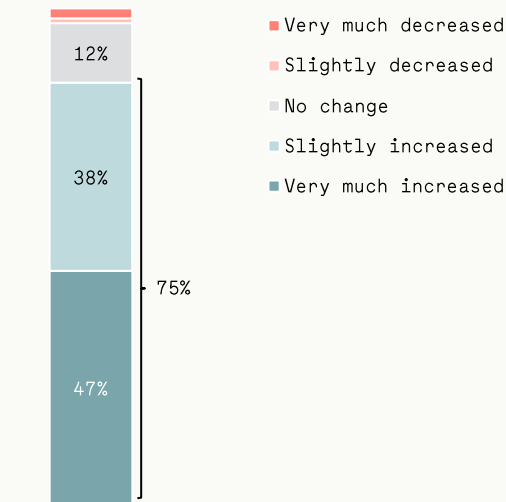
Three-quarters of farmers report a significant increase in their confidence to invest in their farm because of BLF.

Farmers who report a significant decrease in the severity of pest infestations and crop diseases on their farms (see previous page) are more likely to say their confidence to invest in their farm has 'very much increased', compared to other farmers (68% vs. 25%).

Seeing tangible changes on their own farms since engaging with BLF may be contributing to increased confidence among farmers.

Change in Confidence in Farm Investment

Q: Has your level of confidence in investing in your farm changed because of BLF's offering?
Has it: (n = 275)



“Before Bayer, I didn’t have a steady income, let alone any savings to rely on. Now, I’m able to build a house and fund medical procedures that I couldn’t afford earlier.” – Male, 21

“Earlier, I did not know the appropriate planting techniques, so I used to plant seeds on embankments which led to losses. With Bayer’s help, I now sow in trays which reduces rotting and has led to a drastic improvement in my yield.” – Male, 29

Quality of Life

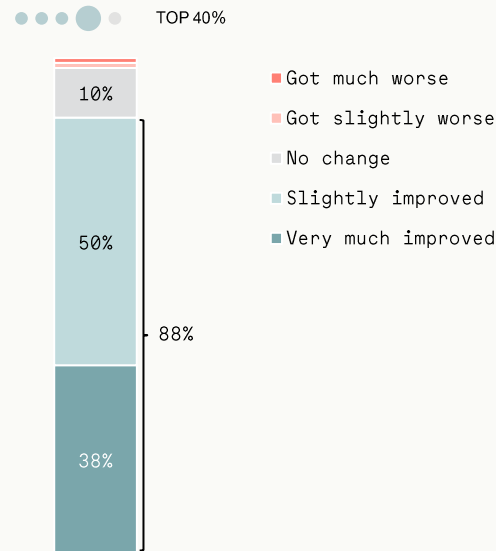
38% of farmers report significant improvements in their quality of life because of BLF.

Prior engagement with similar offerings may influence farmers' perception of the depth of impact. Farmers who did not previously have access to services similar to BLF's offerings are more likely to report that their quality of life has 'very much improved' compared to those who had prior access to similar services (45% vs. 30%).

Find out more about what farmers had to say on the next page.

Perceived Quality of Life Change

Q: Has your quality of life changed because of BLF's offering? (n = 275)



“My yield has improved significantly, resulting in better-quality produce. This has allowed me to provide better education for my children, improve my lifestyle, enhance food quality, and even build a house.” - Female, 36

“Using Bayer’s products has improved my crop yield, increased my income and allowed me to repay my loan completely. Before, repaying the loan was a challenge.” - Male, 30

Quality of Life: Top Outcomes

Increased income, and the ability to afford education or assets are the top improvements in farmers' quality of life.

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

- Better management of household expenses (33%)
- Expansion of farm operations (12%)
- Improved food security (9%)

Farmers who report no change in their quality of life talk about crop losses due to climate shocks (6 farmers), unfulfilled promises of market support (6 farmers), and ineffective inputs (5 farmers) as their top reasons.

Top Outcomes for 88% of Farmers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 243). Open-ended, coded by 60 Decibels.

63%

mention **increased income from farming activities**
(55% of all farmers)

“Using Bayer’s products doubled my income, improved my living standard, and helped me meet my household needs comfortably.” - Male, 25

42%

report **access to affordable education**
(37% of all farmers)

“Earlier my grandchildren used to study in a government school, but now thanks to improved yield owing to Bayer’s products, they can afford to study in a private school.” - Male, 54

39%

talk about **increased asset* ownership**
(35% of all farmers)

“Bayer’s products boosted profits, enabling me to build a house, buy land, invest in a tractor, and purchase jewelry for my wife.” - Male, 36

*Most common assets include a house, a motorcycle, tractors, and ploughs.

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Net Promoter Score[®]

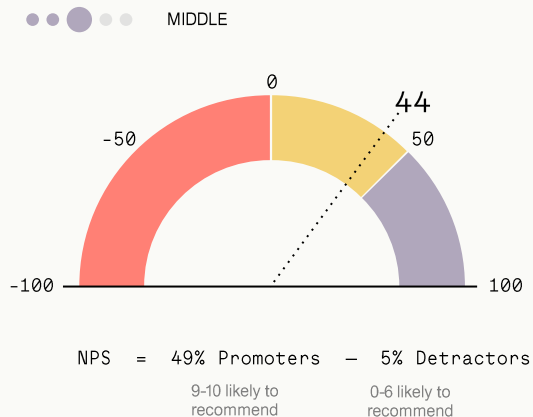
BLF has an NPS of 44 which is very good and at par with 60dB's global agriculture benchmarks.

BLF's NPS is primarily driven by a high proportion of Passives (46%), who are satisfied with the services they receive but expect greater consistency in their farm outcomes in the future.

Farmers who are accessing market services from BLF are more likely to report higher satisfaction levels with BLF compared to those who do not access these services (NPS of 69 vs. 39).

Net Promoter Score[®]

Q: On a scale of 0-10, how likely are you to recommend BLF to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 275)



Promoters

"Bayer's products are excellent. The pesticide works very well, delivering accurate results without causing any harm to the crop." - Male, 28

Passives

"Bayer gives me high quality seeds, but when tomato leaves dry due to fungal disease, I don't receive the right Bayer product." - Male, 33

Detractors

"Despite using Bayer's pesticide, pests ruin my tomato crop, and it continues to get worse regardless of the treatment applied." - Male, 35

NPS Drivers

Promoters and Passives value BLF's effective pesticides and high-quality seeds. Detractors wish to see an improvement in the effectiveness of BLF inputs.

49% are Promoters

They love:

1. Effective pesticides
(73% of Promoters / 36% of all farmers)
2. High-quality and reliable seeds
(56% of Promoters / 28% of all farmers)
3. Timely advice by Bayer agents
(27% of Promoters / 14% of all farmers)

"I use Bayer's pesticides on my tomatoes, and the results are excellent. When my tomato crop faced pest issues last year, applying Bayer's pesticide improved the crop significantly." - Male, 46

46% are Passives

They like:

1. Effective pesticides
(66% of Passives / 30% of all farmers)
2. High-quality and reliable seeds
(42% of Passives / 19% of all farmers)

But want to see:

1. Consistency in product effectiveness
(31% of Passives / 14% of all farmers)
2. Better agent and staff support
(26% of Passives / 12% of all farmers)

"Bayer's products, pesticides, and fertilizers are good. However, the germination of the seeds, especially for tomatoes and chilies, needs improvement." - Male, 28

5% are Detractors

They want to see:

1. Consistency in product effectiveness
(9 farmers)
2. Increased in-person farm visits
(5 farmers)
3. Improved product usage guidance
(4 farmers)

"I used a Bayer fungicide on my tomatoes, and while it worked well the first time, it didn't work the second time. I would like to see more consistent results with the product." - Male, 35

Challenges

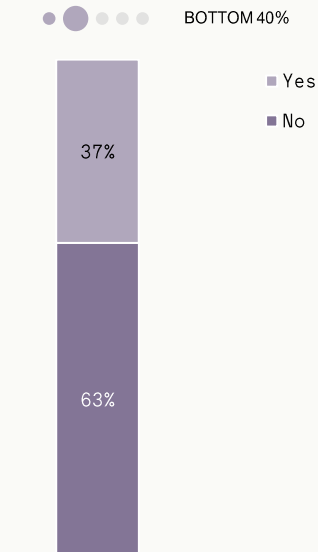
37% farmers report facing challenges with BLF.

Among all Passives, those reporting challenges are more likely to talk about 'poor agent support' compared to those who do not face challenges (23% vs. 15%) – in line with their top drivers of dissatisfaction (see previous page).

Find out more on the top challenges reported on the next page.

Farmers Reporting Challenges

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



“I used Bayer’s insecticide, but it didn’t control the pests, and the seeds didn’t yield good results either.”
– Female, 24

“Bayer’s agents only visit large farmers. It’s been 3-4 years since they last visited my field.”
– Male, 35

“I don’t receive the guidance I need. The agents provide minimal information and mostly come to promote their product.”
– Male, 50

Farmer Challenges: Top Issues

The top self-reported challenges are displayed on the right. Others include:

- Expensive inputs (15%)
- Product unavailability (11%)
- Lack of support in adverse conditions* (9%)

Engagement with alternative service providers could serve as a benchmark for farmers when evaluating their experience with BLF. Farmers with access to good alternatives to BLF's offerings are more likely to report challenges than those who cannot easily find a good alternative (45% vs. 26%). They are more likely to talk about lack of guidance (30% vs. 11%) and inadequate field visits by BLF agents (24% vs. 4%).

*such as crop losses due to disease outbreaks or adverse weather conditions.

Ineffective inputs, along with limited guidance and field visits are the top challenges reported by BLF farmers.

Most Common Issues for 37% of Farmers Who Say They've Experienced a Challenge

Q: What were your challenges with BLF? (n = 103). Open-ended, coded by 60 Decibels.

39%

report **ineffective inputs**
(15% of all farmers)

"Once my tomato plants were infested with fungus, I applied the pesticide, but it had no effect, and my money was wasted." - Male, 24

24%

mention **lack of guidance from Bayer agents**
(9% of all farmers)

"Bayer doesn't provide proper service or information about its products, and the products are expensive. Without guidance or meetings, we rely on the shopkeeper's advice." - Male, 35

18%

talk about **inadequate field visits**
(7% of all farmers)

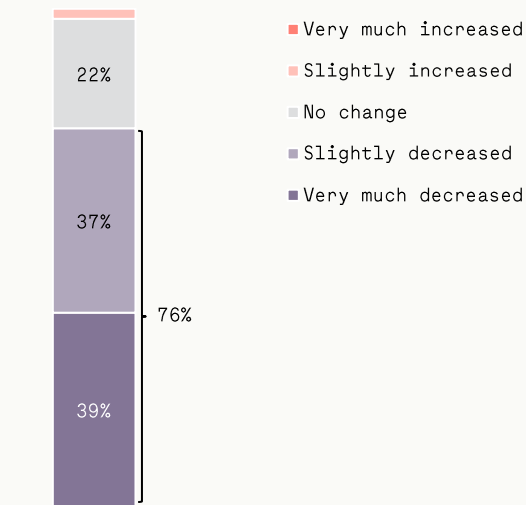
"No one from the company inspects the crops or provides information. Sometimes, this lack of guidance leads to crop damage." - Male, 59

BLF Market Access: Deep Dive

Among farmers receiving market access from BLF, 3 in 4 say the amount of time spent selling their tomato crop has decreased. A similar portion say the price and payment timeliness offered by BLF is better compared to alternatives.

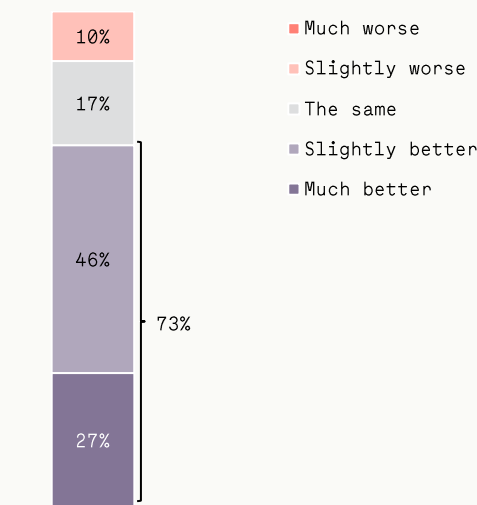
Change in Amount Spent

Q: Has the amount you spend on selling your tomato crop (including transportation, storage and weighing), changed because of selling to BLF? (n = 41*)



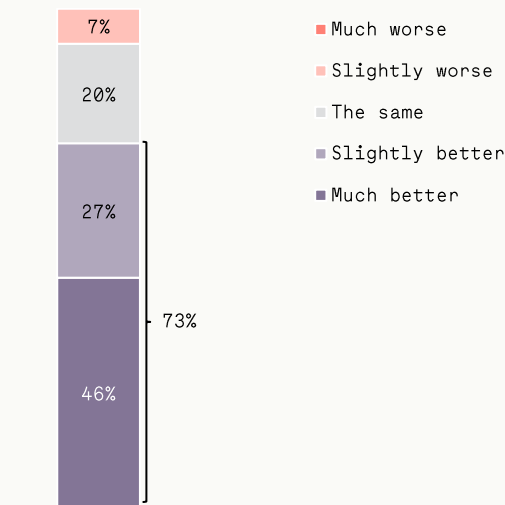
Price Comparison to Alternatives

Q: In the most recent season, how is the price offered for tomato by the average alternate buyer compared to BLF? BLF is: (n = 41*)



Payment Timeliness Comparison to Alternatives

Q: In the most recent season, how is the time taken for payment for tomato by the average alternate buyer compared to BLF? BLF is: (n = 41*)



*Asked only to those who indicated receiving market access services from BLF.

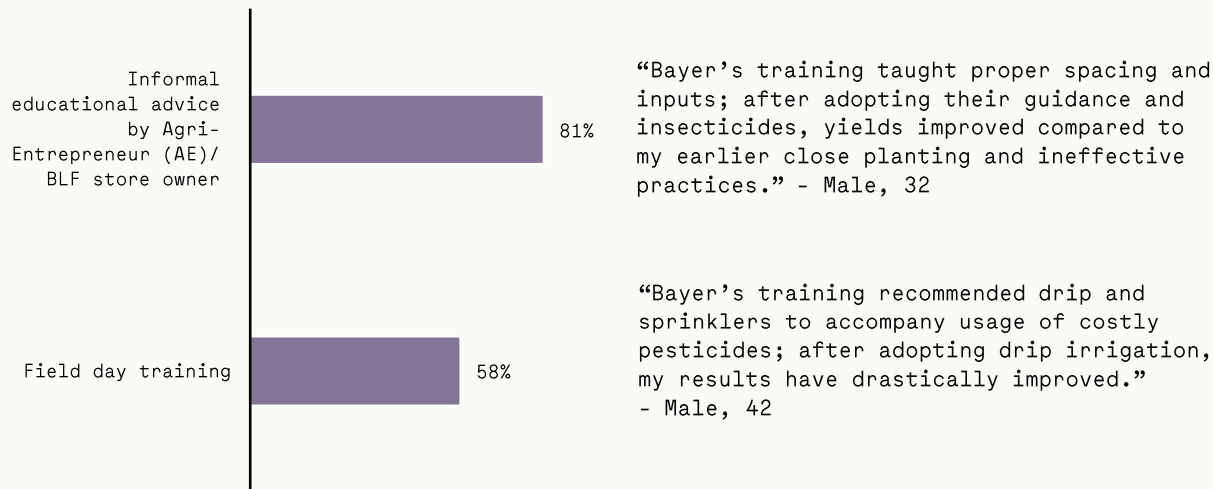
Training: Access and Sources

Of the 72% of farmers receiving training, 81% get informal advisory from Agri-Entrepreneurs, while 58% report attending field day trainings.

Farmers who report attending field day trainings are more likely to find a significant increase in production compared to those who only receive informal advice from their store owner (55% vs. 44%).

Trainings Received

Q: Which trainings have you received from BLF in the last 12 months? Select all that apply (n = 198*)



*Asked only to those who indicated receiving training and advisory services from BLF.

Lean Data Insights For Bayer Crop Science

Application of Training

The extent of training application does not vary based on the type of training received (i.e. formal or informal).

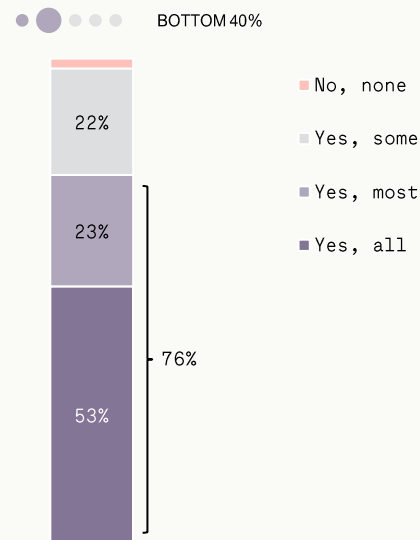
Farmers who applied 'all' or 'most' of their training are more likely to say that the severity of pest infestations on their farms has significantly decreased, compared to those who applied only 'some' or 'none' of the training (55% vs. 35%).

Other reasons for not applying all of the training include poor weather conditions and not having enough time (5 farmers each).

53% of farmers report applying 'all' of the training they received from BLF. Insufficient funds, unavailability of equipment, and lack of understanding are the top reasons cited by farmers who did not apply all of the training.

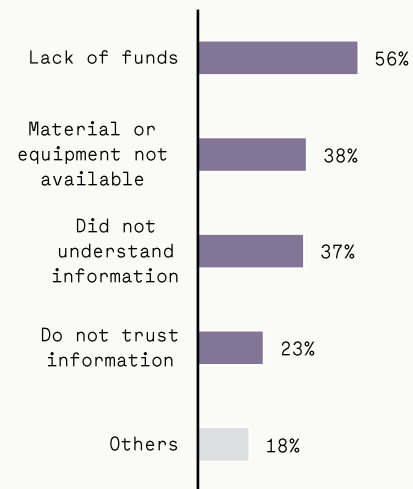
Training Application

Q: How much of this training did you apply to your farming practices? (n = 198*)



Reasons for Not Applying Training

Q: Would you mind sharing with me what prevented you from applying all of the training? Select all that apply. (n = 93)



*Asked only to those who indicated receiving training and advisory services from BLF.

Lean Data Insights For Bayer Crop Science

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- Net Promoter Score® & drivers
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Water and Soil Management

- Water management
- Soil health practices and management
- Support needed on improving farm practices

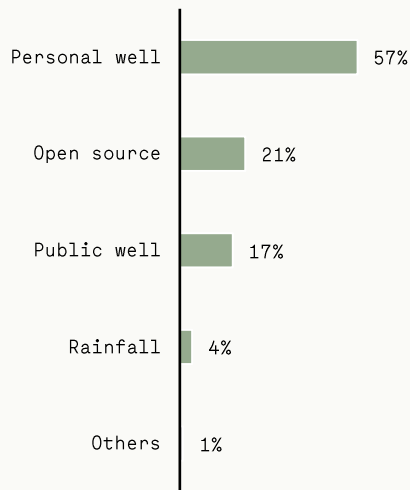
Main Source of Water and Reliability

Farmers using a personal well are significantly more likely to report that their main source of water is 'very reliable' compared to those use other sources (81% vs. 60%).

57% of farmers rely on a personal well as their primary source of water for farming. 72% of farmers find their main water source 'very reliable'.

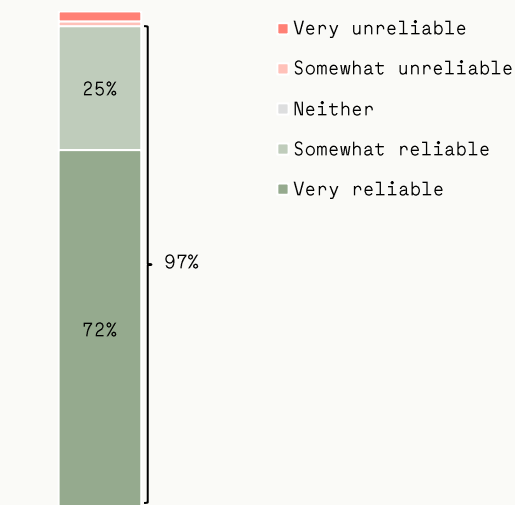
Main Source of Water

Q: What is your main source of water for your farming?
(n = 275)



Reliability of Main Water Source

Q: In the last 12 months, how reliable was your main source of water for your farming? (n= 275)

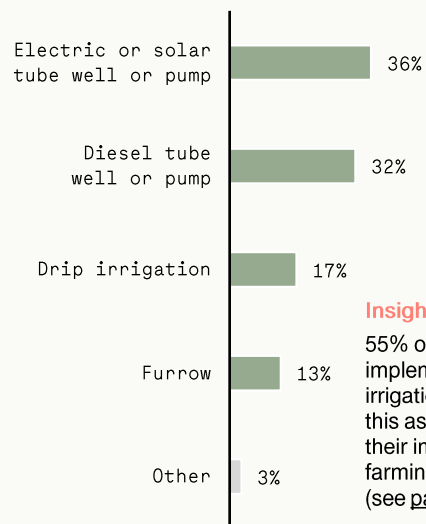


Irrigation and Water Management

Farmers largely use water pumps to irrigate their land and decide when to irrigate based on the soil moisture and crop appearance. 71% practice pre-sowing irrigation.

Method of Irrigation

Q: How do you irrigate your farming land? Only main method to be selected. (n = 275)

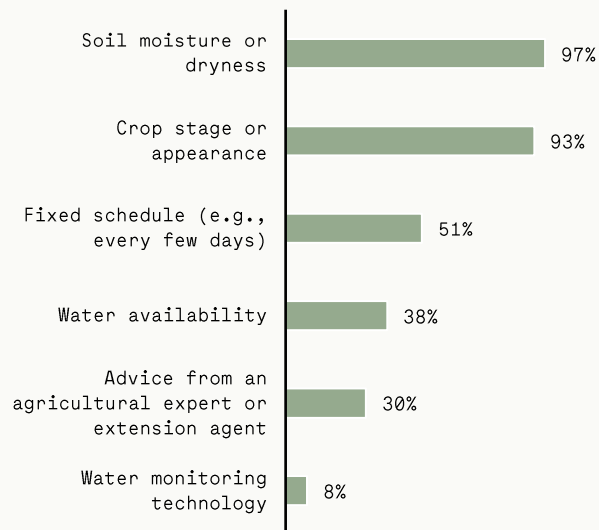


Insight

55% of farmers implementing drip irrigation also report this as a reason for their improved farming practices (see [page 14](#))

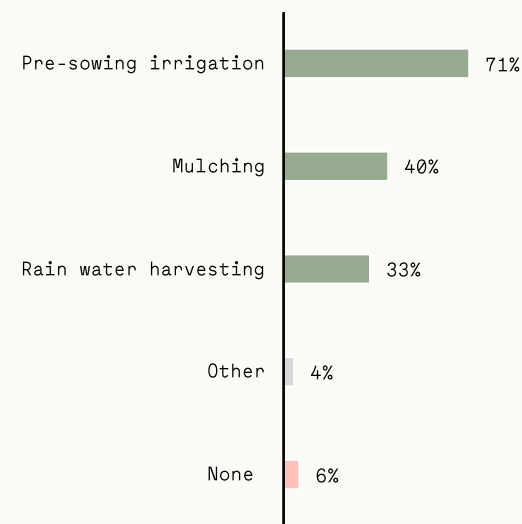
Irrigation Frequency Determinants

Q: Which of the following factors do you use to decide when to irrigate your crops? Select all that apply. (n = 275)



Water Management Practices

Q: Which of these do you use to manage water on your farm? Select all that apply. (n = 275)



Soil Health and Testing

Nearly all farmers report composting and tilling. 3 in 4 also practice tomato staking and crop rotation. 28% of farmers tested their soil.

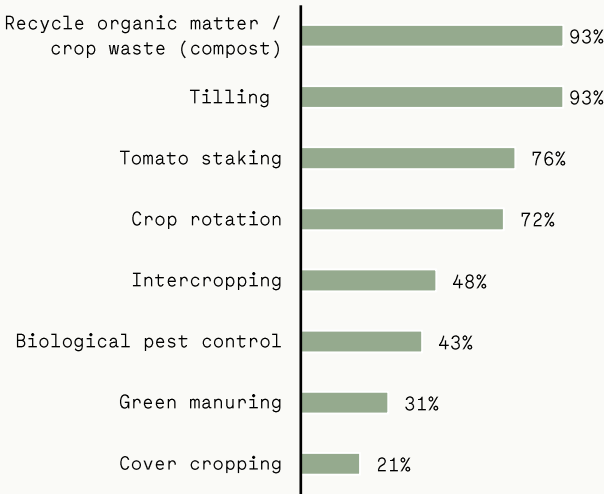
To better understand soil health, we asked farmers about the practices they use, their access to testing, and the types of fertilizers and pesticides they apply.

Farmers who had their soil tested are more likely to report significant improvements in their farming practices compared to those who did not test their soil (49% vs. 38%).

Similarly, farmers tested their soil are also more likely to irrigate in a fixed schedule (60% vs. 48%) and according to expert advice (43% vs. 25%) compared to those who haven't tested their soil.

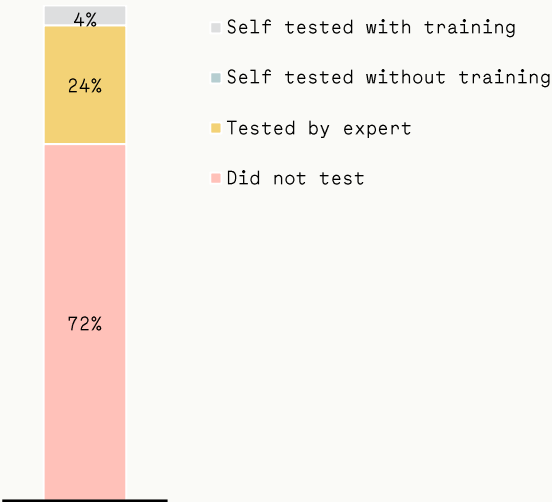
Soil Health Practices

Q: Which of the following did your household do in the past 12 months? Select all that apply. (n = 275)



Soil Testing

Q: Did you test your soil in the last 12 months? (n = 275)



Fertilizer and Pesticide Use

Farmers who tested their soil are more likely to incorporate micronutrients into their farm compared to those who did not test their soil (87% vs. 73%). This suggests that expert soil testing may play a role in guiding farmers toward more comprehensive nutrient management.

Farmers report using DAP, MOP, micronutrients, and NPK blends on their farms.

Fertilizer and Pesticide Use

Q: Do you use any of the following on your tomato farm? Select all that apply. (n = 275)

	Overall
DAP: Diammonium Phosphate	97%
MOP: Muriate of Potash	80%
Micronutrients	77%
NPK Blends	72%
Urea	68%
Gypsum	68%
Biofertilizer	65%
SSP: Single Super Phosphate	65%
Borax	38%

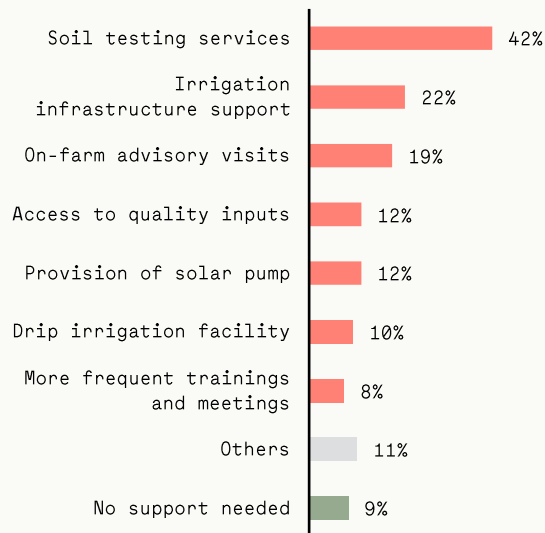
Suggestions for Improvement

91% of farmers want additional support from BLF to help improve their soil and water management. 42% ask for soil testing services.

Farmers who consider their main water source unreliable are more likely to seek support in irrigation infrastructure compared to those who view their water source reliable (44% vs. 20%).

Support Required from BLF

Q: What kind of support from BLF would help you improve your water management and soil health practices? (n = 275). Open-ended, coded by 60 Decibels.



“The soil should be tested to identify its deficiencies, allowing us to choose the right manure and pesticide to boost production.” - Male, 43

“It would be very helpful to get soil testing services, support for leveling farmland, arrangements for farm ponds, and drip irrigation facilities.” - Male, 55

03

Appendix



Credit: Bayer

Detailed Benchmarking Comparison

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework.

Information on the benchmarks is found below:

BLF India Data

farmers 275

60dB Global Agriculture Benchmark:

companies 171

farmers 99,884

60dB Agriculture, Agri Information and Advisory Benchmark:

companies 87

farmers 31,711

Comparison of BLF India’s Performance to Selected 60dB Benchmarks

Dimension	Indicator	BLF India	60dB Global Agriculture Benchmark	Agriculture Information and Advisory Benchmark
Who	% female	1%	28%	28%
	% first time accessing services	55%	74%	66%
	% saying no access to alternatives	38%	75%	72%
How Much	% reporting ‘very much improved’ way of farming	41%	38%	40%
	% reporting ‘very much increased’ crop production	43%	38%	39%
	% reporting ‘very much increased’ crop income	30%	30%	31%
	% reporting ‘very much improved’ quality of life	38%	34%	33%
	% reporting ‘yes, all’ of the training applied in farming	53%	66%	67%
Risk	% experiencing challenges	37%	24%	22%
Experience	Net Promoter Score	44	41	41

Summary Of Data Collected

275 phone interviews completed between September and October 2025.

Methodology

Survey mode	Phone
Country	India
Language	Hindi
Dates	September – October 2025
Sampling	Random sample of 275 farmers associated with BLF. Sampled from a database of 1168 contacts from Jharkhand.
Response rate	34%
Average time p/interview	24 mins

Accuracy

Confidence Level	90%
Margin of error	4%

Research Assistant Gender

Female	2
Male	3

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 customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ countries who speak directly to farmers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru.

To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company.



Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our [feedback survey](#)!

Acknowledgements

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

This work was generously sponsored by Bayer Corporation.

Till now, there is no
company in the market which
is as successful as Bayer.

Because of BLF I
get,

>good seeds
>good pesticides
>better market price
>more income.

Ramiro Rejas
Jacob Thamarappally
Malavika Rangarajan
Krupakar Reddy
Gopika Suraj
Rasika Gopalakrishnan

For queries, please
email:
ramiro@60decibels.com;
malavika@60decibels.com