

# Bayer Crop Science: Better Life Farming (BLF)

Tanzania



# Welcome To Your 60dB Results

We enjoyed hearing from 279 Better Life Farming (BLF) farmers in Tanzania – they had a lot to say!

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# Performance Snapshot

Farmers are satisfied with BLF’s offering in Tanzania. There is room to deepen impact and address farmer challenges.

## Gender

11%

of served farmers are female



## Impact

25%

quality of life ‘very much improved’



## Self-Reported Outcomes

- 60% talk about increased income
- 53% say they see increased farm productivity
- 41% report enhanced ability to meet household needs

## Way of Farming

32%

‘very much improved’



## Farmer Voice

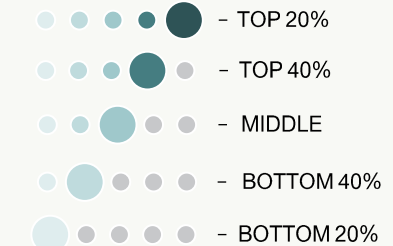
“My income increased due to high volume of produce, and I managed to renovate my house and buy more animals such as goats and cows.”  
- Male, 43

## Data Summary

Better Life Farming Performance: 279 farmer phone interviews between August - September 2024 in Tanzania.

Quintile Assessment compares Project Performance with 60dB Farmer as a Customer Benchmark comprised of 26 companies, 11 countries, and 6,500+ farmers. Full details can be found in [Appendix](#).

## Performance vs. 60dB Benchmark



## Net Promoter Score®

63

on a -100 to 100 scale



## Challenges

37%

report challenges



## Crop Income

28%

‘very much increased’



## Production

37%

‘very much increased’



# Top Insights

## 1 Word of mouth plays a key role in creating awareness about BLF, which is a unique offering in the market.

Most farmers first heard about BLF through their friends and family. This influence of peers is also a motivating factor for some farmers to use BLF's offering. Overall, 67% of farmers are accessing service like this for the first time. 84% of farmers also report not having access to good alternatives, suggesting that BLF is reaching a relatively underserved farmer base with a unique offering.

See pages [8](#) - [10](#).

## 4 Trainings and quality inputs are the top drivers of farmer satisfaction.

BLF has an NPS of 63, which is excellent. Promoters value improved farming knowledge gained through effective training, as well as access to high-quality seeds and inputs via BLF. In line with the top drivers of satisfaction, we also find a higher NPS among farmers receiving both inputs as well as training from BLF compared to those only getting one of these services (NPS of 67 vs. 45).

See pages [27](#) - [28](#).

## 2 While BLF is having a positive impact on farmer livelihoods, deeper impact is seen among those receiving bundled services.

More than 9 in 10 farmers report an overall improvement in their farming practices, production, crop income, and quality of life because of BLF's offering. However, the proportion of farmers reporting significant improvements in these aspects is less than 4 in 10. We find that farmers receiving both inputs and training from BLF — 83% of the respondents — are significantly more likely to report deeper improvements in their farm production, income, and quality of life compared to those only receiving one of these services. This suggests that a bundled offering may be a key driver in amplifying farmer impact.

See pages [12](#) - [18](#), [33](#).

## 3 Farmers are benefitting from BLF's inputs and trainings. However, input prices remain a concern.

The majority of farmers receiving inputs say their ability to access them, along with the quality of inputs have improved because of BLF. Additionally, nearly all farmers find 'most' or 'all' of the BLF trainings easy to understand and apply. However, only half of the farmers rate the price paid for inputs to be good, and more than a third ask for lower input prices when asked how BLF can better support them. When asked about challenges, high input costs is most frequently mentioned, highlighting a concern that is top-of-mind for farmers.

See pages [21](#) - [25](#), [29](#), [31](#).

# Farmers' Voices

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

## Impact Stories

91% shared how BLF has improved their quality of life

"Through [BLF], I earned enough to send my children to university and high school, buy a drip irrigation system, and finish my house. I also employed workers for my farm, and my family benefits from fresh, sustainable vegetables, ensuring a steady food supply." - Male, 50

"Through Better Life Farming, I managed to harvest more of my crop, which allowed me to pay my children's school fees and provide food for my family." - Female, 45

## Changes in Farming

94% of report that their way of farming has improved because of BLF

"Currently, I use the best tomato seeds, unlike before when we farmers would buy any seeds without knowing their quality. I now follow better farming practices, apply pesticides correctly, and use boosters in the field, ensuring proper procedures are followed, unlike in the past." - Female, 24

"I've stopped using a hand hoe and now use a power tiller, allowing me to cultivate a larger area. I've seen significant benefits from using BLF's services, motivating me to invest more in farming." - Male, 38

## Opinions on Value Proposition

70% were Promoters and highly likely to recommend

"The excellent training on drip irrigation and timely fertilization, along with high-quality, disease-resistant tomato seeds, are the main reasons I encourage other farmers to use Bayer's services." - Male, 35

"Firstly, they offer excellent, high-quality tomato seeds that yield many fruits. Secondly, their training on planting techniques and fertilizer application is top-notch. Lastly, they provide original, untampered inputs, which makes this company stand out." - Female, 43

## Opportunities for Improvement

37% faced challenges with BLF

"A challenge with the training is the recommended equipment. Some, like pesticide application tools, are not available in our area, and when they are, they're quite expensive." - Male, 32

"Our challenges include the drastic increase in seed and fertilizer prices, the absence of trainers visiting our farms, and poor market access." - Female, 34

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“The training provided is very useful for farmers, the seeds are good, and the crops can sustain changes in the weather.”

- Female, 35



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# Demographics

Based on data provided by Bayer, 31% of farmers in our sample are affiliated with Suddy Agrovert as their BLF Center. Similarly, 19% are associated with Bahati, another 19% with Langalanga, and 17% with Daudi.

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

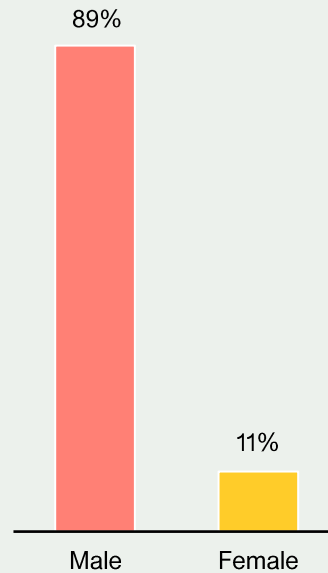
**Note:** The N value signifying sample size may vary based on the survey logic and the number of beneficiaries who chose to skip the question or were unable to answer it.

The typical farmer we spoke to is a 40-year-old male. The majority of farmers (83%) received bundled services, accessing both inputs and training from BLF.

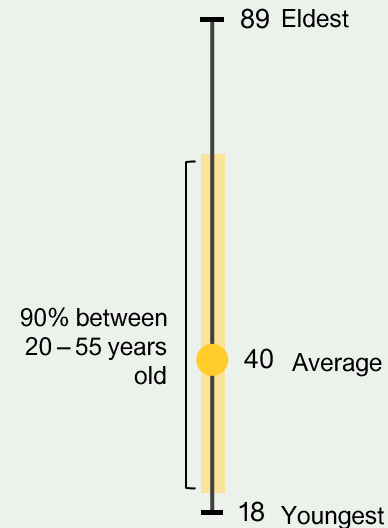
## About the BLF Farmers We Spoke With

Data relating to farmer characteristics (n = 279)

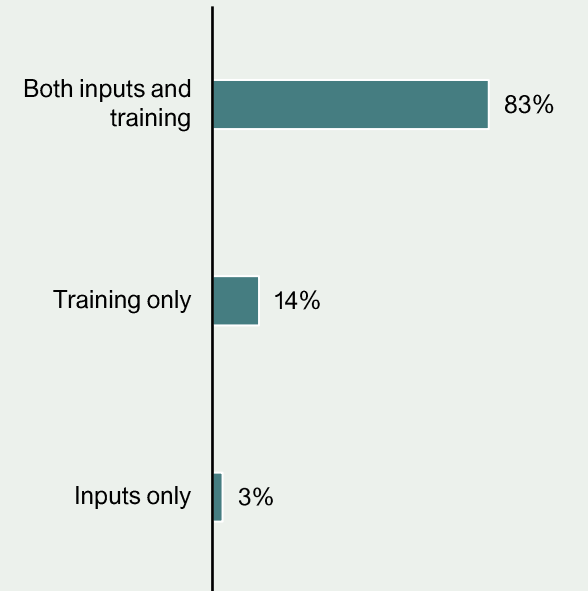
### Gender



### Age



### Services Accessed



# Discovery & Motivation to Use

Most farmers first heard about BLF either through their friends and family, or through BLF partner programs.

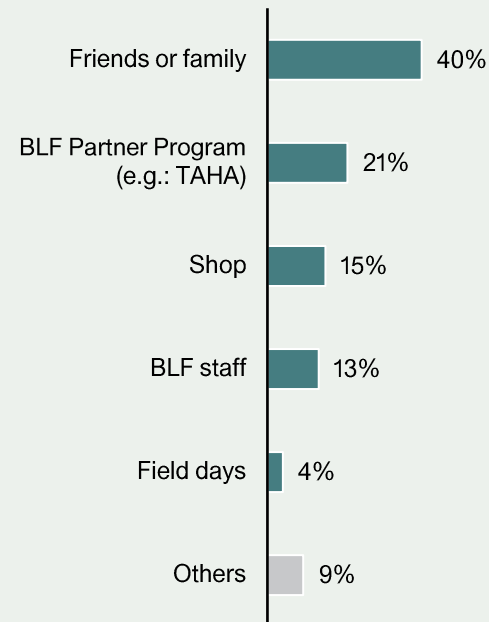
Among the 9% of farmers reporting 'other' sources where they first heard about BLF, nearly all talk about village agricultural officers.

Farmers' motivations to use BLF's offering fall into two categories: drivers and catalysts. The main driver is knowledge enhancement through training (61%), while catalysts like peer influence (28%) and encouragement from BLF experts (21%) boost initial adoption.

2 in 5 farmers say they heard about BLF through their friends or family. 3 in 5 were motivated to use BLF to enhance their knowledge about farming practices.

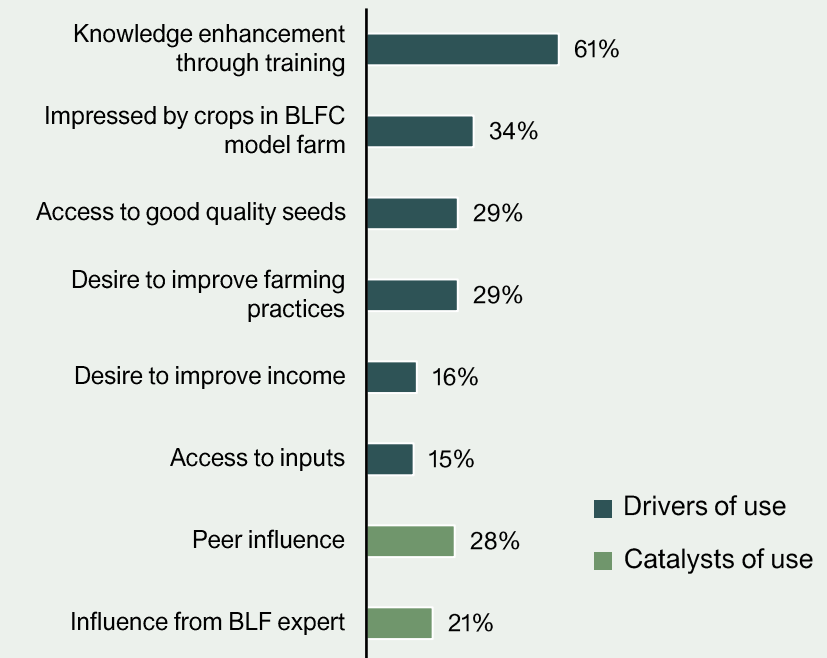
## Source of Knowledge

Q: How did you first hear about Better Life Farming? Select all that apply. (n = 279).



## Motivation for Use

Q: What motivated you to use this offering from BLF? (n = 279). Open-ended, coded by 60 Decibels.





# First Access

Younger farmers (40 years or less) are more likely to report that they are accessing such a service for first time compared to older farmers, aged 41 years or more (76% vs 60%).

While 63% of farmers had reliable or easy access to farm inputs before BLF, and 53% report the same about seeds, only a third of all farmers say they had prior access to a service comparable to BLF.

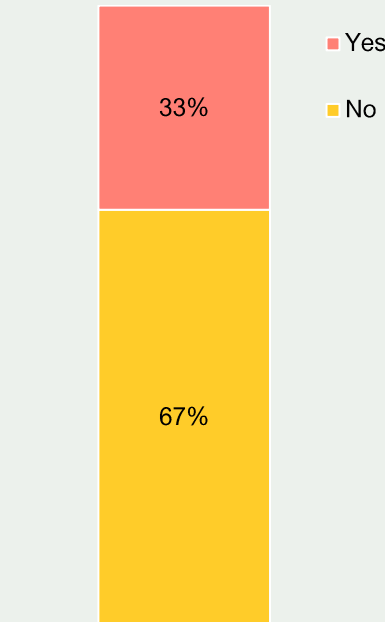
This disparity may be explained by the fact that only 6% of farmers report having reliable access to trainings. The bundling of consistent trainings with other services stands out as a unique feature of BLF's intervention.

67% of farmers say they did not have prior access to services like the ones provided by BLF. While most had access to inputs and seeds before BLF, only 6% had reliable access to trainings.

## First Access

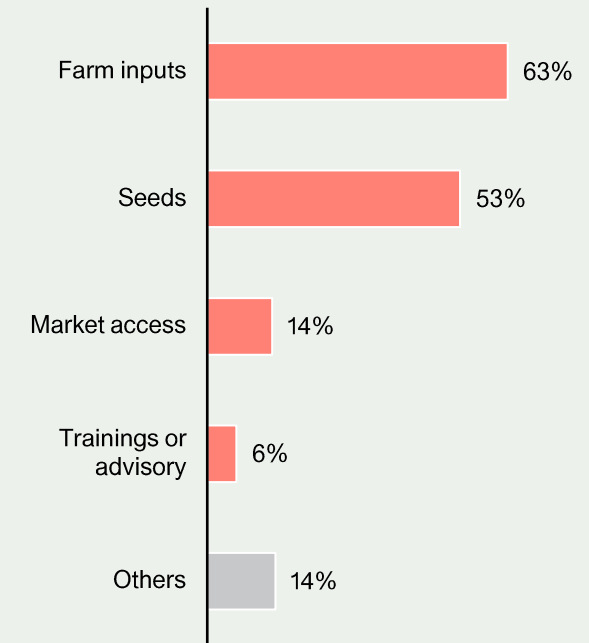
Q: Before Better Life Farming, did you have access to services like Better Life Farming provides? (n = 279)

● ● ● ● ● - BOTTOM 40%



## Reliable Access to Services Prior to BLF

Q: Which of these products or services did you have reliable or easy access to before Better Life Farming? (n = 279)



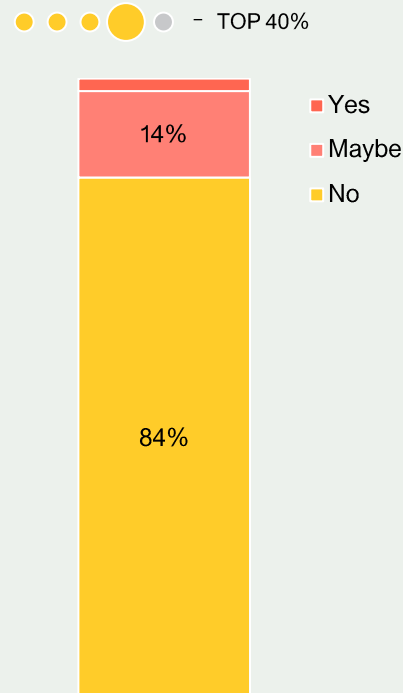
# Access to Alternatives

While 33% of farmers report prior access to services like BLF's, a low proportion of farmers mentioning access to good alternatives (16%) further underscores the uniqueness of BLF's offering. It indicates that other service providers may not be necessarily viewed as 'good' alternatives compared to BLF.

84% of respondents say they could not easily find a good alternative to BLF's offering.

## Access to Alternatives

Q: Could you easily find a good alternative to Better Life Farming? (n = 279)



“I see the result of Bayer seeds in our model farm, plants grow well, and produce is more. This influenced me to start using it in my own farm.”

- Male, 33

“What I liked most about their services is the quality of their seeds and pesticides. Their seeds produce many fruits with tough skin, allowing for multiple harvests, unlike other seeds that only yield three harvests before the tomatoes are finished in the field.”

- Male, 25

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“The seed works as we were promised, it gives high yields and good quality produce. The other inputs like fertilizers are also good.” - Male, 35

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# Way of Farming: Overview

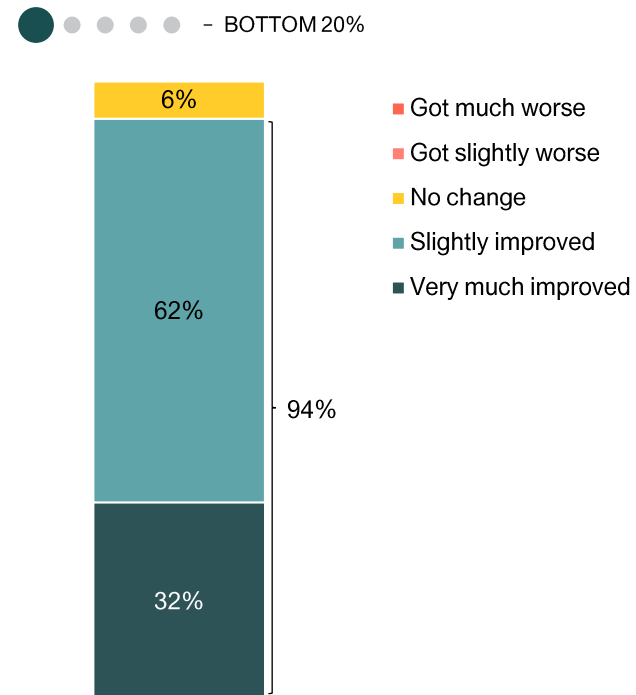
Farmers are more likely to report that their way of farming has 'slightly improved' rather than 'very much improved'. However, nearly all reporting improved practices speaks to the intervention's role in driving better farm outcomes.

Farmers who access inputs from BLF are significantly more likely to say that their way of farming 'very much improved' compared to those who do not access inputs (34% vs 18%).

94% of farmers say that their way of farming has improved because of BLF, with 32% reporting significant improvements.

## Perceived Way of Farming Change

Q: Has your way of farming changed because of Better Life Farming's offering? Has it: (n = 279)



### Very much improved:

“I used to cultivate without applying any fertilizer on my farm, but now I apply manure during planting and urea when the maize grows.” - Male, 30

### Slightly improved:

“I now use good and modern inputs that enable me to get high and surplus produce as compared to before BLF.” - Male, 27

### No change:

“I haven't been able to apply all the training due to financial challenges.” - Male, 58

# 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:

- Use of better-quality fertilizers or pesticides (20%)
- Improved irrigation practices (18%)
- Expansion of farming (12%)

Among the 6% of farmers reporting 'no change' in their way of farming, most talk about financial barriers (6 farmers) and preference for traditional farming practices (4 farmers).

Improved application of fertilizers and pesticides and the use of hybrid seeds are the top self-reported way of farming improvements.

## Top Outcomes for 94% of Farmers Who Say their Way of Farming Improved

Q: Please explain how your way of farming has improved. (n = 261). Open-ended, coded by 60 Decibels.

**61%**

**talk about improved application of fertilizers or pesticides**

(57% of all farmers)

“I now apply fertilizer at every stage of cropping, which I didn’t do before. I’ve also learned the correct timing and quantity for pesticide use. I also know not to apply pesticides close to harvest to ensure consumer safety.” – Male, 50

**37%**

**mention the use of hybrid seeds**

(35% of all farmers)

“I use modern vegetable seeds that give me a better yield compared to the past when the seeds I used often did not perform well and sometimes resulted in losses.” – Male, 25

**26%**

**report better crop spacing**

(24% of all farmers)

“My method of planting tomatoes has improved since attending the training. Now, I leave a space of 60 cm between each tomato seedling and plant one seedling per hole, which I didn’t do before.” – Male, 25

# Crop Production

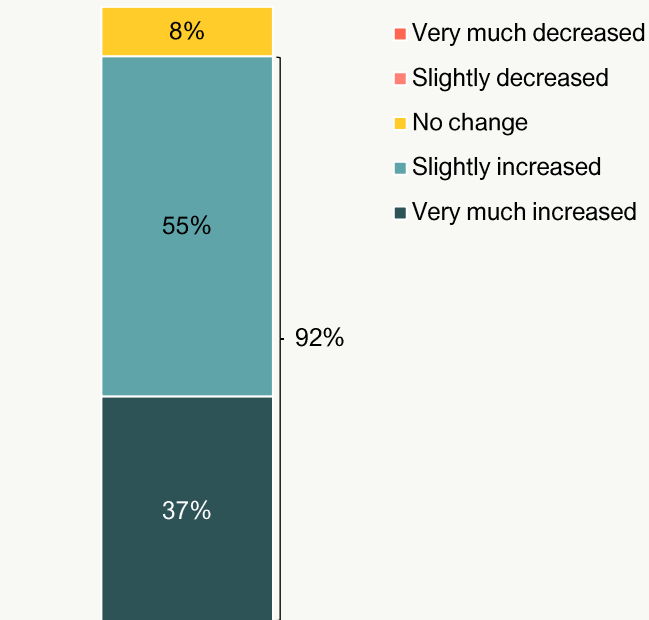
92% of farmers report an overall increase in production because of BLF. 89% of them achieved higher yields from the same land, indicating improved productivity.

Farmers receiving both inputs as well as training from BLF are significantly more likely to say that their production has 'very much increased' compared to those only receiving one of these services (42% vs 14%). This suggests that a bundled offering may be a key driver in amplifying increases in production.

## Impact on Production

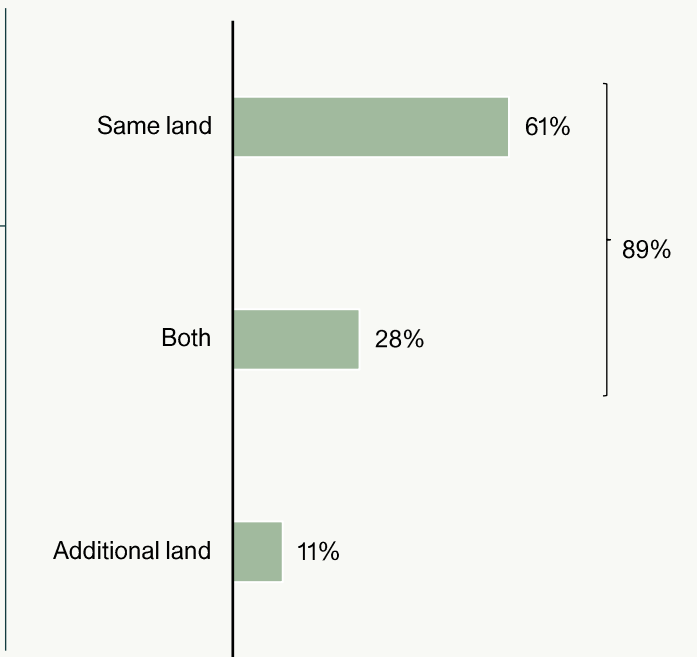
Q: Has the total production from your [crop] changed because of Better Life Farming's offering? (n = 279)

● ● ● ● ● - BOTTOM 40%



## Reasons for Increase in Production

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



# Income Change

Similar to production, farmers receiving both inputs as well as training from BLF are more likely to see significant increases in their income compared to those only getting one of these services (32% vs 8%).

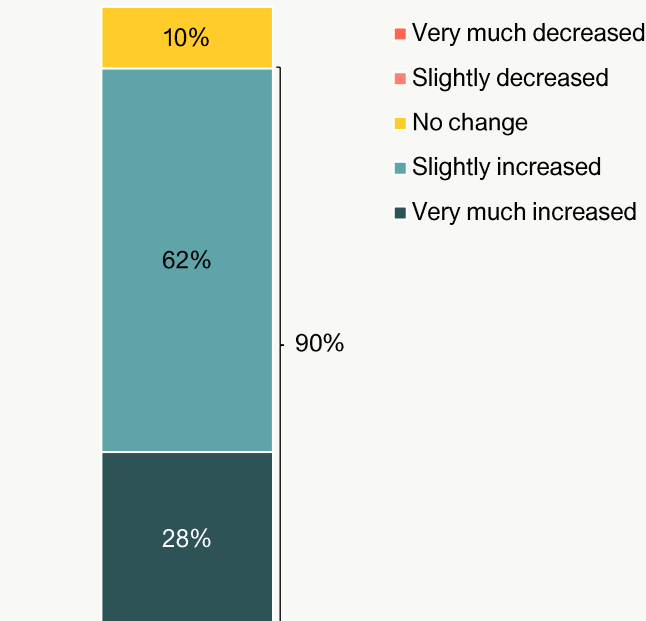
Farmers who report no change in their income (10%) largely attribute this to having not yet harvested their crop (12 farmers), or financial constraints which impacted their farming (6 farmers).

90% of farmers report an increase in their crop earnings because of BLF, with 28% reporting a significant increase. This is primarily driven by an increase in the volume of crop sold.

## Changes in Income

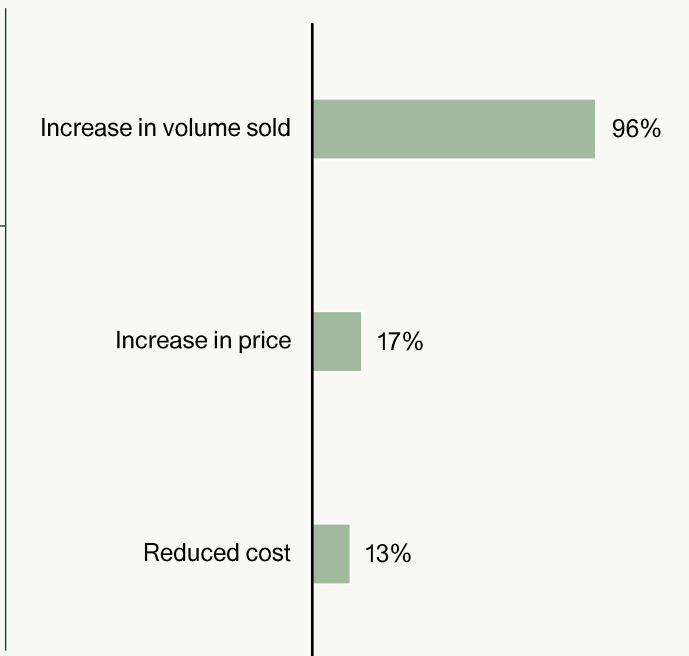
Q: Has the money you earn from your main crop changed because of Better Life Farming? (n = 279)

● ● ● ● ● - BOTTOM 20%



## Reasons for Increased Income

Q: What were the main reasons for the increase in money earned? Select all that apply. (n = 249)



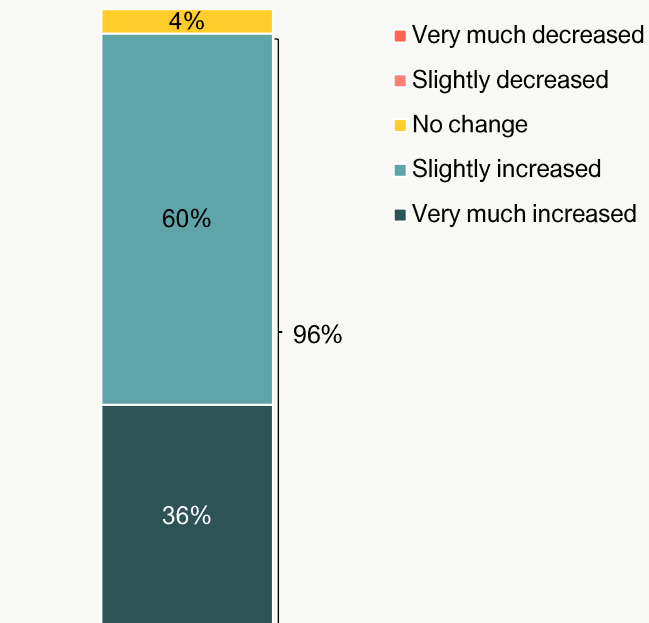
# Investing in Agriculture

Farmers who report that the money earned from their main crop has 'very much increased' are more likely to report similar increases in their confidence to invest compared to others (77% vs 20%). This suggests that farmers who see tangible improvements in their income after engaging with BLF may be more inclined to reinvest this into their farms.

96% of farmers report that their confidence to invest in agriculture has increased because of BLF, with 36% saying this has 'very much increased'.

## Change in Confidence in Farm Investment

Q: Has your level of confidence in investing in your farm changed because of Better Life Farming? Has it:  
(n = 279)



“My farming skills and knowledge have increased, motivating me to invest seriously in horticulture and showing me the potential to make money from it.

- Male, 44

“It’s the knowledge I got from BLF agents that has motivated me to try this new way of farming vegetables.”

- Male, 25



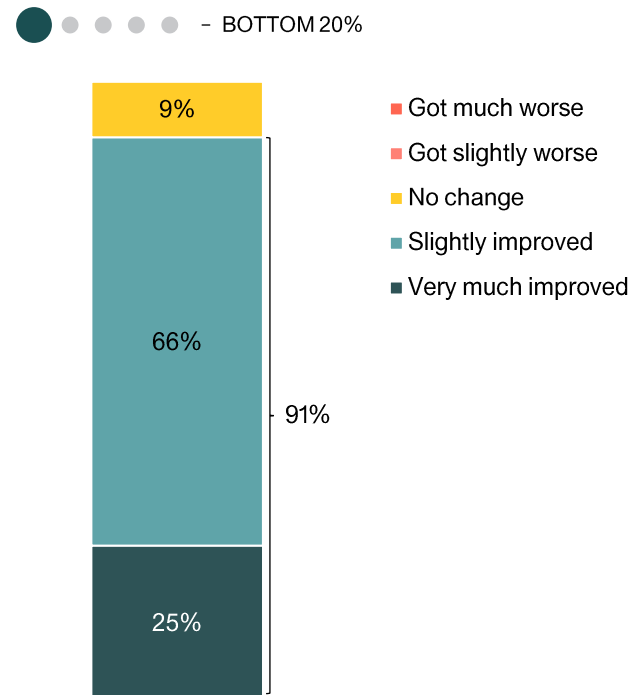
# Quality of Life: Overview

Similar to production and income, farmers receiving both inputs as well as training from BLF are significantly more likely to say that their quality of life has ‘very much improved’ compared to those only receiving one of these services (30% vs 4%). This further emphasizes the importance of providing bundled services to deepen farmer impact.

Nearly all farmers report quality of life improvements, with a quarter saying it has ‘very much improved’.

## Perceived Quality of Life Change

Q: Has your quality of life changed because of Better Life Farming? (n = 279)



“Currently, I am selling a large quantity of tomatoes and earning a lot of money. This has enabled me to build a house to live in and pay school fees for my children.”

- Female, 45

“I have started being independent, I’m no longer dependent to my parents, I am able to pay my own rent as well as buy a water pump to help with irrigation.”

- Male, 20

# Quality of Life: Top Outcomes

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

- Farm investments, such as land expansions or livestock (32%)
- Ability to afford household assets or infrastructure (29%)
- Ability to afford education (22%)

Of the 8% of farmers who report 'no change' in their quality of life, the majority mention they're yet to start cultivation or that they have not yet harvested their crops (16 farmers).

Farmers identify increased crop income and productivity because of BLF as the top drivers of improved quality of life.

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

Q: Please explain how your quality of life has improved. (n = 279). Open-ended, coded by 60 Decibels.

60%

**talk about increased income**  
(55% of all respondents)

“The income I generate from the high yield of Ansari seeds has enabled me to build my house, purchase maize grain for home use, and buy one goat and ten cows.” – Male, 34

53%

**mention increased farm productivity**  
(48% of all respondents)

“Nowadays my income has risen due to the increased production that I get from my farms, especially tomatoes, because of the nice seed that BLF supplied me with.”

41%

**report ability to afford household expenses**  
(38% of all respondents)

“I have now been able to provide for my family's basic needs like food and clothes and also I bought the cow and bicycle .” – Male, 40

# Level of Stress

The majority of farmers say their level of stress has decreased because of BLF.

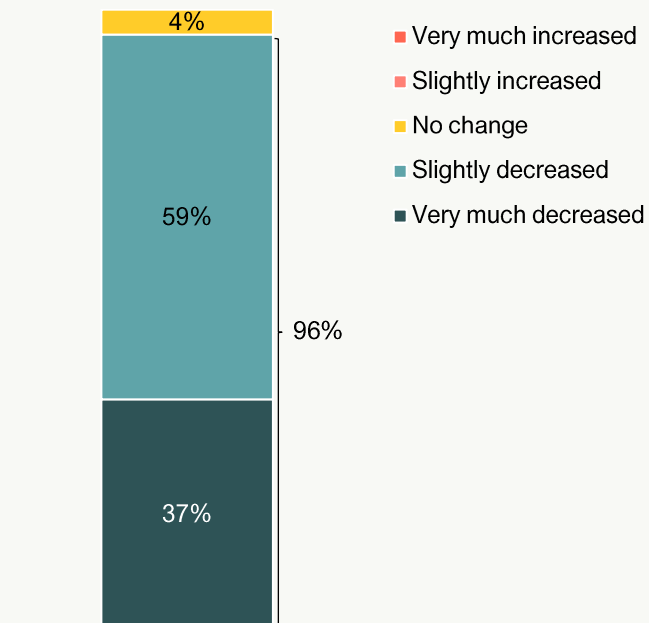
Male farmers are more likely to report an overall decrease in their stress levels compared to their female counterparts (98% vs 81%).

Farmers who report a significant improvement in their access to inputs because of BLF are more likely to mention 'very much decreased' stress levels compared to others (70% vs 23%). This reduced stress may, in turn, contribute to greater confidence in investing.

Find out more about how BLF is improving farmers' access to inputs in the next section.

## Impact on Livelihood Stress

Q: Has your level of stress changed because of Better Life Farming? (n = 279)



“The training taught me how to put fertilizers in my crops and I am now more aware of good pesticides to use in order to protect my crops and their quality.”

- Male, 50

“After earning a profit from farming through the support of BLF's training and inputs, I can now sustain myself financially. I pay bills and buy my daily necessities without any difficulty.”

- Male, 29

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“I thought [BLF] is a good opportunity for upgrading my farming skills and knowledge for improved productivity, so I stopped cotton farming and started vegetable farming with BLF.”

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# Access to Inputs

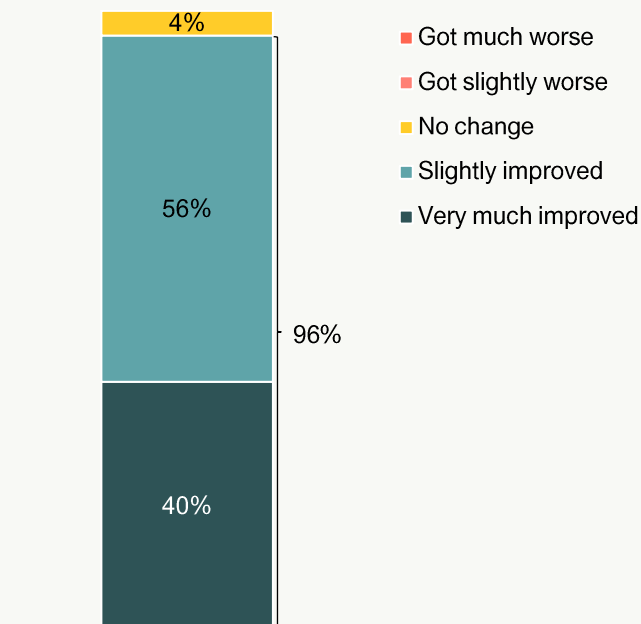
Farmers who say that their access to inputs has 'very much improved' are significantly more likely to report similar improvements in their way of farming compared to others (57% vs 19%). The same trend applies to their confidence to invest in agriculture as well, underscoring the importance of input provision in facilitating better practices and fostering investments.

For most farmers, BLF is addressing at least one of three pain points that they may have previously faced in accessing inputs – poor availability, lack of variety, or traveling long distances to access inputs.

Nearly all farmers receiving inputs say their ability to access these have improved because of BLF. Better availability of stock is the top reason cited for improved access.

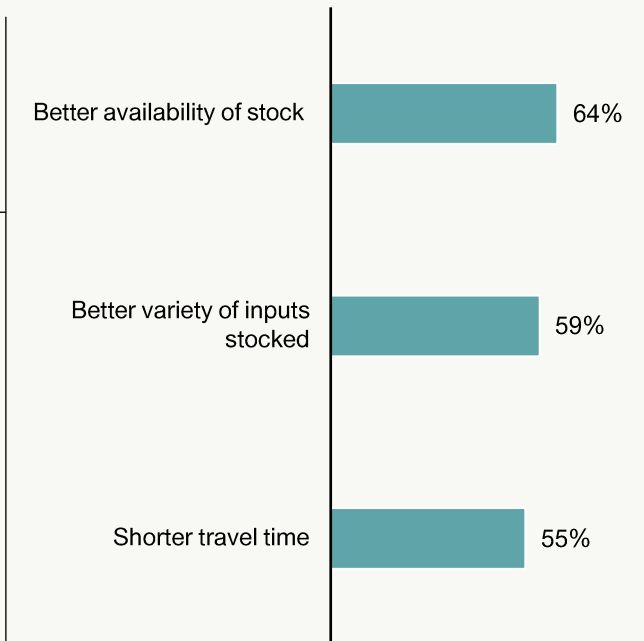
## Change in Access to Inputs

Q: Has your ability to access inputs changed because of Better Life Farming's services? (n = 239)\*



## Reasons for Improved Input Access

Q: How has it become easier to access inputs? Select all that apply. (n = 229)



\*Only asked to farmers who said they received BLF inputs in the last 12 months.

# Quality and Price of Inputs

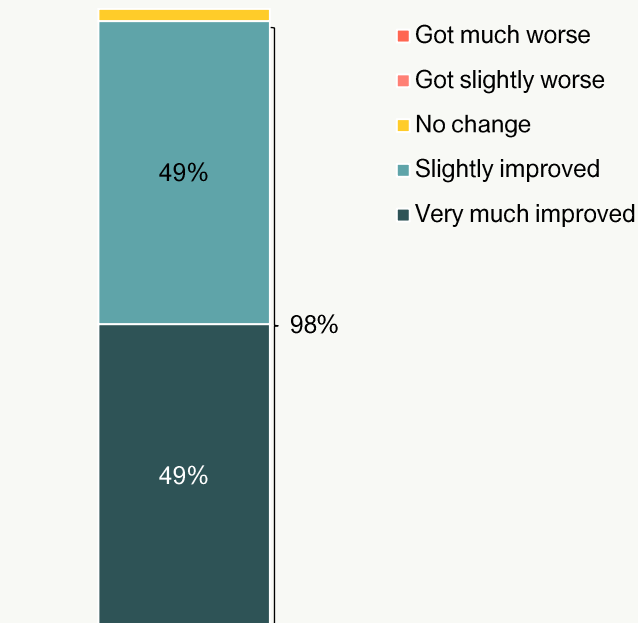
Nearly all farmers say the quality of inputs that they use has improved because of BLF. Half of all farmers rate the price offered for these inputs to be fair or poor.

Farmers who report a significant improvement in the quality of inputs due to BLF are more likely to mention positive outcomes across key impact metrics, such as way of farming, crop production, income, and confidence to invest in their farm.

Although farmers identify the inputs to be of high quality, they may not necessarily find it competitively priced. Financial constraints could act as a potential barrier for farmers to adopt high quality inputs that may be recommended during BLF trainings. Find out more about barriers to training application on [page 25](#).

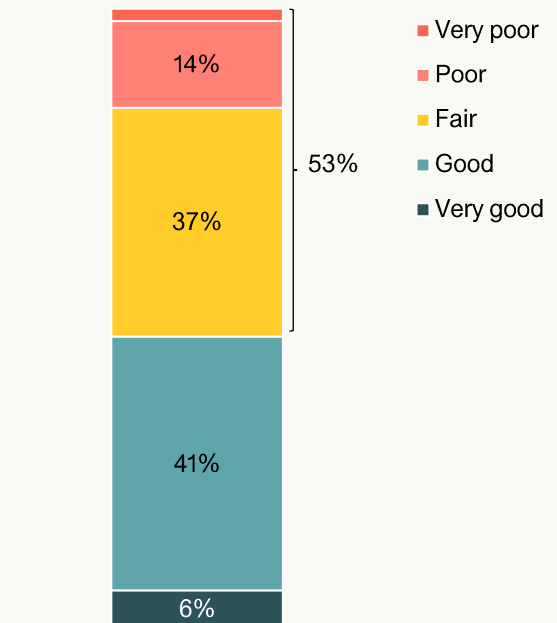
## Change in Input Quality

Q: Has the quality of inputs that you use changed because of Better Life Farming's services? (n = 239)\*



## Perception of Input Price

Q: How do you rate the price for inputs offered by Better Life Farming? (n = 239)\*



\*Only asked to farmers who said they received BLF inputs in the last 12 months.

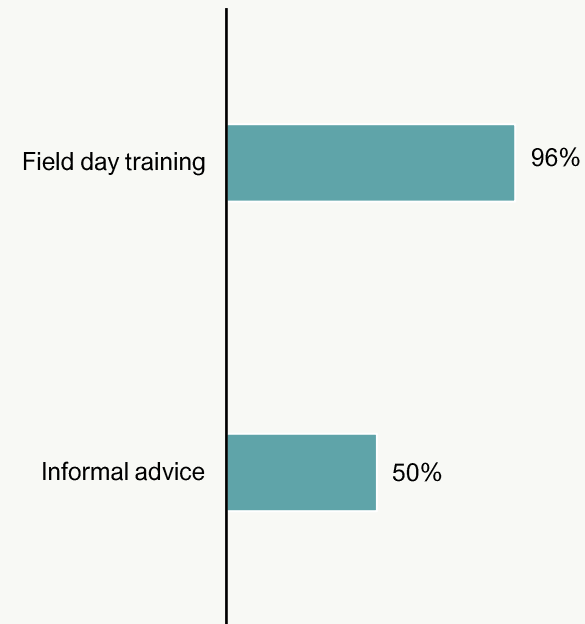
# Training: Overview

Nearly all farmers who are trained by BLF attended a field day training. Going forward, 86% of them would like these trainings 2-3 times a year.

Farmers who received trainings were asked to describe the type of training received. 'Field day training' refers to formal training with a group of farmers trained on the model farm. 'Informal advice' refers to one-on-one training given by the Agri-Entrepreneur / store owner to the farmer either at the shop or on their farm.

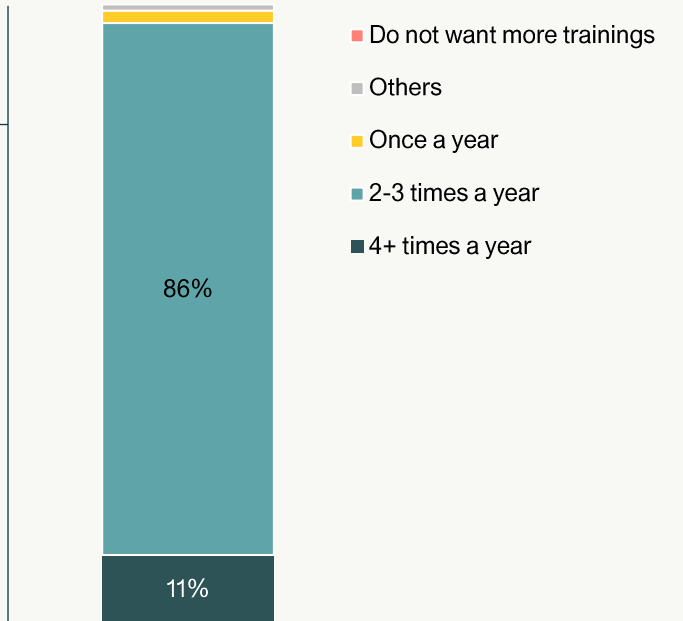
## Type of Training Received

Q: Which trainings have you received from BLF in the last 12 months? Select all that apply. (n = 270)\*



## Preferred Frequency of Field Day Training

Q: Going forward, how often would you like to attend a field day training? (n = 260)\*



\*Only asked to farmers who said they received training from BLF in the last 12 months.

# Training: Ease of Understanding

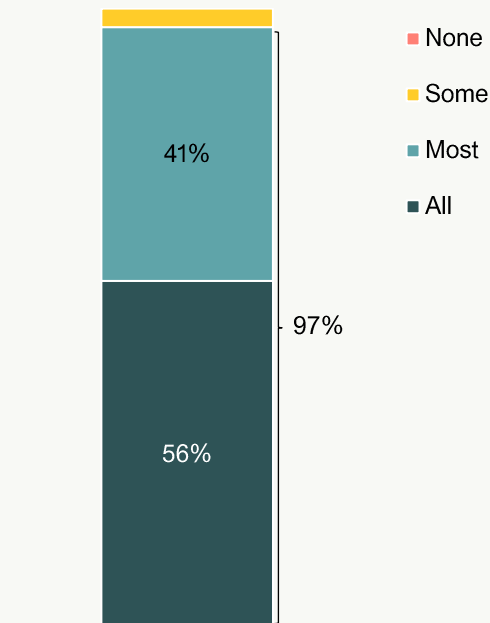
Male farmers are more likely to say that they understood 'all' of BLF's trainings compared to their female counterparts (60% vs. 31%). Consider including targeted trainings for female farmers to help boost training comprehension.

Among farmers accessing an intervention like BLF for the first time, 64% say that 'all' of the training information is easy to understand, compared to 40% who may have had prior access. This suggests that BLF's training materials are user-friendly, even for first-time users.

Nearly all farmers found 'most' or 'all' of the BLF trainings to be easy to understand.

## Ease of Understanding Training

Q: How much of this training from Better Life Farming was easy to understand? (n = 270)\*



“I am following the trainers' advice on the proper use of fertilizers and pesticides to improve productivity. I'm also planning my crops in cycles and planting on ridges for easier management.”

- Male, 55

“It's a good program, the farmer learns how to increase production by using better seeds and better farming methods.”

- Female, 44

\*Only asked to farmers who said they received training from BLF in the last 12 months.



# Training: Application to Work

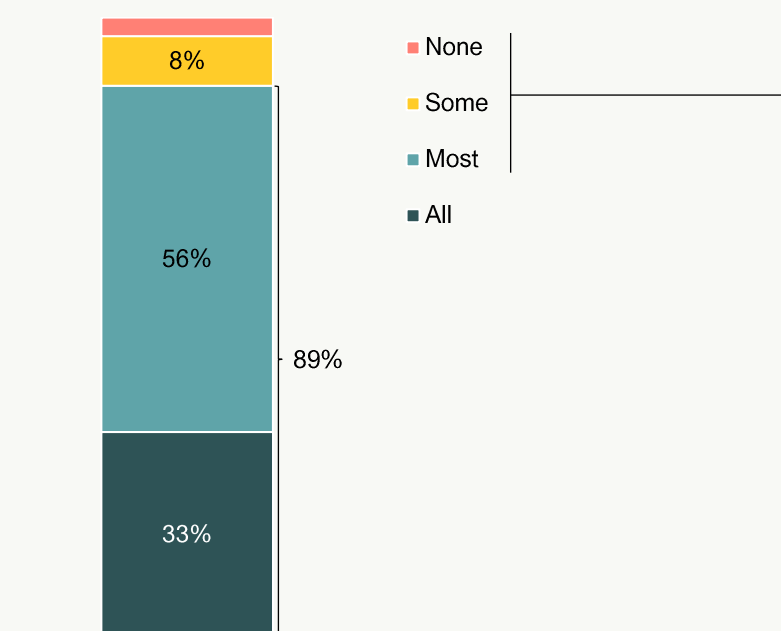
A third of farmers applied 'all' of the BLF training to their farming practices. Those who could not apply all of it cite lack of funds as their top application barrier.

Farmers who applied 'all' of the training information are more likely to have received informal advice from their AE than others (63% vs. 44%). Additionally, this group are more likely to identify the use of hybrid seeds as their primary way of farming improvement (51% vs 27%).

Farmers may perceive product-based advisory (like recommending a better seed variety) to be easier to implement on their farmers compared to advice around practice shifts, which may take more time and resources to integrate.

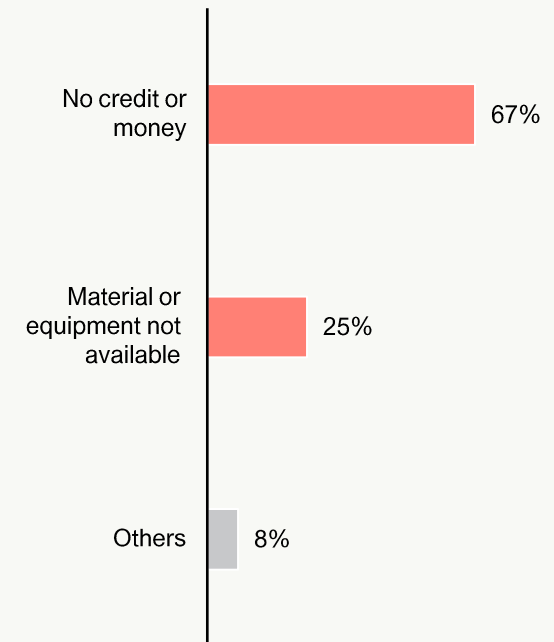
## Application of Trainings

Q: How much of this training from Better Life Farming did you apply to your farming practices? (n = 270)\*



## Barriers to Training Application

Q: Would you mind sharing with me what prevented you from applying all of the training? (n = 181)\*



\*Only asked to farmers who said they received training from BLF in the last 12 months.

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“Thanks to BLF, I’ve become fully independent. I’ve started paying my bills, rented a house, and bought a motorcycle as well as an irrigation pump.”

- Male, 25

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# 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.

Satisfaction is higher among farmers receiving bundled services (i.e. both inputs as well as training from BLF) compared to those only getting one of these services (NPS of 67 vs. 45).

NPS is also 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 76 vs. 37).

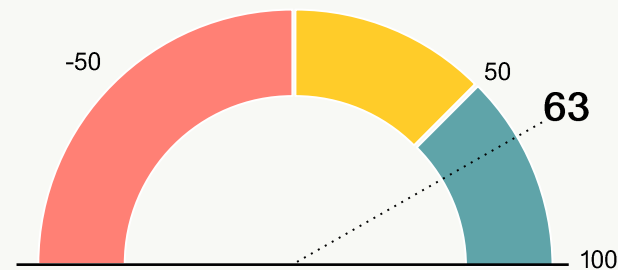
Find out more about what's driving satisfaction on the next page.

BLF has a Net Promoter Score® of 63, which is excellent and in the top 20% of the 60dB Farmer as Customer benchmark.

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Better Life Farming to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 279)

● ● ● ● ● - TOP 20%



NPS = % Promoters — % Detractors

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

### Promoters

“Their tomato seeds do not wilt or shed flowers, instead, they thrive and produce a lot of fruit. That's why many farmers love and use them.”

- Male, 38

### Passives

“They provide agriculture training to farmers which are good, especially maize farming and vegetable garden, but they should ensure sustainability of the training.”

- Male, 45

### Detractors

“I think it would be better if, after providing the training, they could support farmers by offering loans and inputs so they can effectively apply the skills they've learned in their farms.”

- Male, 58

# Farmers Satisfaction: NPS Drivers

Promoters value gaining farming knowledge from BLF and the access to high quality seeds and farm inputs.

70% are Promoters :)

## They love:

1. Improved farming knowledge  
(44% of Promoters / 31% of all farmers)
2. Access to high-quality seeds  
(37% of Promoters / 26% of all farmers)
3. Access to high-quality inputs\*  
(34% of Promoters / 24% of all farmers)

“I would recommend the training they give on how to identify the quality of seeds, fertilizers, and chemicals by examining various labels on the packaging. Many farmers are deceived and sold fake products of poor quality simply because they lack the knowledge to distinguish between original and fake inputs.” - Male, 40

\*such as fertilizers and pesticides.

23% are Passives : \

## They like:

1. Improved farming knowledge  
(54% of Passives / 13% of all farmers)
2. Access to high-quality inputs\*  
(37% of Passives / 8% of all farmers)

## They complain about:

1. High input costs  
(37% of Passives / 8% of all farmers)

“The BLF program is helpful for farmers, providing access to essential services for improving agricultural practices. However, the agricultural inputs, like Bayer seeds, are quite expensive.”

- Male, 39

7% are Detractors : (

## They want to see:

1. Expansion of training to more areas  
(8 farmers)
2. Lower input costs  
(7 farmers)
3. Provision for inputs on credit  
(5 farmers)

“I believe [BLF] should bring services closer to our village, as there is a scarcity of fertilizer, boosters, pesticides, and training.”

- Male, 27

# Challenges

37% of farmers report experiencing a challenge with BLF.  
High input costs is the top challenge reported.

More than a third of the farmers face a challenge with BLF. Satisfaction (NPS) is highly sensitive to the challenge rate.

Despite higher satisfaction levels, farmers receiving both inputs and training from BLF are slightly more likely to face challenges compared to those only getting one of these services (38% vs 31%).

Farmers who had reliable to seeds prior to BLF are more likely to report challenges than others (45% vs. 28%). This is reflected in the challenges reported by farmers to the far right.

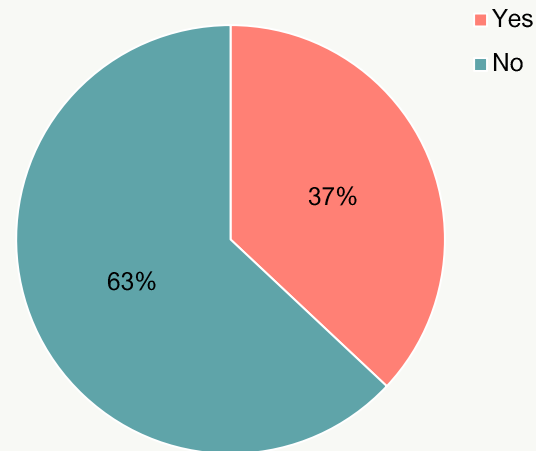
Other challenges include:

- Low input stock (18%)
- Late arrival of inputs at the centre (18%)

## Farmers Reporting Challenges

Q: Have you experienced any challenges with Better Life Farming? (n = 279)

● ● ● ● ● - BOTTOM 20%



## Top Challenges

Q: Please explain these challenges using the Better Life Farming. (n = 103). Open-ended, coded by 60 Decibels.

### 1. High input costs

(53% of farmers facing a challenge / 20% of all farmers)

“Sometimes there is not enough supply of fertilizers and pesticides. Another thing is increased prices on farming inputs makes farmers life very hard.” - Female, 44

### 2. Poor quality seeds

(25% of farmers facing a challenge / 9% of all farmers)

“After planting tomatoes, I noticed that the plants were drying quickly, and the tomatoes appeared burnt at the bottom.” - Male, 45

### 3. Difficulties in accessing trainings

(18% of farmers facing a challenge / 7% of all farmers)

“We have very few trainers, and we need them very close to us during the season, another challenge is high costs for fertilizers and seeds.” - Male, 52

# Trust and Value Perception

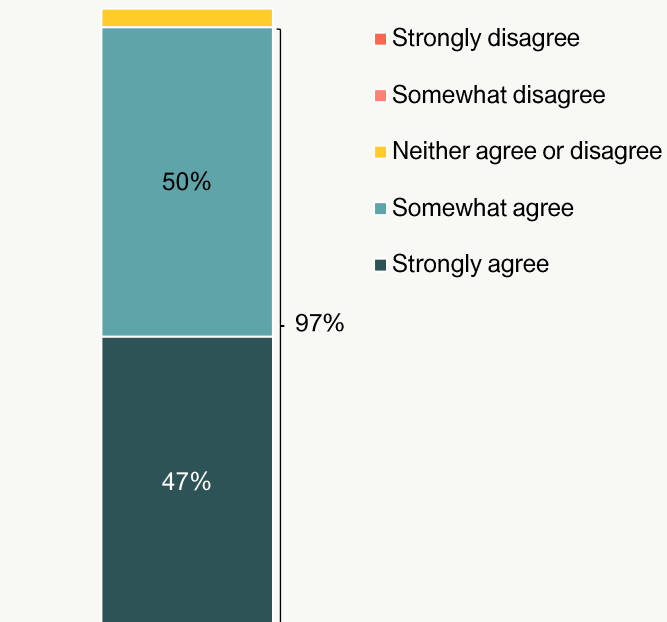
The extent to which farmers think BLF is putting their interests first is a useful predictor of farmer satisfaction. The NPS of farmers who 'strongly agree' that BLF puts their interest first is significantly higher than others (84 vs. 44). Such farmers are also significantly less likely to face challenges with BLF compared to others (29% vs 44%).

Farmers receiving bundled services are more likely to find the value offered by BLF to be good compared to those receiving only one service (85% vs 63%). Farmers accessing both training and inputs may view BLF as a 'one-stop-shop' for all farming related activities, thus positively impacting value perception.

Nearly all farmers agree that BLF puts their interests first. 81% of them find the value offered by BLF to be 'good' or 'very good'.

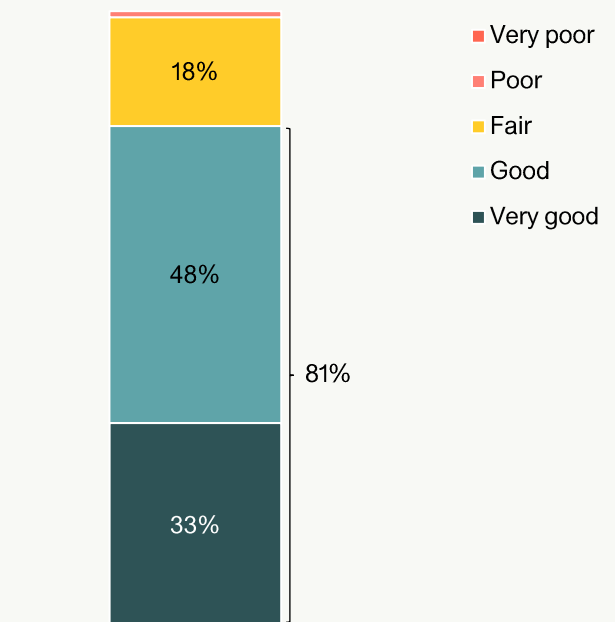
## Farmer Perception of BLF

Q: To what extent do you agree or disagree with the following statement: "Better Life Farming puts my interest first." (n = 279)



## Value Perception

Q: Do you think the value offered by Better Life Farming is...? (n = 279)



# Farmer Suggestions

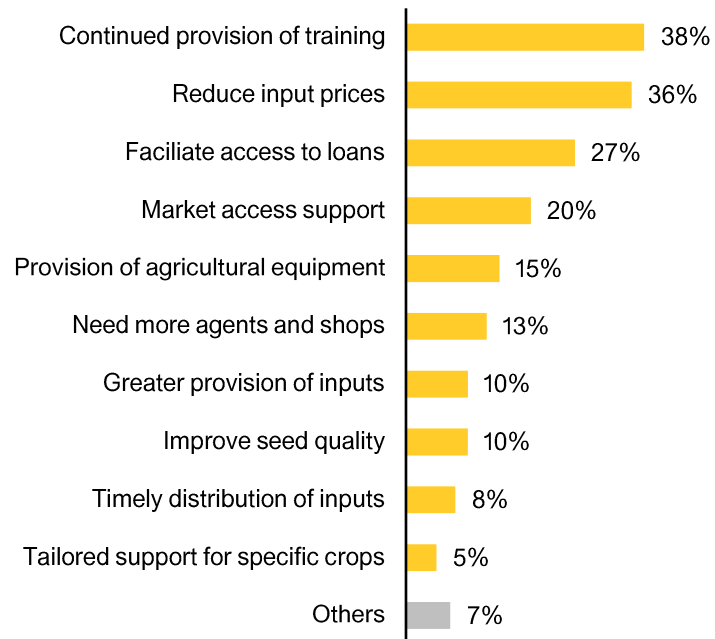
All farmers had a suggestion to share. While these mainly focus on improving the access and affordability of existing services, farmers would also like to see BLF expanding its range of services to include credit and market access support. Only 16% of farmers report reliable access to the market (see [page 9](#)), which could be a significant value-add for BLF's customers.

The request for lower input prices is also a voiced by Passives and is a top challenge reported by farmers. While it may not be feasible to directly lower these costs, improving transparency of prices, and further educating farmers on the proper use of these inputs can help them gain more value from these inputs.

When asked how BLF can better help farmers in the future, most ask for continued provision of training and lower input prices.

## 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 = 279)



“Keep providing agricultural training and reduce the cost of agriculture inputs, especially seeds - it’s very expensive.”

- Male, 44

“If it's possible they should help us with access to international markets so that we don't sell our tomatoes in loss. But also, they should reduce the prices for fertilizers.”

- Male, 47

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“My life has improved because through BLF I was able to add more skills and also I was able to harvest more which enabled me to buy more land and also my income has grown more.”

- Male, 38

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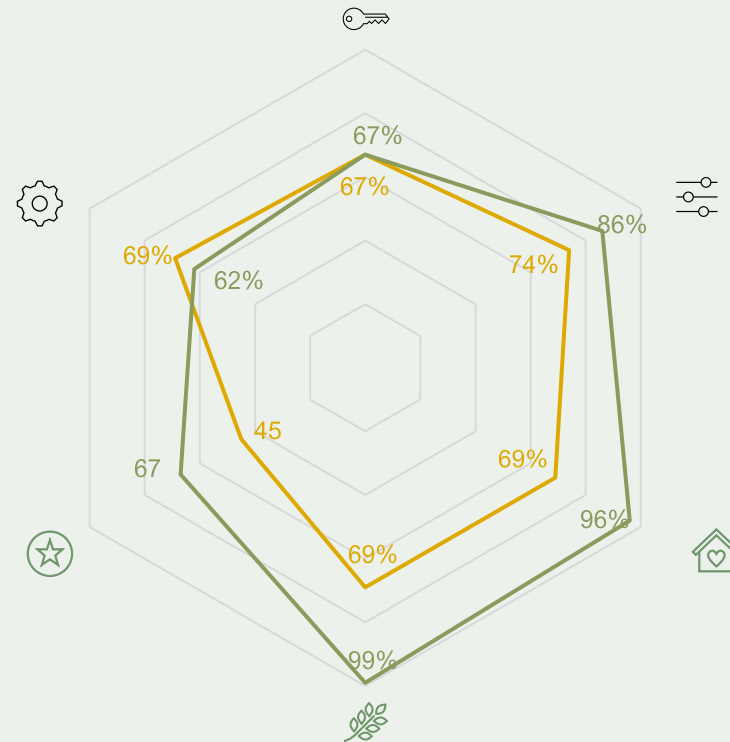
# Performance Snapshot: Access to Services

Farmers who receive bundled services from BLF experience significantly deeper impact and report higher satisfaction levels than those receiving only inputs or training.

All key metrics reported to the right have been segmented to show difference between respondents who accessed either inputs or training, exclusively vs. the ones who accessed both (bundled services). Statistically significant trends have been shown as green icons.

In the future, consider bundling BLF's current interventions with add-on services such as weather alerts, savings groups participation, additional trainings, etc. to strengthen farmer loyalty.

Trends by Access to Services



Key



**Access to one service**  
n = 49



**Bundled services**  
n = 230



**First Access**  
% accessing for first time



**Alternatives**  
% no access to alternatives



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



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



**Satisfaction**  
% Promoters - % Detractors



**No Challenges**  
% no challenges

# Appendix

# Benchmarking Summary

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. Information on the benchmarks is found below:

**BLF Farmers**  
# farmers 279

**60dB Global Agriculture Benchmark:**  
# companies 79  
# farmers 15,500+

**60dB Farmer as Customer Benchmark**  
# companies 26  
# farmers 6,500+

**60dB East Africa Benchmark**  
# companies 54  
# farmers 9,900+

	BLF Farmers	60dB Global Agriculture Benchmark	60dB Farmer as Customer Benchmark	60dB East Africa Agriculture Benchmark
<b>Profile and Access</b>				
% female respondents	11	29	31	31
% accessing service for the first time	67	72	84	69
% reporting no alternatives	84	65	83	61
<b>Impact</b>				
% way of farming 'very much improved'	32	35	52	34
% production 'very much increased'	37	38	39	39
% money earned 'very much increased'	28	36	42	36
% quality of life 'very much improved'	25	37	39	41
<b>Satisfaction</b>				
Net Promoter Score®	63	43	46	40
% reporting challenges	37	20	20	24

# Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	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'.

# Summary Of Data Collected

279 phone interviews completed between August - September 2024.

## Methodology

Survey mode	Phone
Country	Tanzania
Language	Swahili
Dates	August - September 2024
Sampling	Random sample of 279 farmers using BLF services. Sampled from a database of 566 of BLF farmers.
Response rate	68%
Average time per interview	20 mins

## Accuracy

Confidence Level	~90%
Margin of error	~4%

## Research Assistant Gender

Female	2
Male	4

# Thank You For Working With Us!


Let's do it again sometime.

## About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their 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).

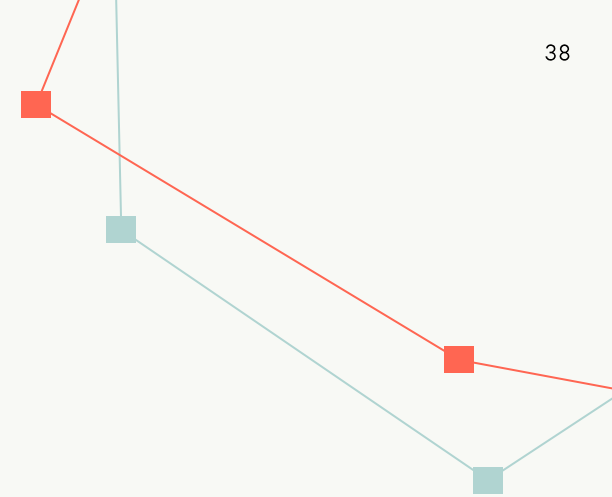
We are proud to be a Climate Positive company. 

## 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 and Elizabeth Mranda for their support throughout the project. This work was generously sponsored by Bayer Corporation.



Because of BLF, I can send my children to university.

I have also installed a drip irrigation system

I provide my family with fresh vegetables.

We are now

> using correct crop spacing

> applying right kind of fertilizer

after receiving training from BLF.

#### **Project Team**

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