

60 _ decibels

WamiAgro

Impact Performance Report



About This Report

This report is designed to provide you with an overview of your farmers, including their profiles, the outcomes they experience, their satisfaction levels, and actionable insights on how you can improve your impact and business performance.

The insights are based on phone interviews with 203 farmers, in Ghana. These interviews were conducted by 60 Decibels' trained researchers. We really enjoyed hearing from your farmers – they had a lot to say!

To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other Agriculture companies in Africa in the [Performance Snapshot](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

**203 farmers interviewed,
12% were female.**



“

From the harvest, WamiAgro took 2 bags of the 100kgs, and I went to the nearest town to sell the rest at GHS 450 per bag. My soya beans were good and so people were willing to buy.

Male farmer

60dB Perspective

Top Insights

1 WamiAgro is providing a scarce service to an underserved market.

80% of the farmers had no prior access to services like those provided by WamiAgro. First-time access is higher in the Northern region (92%) compared to the Upper West (71%).

Additionally, 86% of farmers report they cannot easily find a good alternative to WamiAgro, highlighting the strong value proposition and market positioning of WamiAgro in addressing the needs of the farming community. Still, 89% of farmers report having alternative buyers for their produce, arguing that they select a buyer primarily due to pricing and long-term relationship. With 77% of WamiAgro farmers living on less than \$3.65 per day compared to 24% nationally, and an inclusivity ratio of 3.35, WamiAgro is serving more marginalized, low-income farmers than the national average.

3 WamiAgro is making a positive impact on farmers' quality of life and earnings.

Overall, 75% of farmers report an improved quality of life, with those in the Upper West region more likely to say their quality of life has 'very much improved' (43%) compared to those in the Northern region (5%). The top self-reported outcomes are increased income (37% of all farmers), the ability to afford household expenses (25% of all farmers), and increased yields (21% of all farmers).

64% of farmers report higher earnings because of WamiAgro. Difference across regions persists, with farmers in the Upper West reporting significant increase (39%), compared to those in the Northern region (1%).

2 Farmers have adopted new farming practices from their engagement with WamiAgro.

87% of the farmers report an improved way of farming with 26% reporting significant improvements. Farmers in the Upper West region are more likely to report significant improvement in their way of farming (44%), compared to those in the Northern region (1%).

In the Upper West Region, the most widely adopted practices are crop management (46% of all farmers) and improved seed quality (46% of all farmers). In the Northern region, the top adopted practices are use of organic fertilizers and pesticides (32% of all farmers) and crop management (23% of all farmers).

4 There is room to improve satisfaction.

WamiAgro has a Net Promoter Score (NPS) – a common gauge of satisfaction and loyalty – of 15, which is lower than the 60dB Africa Agriculture Benchmark of 41. The NPS for Upper West farmers is higher at 36, compared to -14 for those in the Northern region.

Key drivers of satisfaction for Promoters include the provision of farm inputs (30% of all farmers), farming support (13% of all farmers), and increased yields (11% of all farmers). Detractors highlight the need for more inputs (12% of all farmers), fulfillment of promises (9% of all farmers), and timely input delivery (7% of all farmers).

19% of farmers have reported challenges with WamiAgro, with a significantly higher challenge rate among Northern farmers (29%) compared to those in the Upper West region. None has had their issue resolved.

Recommendations

1 Leverage farmer testimonials in marketing campaigns to showcase how WamiAgro has positively impacted their lives.

Emphasize the significant improvements in farming methods and quality of life as key success stories, which will attract new farmers and reinforce WamiAgro's market position.

Additionally, replicate the successful strategies from the Upper West region, where farmers generally report higher impact and experience.

Upper West farmers are highlighting crop management and improved seed quality, while those in Northern are not. How can WamiAgro normalize the experience across regions?

2 Address areas of dissatisfaction.

To enhance overall satisfaction, WamiAgro should address the specific concerns raised by Detractors, such as increasing input quantity, fulfilling promises, and ensuring timely delivery.

If not available yet, a streamlined platform where farmers can easily report concerns and receive prompt responses would be useful.

Moreover, addressing input shortages in the Northern Region could significantly impact productivity and overall farmer satisfaction.

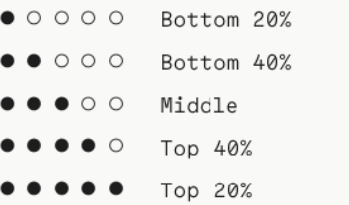
There's also an opportunity to improve market linkages and buyer networks in the Northern region, where 76% of farmers report they are 'never' able to find a buyer for their produce through WamiAgro, compared to 19% of farmers in Upper West.

Detailed WamiAgro Impact Performance

Performance Relative to Benchmark indicates where WamiAgro falls in the ranking relative to other companies in the Agriculture sector in Africa.

Performance vs 60dB Benchmark

Benchmark Overview	# Companies	# Respondents
60dB Africa Agriculture Benchmark	58	11,883
60dB Global Benchmark	713	163,760

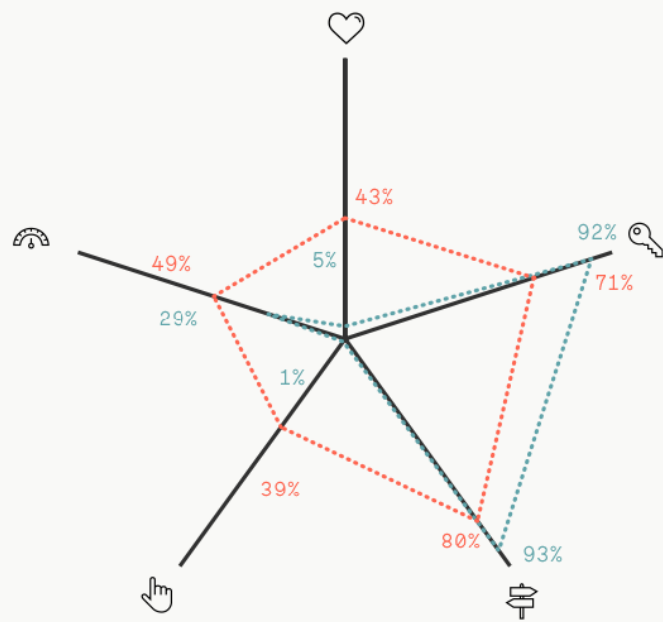


Indicator	Description	WamiAgro	60dB Africa Agriculture Benchmark	60dB Global Benchmark	Performance Relative to Agriculture Benchmark
Profile & Access					
Gender	% female	12	30	42	● ○ ○ ○ ○
First Access	% accessing service for the first time	80	70	68	● ● ● ● ○
Alternatives	% without access to good alternative	86	62	65	● ● ● ● ●
Equitable Access	Inclusivity Ratio (normalized)	3.35	0.82	0.65	● ● ● ● ●
Impact					
Quality of Life	% 'very much improved' quality of life	27	44	38	● ● ○ ○ ○
Earnings	% 'very much increased' money earned	23	38	-	● ● ○ ○ ○
Way of Farming	% 'very much improved' way of farming	26	36	-	● ● ○ ○ ○
Market Access	% 'regularly' finding buyer	18	-	-	-
Good Price	% reporting price offered has 'very much improved'	18	-	-	-
Alternative buyer	% without alternative buyer	89	-	-	-
Satisfaction					
Net Promoter Score	NPS, on a scale -100 to 100	15	41	50	● ○ ○ ○ ○
Challenges	% experiencing challenges	19	23	21	● ● ● ○ ○
Unresolved Challenges	% whose issues have not been resolved	100	-	69	-

Segmentation

Upper West region farmers have more positive interactions and experiences with the company than Northern region farmers.

Region Segmentation Analysis



Key

- Quality of life**
% of farmers whose lives have significantly improved
- First access**
% of farmers accessing service for the first time
- No access to alternatives**
% of farmers not able to access a good alternative
- Increased earnings**
% of farmers whose earnings have significantly increased
- Net Promoter Score (NPS)**
% Promoters

Results

- Northern avg. n = 87
- Upper West avg. n = 116

Insights

- 1 Farmers in the Upper West region are more likely to report significant ('very much improved') improvements in their quality of life (43%) compared to those in the Northern region (5%). Additionally, 39% of Upper West farmers report a substantial increase in earnings than their Northern region counterparts (1%).
- 2 Farmers in the Northern region are more likely to report first-time access to services like those provided by WamiAgro (92%) compared to farmers in the Upper West region (71%).
- 3 Farmers in the Upper West region are significantly more likely to be promoters (49%) compared to those in the Northern region (29%) indicating a regional disparity in service satisfaction.

Actions

- 1 Analyze the specific factors contributing to the success in the Upper West region and replicate the success in other regions, particularly in the Northern region where reported improvements are lower. This includes the type of services offered, the manner of delivery, and support mechanisms.
- 2 Given that a higher percentage of farmers in the Northern region are first-time users of WamiAgro services, there may be an opportunity to improve service delivery or tailor offerings to better meet their needs. This could involve additional training or support for new users to ensure they derive maximum benefit from the services.

Methodology

About the 60 Decibels Methodology

In August to September 2024, 60 Decibels' trained researchers conducted 203 phone interviews with WamiAgro farmers. We focused on the Upper West and Northern regions only, so we excluded the Savannah and North East regions. This was primarily because of the language limitation, as we could only focus on two: Dagbani and Waala. As such, results are representative of the two regions in this study, not of the total geographical reach of WamiAgro. Here is the breakdown of how we collected this data:

Country	Ghana
Farmer Population	1,656
Interviews Completed	203
Response Rate	70%
Languages	English, Dagbani & Waale
Average Survey Length	15 mins
Confidence Level	90%
Margin of Error	5%

Calculations and Definitions

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

Metric

Calculation

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off farmers. It is calculated by taking the average of Company % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:

$$\sum_{x=1}^3 \frac{(\text{WamiAgro Poverty Line } \$x)}{(\text{Ghana Poverty Line } \$x)} / 3$$

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking farmers to rate their likelihood to recommend a product/service to a friend or family member 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'.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- ☐ Review your results and qualitative customer responses. There's a lot of interesting feedback in there!

Engage Your Team

- ☐ Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
- ☐ Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.

Spread The Word

- ☐ Reach a wider audience on social media & show you're invested in your customers.

Close The Loop

- ☐ We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ' (edited)
- ☐ After reading this report, don't forget to let us know what you thought: [Click Here!](#)

Take Action!

- ☐ Collate ideas from team into an action plan including responsibilities.
- ☐ Keep us updated, we'd love to know what changes you make based on these insights.
- ☐ Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is the world's leading customer insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,400+ researchers in 100+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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Thank You For Working With Us!

Let's do it again sometime.

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

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

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