



SHAMBA SHAPE UP SERIES 3 UGANDA

Impact of Watching Shamba Shape Up on
Farmers' Knowledge, Attitudes And
Practices in Uganda



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ACRONYMS AND ABBREVIATIONS

BSF	Black Soldier Fly
CATI	Computer Aided Telephone Interviews
CIAT	International Centre for Tropical Agriculture
KAP	Knowledge, Attitudes and Practices
SSU	Shamba Shape Up

KEY TAKEAWAYS

Audience Reach: The show reached approximately **2 million viewers in Uganda, with 650,000 farmers watching regularly**, a significant portion of them living in rural areas. Although the data are not directly comparable with those for Series 1 and Series 2 audiences for Shamba Shape Up in Uganda are increasing with every series

Television Viewing Habits: Farmers primarily used television (44%) and radio (14%) as sources for farming information. Friends and family were also commonly consulted.

Top Agricultural Program: SSU is the most-watched agricultural show, capturing 25% of viewership, ahead of Enkumbi Terimba (16%) and Harvest Money (13%).

Overall Adoption of New Farming Practices: 69% of viewers implemented changes on their farms due to SSU content. There were 2 million viewers, of which 650,000 were farmers, which translates to 448,000 farmers. 30% (195,000) adopted better farming methods, such as efficient pesto control and soil fertility management.

Income and Livelihood Improvements: 61% of viewers (400,000) reported an improvement in income and livelihoods as a result of adopting farming practices learned from SSU.

Financial Literacy: Viewers demonstrated better financial management practices, such as maintaining written financial records for farming (34% of viewers kept records compared to 26% of non-viewers), although overall adoption remained slow. 77% of respondents expressed an intention to start record-keeping in the future.

Cattle Management: There was a notable improvement in cattle feeding practices and record-keeping among viewers, with 75% of viewers gaining knowledge, particularly in the use of silage and hay.

Climate Adaptation: Farmers increasingly recognized the importance of adjusting their practices to changing weather conditions, such as adopting soil conservation techniques.

Chicken Rearing: There was a notable improvement in the use of equipment for chicken welfare such as drinkers and feeders. 59% learned about poultry farming.

Coffee Growing: 73% of viewers reported learning about coffee management, including pest control and optimal fertilization techniques.

Soil Testing: 75% of viewers who conducted soil tests made changes based on the results, compared to 16% at baseline. Awareness increased from 29% at baseline to 37% among viewers.

Lime Usage: Knowledge of lime application rose from 16% to 27%, highlighting improved soil fertility management.

Value Addition: 26% of viewers reported learning value addition techniques, such as processing and packaging to enhance profitability.

RECOMMENDATIONS FOR GREATER IMPACT

Expand Content on High-Impact Practices:

- Soil testing, irrigation, pest management, and record-keeping remain underutilized but have significant productivity potential.

Deepen Content on Livestock and Poultry:

- Include more in-depth segments on vaccination, disease control, and sustainable feeding practices.

Highlight More Success Stories:

- Showcase tangible benefits experienced by farmers, making content relatable and inspiring action.

Address Information Gaps for Specific Crops:

- Expand content on crops like beans, sunflowers, and bananas with a focus on disease management and value addition.

1. INTRODUCTION

Mediae's Shamba Shape Up (SSU) Uganda has successfully completed its third season. Broadcast on New Vision on Bukedde TV 1 and 2 (Swahili) and Urban TV (English) between March and September 2024, SSU continues to demonstrate a high degree of success in improving the knowledge, attitudes, practices and livelihoods of its target audience of smallholder farmers.

The programme is backed up by iShamba, a mobile-based farmer information service that disseminates relevant and timely agricultural information to farmers direct to their mobile phones. iShamba also has a call centre staffed with agricultural experts where farmers can SMS to get instant expert advice six days a week, allowing viewers of the show to get in touch for any questions and more information. Moreover, the programme can be viewed on Youtube, and is further promoted on social media pages, with regular quizzes and short clips posted to increase following and engagement with the show.

The agriculture sector continues to play a vital role in the rural economy of Kenya and supporting smallholder farmers to adapt their farming practices in response to changes in the climate and turn a profit on their farms remains a key objective of SSU. The sector was one of the first to fully devolve the function of service provision to the county governments underscoring the importance of County Governments' role in ensuring food security. Agriculture is key to Uganda's economy, contributing 24 per cent of the Gross Domestic Product (GDP) and employs 66% of Ugandans within the sector.

Providing smallholder farmers with practical, reliable and easily accessible information across a range of platforms – including mainstream television, digital media, social media and interactive platforms, such as iShamba lies at the heart of Mediae's mission to improve smallholder farmers' livelihoods and improve food security.

Mediae's successful edutainment formula started in Kenya and has been going for 14 years. This success led us to extend into Uganda and Zambia where, even in its early years, it is proving equally impactful.

1.1 Partners

Mediae had various partners for SSU series 3 who played different key roles throughout the entire season.

- i. aBi Development Limited and Finance Limited
- ii. Alliance Diversity International & CIAT
- iii. CGIAR
- iv. Christian Hope Ministries
- v. CURAD Incubators
- vi. ENTO Organic Farm
- vii. HATCHES Limited
- viii. International Institute of Tropical Agriculture (IITA)
- ix. Jabba Engineering
- x. Ministry of Agriculture Animal industry & Fishery's
- xi. MMP Agro Industries Limited
- xii. Nalweyo Seed Company (NASECO)
- xiii. National Agricultural Research Organization
- xiv. Pearl Dairy Farmers Limited
- xv. Rwenjeru Agro Tourism and Demonstration Farm

1.2 Broadcast schedule

A total of 24 original episodes of Shamba Shape Up Season 3 were broadcasted between March 13 and August 15, 2024. This report presents data pertaining exclusively to the audience reach and engagement during the initial broadcast period. The series was later re-aired during the agricultural growing season on TV West and Wan Luo channels.

Table 1: SSU 3 Broadcast details

TV Channel	Day	Time	Language
Bukedde TV 1	Thursdays	8pm-8.30pm	Luganda
Bukedde TV 2	Thursdays	8pm-8.30pm	Luganda
Urban TV	Fridays	8pm-8.30pm	English
TV East	Saturdays	8pm-8.30pm	English

1.2 Study Methodology

1.2.1. The KAP Study Methodology

For the SSU Uganda season 3 KAP study, the impact of the series on small-scale farmers and extended audiences has been assessed through a standard baseline (pre-broadcast) and endline (immediately post-broadcast) Knowledge, Attitudes and Practices (KAP) survey among independent but matched samples of around 1,000 small-holder farmers in five districts rural districts in Uganda (Mukono, Buikwe, Wakiso, Mbarara and Dokolo).

The primary research baseline and endline surveys took place in March 2024 and September 2024, respectively and the data collection was conducted by IPSOS, a global research agency based in Uganda. In both waves, data collection was conducted in-person, in-home by a team of experienced and trained enumerators and supervisors. At each wave, before data collection, the teams of enumerators and supervisors attended a two-day training session and were fully briefed on the methodology, the sampling procedures and the study instrument. Pilot exercises were undertaken before the start of each wave of data collection to ensure that the study instrument was operational and comprehensible. A total of 1046 interviews were successfully achieved across the five target districts at the baseline and a total of 1025 was achieved across the same five target districts at the endline. In this report the baseline data are based on 828 small-holder farmers who claim to have never been exposed to any SSU content on television. The balance of 218 respondents claimed to have seen some of either series 1 or series 2 and have been added to Mediae's database of viewers for an analysis of longer-term trends and impact.

The smallholder farmers eligible for inclusion in the study were defined as:

- Farming between 0.5 to 10 acres.
- Owners or managers who are the main decision makers of the land farmed.
- Access to television and viewing during the seven days prior to the interview.
- Viewers of Shamba Shape Up in the six months prior to the interview.
- Aged 18 and over

The full survey technical report in the appendix explains in full the sampling methodology used from the uppermost level of the administrative units (Districts) to the smallest unit (the respondent).

The survey was conducted using computer assisted personal interviews (CAPI) using tablets and the STG offline/Online CAPI Platform in English and Luganda. The average interview length was 34 minutes.

1.2.2. Day After Recall Study Methodology

Mediae commissioned a bespoke Day after Recall (DAR) audience measurement survey to provide estimates of SSU 3's audience performance. The survey was conducted over the length of the series by Brandcomm an independent research agency based in Zambia. Each week, on the day immediately after SSU 3 was broadcast (Thursdays on Bukedde TV 1 and 2, Fridays on Urban TV and Saturdays on TV East) a total of 300 television viewers was telephoned using random digit dialling sampling methodology and asked about their television viewing the previous evening. Aggregated over the length of the series the data are able to provide an estimate of audience size, reach and profile among representative samples of Ugandan television viewers (aged 18 and over) and among the target audience of farmers. A total of 24 episodes was broadcast between March 2024 and July 2024 with a corresponding number of weekly Day after Recall surveys.

1.2.3. Audience Size and Reach

The DaR survey measured the size and reach of SSU 3 over the length of its run by interviewing a representative sample of Ugandan television viewers. For the first five weeks of the survey respondents were questioned about the programs they had seen on the night of transmission, but it transpired that name-recall was very low and few could remember the actual name of the series. This is a common phenomenon in the early years' of broadcast. To rectify the situation and arrive at a more accurate estimate of audience numbers for the remaining episodes respondents were asked about the channel and the times they viewed. The audience data reported here is therefore based on timeslot recall for episodes 6 to 24 in all languages. The national reach of SSU 3 among Ugandan TV viewers aged 18 and over (with access to a mobile phone – 7.5 million) was 26%, representing a fraction under 2 million viewers. The series reach among its key target group of farmers was 28% of farmers representing an audience of 650,000 farmers. It is estimated that there are 2.3 million farmers in Uganda who view television at least once a week and have access to a mobile phone.

Almost six in ten of SSU 3's audience (59%) lived in rural areas with 41% living in urban areas. There was no particular demographic skew to the audience profile – 50/50 men and women; 32% aged 18- 24 and 34% aged 25-34 with Western Uganda registering the most viewers, followed by Central and Eastern.

2. RESULTS AND FINDINGS OF KAP STUDY

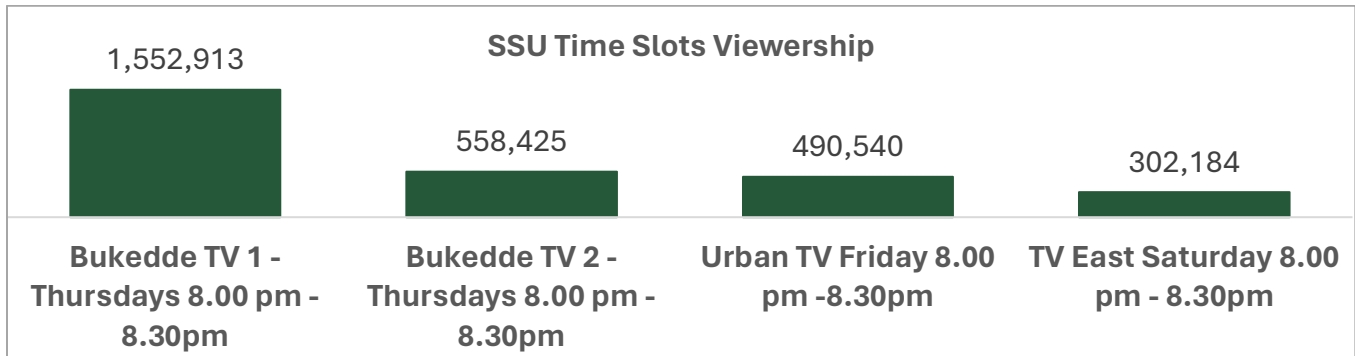


Figure 1: SSU Viewership on various TV Stations in Uganda

The finding that SSU 3 on Bukedde 1 reached over 1.5 million viewers during its prime slot (Thursday evenings, 20:00-20:30 EAT) while Bukedde 2 captured approximately 500,000 viewers across the series' transmission period underscores the program's effectiveness in engaging a substantial Ugandan audience.

2.1. Age Category Distribution

The largest group of respondents falls within **the 25-34 age range**, followed by a substantial representation from the 35-44 and above 45 groups. These age groups are typically within prime working and farming ages in Uganda, suggesting that SSU effectively targets a core demographic actively engaged in farming and agricultural activities. The strong presence of respondents in this age bracket supports the program's relevance, as it reaches those who are most likely to apply the farming practices and technologies showcased.

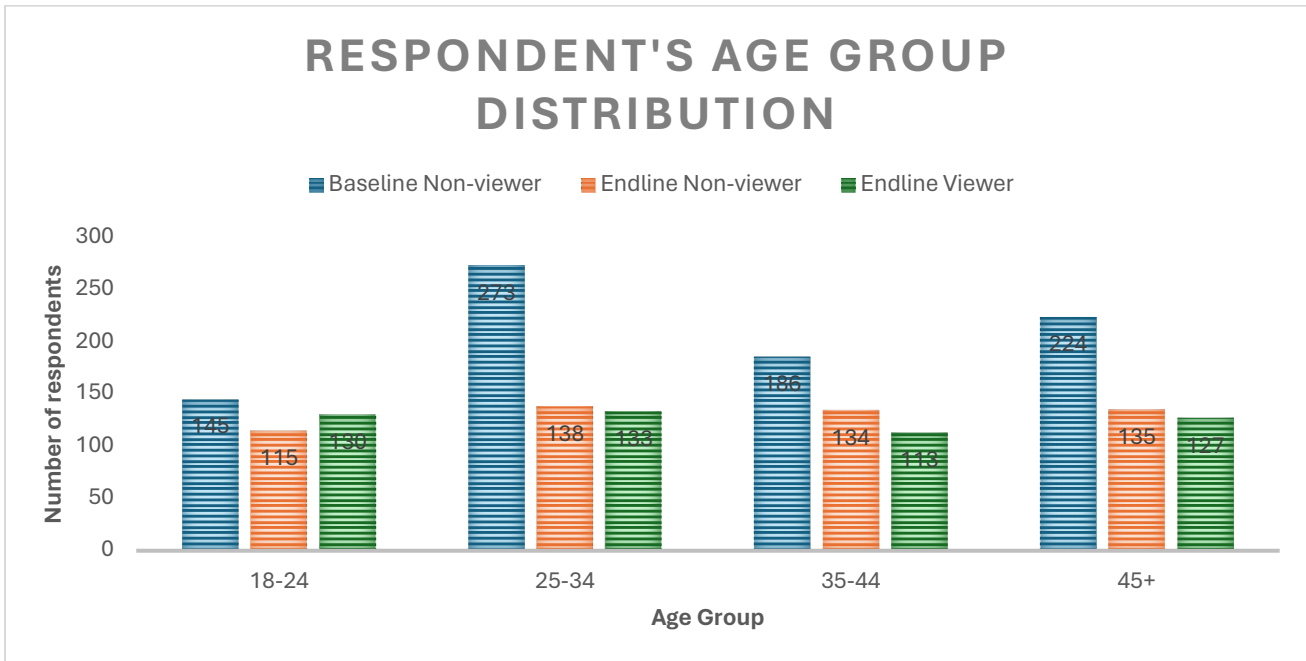


Figure 2: Age distribution of respondents

2.2 Audience Reach and Engagement

- **National Reach:** Shamba Shape Up (SSU) Season 3 reached **26%** of the national audience, equivalent to **2 million households or about 5.9 million individuals**.
- **Farmer Viewership:** 28% of Uganda’s farmers tuned in, translating to approximately **650,000 farmers**.

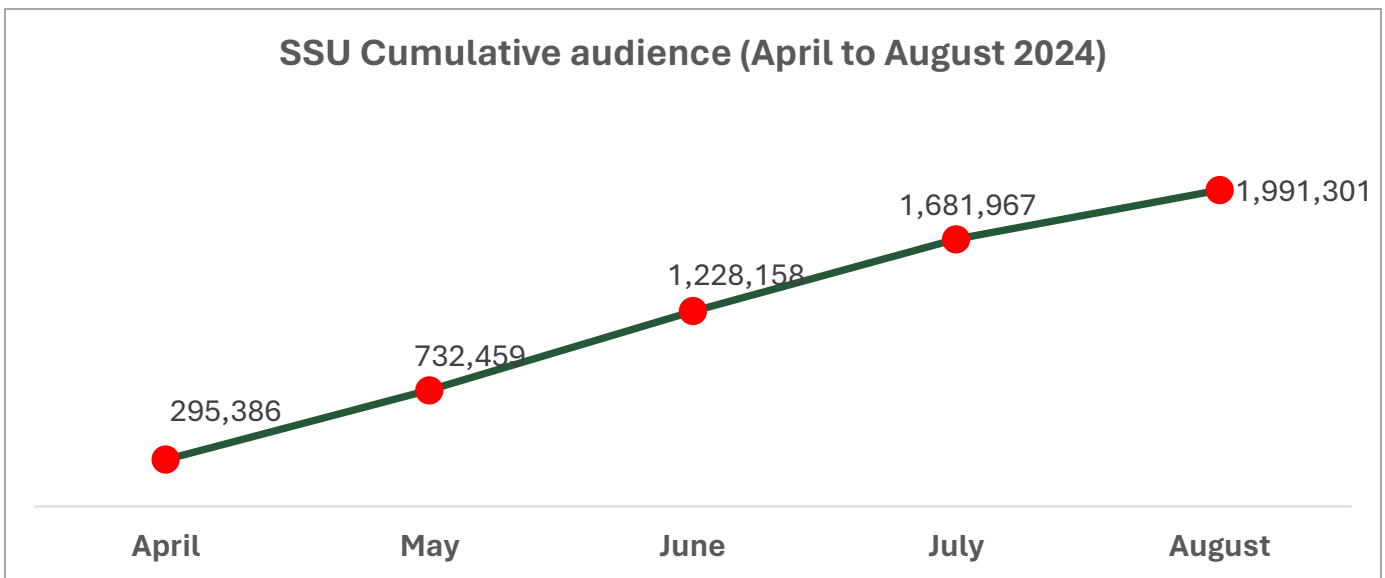


Figure 3: SSU Cumulative Audience – April to August 2024

Among the primary target demographic of farmers, the series achieved a reach of 28%, representing approximately 650,000 farmers. Current estimates indicate that 2.3 million farmers in Uganda watch television at least once per week and have access to a mobile phone, providing a robust sample for assessing media impact within this target group.

2.3. TV Viewership

2.3.1 Top Agricultural Show

SSU is the most-watched agricultural program with 25% viewership, leading competitors like Enkumbi Terimba (16%) and Harvest Money (13%).

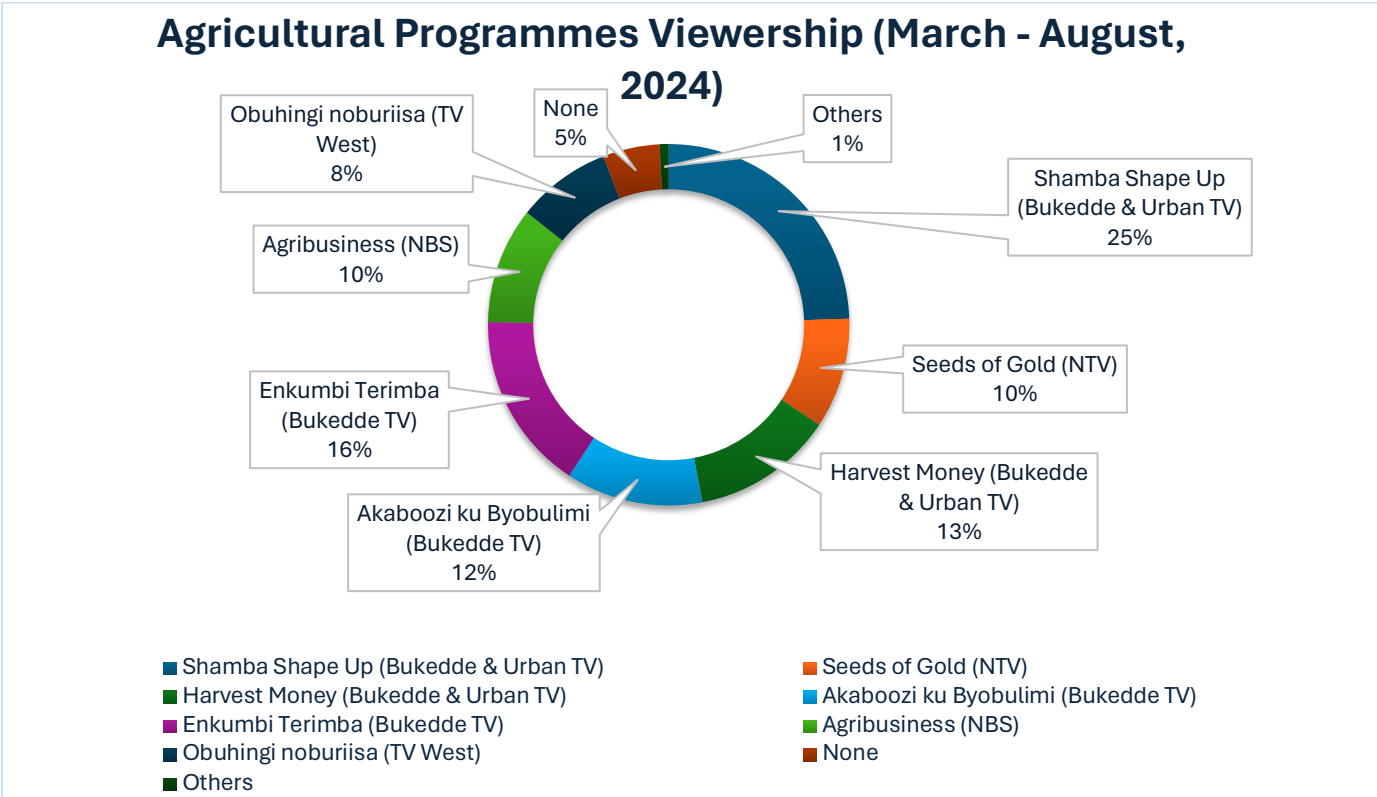


Figure 4: Agricultural TV programmes viewership

2.4. Agricultural Information and Usefulness

Family and friends are a common source of information across all groups, with **52% of baseline non-viewers, 63% of endline non-viewers, and 65% of endline viewers relying on them.** This high and consistent reliance suggests that informal networks are influential in spreading agricultural knowledge, making them an important channel for reinforcing SSU's messages.

2.5. Behavioural Change and Practice Adoption

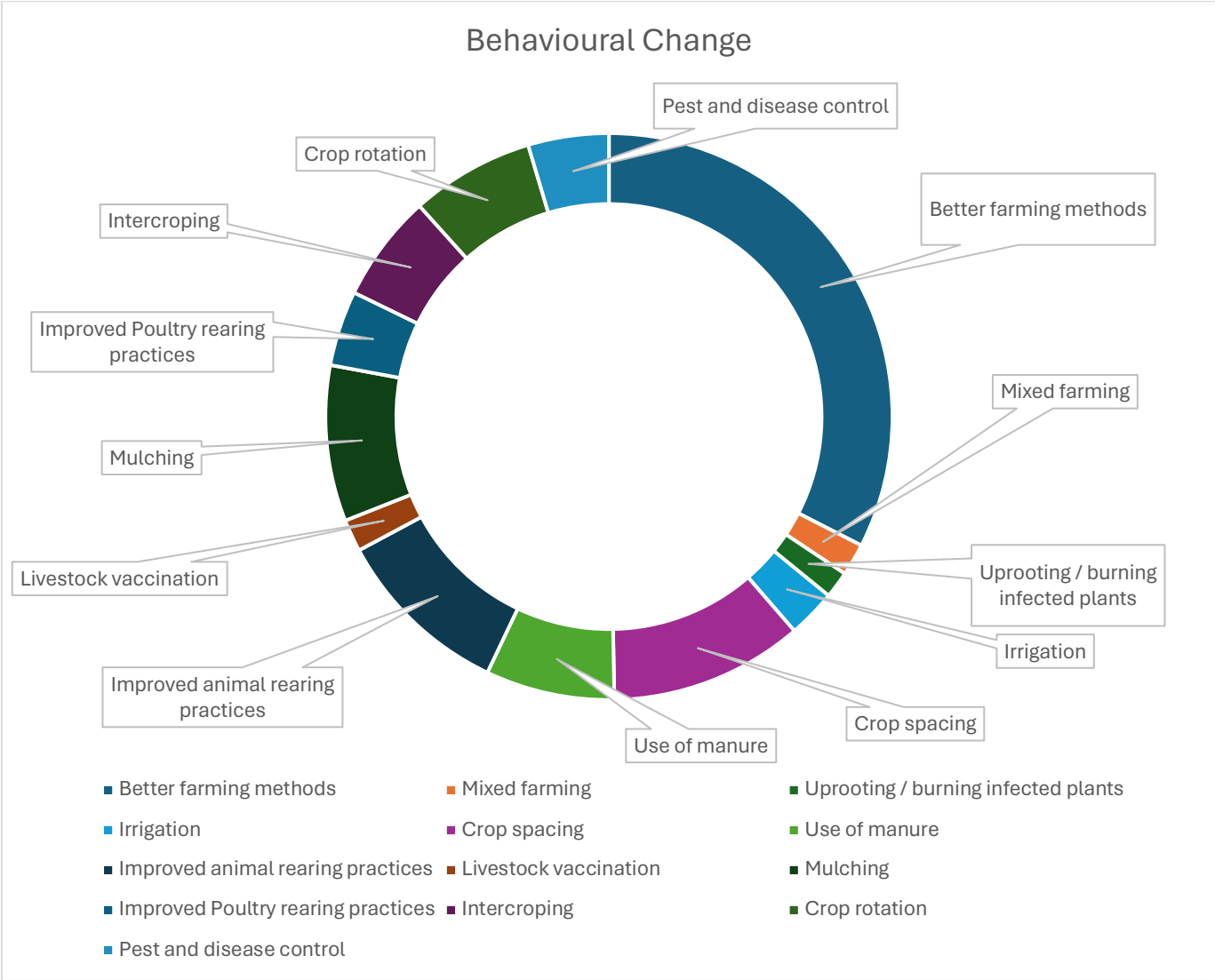


Figure 5: Behavioural change attributed to watching SSU

2.6. Overall Adoption of New Farming Practices:

- **69% of viewers** implemented changes on their farms due to SSU content.
- **30%** adopted better farming methods as a result of watching the show, such as efficient pest control and soil fertility management.

2.7. Income and Livelihood Improvements

- **61% of viewers from the target group** reported an improvement in income and livelihoods as a result of adopting farming practices learned from SSU.
- Viewers noted increased productivity, cost savings from better resource management, and improved market access for their products

2.8. Knowledge and Adoption of Specific Farming Practices

2.8.1. Record-Keeping:

Record-keeping improved among viewers, with 34% of viewers keeping records compared to only 26% of non-viewers.

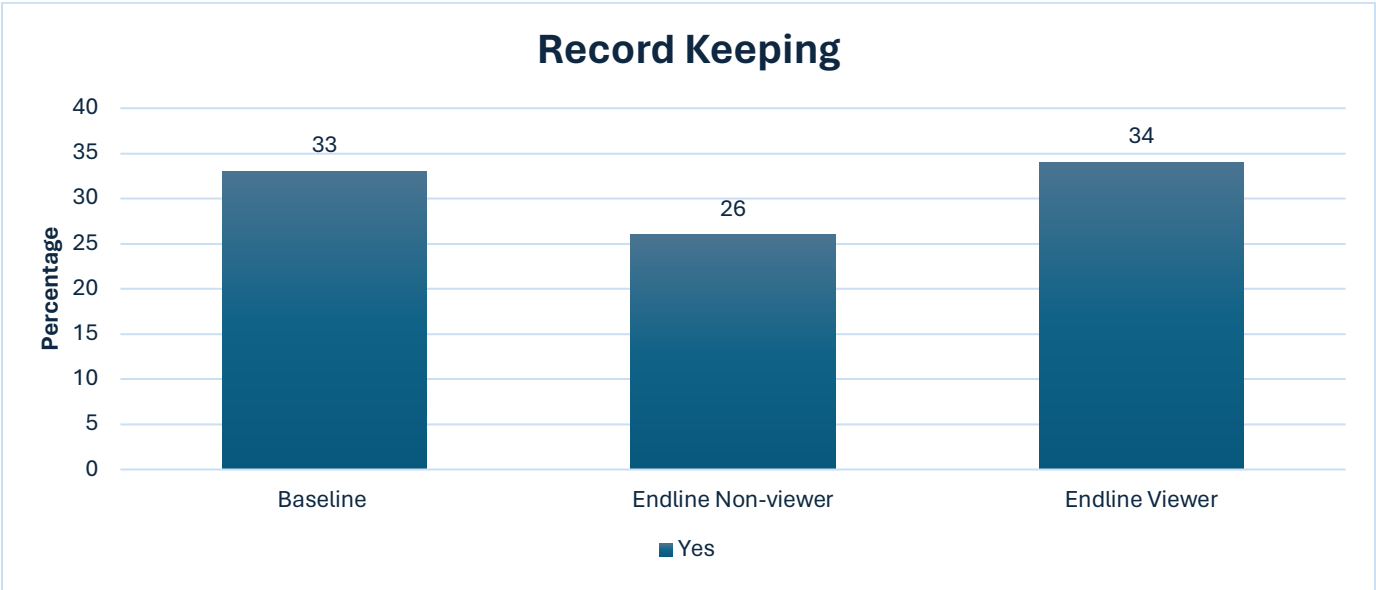


Figure 6: Record Keeping Attributed to Watching SSU

77% of respondents expressed an intention to start record-keeping in the future.

2.8.2. Record Keeping for Cattle

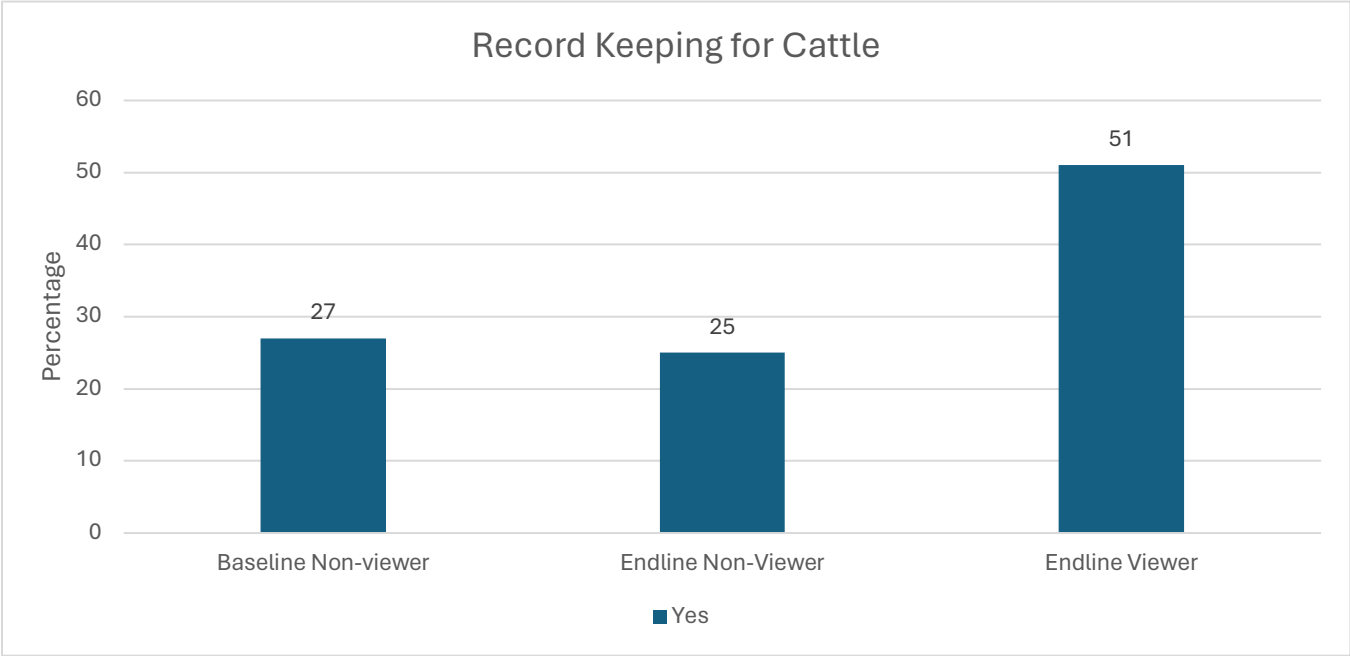


Figure 7: Record Keeping for Cattle

For endline viewers, there is a substantial increase in the adoption of record-keeping, **with 51% indicating they now keep records**. This represents nearly a doubling in positive responses compared to non-viewers, indicating that SSU had a significant impact on influencing viewers to adopt this practice. Record-keeping is an essential skill in agriculture, as it allows farmers to track expenses, monitor production levels, analyze profitability, and make informed decisions based on data.

2.9. Soil Testing

Awareness increased from 29% at baseline to 37% among viewers, while non-viewers showed no improvement.

75% of viewers who conducted soil tests made changes based on the results, compared to just 16% at baseline. This 8% increase among viewers is significant, especially when contrasted with the stagnant awareness levels among non-viewers.

Soil testing is a fundamental practice in agriculture, as it helps farmers understand the nutrient composition and pH of their soil, enabling them to make informed decisions about fertilization, crop selection, and soil amendments.

2.9.1. Soil Testing Awareness:

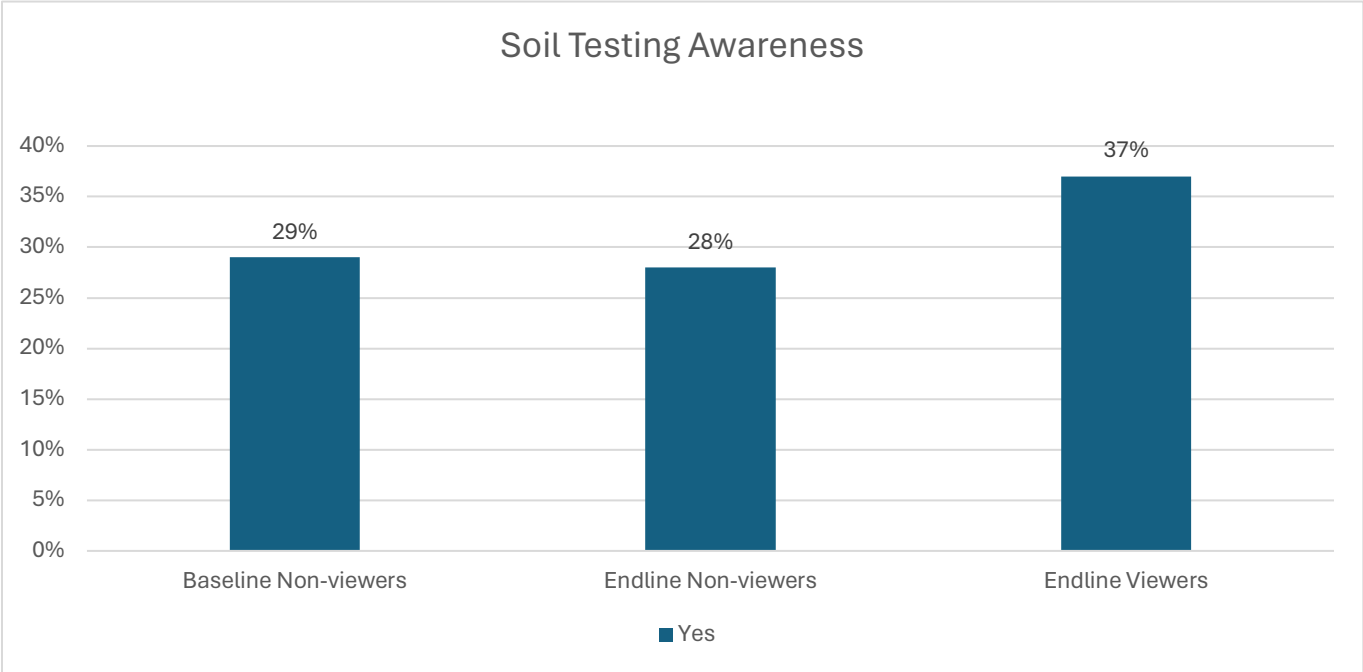


Figure 8: Soil Testing Awareness

By explaining the importance of soil testing for optimizing farm productivity, SSU has been able to enhance viewers' understanding, leading to a measurable increase in awareness.

2.9.2. Lime Usage:

Knowledge of lime application rose from 16% to 27%, highlighting improved soil fertility management.

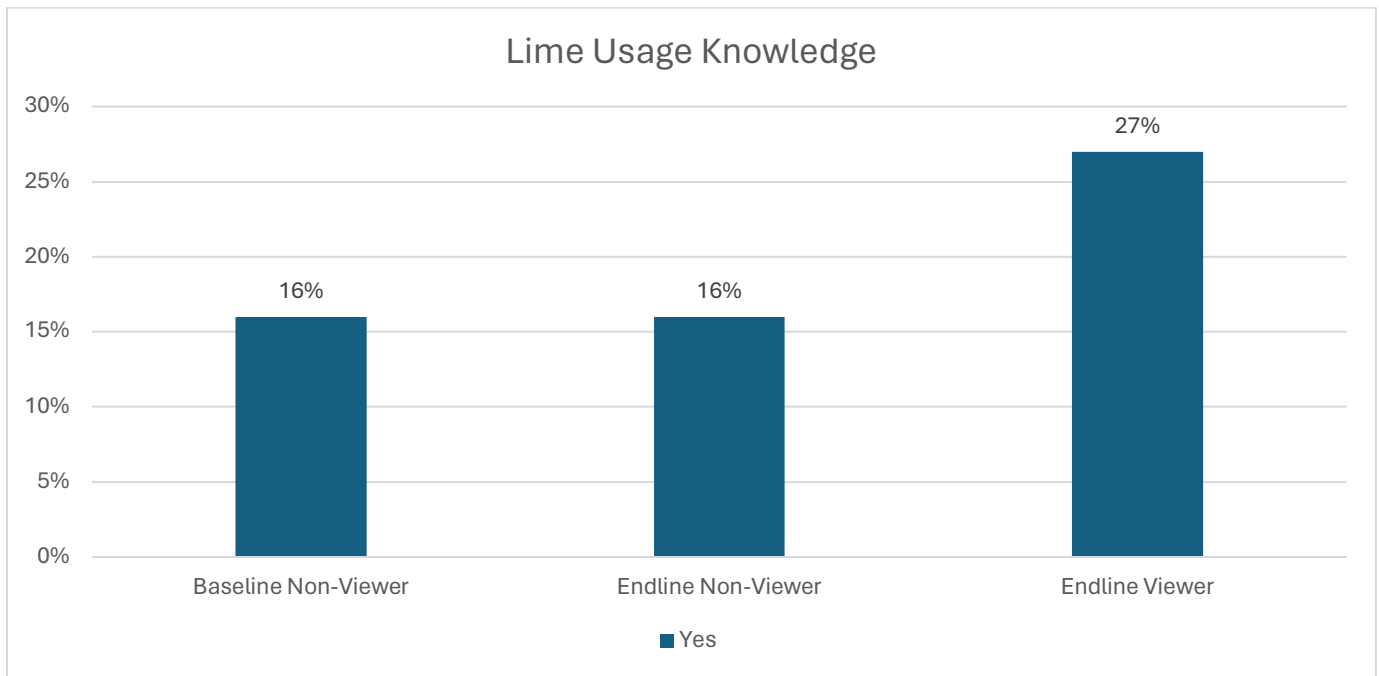


Figure 9: Knowledge on lime usage

SSU viewers showed a 27% knowledge level regarding lime usage, which is an 11% increase over the non-viewers at both baseline and endline. This improvement suggests that SSU has played a significant role in increasing awareness and understanding of lime application. Through its episodes, SSU likely provided valuable insights into the benefits of lime in soil management, correct application techniques, and its role in improving crop productivity.

2.9.3. Implementation of Soil Test Results

Of those who had done soil tests at the baseline, 16% of them reported making changes after receiving their soil test results, while 84% did not take any action based on the findings. Among SSU viewers at the endline, 75% reported making changes after receiving soil test results, while only 25% did not.

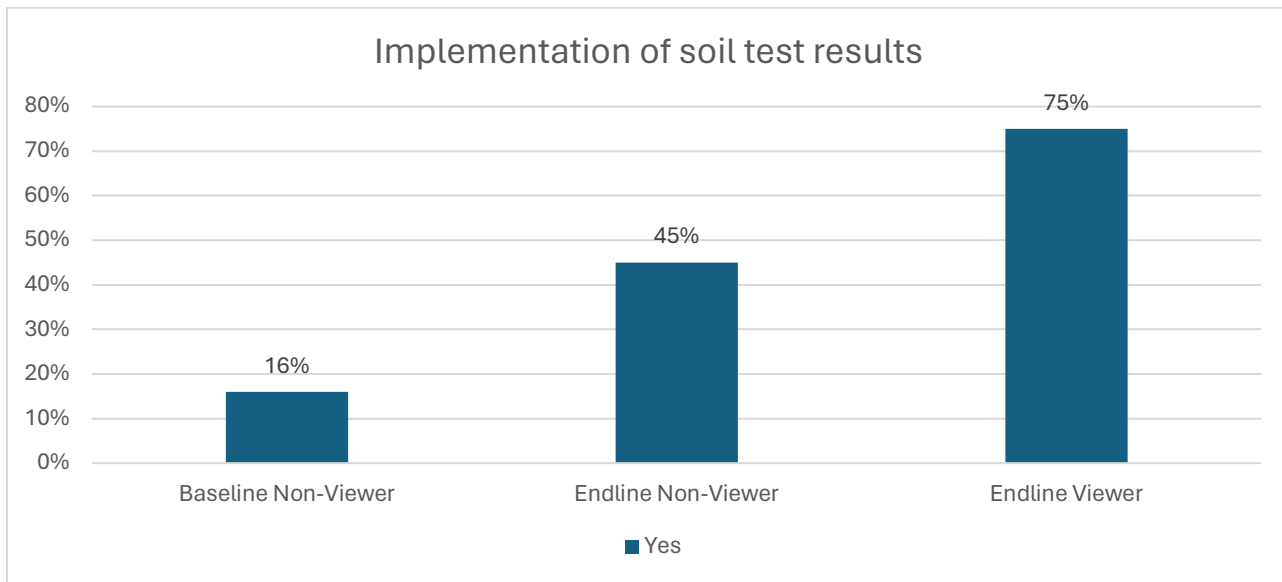


Figure 10: Soil testing results implementation

This high rate of implementation among viewers highlights the strong influence of SSU in encouraging practical application of soil test findings. It suggests that SSU effectively bridges the gap between knowledge and action, equipping farmers not only with information but also with the motivation and practical guidance to take actionable steps.

3. Impact on Livestock and Crop Management

3.1. Livestock:

75% of viewers gained knowledge about cattle management, helping them improve health, feeding, and productivity.

59% learned about poultry farming, with practical insights into disease control and feeding strategies.

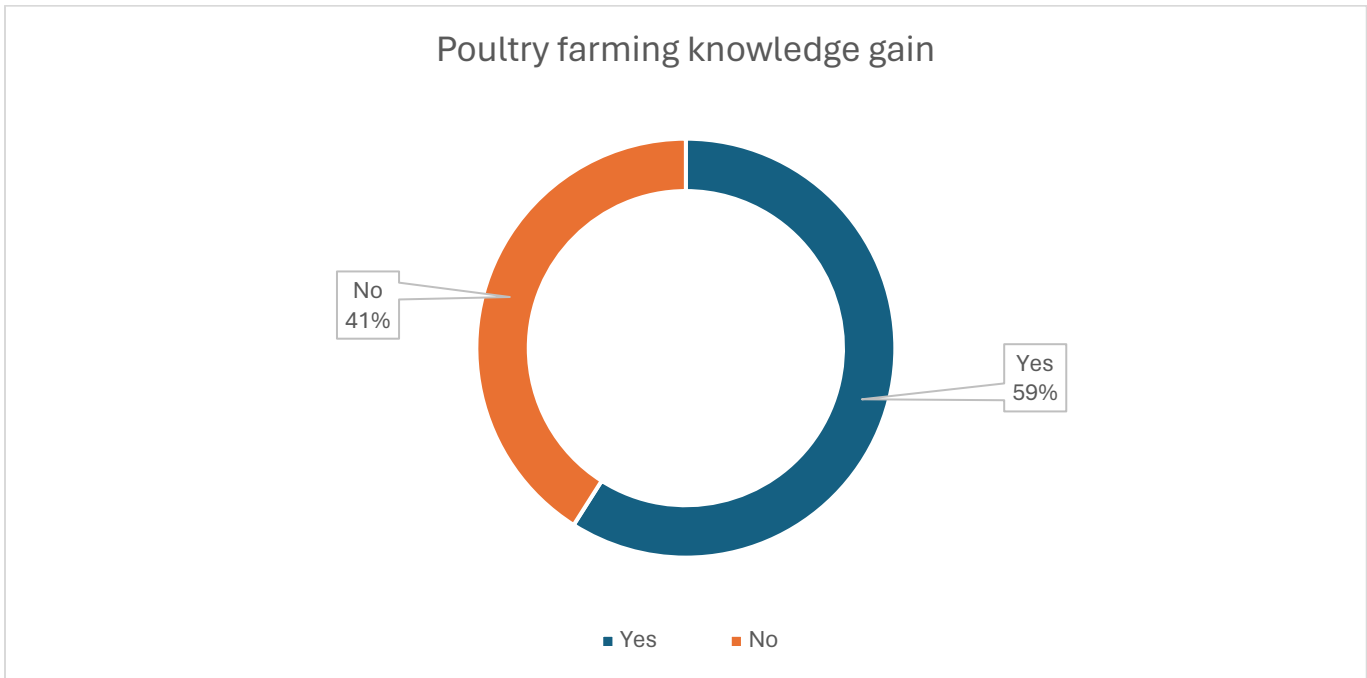


Figure 11: Poultry farming knowledge gain from SSU

To enhance the impact on poultry management practices, SSU could focus on including more detailed and practical segments related to common challenges faced by poultry keepers, such as disease prevention, feeding techniques, and egg production. Additionally, offering follow-up content or resources on social media or other platforms could help reinforce the information provided in episodes, making it easier for viewers to apply what they have learned and improve their poultry management practices.

3.1.2. Livestock Rearing

The results indicate that among the respondents, 48% of them keep chicken, 35% of them keep goats and sheep, 11% keep dairy cattle, 9% keep beef cattle while 6% of them keep both dairy and beef cattle.

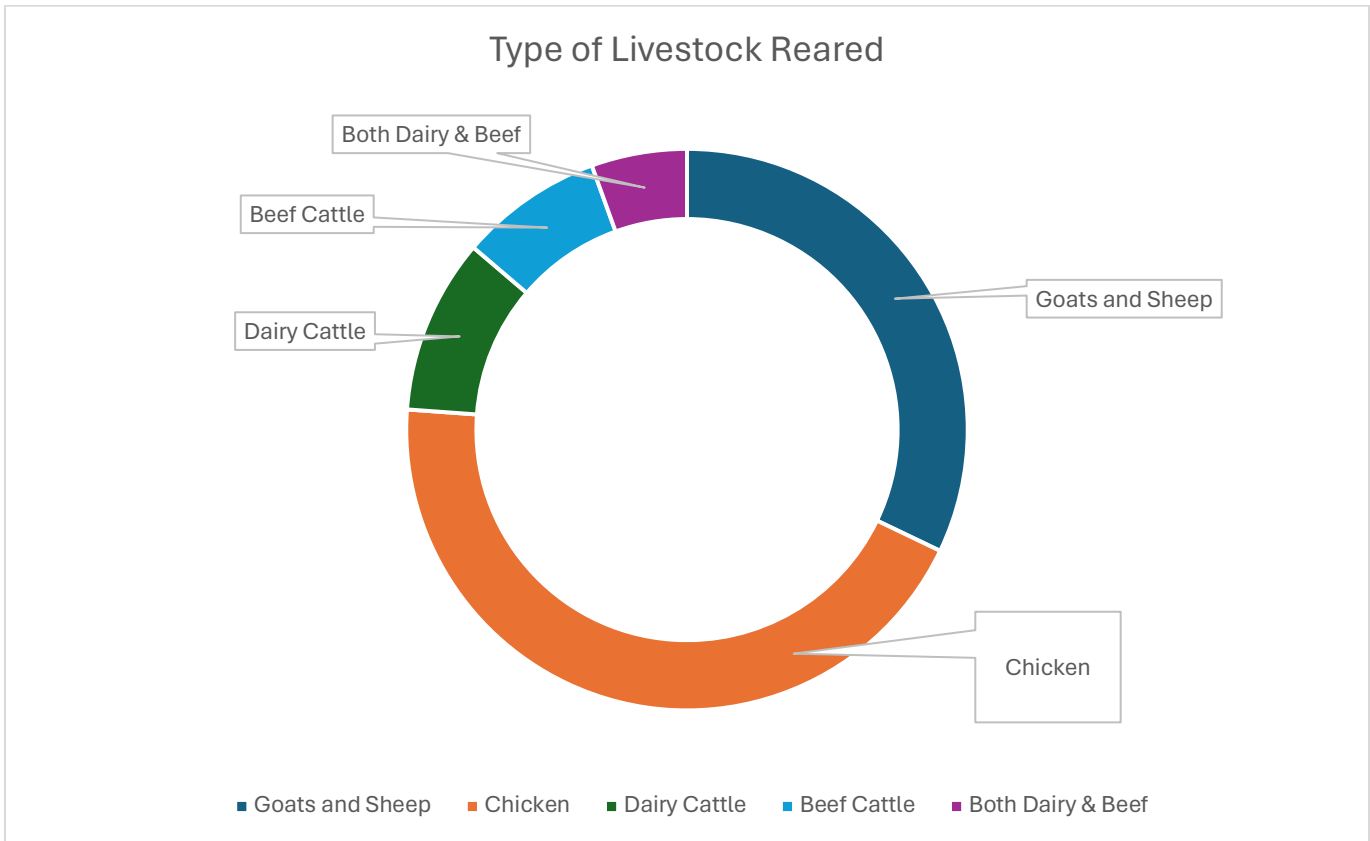


Figure 12: Livestock types reared

To maximize relevance and engagement, SSU should focus its livestock-related content primarily on poultry, goats, and sheep, as they are more commonly kept amongst the viewers. Content on dairy cattle could also be beneficial, given the relatively higher percentage of dairy cattle keepers compared to beef cattle. By tailoring episodes to include best practices in chicken rearing, small ruminant management (goats and sheep), and dairy cattle care, SSU can address the needs of a larger portion of its audience. Additionally, introducing practical insights for small-scale livestock management could help reach those who may be interested in expanding their livestock-keeping activities.

3.2. Black Soldier Fly (BSF):

Awareness of BSF farming rose by 5%, with 26% of viewers gaining knowledge on sustainable animal feed production.

3.3. Coffee Farming:

73% of viewers reported learning about coffee management, including pest control and optimal fertilization techniques.

3.4. Banana Farming:

65% of viewers gained knowledge on managing pests and diseases affecting bananas.

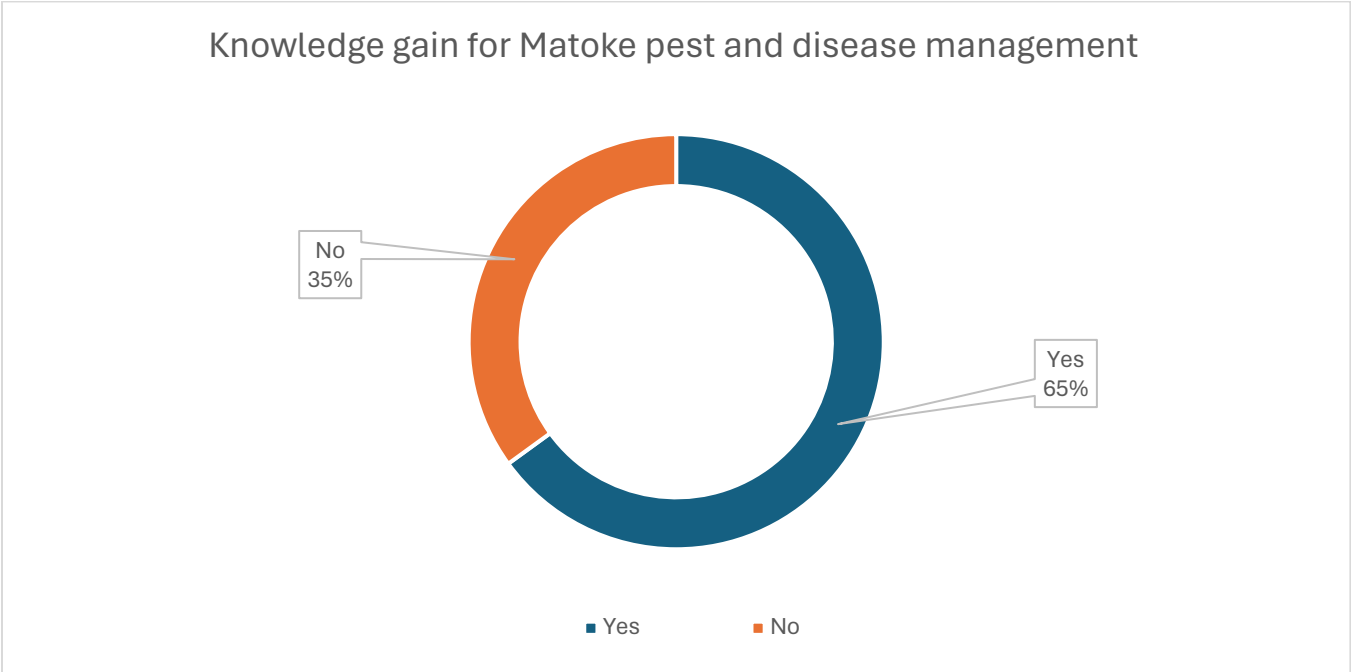


Figure 13: Matoke pest & disease management knowledge gain

This suggests that the program has been relatively effective in educating viewers about banana pest and disease management, though there remains a notable group who may benefit from more focused content. To enhance learning outcomes in banana pest and disease management, SSU could consider creating targeted episodes that delve deeper into identifying specific pests and diseases, preventive measures, and treatment options.

3.5. Horticultural Value Addition:

26% of viewers reported learning value addition techniques, such as processing and packaging, to enhance profitability, and 74% did not.

To address this gap and maximize impact on a larger percentage on the horticulture value addition, SSU may consider the following approaches:

- i. Introducing dedicated episodes or segments that show farmers how to add value to horticulture crops, including simple processing methods like drying, pickling, or juicing. This would provide farmers with concrete steps to increase the shelf life and profitability of their produce.
- ii. Training on market-driven production - Educating viewers about aligning value addition practices with market demands, such as choosing crops and processing methods based

on what local markets need, could improve the relevance and practical application of the information provided.

4. BEHAVIOURAL CHANGE

4.1. Reasons for not adopting SSU content

While most viewers agree that SSU content was good and relevant to their farming practices, there are a few challenges when it comes to adopting some of the recommendation especially those that require additional funds. This was the limiting factor reported by 37% of the respondents. This is an indication that many viewers may want to implement changes but are constrained by the costs associated with new farming practices, such as purchasing seeds, fertilizers, equipment, or livestock. Addressing this barrier could involve the promoting low-cost techniques that require minimal investment.

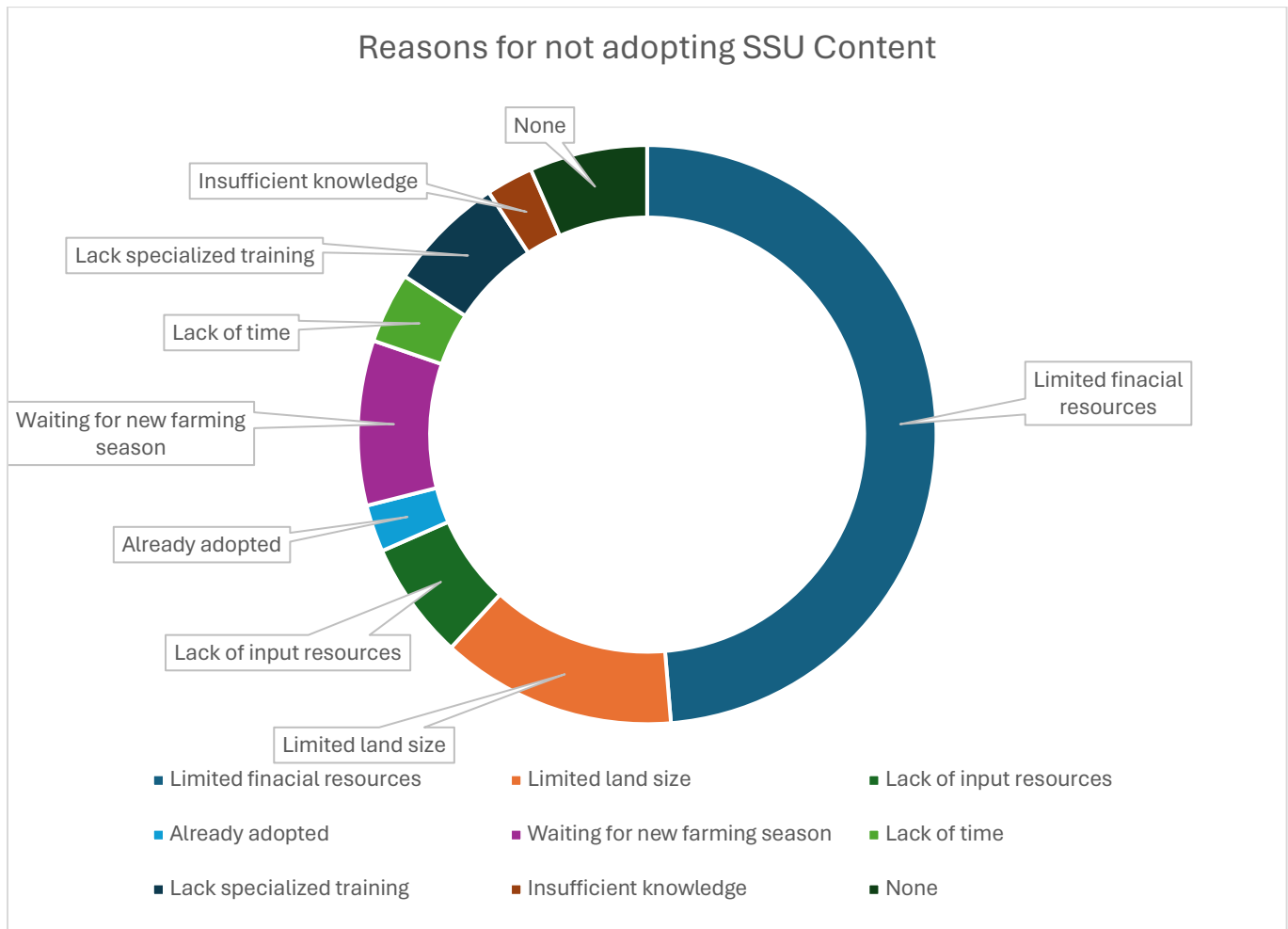


Figure 14: Reasons for not adopting SSU content

4.2. SSU Impact on Livelihoods

The data shows that 61% of the respondents feel their income and livelihood have improved because of watching SSU, while 39% feel otherwise. The high percentage of viewers who feel their livelihood has improved suggests that SSU effectively educates, delivers practical, and actionable advice on various agricultural practices. This may include insights on crop management, animal rearing, pest control, and resource conservation techniques that viewers apply to their farms. These practices likely contribute to higher yields, cost savings, or better market access, which positively affects their income and quality of life.

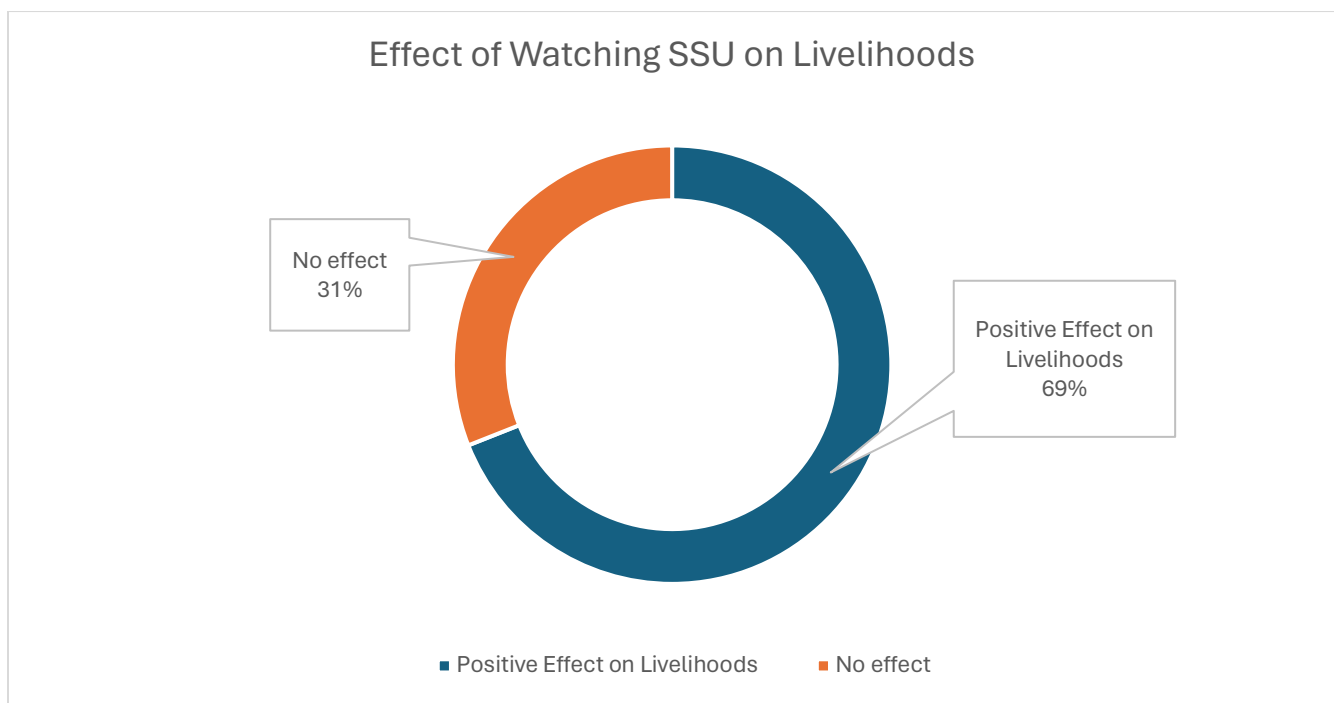


Figure 15: Effect of watching SSU on livelihoods

Also, SSU empowers farmers with the knowledge to improve productivity, manage resources efficiently, and ultimately increase profitability for farmers on practices that contribute to increased productivity and income.

Areas where farmers need more support, and opportunities for next season:

- 10% of farmers improved crop spacing, a critical practice for enhancing yields. Mediae will ensure there are more stories on crop spacing to increase adoption next season.
- 9% applied improved animal rearing practices, improving livestock health and productivity. This is vital, and will be more of a focus in season 4.
- 7% started using manure, while 6% adopted crop rotation, and 4% implemented pest management. This is a relatively low amount and presents a clear opportunity for SSU to focus more on this content next season.

- More information on sunflower farming, as only 20% of viewers reported learning about sunflower growth and its management, whereas 80% stated they did not gain any knowledge. Based on these results, there is a clear opportunity to SSU to enhance content to reach a larger portion of this audience.
- Soil testing: Only 30% of those who made changes to their farm based on soil test results saw yield improvements, which could indicate several issues and/or limiting factors. For soil testing to be more impactful, recommendations need to be more precise, and more comprehensive guidance and follow-up may be necessary to ensure the recommended practices lead to observable yield gains.
- Horticultural value addition

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

The study indicates that SSU plays a significant role in increasing farmer knowledge, attitude and practice across Uganda, with many viewers adopting new farming practices and expressing interest in content that improves both crop and livestock management. By aligning the program with both high-priority and underrepresented farming practices, SSU can optimize its educational impact and broaden its reach. Expanding multi-channel engagement, focusing on practical, high-impact techniques, and showcasing successful farmer experiences will allow SSU to strengthen its role as a trusted resource, driving meaningful change in agricultural practices across Uganda.

5.2. Recommendations

The findings from the study reveal that SSU has indeed been able to influence agricultural practices in its viewers, especially in respect to improved techniques in crop and livestock management. However, there are specific areas where appropriate improvements can help better increase the impact and relevance of the SSU program. It can enhance its existing strategy at SSU through a focus on high-impact technologies and low adoptions, using multiple communication channels, and highlighting farmer success and challenging stories. The suggested below strategic adjustments might draw SSU to address several questions on deepening its reach among farmers and enhancing educational value attributable to promoting sustainable agricultural practices.

- i. **Increase focus on high impact technologies whose adoption is at very low levels.** Topics such as soil testing, pest management, irrigation, and record-keeping are currently underutilized by farmers but have significant potential to improve productivity. Targeted content on these topics, showcasing practical steps and farmer success stories, can encourage adoption.
- ii. **High-impact practices like better farming methods,** crop spacing, and the use of manure resonate strongly with farmers. Expanding content on these practices with advanced

techniques or complementary strategies can enhance knowledge and improve outcomes for farmers already engaging in these areas.

- iii. **Promote livestock and poultry management.** Improved animal rearing practices, vaccination, and poultry rearing are gaining interest. Creating dedicated segments that address specific livestock and poultry challenges can deepen viewer engagement and support diversified farm productivity.
- iv. **Leverage on multiple information platforms.** Findings show that diverse communication platforms, especially TV, radio, and family and friends are essential sources of agricultural information. Expanding SSU's presence on popular platforms (e.g., mobile SMS reminders, social media teasers) and partnering with agricultural radio stations for cross-promotion could further boost outreach.
- v. **Continue using community success stories and demonstrations.** Farmer case studies that highlight tangible results from using SSU techniques (e.g., pest management, crop spacing, and better farming practices) can be powerful motivators for viewers. Featuring these stories can demonstrate real-life benefits, making the content more relatable and actionable.
- vi. **Address gaps in specific crop and livestock information.** For crops like beans, coffee, and bananas, as well as the Black Soldier Fly (BSF) and sunflower, there remains an educational gap. Content on these topics should be developed with a focus on disease management, pest control, and value addition for horticulture.