MUNDA MAKE OVER SERIES 11

THE MEDIAE COMPANY
MEDIA FOR EDUCATION AND DEVELOPMENT

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AUTHORS

Vivien Marles
&
BrandComm

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KEY TAKE AWAYS SERIES II: CHANGES IN KNOWLEDGE, ATTITUDES AND PRACTICES

- MMO Series II KAP & Audience Measurement data show a continued strong shift to preference for agricultural information on TV.
- MMO amplified viewership grew from 1.9 million in Series I to 2.3 million in Series II.
- A third of MMO viewers said that they found TV to be the most useful source of farming and agricultural information.
- Valued topics in MMO Series II were: pest & disease management, climate information, improved seed varieties, financial literacy, good agricultural practice and gender considerations.

Climate Change Adaption:

The KAP survey highlights the critical role TV plays in educating farmers about climate adaptation practices.

Eight in ten smallholder farmers reported noticing changes due to climate change, prompting many to adopt new practices such as using improved seeds, rotating crops, and planting drought-resistant varieties. Compellingly, 70% of those who made changes reported benefits, most notably higher crop yields.

There is evidence that over half of MMO viewers regularly watched weather news, gaining valuable insights, particularly about drought management and the use of improved seeds.

MMO has had a significant impact, with 40% of viewers reporting learning about drought management compared to 29% of non-viewers, and two-thirds of viewers adopting new practices as a result. Conservation agriculture techniques and planning for upcoming seasons were the most frequently cited topics by respondents.

The data highlights a need for more information on the use of drought-resistant seeds, crops, and crop rotation.

In future series, additional messaging on planning farming activities based on weather forecasts would be beneficial.

47% of viewers said they had learned about planting legumes or Bracharia grass in their maize fields. In future series, there is an opportunity to increase coverage on intercropping to enhance soil conservation /fertility.

Financial Literacy:

The survey provides evidence that MMO is helping improve the financial literacy of smallholder farmers, by advancing their knowledge of the importance of keeping financial records for planning, budgeting, and securing formal loans. In future series, there is a need to increase coverage on access to finance, as well as crop and livestock insurance.

Attitudes towards gender inclusion:

The data reveals that Munda Make Over (MMO) viewers are more likely to make decisions collaboratively with their spouses or other household members. The show positively influenced farm-related decision-making, with viewers particularly men reporting changes in how they approach and share decisions about their farms.

Nutrition:

MMO contributed to raising awareness about backyard sack gardens to improve nutrition. By the endline, 44% of smallholder farmers who watched MMO reported recently learning about sack gardens, compared to non-viewers. In future series, there is an opportunity to expand coverage on the production of nutritionally fortified crops to further enhance household nutrition.

Pest Management:

The data shows that MMO helped raise awareness about fall armyworm (FAW) in maize, as viewers were more likely than non-viewers to use fungicides or insecticides for pest and disease management. In future series, there is an opportunity to include more messaging on natural enemies of FAW and to expand coverage on integrated pest and disease management strategies for non-maize crops.

Post Harvest:

Two-thirds of both viewers and non-viewers reported learning something about protecting produce after harvest. In future series, there is an opportunity to increase coverage on post-harvest management, with a particular focus on preventing aflatoxins in food and livestock feed crops.

Irrigation:

The data shows that a higher proportion of viewers reported learning about irrigation in the past six months compared to non-viewers. However, the primary barrier to irrigation remains a lack of water. Future series could benefit from increased coverage on solar, water-efficient irrigation systems and water harvesting practices.

Poultry:

There is evidence that MMO positively impacts viewers by increasing their understanding of profitable chicken farming, including good housing, welfare, and improved feeding practices. In future series, there is an opportunity to expand coverage on improved chicken breeds, access to key vaccines, basic poultry health services, quality feed, and essential extension support.

Market Access and Value Addition:

Farmer Groups remain a crucial source of information on market access and produce pricing for small-holder farmers. Two-thirds of viewers reported learning about farmer groups/networks within the past six months. The Government Food & Reserve Agency serves as the primary market for smallholder farmers.

Bio-Char:

The data indicates low awareness of biochar among both viewers and non-viewers. Future series present an opportunity to incorporate targeted messaging to raise awareness about the benefits of biochar in improving soil fertility and moisture retention.

Fertilizer:

The survey indicates that nearly all farmers interviewed use fertilizer on their farms to boost yields. In future series, we aim to expand coverage on low-cost organic alternatives that can complement fertilizer use, providing farmers with more sustainable and affordable options.

MUNDA MAKE OVER
Series II: Introduction

Zambia's Reality TV Show for Farmers: Munda Make Over

Originally known as Shamba Shape Up (or "Farm Shape Up") in Kenya, Munda Make Over (MMO) is a reality TV show filmed on smallholder farms. It is East Africa's leading agricultural TV program, with the goal of supporting farmers in Sub-Saharan Africa to adapt to changing weather patterns across key value chains. The program helps farmers in Kenya, Zambia and Uganda increase yields, boost incomes, and improve their livelihoods.

Reaching More People Through Educational Entertainment:

 In Zambia, Munda Make-Over recently completed its second season and was broadcast on the Zambia National Broadcasting Corporation (ZNBC) which has the largest T.V audience in the country. The show also reaches additional viewers through YouTube and social media platforms like Facebook, which has 78,000 followers.

Measuring Our Impact

To assess the show's impact, Knowledge, Attitude, and Practices studies are conducted before and after each series. In Kenya, where the show has aired for over 13 years, 90% of farmers identified it as their most trusted source of agricultural information. While Behavior change in respect of farming practices is notoriously difficult to effect, remarkably, 96% of viewers reported learning something new, and 93% claimed to have made farming changes because of the program. Of those who made changes, 63% reported better yields and increased incomes.

In 2014, research by Reading University showed that over 428,000 households in Kenya directly benefitted from Shamba Shape Up by adopting new practices. Notably, dairy farmers who implemented new practices saw a net increase of over US$24 million in the value of milk produced in Kenya.

MUNDA MAKE OVER
Series II: Impact in Zambia

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Series II of MMO aired from November 2023 to July 2024 in English, Tonga, Bemba, and Nyanja, broadcast four days a week.

- Amplified reach: With an average of 2.8 other adults aged 18+, the series reached an amplified exposure of around 2.3 million viewers on TV.
- The series experienced an increase of 150,000 more viewers compared to Series I despite challenges such as daily power outages affecting TV viewership,
- Overall Reach: The series achieved a definitive reach of 20% among all Zambian TV viewers across all languages.
- TV Viewership: A total of 812,338 adults watched the series on TV. Additional Reach: Series II reached an additional 186,000 farmers.
- YouTube Analytics: The show reached 6,608 users on YouTube.
- Facebook Engagement: The series garnered 1,087 total engagements and a total reach of 82,033 on Facebook

Amplified reach

REACH — 2.3 million

AUDIENCE — 812,330 Viewers. — 20% farmers

YOUTUBE ANALYTICS — 6,608 users

FACEBOOK ENGAGEMENT — 1,087 total engagements — 82,033 total reach

The table below details the partners of Munda Make Over Series 11 and the topics/subjects covered:

PARTNERS	TOPICS
• Southern Africa Accelerated Innovation Delivery Initiative (AID-I) with the Zambia Agriculture Research Institute (ZARI)	• Drought tolerant maize seed • Pest resistant maize seed
• Alliance Bioversity International (CIAT), with AID-I & Zambia Meteorology Department	• Climate Information Services • Seasonal Weather forecast • Agro meteorological bulletins • Drought Special
• International Maize and Wheat Improvement Centre (CIMMYT) with AID-I	• Crop Diversification in farming systems. • Integration of legumes and forage grasses in cropping systems using different spatial and temporal arrangements in Conservation Agriculture systems
• Harvest Plus & AID-I	• Fortified Orange Maize • Mbereshi High Iron Beans
• Food & Agriculture Organization (FAO)	• SUN II Nutrition: Sack Gardening & Fish Pass On Program • SIFAZ: Aggregation for increased income & food security and utilization
• Self Help Africa	• Principles of Aquaculture • Pond/Site selection • Aquaculture Hygiene • Fingerlings • Fish harvesting and access to markets
• Farm Depot	• Broiler Assist • Farm Depot Loan Scheme
• Hybrid	• Profitable Poultry Farming
• Catholic Relief Services (CRS) with AID-I	• Post Harvest Management • Drought tolerant maize and legumes • Seed multiplication
• Vision Fund & AID-I	• Loans • Savings
• Deuctsche Gesellschaft fur Internationale Zusammenarbeit (GIZ) & E-PICSA	• E-PICSA APP
• International Food & Research Institute (IFPRI)	• Gender considerations • Women's Cooperatives & Savings groups • Access to finance
• International Institute of Tropical Agricultural (IITA) with the Zambia Agriculture Research Institute (ZARI)	• Pests & Diseases: • Fall Army Worm • Black Diamond Moth • Disease resistant cassava
• Plant Village	• Plant Village App • Cassava: good agricultural practices • Bio Char • Disease resistant cassava seed • Cassava markets/value addition
• Acre Africa	• Weather Index Insurance

KAP: OBJECTIVES

01.
To evaluate changes in knowledge, attitudes and practices attributable to viewing MMO.

02.
To shed light on the media and viewing behavior of small-holder farmers.

03.
To understand which themes and topics resonated with viewers.

04.
To provide guidance for future series and partnerships.

KAP: METHODOLOGY

1. Standard baseline (pre-series) and endline (post broadcast) approach was used.

2. Samples of small-holder farmers, based on agreed criteria, who had access to television were drawn from five provinces; Eastern, Lusaka, Central, Copperbelt, Luapula Northern and Muchinga.

3. 746 small-holder farmers were interviewed at the baseline and 1,071 at the endline split between MMO viewers (521) and non-viewers (550).

4. Soft quotas for sex and age were applied to the sample groups.

5. Teams of trained enumerators, using a digitized study instrument, interviewed the chief decision-maker on each selected farm in person, in-home.

6. Interviews were conducted by Brandcomm (Zambia) face to face in December 2023 and July 2024.

METHODOLOGICAL CONSIDERATIONS

1. Respondents drawn from five districts, as such the data can not be generalized to the population of small-holder farmers.

2. Data are based on claimed knowledge and intended behavior.

3. All estimates have been tested for statistical significance

** Source: Brandcomm Media survey July 2022 (National representative sample 6,000)

SAMPLE PROFILES:

DEMOGRAPHIC PROFILE: BASELINE (DECEMBER 2023 / JULY 2024)

Baseline (n=746)   Endline (n=1071)

Province

	Baseline	Endline
EASTERN	21%	20%
LUSAKA	12%	13%
CENTRAL	13%	18%
COPPERBELT	12%	14%
LUAPULA	13%	12%
NORTHERN	14%	11%
MUCHINGA	14%	12%

Age

	Baseline	Endline
18-24	8%	10%
25-34	21%	20%
35-44	27%	30%
45+	43%	40%

Baseline (n=746)   Endline (n=1071)

Size of Land

	Baseline	Endline
0.5 to 1 acres / 2.1 to 4 lima	34%	28%
1 to 5 acres / 4.1 to 20 lima	45%	51%
5 to 10 acres / 20.1 to 40 lima	22%	21%

Roles on the Farm

	Baseline	Endline
I own and manage this farm	79%	78%
I only manage this farm	15%	16%
I own but do not manage this farm	1%	1%
I own and rent fields; but I manage them all.	6%	6%

Decision Making

	Baseline	Endline
Only my Self	33%	41%
Jointly with someone else including my spouse	67%	59%

CROPS NORMALLY GROWN ON THE FARM

Legend: Baseline Non-Viewer (n=746) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

Crop	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Maize	97%	98%	98%
Groundnuts	52%	61%	57%
Beans	25%	35%	37%
Soya Bean	25%	30%	32%
Cassava	18%	23%	22%
Tomatoes	12%	18%	24%
Indigenous vegetables	11%	19%	19%
Orange Fleshed Sweet potatoes	9%	15%	16%
Onions	7%	13%	19%
Cabbage	5%	10%	13%
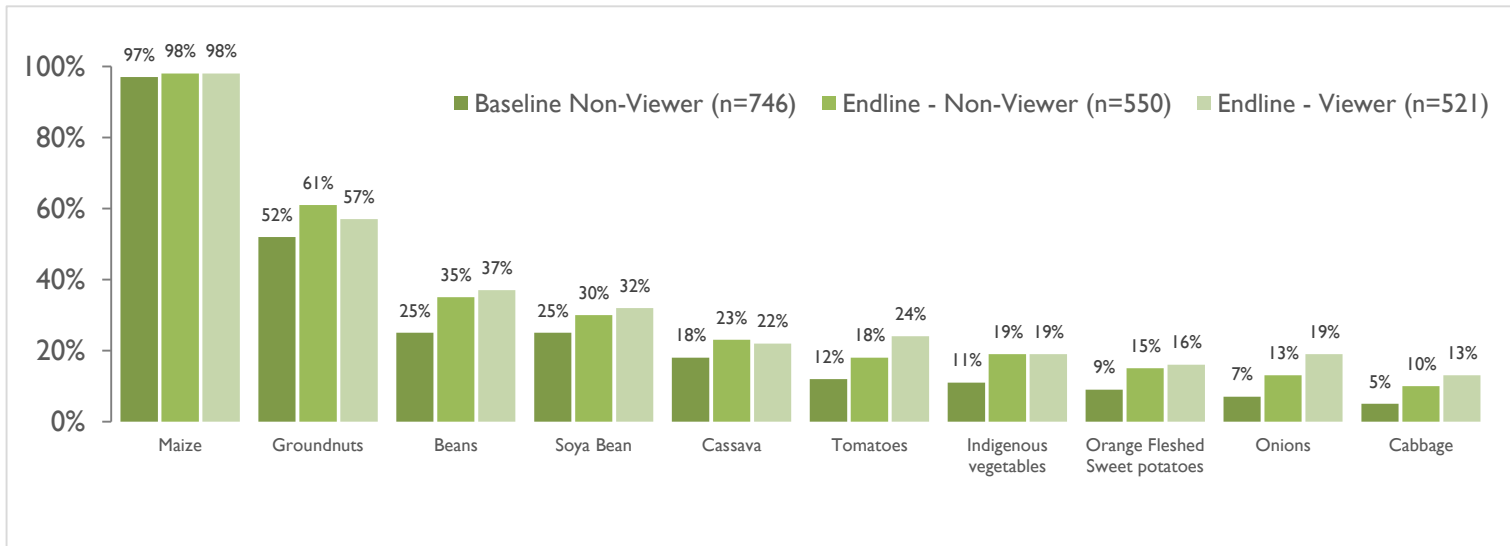
- Maize is a universally grown crop
- More endline farmers surveyed grew groundnuts, beans and soya beans than their baseline counterparts

Q2a. What crops do you normally grow/rear on your farm?

ANIMALS REARED ON THE FARM

Baseline Non-Viewer (n=746)   Endline - Non-Viewer (n=550)   Endline - Viewer (n=521)

Animal	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Poultry (Local birds)	49%	55%	54%
Goats	13%	14%	19%
Cows (Beef)	8%	6%	9%
Poultry (Broilers)	8%	4%	7%
Pigs	5%	6%	7%
Cows (Dairy)	3%	7%	9%
Poultry (Layers)	3%	2%	2%
Ducks	3%	0%	0%
Rabbits	2%	3%	3%
Fish	2%	1%	2%
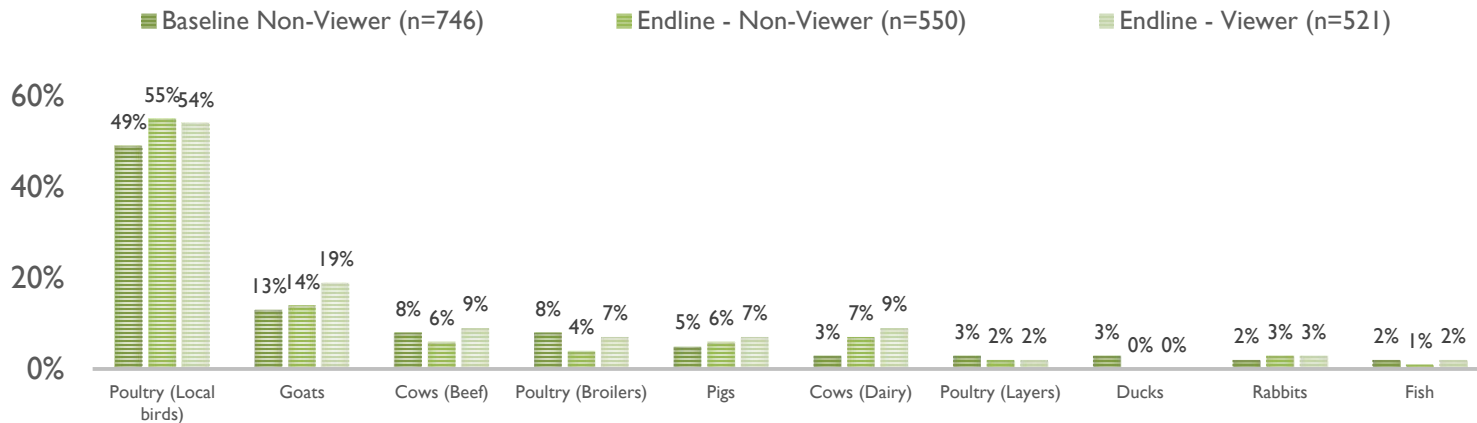
The incidence of fish farming was very small in the baseline and endline samples and as such no data on fish farming or aquaculture have been included in the slide deck

Q2b. What animals/poultry do you normally keep on your farm?

AGE PROFILE

Legend: Baseline Non-Viewer (n=746), Endline - Non-Viewer (n=550), Endline - Viewer (n=521)

Age group	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
45+	43%	41%	39%
35-44	27%	29%	30%
25-34	21%	19%	21%
18-24	8%	11%	10%

What is your age at last birthday in years.

AGE PROFILE (Gender statistics)

Age	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
45+	43%	41%	39%	44%	41%	39%	42%	41%	39%
35-44	27%	29%	30%	30%	27%	31%	26%	32%	29%
25-34	21%	19%	21%	19%	19%	21%	23%	19%	21%
18-24	8%	11%	10%	8%	13%	8%	9%	8%	11%

What is your age at last birthday in years.

GENDER PROFILE

Legend: Baseline Non-Viewer (n=746), Endline - Non-Viewer (n=550), Endline - Viewer (n=521)

Gender	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Female	52%	53%	50%
Male	48%	47%	50%
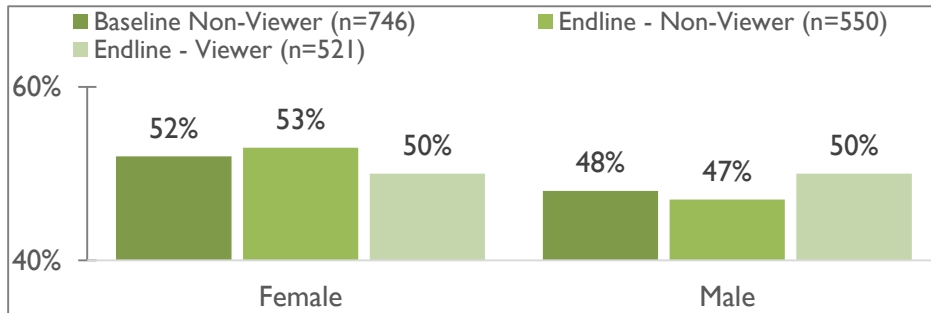
SDV6. Respondent Gender

LOCATION

Legend: Baseline Non-Viewer (n=746), Endline - Non-Viewer (n=550), Endline - Viewer (n=521)

Province	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
EASTERN	21%	21%	19%
NORTHERN	14%	11%	12%
MUCHINGA	14%	11%	13%
CENTRAL	13%	19%	16%
LUAPULA	13%	12%	12%
LUSAKA	12%	12%	14%
COPPERBELT	12%	14%	15%
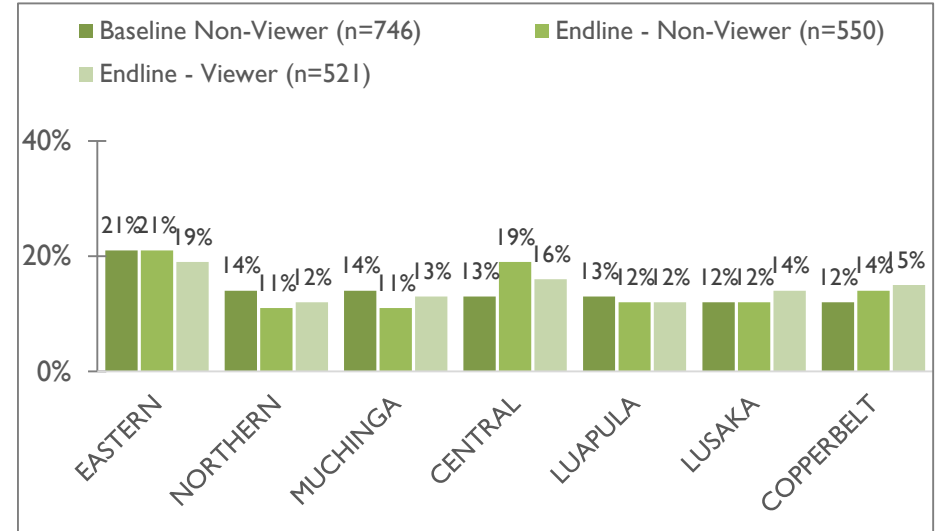
D2. Province

LOCATION (Gender statistics)

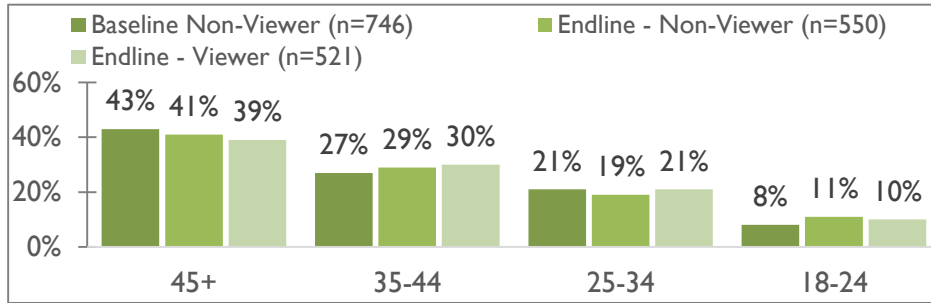| Province	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
EASTERN	21%	21%	19%	19%	23%	20%	23%	20%	18%
NORTHERN	14%	11%	12%	15%	12%	11%	12%	11%	12%
MUCHINGA	14%	11%	13%	14%	11%	14%	15%	11%	11%
CENTRAL	13%	19%	16%	13%	17%	15%	14%	21%	16%
LUAPULA	13%	12%	12%	13%	12%	12%	13%	12%	11%
LUSAKA	12%	12%	14%	11%	12%	14%	12%	12%	15%
COPPERBELT	12%	14%	15%	14%	14%	14%	11%	14%	16%

D2. Province

ACCESS TO HOUSEHOLD ITEMS

Legend: ■ Baseline Non-Viewer (n=746)   ■ Endline - Non-Viewer (n=550)   ■ Endline - Viewer (n=521)

Category	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Someone in household owns a feature phone (A phone which cannot access internet)	89%	89%	88%
The household does use solar/ electricity for lighting	85%	84%	90%
The household has a radio set	75%	69%	73%
The household has a Television set	68%	61%	80%
Someone in household owns a smart phone (A phone which can be used to access internet)	57%	57%	67%
The household has a Borehole, well or other open water for irrigation	41%	51%	54%

- The vast smallholder farmers interviewed had household access to a feature phone, electricity, radio and TV
- Most had a smartphone

SE2. Which of the following statements is true for this household?

ACCESS TO HOUSEHOLD ITEMS (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Someone in household owns a feature phone (A phone which cannot access internet)	89%	89%	88%	87%	88%	88%	90%	89%	89%
The household does use solar/ electricity for lighting	85%	84%	90%	85%	86%	90%	84%	82%	89%
The household has a radio set	75%	69%	73%	79%	74%	81%	70%	64%	66%
The household has a Television set	68%	61%	80%	65%	66%	84%	70%	57%	76%

SE2. Which of the following statements is true for this household?

MEDIA USE

FREQUENCY OF WATCHING TELEVISION

Baseline Non-Viewer (n=746) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

	Every day	2 -3 days	At least 1 day in a week	4 to 5 days
Baseline Non-Viewer	48%	28%	14%	10%
Endline - Non-Viewer	22%	36%	31%	11%
Endline - Viewer	35%	36%	17%	12%

S3. On how many days in a week do you watch Television?

FREQUENCY OF WATCHING TELEVISION (Gender statistics)

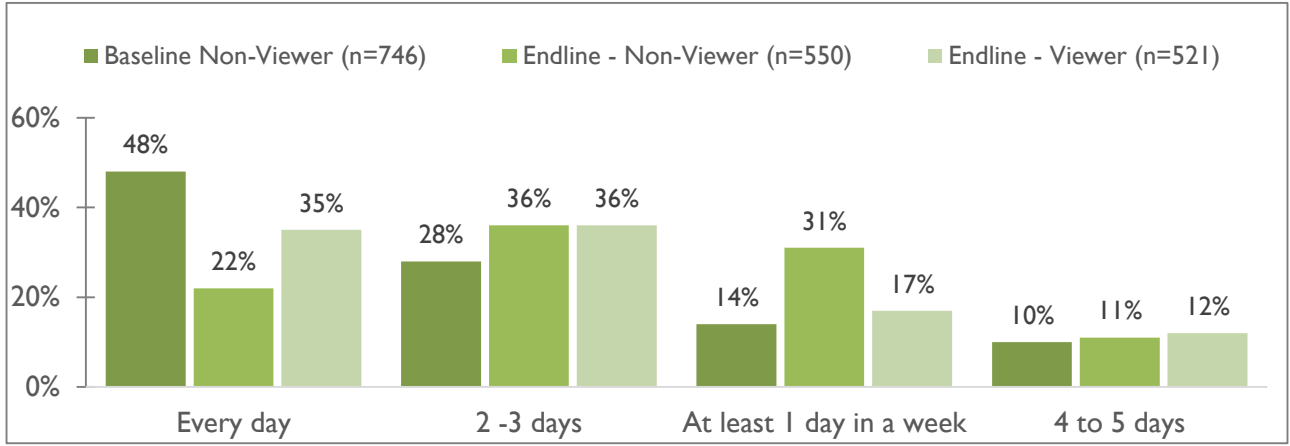|	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Every day	48%	22%	35%	45%	24%	31%	51%	20%	39%
2 -3 days	28%	36%	36%	30%	36%	40%	26%	36%	31%
At least 1 day in a week	14%	31%	17%	14%	28%	17%	14%	33%	18%
4 to 5 days	10%	11%	12%	10%	11%	12%	9%	11%	11%

S3. On how many days in a week do you watch Television?

SIZE OF YOUR LAND FOR CULTIVATION AND LIVESTOCK KEEPING

■ Baseline Non-Viewer (n=746)   ■ Endline - Non-Viewer (n=550)   ■ Endline - Viewer (n=521)

	1 to 5 acres / 4.1 to 20 lima	0.5 to 1 acres / 2.1 to 4 lima	5 to 10 acres / 20.1 to 40 lima
Baseline Non-Viewer	45%	34%	22%
Endline - Non-Viewer	51%	29%	21%
Endline - Viewer	51%	27%	21%

- Just over half of those interviewed in both surveys farmed between 1 and 5 acres
- Women farm slightly smaller averages than men

S5. How much land does your farm cultivate/keep livestock? State amount in acres.

SIZE OF YOUR LAND FOR CULTIVATION AND LIVESTOCK KEEPING. (Gender statistics)

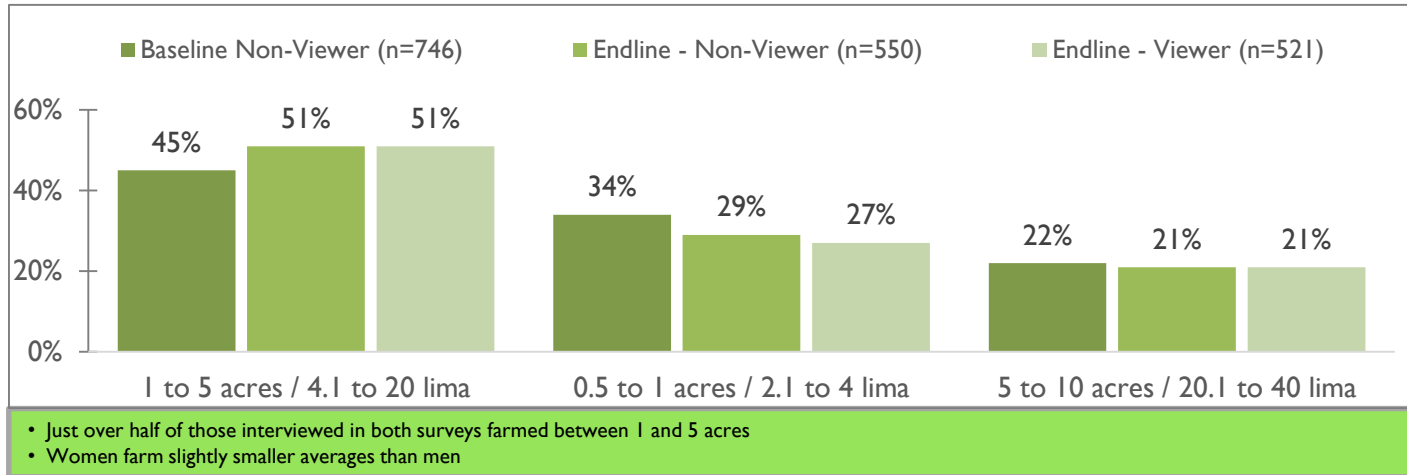|		Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)	
1 to 5 acres / 4.1 to 20 lima	45%	51%	51%	45%	54%	55%	45%	47%	47%	44%
0.5 to 1 acres / 2.1 to 4 lima	34%	29%	27%	31%	22%	22%	36%	34%	33%	41%
5 to 10 acres / 20.1 to 40 lima	22%	21%	21%	24%	24%	23%	19%	18%	20%	14%

S5. How much land does your farm cultivate/keep livestock? State amount in acres.

RESPONDENT'S ROLE ON THE FARM

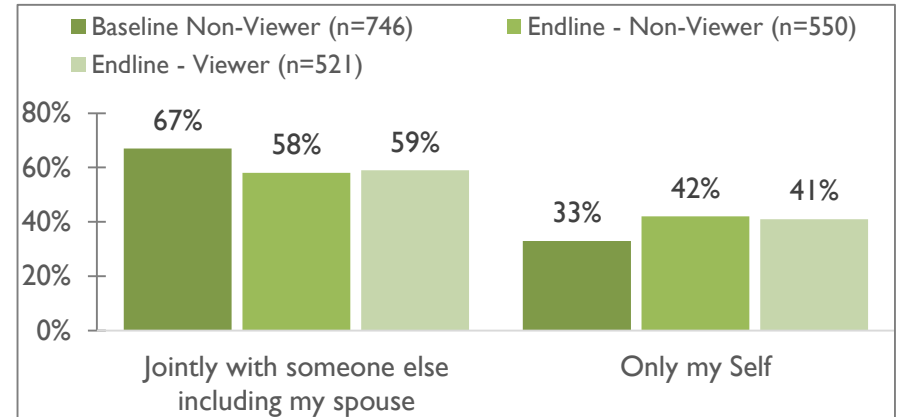Legend: ■ Baseline Non-Viewer (n=746) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)
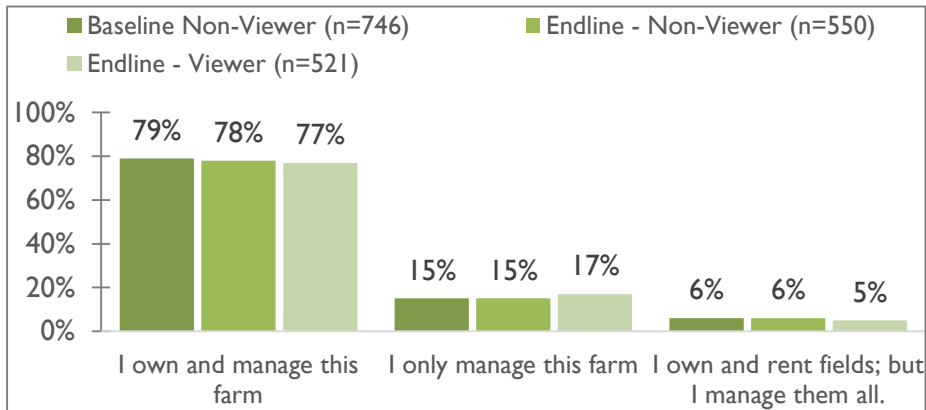
- The vast majority of those interviewed were owners and managers of their farms

S7. Which of the following describes your role on this farm?

FARM'S DECISION MAKER

Legend: ■ Baseline Non-Viewer (n=746) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

- Just over half of the farmers surveyed said that decisions on the farm were made jointly
- Gender differences were not significant

S8. Who makes decisions or influences decisions on this farm?

RESPONDENT'S ROLE ON THE FARM (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
I own and manage this farm	79%	78%	77%	83%	81%	78%	75%	76%	77%
I only manage this farm	15%	15%	17%	10%	13%	15%	19%	16%	19%
I own and rent fields; but I manage them all.	6%	6%	5%	7%	5%	7%	5%	8%	3%

S7. Which of the following describes your role on this farm?

FARM'S DECISION MAKER (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Jointly with someone else including my spouse	67%	58%	59%	68%	63%	58%	66%	54%	60%
Only my Self	33%	42%	41%	32%	37%	42%	34%	46%	40%

S8. Who makes decisions or influences decisions on this farm?

15

HAVE YOU NOTICED ANY CHANGES ON YOUR FARM DUE TO THE WEATHER / CLIMATE CHANGE?

Legend: ■ Baseline Non-Viewer (n=746)　■ Endline - Non-Viewer (n=550)　■ Endline - Viewer (n=521)

Yes: 72%, 76%, 79%
No: 28%, 24%, 21%

• Almost all farmers interviewed in both waves of the study said they had noticed changes on their farms due to changes in the climate

AD1a. Have you noticed any changes on your farm due to the weather / climate change?

HAVE YOU NOTICED ANY CHANGES ON YOUR FARM DUE TO THE WEATHER / CLIMATE CHANGE? (Gender statistics)

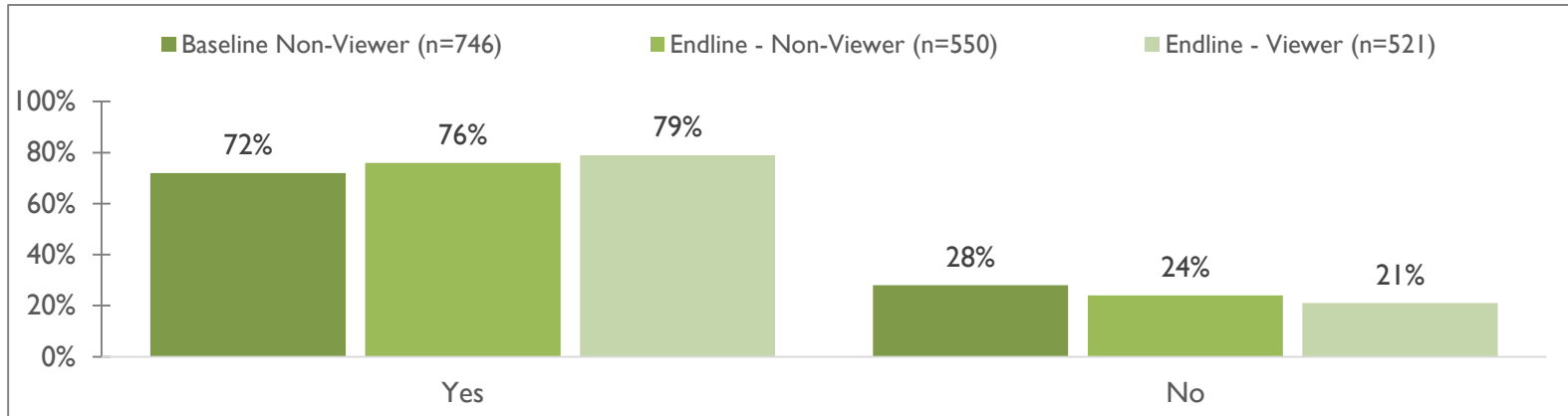|	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	72%	76%	79%	71%	76%	80%	72%	75%	78%
No	28%	24%	21%	29%	24%	20%	28%	25%	22%

AD1a. Have you noticed any changes on your farm due to the weather / climate change?

HAVE YOU EVER HEARD OF THE E-PICSA APP WHICH HELPS FARMERS MAKE BETTER DECISIONS DESPITE A CHANGING CLIMATE

Baseline Non-Viewer (n=0) — Endline - Non-Viewer (n=550) — Endline - Viewer (n=521)

No: 0%, 94%, 91%
Yes: 0%, 6%, 9%
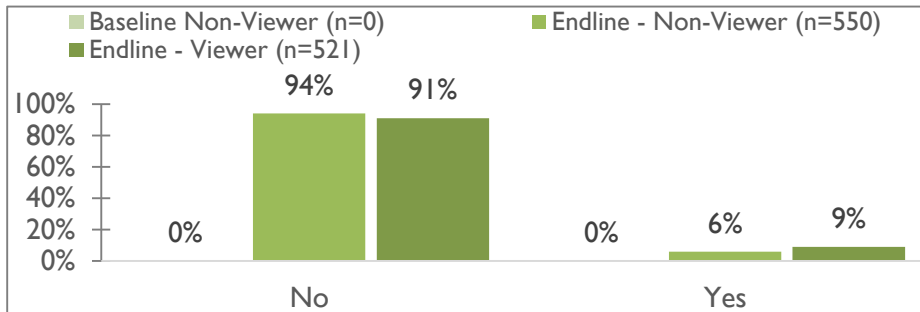
- The E-PICSA app has very low awareness – this is likely to increase over time

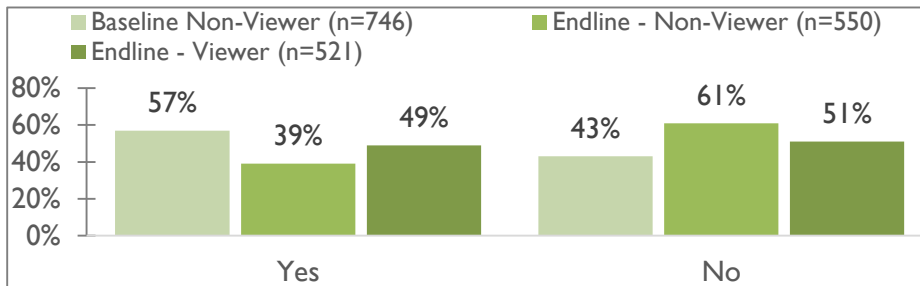AD1b. Have you ever heard of the E-PICSA app which helps farmers make better decisions despite a changing climate? [E-PICSA app provides farmers with immediate access to up-to-date climate information (historic and forecast)]

HAVE YOU MADE ANY CHANGES IN THE WAY YOU FARM AS A RESULT OF THE WEATHER / CLIMATE CHANGE / DROUGHT?

Baseline Non-Viewer (n=746) — Endline - Non-Viewer (n=550) — Endline - Viewer (n=521)

Yes: 57%, 39%, 49%
No: 43%, 61%, 51%

- The evidence points to changes being made to farming practices as a result of climate change, although still around 50% claim not to be making changes. This suggests that more messaging and examples are needed to help farmers make the necessary adaptations
- Women seem less likely to be making changes than their male counterparts
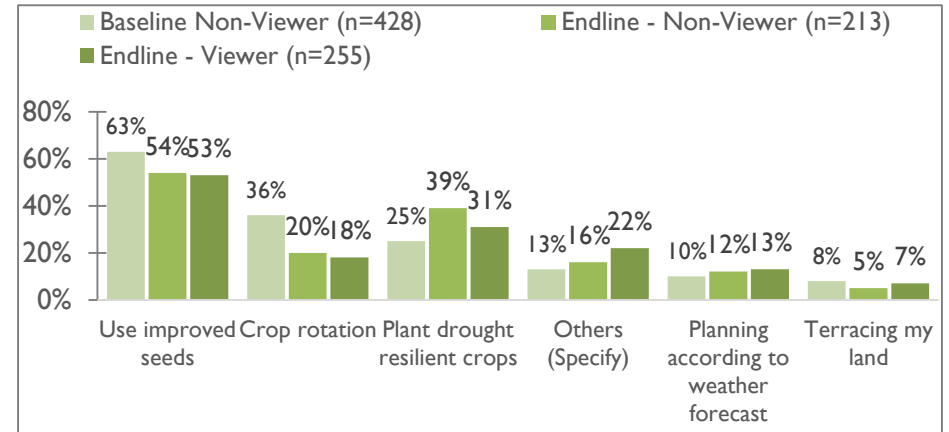
AD2. Have you made any changes in the way you farm as a result of the weather / climate change / drought?

HAVE YOU MADE ANY CHANGES IN THE WAY YOU FARM AS A RESULT OF THE WEATHER / CLIMATE CHANGE / DROUGHT? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	57%	39%	49%	57%	39%	57%	58%	38%	41%
No	43%	61%	51%	43%	61%	43%	42%	62%	59%

AD2. Have you made any changes in the way you farm as a result of the weather / climate change / drought?

WHAT CHANGES HAVE YOU MADE ON YOUR FARM AS A RESULT OF CLIMATE CHANGE AND SPECIFICALLY DROUGHT?

Baseline Non-Viewer (n=428) — Endline - Non-Viewer (n=213) — Endline - Viewer (n=255)

Use improved seeds: 63%, 54%, 53%
Crop rotation: 36%, 20%, 18%
Plant drought resilient crops: 25%, 39%, 31%
Others (Specify): 13%, 16%, 22%
Planning according to weather forecast: 10%, 12%, 13%
Terracing my land: 8%, 5%, 7%

- The data illustrate that more information is required around the use of drought resistant seeds and crops and crop rotation
- Interestingly relatively few farmers are planning their activities according to the weather forecast – more messaging around this is also needed

AD3. What changes have you made on your farm as a result of climate change and specifically drought?

WHAT CHANGES HAVE YOU MADE ON YOUR FARM AS A RESULT OF CLIMATE CHANGE AND SPECIFICALLY DROUGHT? (Gender statistics)

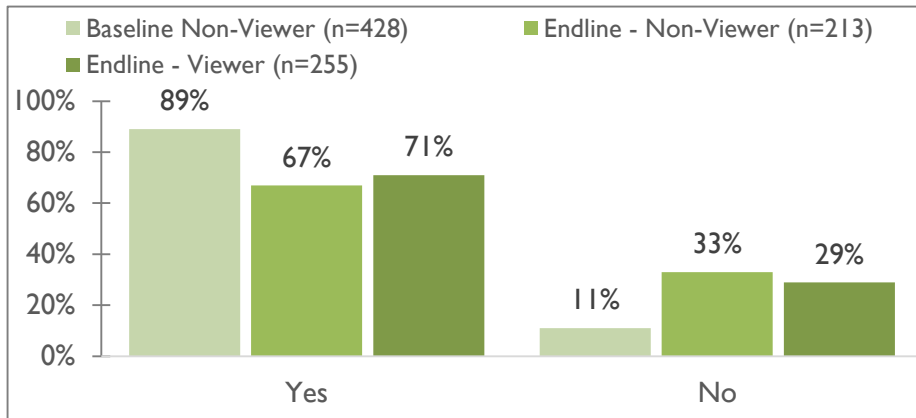|	Total			Male			Female		
	Baseline Non-Viewer (n=428)	Endline - Non-Viewer (n=213)	Endline - Viewer (n=255)	Baseline Non-Viewer (n=204)	Endline - Non-Viewer (n=102)	Endline - Viewer (n=148)	Baseline Non-Viewer (n=224)	Endline - Non-Viewer (n=111)	Endline - Viewer (n=107)
Use improved seeds	63%	54%	53%	62%	47%	53%	64%	60%	52%
Crop rotation	36%	20%	18%	35%	15%	18%	37%	25%	17%
Plant drought resilient crops	25%	39%	31%	28%	40%	26%	22%	39%	37%
Others (Specify)	13%	16%	22%	11%	14%	23%	15%	19%	21%
Planning according to weather forecast	10%	12%	13%	12%	18%	15%	8%	6%	10%

AD3. What changes have you made on your farm as a result of climate change and specifically drought?

HAVE YOU SEEN ANY BENEFITS/CHANGES AS A RESULT OF CHANGES YOU HAVE MADE IN RESPONSE TO CLIMATE CHANGE/DROUGHT?

■ Baseline Non-Viewer (n=428)　■ Endline - Non-Viewer (n=213)
■ Endline - Viewer (n=255)

Yes: 89%, 67%, 71%
No: 11%, 33%, 29%

- Farmers are seeing benefits as a result of the changes they have made in response to climate change
- The evidence suggests that more messaging and examples are needed to help farmers make the necessary changes

AD4. Have you seen any benefits/changes as a result of changes you have made in response to climate change/drought?

IF YES, WHAT BENEFITS/CHANGES HAVE YOU SEEN?

■ Baseline Non-Viewer (n=382)　■ Endline - Non-Viewer (n=143)
■ Endline - Viewer (n=182)

Higher crop yields: 84%, 67%, 76%
More water available: 30%, 41%, 29%
More profit: 13%, 29%, 37%
Less soil erosion: 10%, 11%, 14%
Higher milk and meat yields: 3%, 6%, 3%
More shade: 2%, 7%, 5%

- The benefits are in crop yields and profit, less so in the changes in physical characteristics

AD4_1: IF YES, what benefits/changes have you seen?

HAVE YOU SEEN ANY BENEFITS/CHANGES AS A RESULT OF CHANGES YOU HAVE MADE IN RESPONSE TO CLIMATE CHANGE/DROUGHT? (Gender statistics)

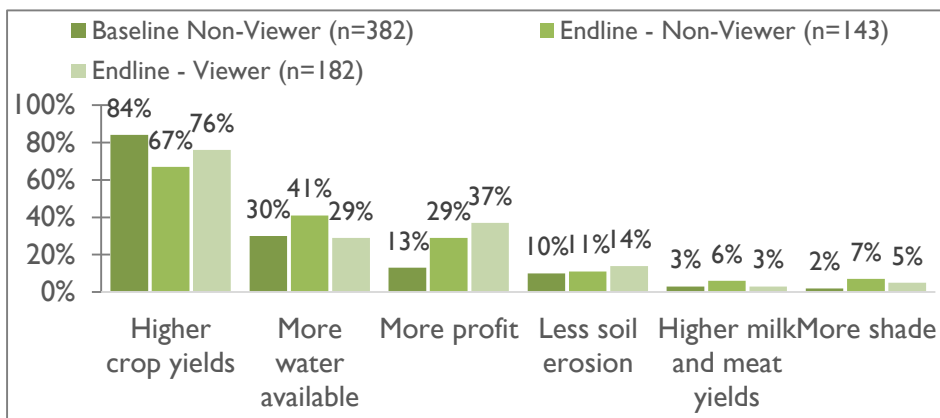|	Total			Male			Female		
	Baseline Non-Viewer (n=428)	Endline - Non-Viewer (n=213)	Endline - Viewer (n=255)	Baseline Non-Viewer (n=204)	Endline - Non-Viewer (n=102)	Endline - Viewer (n=148)	Baseline Non-Viewer (n=224)	Endline - Non-Viewer (n=111)	Endline - Viewer (n=107)
Yes	89%	67%	71%	90%	69%	75%	88%	66%	66%
No	11%	33%	29%	10%	31%	25%	12%	34%	34%

AD4. Have you seen any benefits/changes as a result of changes you have made in response to climate change/drought?

IF YES, WHAT BENEFITS/CHANGES HAVE YOU SEEN? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=382)	Endline - Non-Viewer (n=143)	Endline - Viewer (n=182)	Baseline Non-Viewer (n=184)	Endline - Non-Viewer (n=70)	Endline - Viewer (n=111)	Baseline Non-Viewer (n=198)	Endline - Non-Viewer (n=73)	Endline - Viewer (n=71)
Higher crop yields	84%	67%	76%	84%	66%	74%	84%	68%	80%
More water available	30%	41%	29%	31%	44%	28%	29%	37%	30%
More profit	13%	29%	37%	13%	24%	37%	13%	34%	38%
Less soil erosion	10%	11%	14%	11%	13%	12%	9%	10%	18%
Higher milk and meat yields	3%	6%	3%	5%	1%	5%	2%	10%	0%

AD4_1: IF YES, what benefits/changes have you seen?

USED NEW VARIETIES OF SEED TO HELP YOU ADAPT TO CHANGING WEATHER CONDITIONS
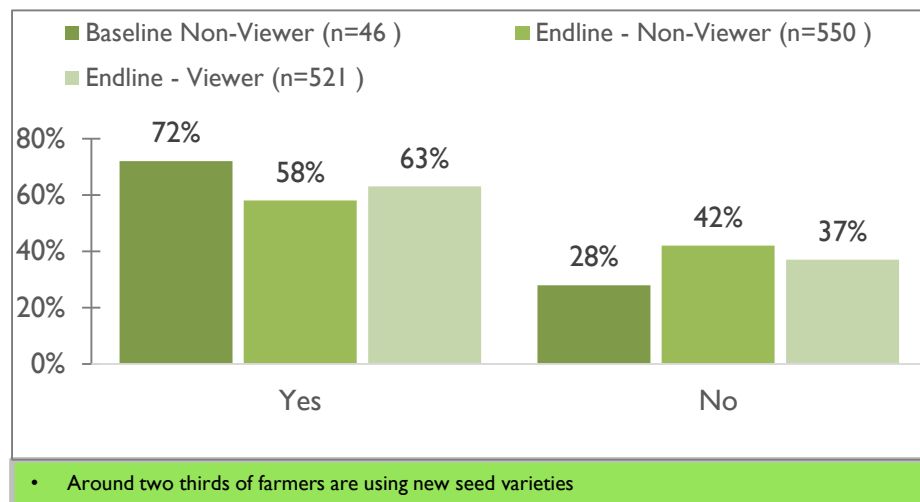
■ Baseline Non-Viewer (n=46) **■ Endline - Non-Viewer (n=550)**
■ Endline - Viewer (n=521)

Yes: 72%, 58%, 63%
No: 28%, 42%, 37%

- Around two thirds of farmers are using new seed varieties

AD5. Have you ever used new varieties of seed to help you adapt to changing weather conditions?

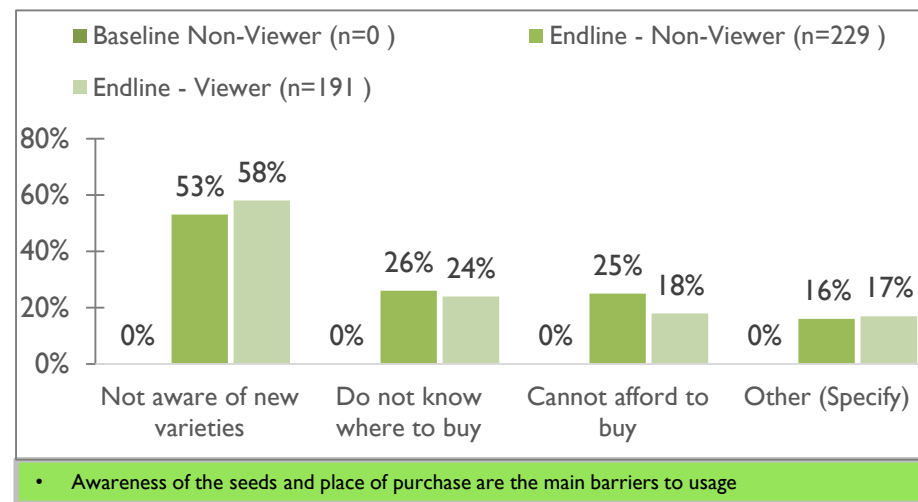## WHY HAVE YOU NOT USED ANY NEW VARIETY OF SEEDS

■ Baseline Non-Viewer (n=0) **■ Endline - Non-Viewer (n=229)**
■ Endline - Viewer (n=191)

Not aware of new varieties: 0%, 53%, 58%
Do not know where to buy: 0%, 26%, 24%
Cannot afford to buy: 0%, 25%, 18%
Other (Specify): 0%, 16%, 17%

- Awareness of the seeds and place of purchase are the main barriers to usage

AD5_1: IF NO, why have you not used any new variety of seeds?

USED NEW VARIETIES OF SEED TO HELP YOU ADAPT TO CHANGING WEATHER CONDITIONS. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=46)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=20)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=26)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	72%	58%	63%	80%	57%	66%	65%	60%	61%
No	28%	42%	37%	20%	43%	34%	35%	40%	39%

AD5. Have you ever used new varieties of seed to help you adapt to changing weather conditions?

WHY HAVE YOU NOT USED ANY NEW VARIETY OF SEEDS. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=229)	Endline - Viewer (n=191)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=112)	Endline - Viewer (n=89)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=117)	Endline - Viewer (n=102)
Not aware of new varieties	0%	53%	58%	0%	54%	60%	0%	51%	56%
Do not know where to buy	0%	26%	24%	0%	21%	25%	0%	31%	23%
Cannot afford to buy	0%	25%	18%	0%	20%	15%	0%	30%	21%
Other (Specify)	0%	16%	17%	0%	21%	17%	0%	11%	17%

AD5_1: IF NO, why have you not used any new variety of seeds?

Weather Segment and Planning:

The MMO weather segment, introduced in Series II, provided seasonal and bi-weekly weather forecasts along with agro-meteorological bulletins to assist farmers in preparing and planning for the planting season.

HAVE YOU BEEN WATCHING ANY WEATHER NEWS?

- More than half (57%) MMO viewers claimed to have watched weather news – much higher than non-viewers.
- The evidence suggests that MMO's weather news is having an impact

AD6a: Have you been watching any weather news?

HAVE YOU LEARNT OR FOUND OUT ANYTHING NEW ABOUT CLIMATE ADAPTATION IN THE PAST SIX MONTHS?

- A significantly higher proportion of MMO viewers (54%) said they had learned something new, when compared to non-viewers at 48%

AD6b. Have you learnt or found out anything new about WEATHER / CLIMATE CHANGE / DROUGHT in the past six months?

HAVE YOU BEEN WATCHING ANY WEATHER NEWS? (Gender statistics)

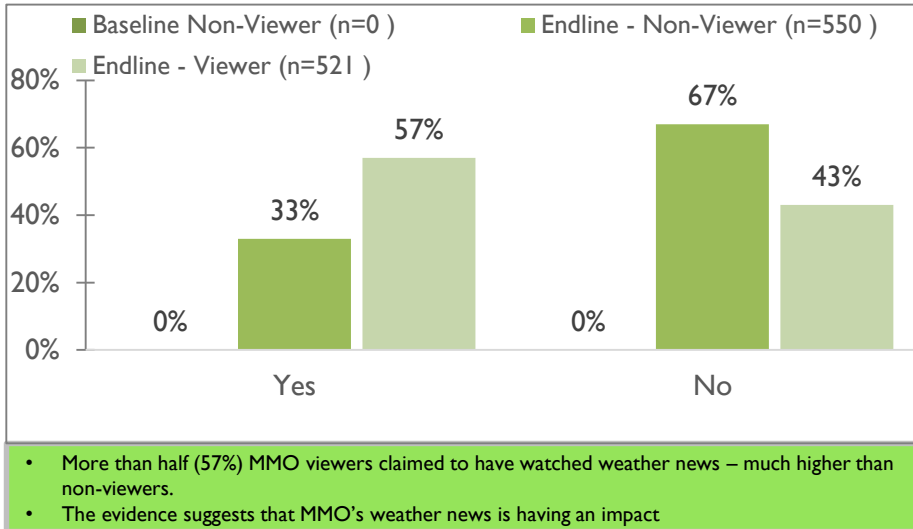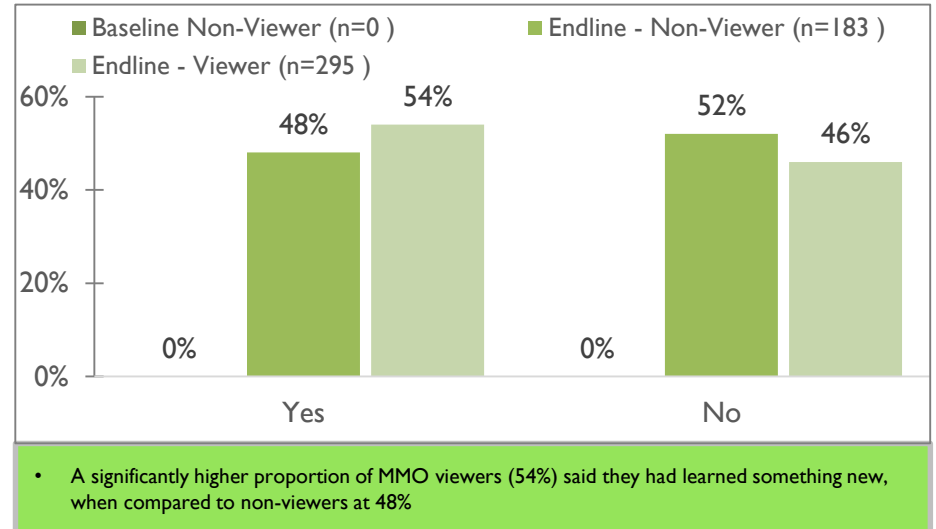|	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	0%	67%	43%	0%	62%	39%	0%	71%	47%
Yes	0%	33%	57%	0%	38%	61%	0%	29%	53%

AD6a: Have you been watching any weather news?

HAVE YOU LEARNT OR FOUND OUT ANYTHING NEW ABOUT CLIMATE ADAPTATION IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=183)	Endline - Viewer (n=295)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=99)	Endline - Viewer (n=157)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=84)	Endline - Viewer (n=138)
No	0%	52%	46%	0%	48%	42%	0%	57%	51%
Yes	0%	48%	54%	0%	52%	58%	0%	43%	49%

AD6b. Have you learnt or found out anything new about WEATHER / CLIMATE CHANGE / DROUGHT in the past six months?

Drought Management:

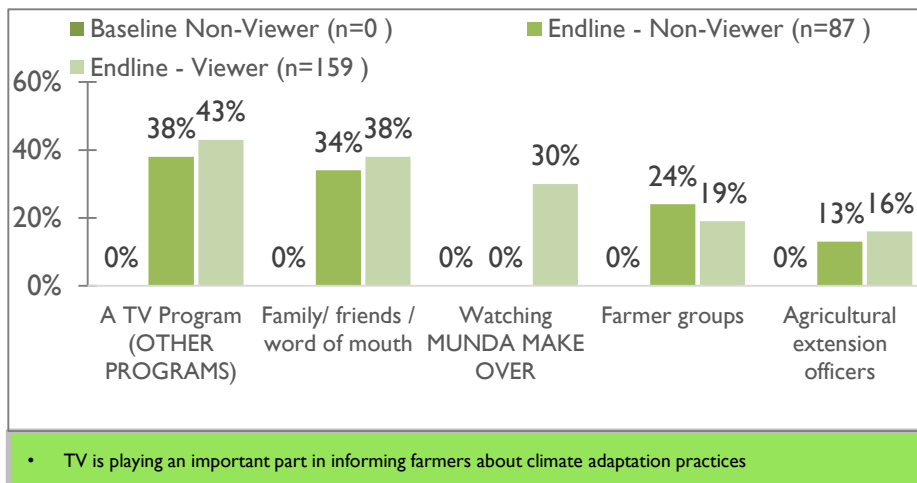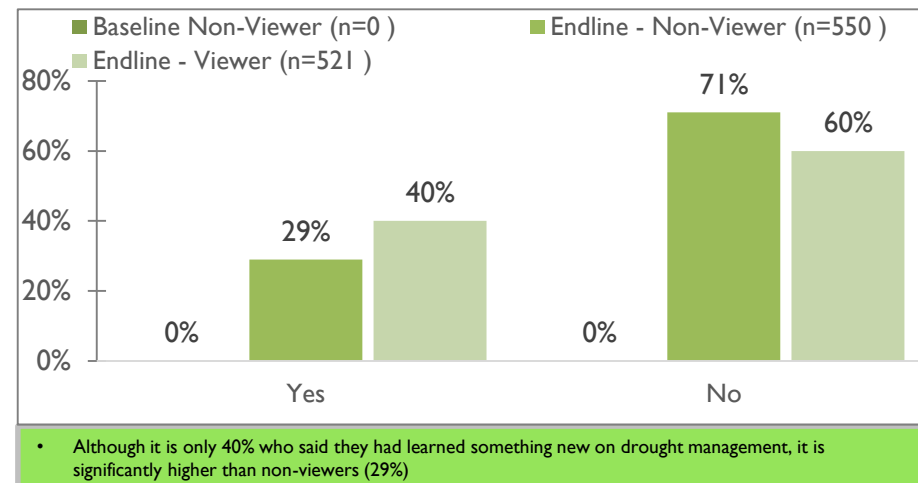## WHERE DID YOU LEARN ABOUT CLIMATE ADAPTATION IN THE PAST SIX MONTHS?

- TV is playing an important part in informing farmers about climate adaptation practices

AD6d: Where did you learn this from on WEATHER / CLIMATE CHANGE / DROUGHT in the past six months?

HAVE YOU LEARNED ANYTHING ABOUT DROUGHT MANAGEMENT THE PAST 6 MONTHS?

- Although it is only 40% who said they had learned something new on drought management, it is significantly higher than non-viewers (29%)

DS1a. Have you learned anything about DROUGHT MANAGEMENT the past 6 months?

WHERE DID YOU LEARN ABOUT CLIMATE ADAPTATION IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=87)	Endline - Viewer (n=159)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=51)	Endline - Viewer (n=91)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=36)	Endline - Viewer (n=68)
A TV Program (OTHER PROGRAMS)	0%	38%	43%	0%	37%	42%	0%	39%	44%
Family/ friends / word of mouth	0%	34%	38%	0%	25%	37%	0%	47%	40%
Watching MUNDA MAKE OVER	0%	0%	30%	0%	0%	26%	0%	0%	34%
Farmer groups	0%	24%	19%	0%	16%	22%	0%	36%	15%
Agricultural extension officers	0%	13%	16%	0%	16%	18%	0%	8%	13%

AD6d: Where did you learn this from on WEATHER / CLIMATE CHANGE / DROUGHT in the past six months?

HAVE YOU LEARNED ANYTHING ABOUT DROUGHT MANAGEMENT THE PAST 6 MONTHS? (Gender statistics)

|	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	0%	71%	60%	0%	68%	56%	0%	75%	65%
Yes	0%	29%	40%	0%	32%	44%	0%	25%	35%

DS1a. Have you learned anything about DROUGHT MANAGEMENT the past 6 months?

WHAT DID YOU LEARN ABOUT DROUGHT MANAGEMENT IN THE PAST 6 MONTHS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=158)
- Endline - Viewer (n=208)
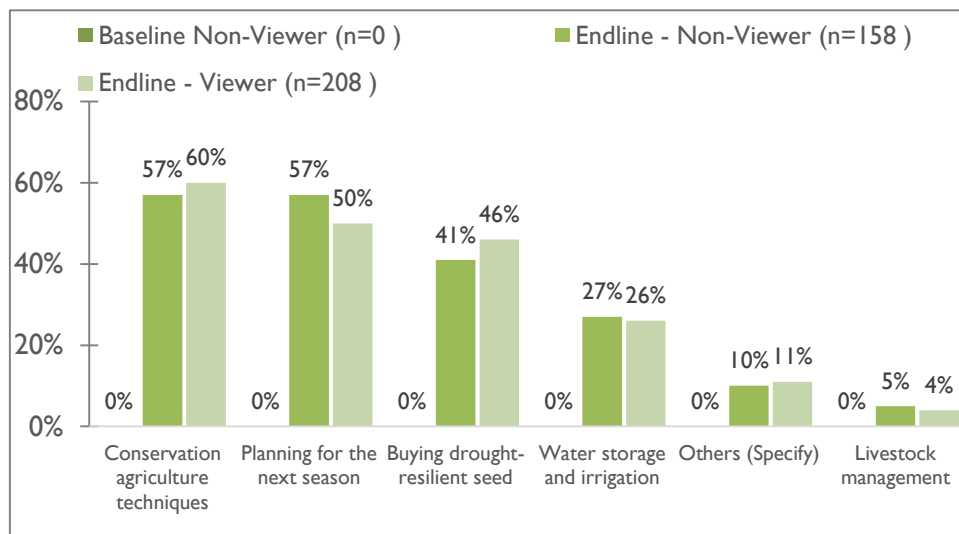
- Conservation agriculture techniques and planning for next seasons where the highest cited topics, the proportion of viewers was not significantly different from non-viewers
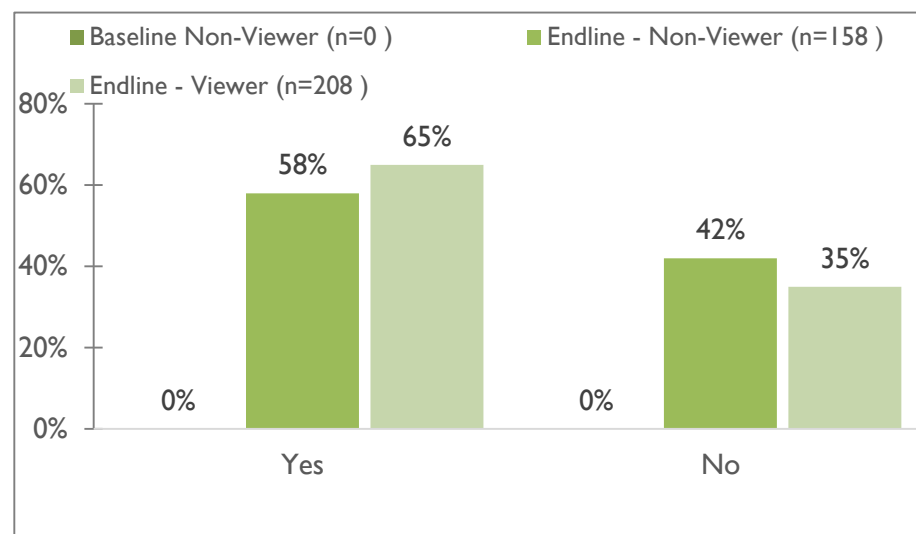
DS1b. What did you learn about DROUGHT MANAGEMENT in the past 6 months?

DID YOU MAKE ANY CHANGES ON YOUR FARM AS A RESULT OF THE LEARNINGS ON DROUGHT MANAGEMENT?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=158)
- Endline - Viewer (n=208)

- The proportion of viewers who said they made changes was significantly higher than the non-viewers

DS2. Did you make any changes on your farm as a result of the learnings on DROUGHT MANAGEMENT?

WHAT DID YOU LEARN ABOUT DROUGHT MANAGEMENT IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=158)	Endline - Viewer (n=208)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=84)	Endline - Viewer (n=115)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=74)	Endline - Viewer (n=93)
Conservation agriculture techniques	0%	57%	60%	0%	61%	64%	0%	53%	55%
Planning for the next season	0%	57%	50%	0%	56%	49%	0%	58%	51%
Buying drought-resilient seed	0%	41%	46%	0%	37%	45%	0%	45%	46%
Water storage and irrigation	0%	27%	26%	0%	26%	25%	0%	28%	28%
Others (Specify)	0%	10%	11%	0%	6%	11%	0%	15%	11%
Livestock management	0%	5%	4%	0%	4%	4%	0%	7%	3%

DS1b. What did you learn about DROUGHT MANAGEMENT in the past 6 months?

DID YOU MAKE ANY CHANGES ON YOUR FARM AS A RESULT OF THE LEARNINGS ON DROUGHT MANAGEMENT? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=158)	Endline - Viewer (n=208)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=84)	Endline - Viewer (n=115)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=74)	Endline - Viewer (n=93)
Yes	0%	58%	65%	0%	68%	71%	0%	46%	57%
No	0%	42%	35%	0%	32%	29%	0%	54%	43%

DS2. Did you make any changes on your farm as a result of the learnings on DROUGHT MANAGEMENT?

IF YOU MADE CHANGES, WHAT CHANGES DID YOU MAKE?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=91)
- Endline - Viewer (n=135)

	Planning for the next season	Conservation agriculture techniques	Buying drought-resilient seed	Water storage and irrigation	Livestock management	Others Specify
Baseline Non-Viewer	0%	0%	0%	0%	0%	0%
Endline - Non-Viewer	65%	56%	48%	24%	7%	7%
Endline - Viewer	56%	59%	48%	20%	2%	7%
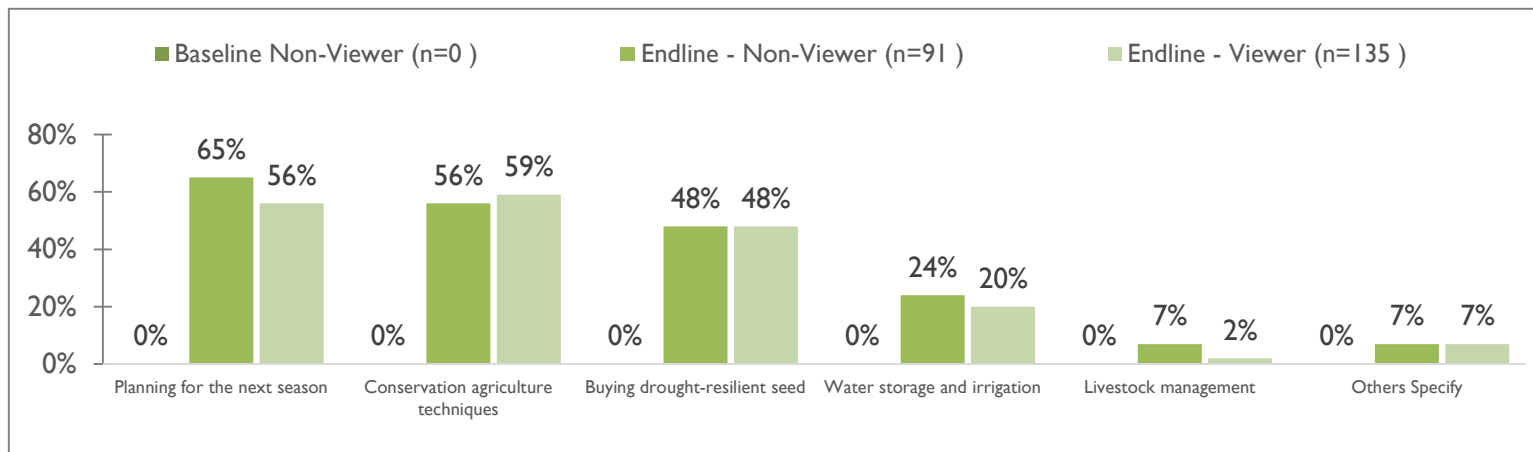
- Main changes were on planning for next season and conservation agricultural techniques.

DS3. If you made changes, what changes did you make?

IF YOU MADE CHANGES, WHAT CHANGES DID YOU MAKE? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=91)	Endline - Viewer (n=135)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=57)	Endline - Viewer (n=82)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=34)	Endline - Viewer (n=53)
Planning for the next season	0%	65%	56%	0%	65%	55%	0%	65%	58%
Conservation agriculture techniques	0%	56%	59%	0%	53%	61%	0%	62%	57%
Buying drought-resilient seed	0%	48%	48%	0%	44%	46%	0%	56%	51%
Water storage and irrigation	0%	24%	20%	0%	21%	20%	0%	29%	21%
Livestock management	0%	7%	2%	0%	4%	2%	0%	12%	2%
Others Specify	0%	7%	7%	0%	4%	7%	0%	12%	6%

DS3. If you made changes, what changes did you make?

HAVE YOU LEARNED ANYTHING ABOUT PLANTING LEGUMES OR GRASS IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

- Close to half or the viewers (47%) said they had learned something about planting legumes or grass, this is significantly higher than the non-viewers (39%)

AP10_a. Have you learned anything about planting legumes or grass in between your crops in the past 6 months?

WHAT DID YOU LEARN ABOUT PLANTING LEGUMES OR GRASS IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=214)
- Endline - Viewer (n=247)

- Main lessons are "to fix nitrogen in the soil" where the proportion of viewers is significantly higher than the non-viewers

AP10b. What did you learn about planting legumes or grass in between your crops in the past 6 months?

HAVE YOU LEARNED ANYTHING ABOUT PLANTING LEGUMES OR GRASS IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS? (Gender statistics)

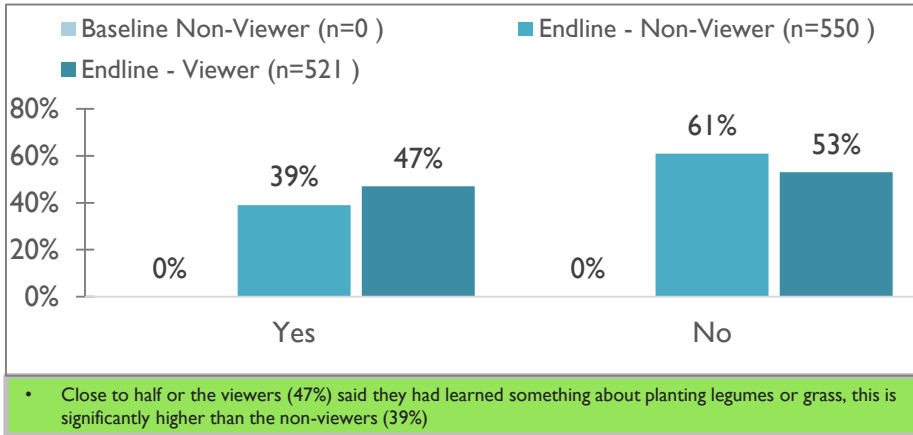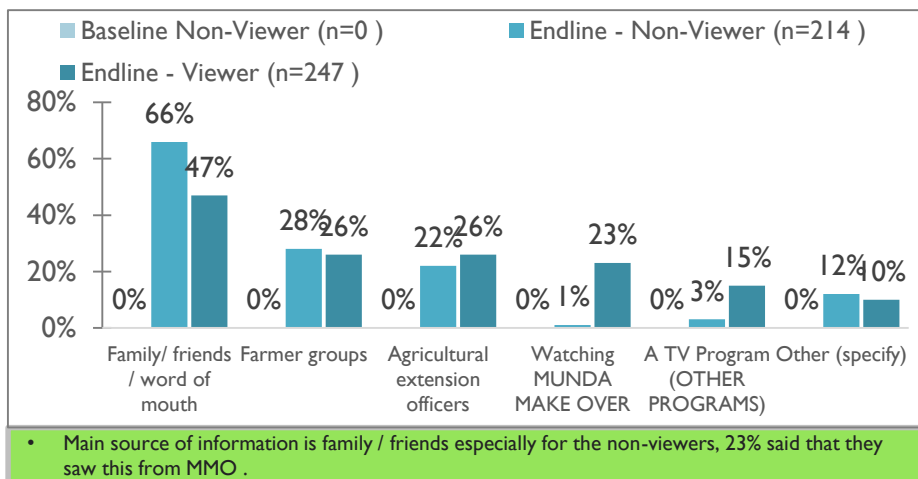|	**Total**			**Male**			**Female**		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	0%	61%	53%	0%	62%	50%	0%	60%	55%
Yes	0%	39%	47%	0%	38%	50%	0%	40%	45%

AP10_a. Have you learned anything about planting legumes or grass in between your crops in the past 6 months?

WHAT DID YOU LEARN ABOUT PLANTING LEGUMES OR GRASS IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS? (Gender statistics)

	Total			**Male**			**Female**		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=214)	Endline - Viewer (n=247)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=99)	Endline - Viewer (n=129)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=115)	Endline - Viewer (n=118)
To fix nitrogen in the soil	0%	68%	76%	0%	76%	73%	0%	61%	80%
Save costs on fertilizer	0%	51%	54%	0%	55%	52%	0%	49%	56%
That intercropping can reduce pests	0%	55%	53%	0%	56%	47%	0%	55%	59%
Stop the spread of certain diseases	0%	31%	39%	0%	37%	36%	0%	26%	42%

AP10b. What did you learn about planting legumes or grass in between your crops in the past 6 months?

WHERE DID YOU LEARN ABOUT PLANTING LEGUMES OR GRASS IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS?
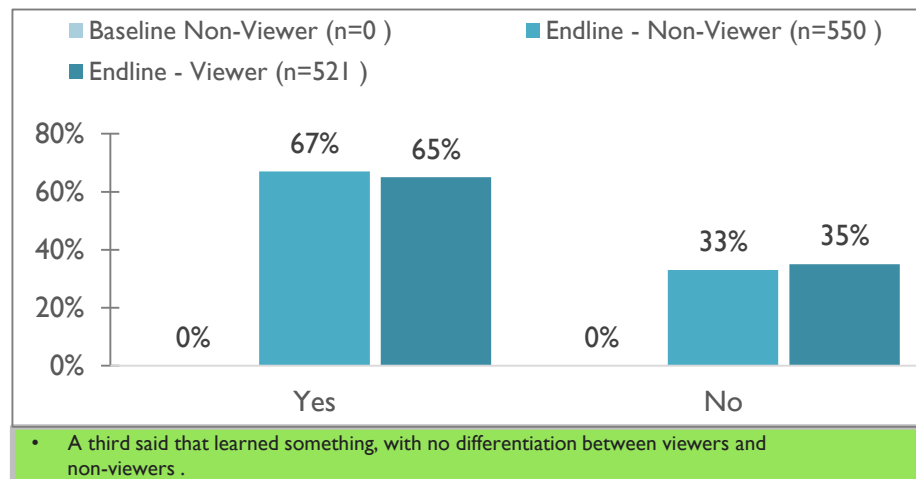

- Main source of information is family / friends especially for the non-viewers, 23% said that they saw this from MMO .

AP10c. Where did you learn about planting legumes or grass in between your crops in the past 6 months?

HAVE YOU LEARNED ANYTHING ABOUT CROP ROTATION IN THE PAST 6 MONTHS?

- A third said that learned something, with no differentiation between viewers and non-viewers .

AP11a. Have you learned anything about Crop Rotation in the past 6 months?

WHERE DID YOU LEARN ABOUT PLANTING LEGUMES OR GRASS IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=214)	Endline - Viewer (n=247)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=99)	Endline - Viewer (n=129)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=115)	Endline - Viewer (n=118)
Family/ friends / word of mouth	0%	66%	47%	0%	65%	40%	0%	68%	55%
Farmer groups	0%	28%	26%	0%	26%	33%	0%	30%	18%
Agricultural extension officers	0%	22%	26%	0%	21%	26%	0%	23%	25%
Other (specify)	0%	12%	10%	0%	18%	13%	0%	6%	6%
Seminars	0%	6%	7%	0%	6%	8%	0%	6%	7%

AP10c. Where did you learn about planting legumes or grass in between your crops in the past 6 months?

HAVE YOU LEARNED ANYTHING ABOUT CROP ROTATION IN THE PAST 6 MONTHS? (Gender statistics)

|	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	67%	65%	0%	68%	69%	0%	66%	61%
No	0%	33%	35%	0%	32%	31%	0%	34%	39%

AP11a. Have you learned anything about Crop Rotation in the past 6 months?

WHAT DID YOU LEARN ABOUT CROP ROTATION IN THE PAST 6 MONTHS?
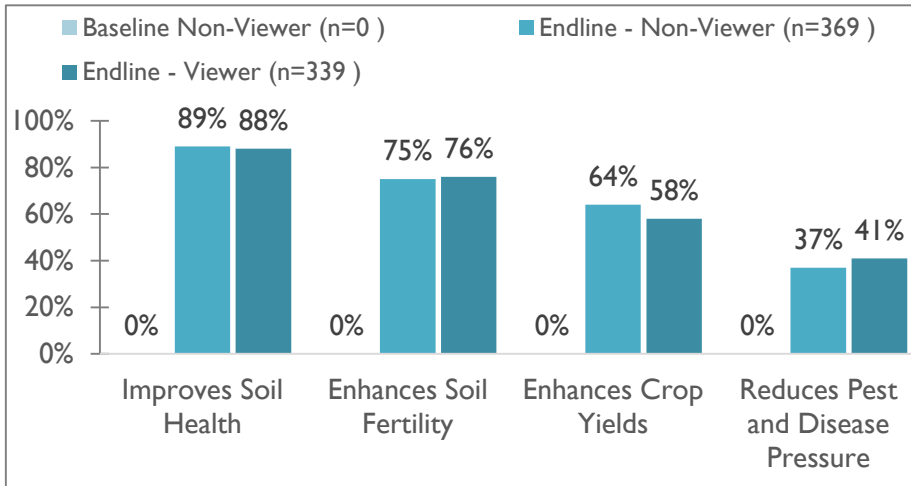
- Various lessons such as improves soil health, enhances soil fertility and enhances crop yields, however there is no difference between viewers and non-viewers
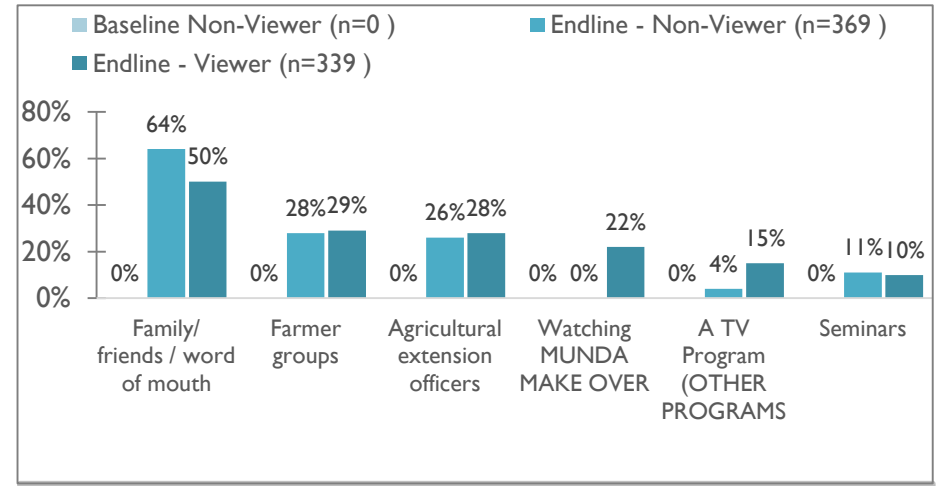
AP11b. What did you learn about crop rotation in the past 6 months?

WHERE DID YOU LEARN ABOUT CROP ROTATION IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS?

- Similar to the other topics, family and friends are the biggest source of information, for the programme viewers, 22% of viewers said they saw this from MMO

AP11c. Where did you learn about crop rotation in between your crops in the past 6 months?

WHAT DID YOU LEARN ABOUT CROP ROTATION IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=369)	Endline - Viewer (n=339)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=177)	Endline - Viewer (n=180)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=192)	Endline - Viewer (n=159)
Improves Soil Health	0%	89%	88%	0%	88%	88%	0%	90%	89%
Enhances Soil Fertility	0%	75%	76%	0%	78%	73%	0%	72%	78%
Enhances Crop Yields	0%	64%	58%	0%	62%	56%	0%	66%	60%
Reduces Pest and Disease Pressure	0%	37%	41%	0%	40%	43%	0%	35%	39%
Prevents Soil Erosion	0%	32%	35%	0%	31%	33%	0%	33%	38%

AP11b. What did you learn about crop rotation in the past 6 months?

WHERE DID YOU LEARN ABOUT CROP ROTATION IN BETWEEN YOUR CROPS IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=369)	Endline - Viewer (n=339)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=177)	Endline - Viewer (n=180)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=192)	Endline - Viewer (n=159)
Family/ friends / word of mouth	0%	64%	50%	0%	61%	46%	0%	66%	54%
Farmer groups	0%	28%	29%	0%	28%	29%	0%	28%	28%
Agricultural extension officers	0%	26%	28%	0%	27%	31%	0%	25%	24%
Seminars	0%	11%	10%	0%	10%	11%	0%	13%	10%
Other (specify)	0%	10%	11%	0%	14%	11%	0%	7%	12%

AP11c. Where did you learn about crop rotation in between your crops in the past 6 months?

HOW MUCH OF YOUR LAND DO YOU WATER / IRRIGATE?
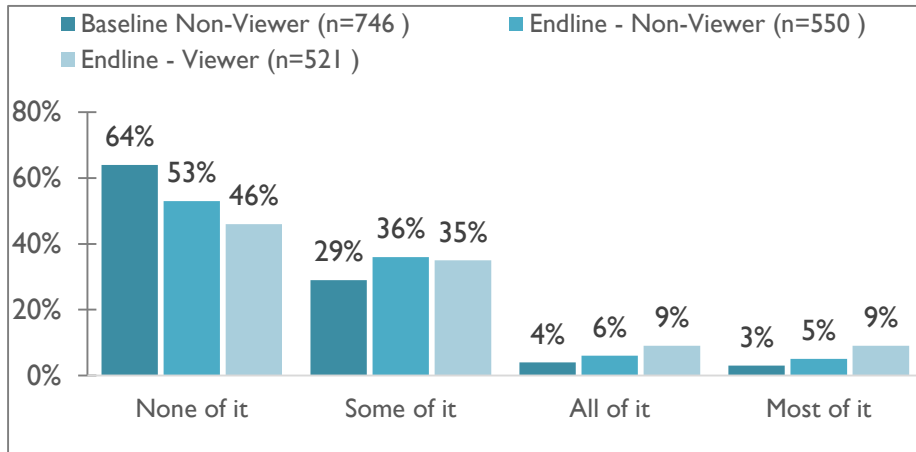
- The proportion of participants who did some irrigation increased from baseline to endline, this increase is differentiated between viewers and non-viewers.

IR1. How much of your land do you water / irrigate?

HOW MUCH OF YOUR LAND DO YOU WATER / IRRIGATE? (Gender statistics)

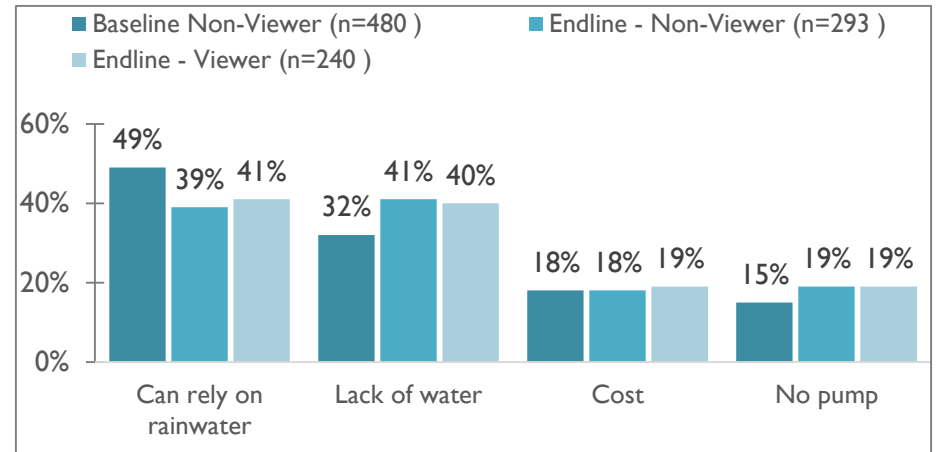|	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
None of it	64%	53%	46%	58%	48%	41%	70%	58%	51%
Some of it	29%	36%	35%	34%	39%	36%	24%	33%	34%
All of it	4%	6%	9%	3%	7%	9%	4%	5%	10%
Most of it	3%	5%	9%	4%	5%	14%	2%	4%	5%

IR1. How much of your land do you water / irrigate?

IF YOU DO NOT IRRIGATE, WHY NOT?

- Main reason for failing to irrigate was lack of water.

IR2. If you do not irrigate, why not?

IF YOU DO NOT IRRIGATE, WHY NOT? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=480)	Endline - Non-Viewer (n=293)	Endline - Viewer (n=240)	Baseline Non-Viewer (n=210)	Endline - Non-Viewer (n=125)	Endline - Viewer (n=106)	Baseline Non-Viewer (n=270)	Endline - Non-Viewer (n=168)	Endline - Viewer (n=134)
Can rely on rainwater	49%	39%	41%	44%	36%	40%	53%	42%	43%
Lack of water	32%	41%	40%	32%	42%	37%	32%	41%	42%
Cost	18%	18%	19%	20%	23%	22%	17%	14%	17%
No pump	15%	19%	19%	19%	20%	22%	13%	18%	16%

IR2. If you do not irrigate, why not?

HAVE YOU LEARNED ANYTHING ABOUT IRRIGATION IN THE PAST 6 MONTHS?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

Yes:
- Baseline Non-Viewer: 0%
- Endline - Non-Viewer: 30%
- Endline - Viewer: 35%

No:
- Baseline Non-Viewer: 0%
- Endline - Non-Viewer: 70%
- Endline - Viewer: 65%

- There was a higher proportion of viewers who claimed to have learned something about irrigation on the past 6 months compared to non-viewers.

IR3a. Have you learned anything about IRRIGATION for the past 6 months?

WHAT SPECIFICALLY HAVE YOU LEARNT OR FOUND OUT ABOUT IRRIGATION IN THE PAST SIX MONTHS?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=166)
- Endline - Viewer (n=180)

Category	Baseline Non-Viewer	Endline - Non-Viewer	Endline - Viewer
Use of drip irrigation system	0%	72%	71%
Illustration on how to use drip irrigation	0%	38%	42%
Importance of using drip irrigation	0%	30%	39%
Use of drum irrigation system and how to use it	0%	30%	25%
Water conservation to help in irrigation	0%	30%	25%

- The learnings on irrigation were similar for both MMO viewers and non viewers.

IR3b: What specifically have you learnt or found out on IRRIGATION in the past six months?

HAVE YOU LEARNED ANYTHING ABOUT IRRIGATION IN THE PAST 6 MONTHS? (Gender statistics)

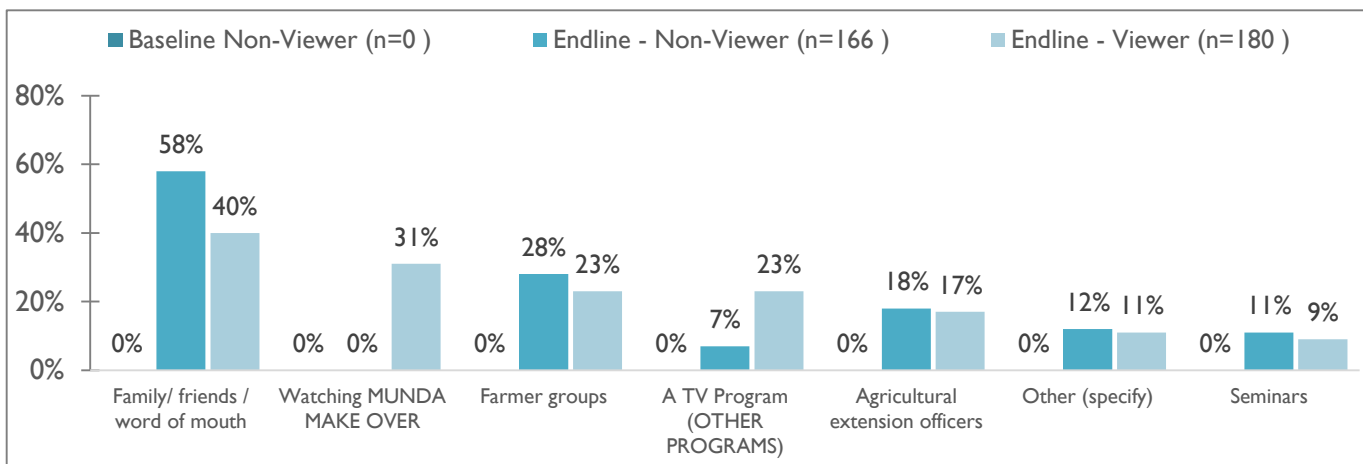|	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	0%	70%	65%	0%	63%	60%	0%	76%	71%
Yes	0%	30%	35%	0%	37%	40%	0%	24%	29%

IR3a. Have you learned anything about IRRIGATION for the past 6 months?

WHAT SPECIFICALLY HAVE YOU LEARNT OR FOUND OUT ABOUT IRRIGATION IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=166)	Endline - Viewer (n=180)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=96)	Endline - Viewer (n=104)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=70)	Endline - Viewer (n=76)
Use of drip irrigation system	0%	72%	71%	0%	67%	71%	0%	79%	71%
Illustration on how to use drip irrigation	0%	38%	42%	0%	36%	42%	0%	40%	41%
Importance of using drip irrigation	0%	30%	39%	0%	29%	38%	0%	31%	39%
Use of drum irrigation system and how to use it	0%	30%	25%	0%	22%	27%	0%	40%	22%

IR3b: What specifically have you learnt or found out on IRRIGATION in the past six months?

WHERE DID YOU LEARN THIS FROM?

- ■ Baseline Non-Viewer (n=0)
- ■ Endline - Non-Viewer (n=166)
- ■ Endline - Viewer (n=180)

	Family/ friends / word of mouth	Watching MUNDA MAKE OVER	Farmer groups	A TV Program (OTHER PROGRAMS)	Agricultural extension officers	Other (specify)	Seminars
Baseline Non-Viewer	0%	0%	0%	0%	0%	0%	0%
Endline - Non-Viewer	58%	0%	28%	7%	18%	12%	11%
Endline - Viewer	40%	31%	23%	23%	17%	11%	9%

- • TV is an important source for information about irrigation.

IR3c: Where did you learn this from?

## WHERE DID YOU LEARN THIS FROM? (Gender statistics)

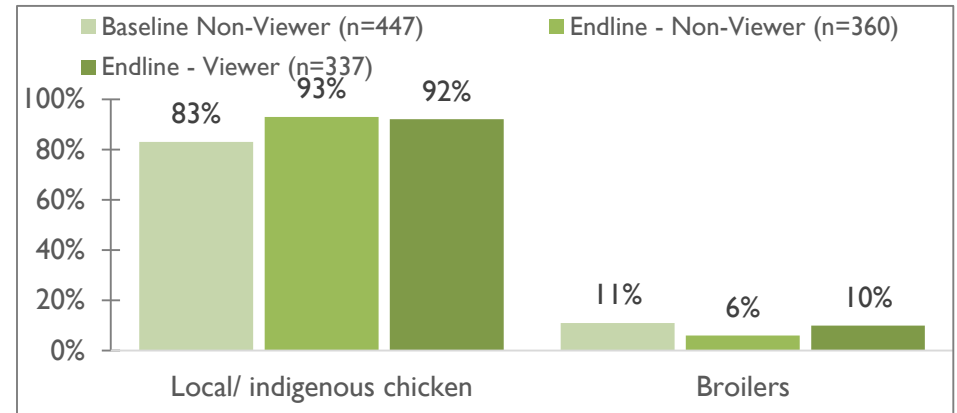|	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=166)	Endline - Viewer (n=180)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=96)	Endline - Viewer (n=104)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=70)	Endline - Viewer (n=76)
Family/ friends / word of mouth	0%	58%	40%	0%	53%	38%	0%	66%	43%
Munda Make Over	0%	0%	31%	0%	0%	29%	0%	0%	34%
Farmer groups	0%	28%	23%	0%	25%	29%	0%	31%	16%
Agricultural extension officers	0%	18%	17%	0%	19%	17%	0%	17%	16%
Other (specify)	0%	12%	11%	0%	15%	11%	0%	9%	11%

IR3c: Where did you learn this from?

POULTRY

DO YOU KEEP CHICKENS ON THIS FARM?
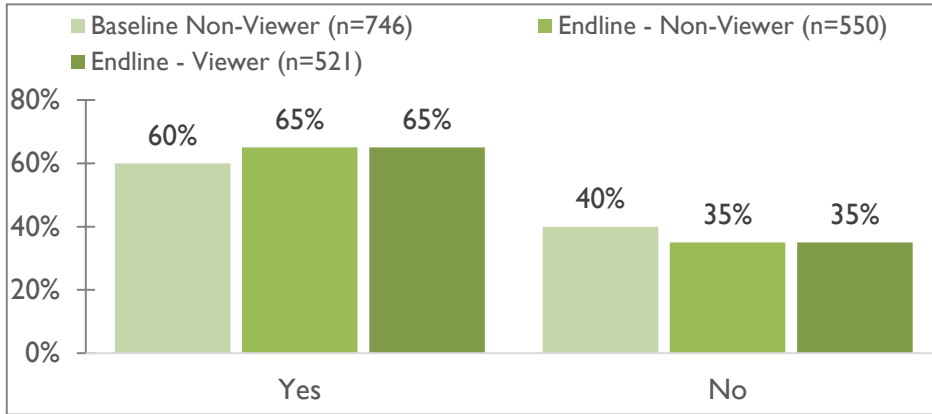
- Two thirds of farmers keep poultry – women more likely to than men.

L3a. Do you keep chickens on this farm?

WHICH TYPE OF CHICKENS DO YOU KEEP ON THIS FARM?

L3b. Which type of chickens do you keep on this farm?

DO YOU KEEP CHICKENS ON THIS FARM? (Gender statistics)

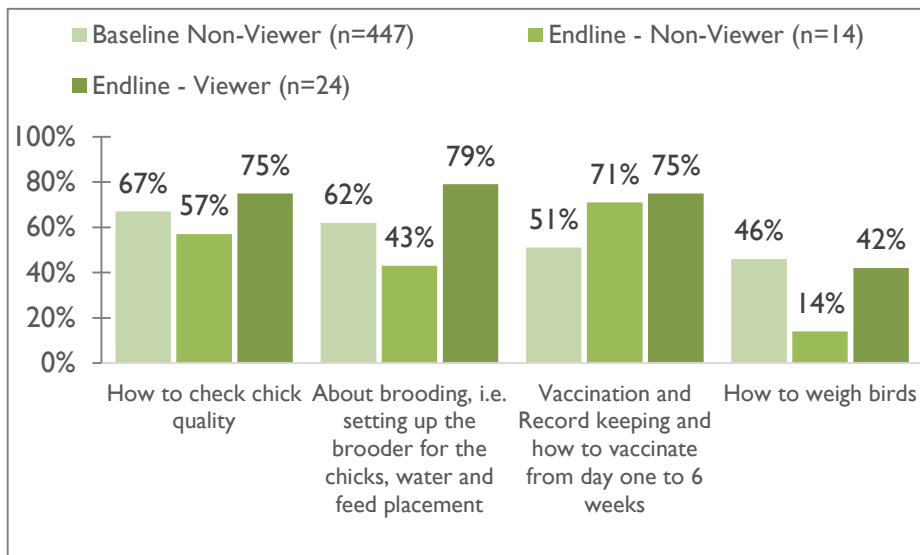|		Total			Male			Female	
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	60%	65%	65%	62%	70%	64%	58%	62%	66%
No	40%	35%	35%	38%	30%	36%	42%	38%	34%

L3b. Do you keep chickens on this farm?

WHICH TYPE OF CHICKENS DO YOU KEEP ON THIS FARM? (Gender statistics)

		Total			Male			Female	
	Baseline Non-Viewer (n=447)	Endline - Non-Viewer (n=360)	Endline - Viewer (n=337)	Baseline Non-Viewer (n=224)	Endline - Non-Viewer (n=181)	Endline - Viewer (n=165)	Baseline Non-Viewer (n=223)	Endline - Non-Viewer (n=179)	Endline - Viewer (n=172)
Local/ indigenous chicken	83%	93%	92%	83%	93%	92%	84%	92%	91%
Broilers	11%	6%	10%	13%	7%	14%	10%	6%	7%
Layers	4%	2%	2%	3%	2%	4%	4%	2%	1%
Both Layers and Broilers	2%	1%	3%	2%	2%	2%	2%	1%	3%

L3b. Which type of chickens do you keep on this farm?

30

WHICH OF THE FOLLOWING DO YOU KNOW ABOUT CHICKS?

Legend: Baseline Non-Viewer (n=447) | Endline - Non-Viewer (n=14) | Endline - Viewer (n=24)

- How to check chick quality: 67%, 57%, 75%
- About brooding, i.e. setting up the brooder for the chicks, water and feed placement: 62%, 43%, 79%
- Vaccination and Record keeping and how to vaccinate from day one to 6 weeks: 51%, 71%, 75%
- How to weigh birds: 46%, 14%, 42%

- The data show that MMO was instrumental in helping viewers understand more about chicken welfare, from checking the quality, vaccinations and how to weight them
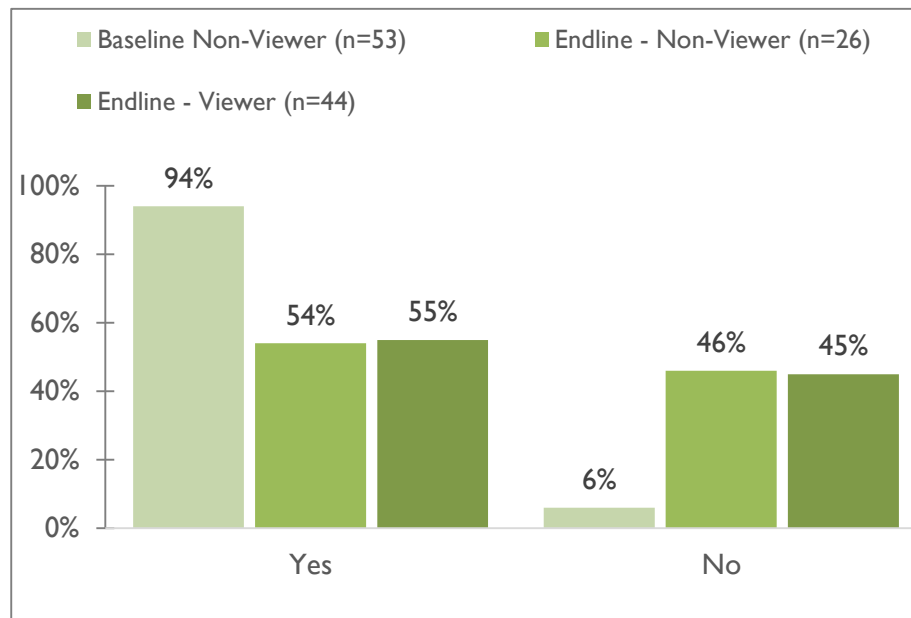
Quz in wave 1 is - L3f. Which of the following do you know about chicks? - (Base - Those who keep chicken) | Quz in endline is - L3b_b. What did you learn about keeping broilers for profit in the past 6 months? - Base those who said they learned something new

HAVE YOU LEARNED ANYTHING NEW ABOUT HOW TO KEEP BROILERS FOR PROFIT IN THE PAST 6 MONTHS?

Legend: Baseline Non-Viewer (n=53) | Endline - Non-Viewer (n=26) | Endline - Viewer (n=44)

- Yes: 94%, 54%, 55%
- No: 6%, 46%, 45%

L3c. Have you learned anything new about how to keep broilers for profit in the past 6 months?

WHICH OF THE FOLLOWING DO YOU KNOW ABOUT CHICKS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=447)	Endline - Non-Viewer (n=14)	Endline - Viewer (n=24)	Baseline Non-Viewer (n=224)	Endline - Non-Viewer (n=7)	Endline - Viewer (n=15)	Baseline Non-Viewer (n=223)	Endline - Non-Viewer (n=7)	Endline - Viewer (n=9)
How to check chick quality	67%	57%	75%	66%	57%	80%	68%	57%	67%
About brooding, i.e. setting up the brooder for the chicks, water and feed placement	62%	43%	79%	61%	57%	73%	63%	29%	89%
Vaccination and Record keeping and how to vaccinate from day one to 6 weeks	51%	71%	75%	55%	100%	67%	47%	43%	89%
How to weigh birds	46%	14%	42%	47%	14%	40%	44%	14%	44%

Quz in wave 1 is - L3f. Which of the following do you know about chicks? - (Base - Those who keep chicken) | Quz in endline is - L3b_b. What did you learn about keeping broilers for profit in the past 6 months? - Base those who said they learned something new

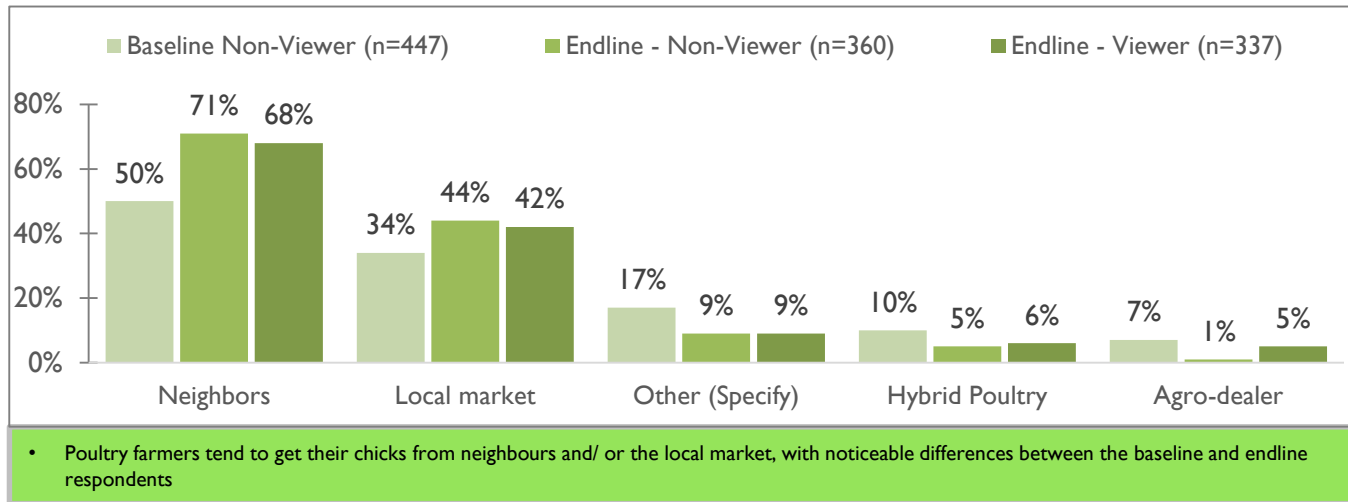## HAVE YOU LEARNED ANYTHING NEW ABOUT HOW TO KEEP BROILERS FOR PROFIT IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=53)	Endline - Non-Viewer (n=26)	Endline - Viewer (n=44)	Baseline Non-Viewer (n=30)	Endline - Non-Viewer (n=15)	Endline - Viewer (n=27)	Baseline Non-Viewer (n=23)	Endline - Non-Viewer (n=11)	Endline - Viewer (n=17)
Yes	94%	54%	55%	93%	47%	56%	96%	64%	53%
No	6%	46%	45%	7%	53%	44%	4%	36%	47%

L3c. Have you learned anything new about how to keep broilers for profit in the past 6 months?

WHERE DO YOU GET YOUR CHICKS FROM?

Legend: ■ Baseline Non-Viewer (n=447) ■ Endline - Non-Viewer (n=360) ■ Endline - Viewer (n=337)

Category	Baseline Non-Viewer	Endline - Non-Viewer	Endline - Viewer
Neighbors	50%	71%	68%
Local market	34%	44%	42%
Other (Specify)	17%	9%	9%
Hybrid Poultry	10%	5%	6%
Agro-dealer	7%	1%	5%

- Poultry farmers tend to get their chicks from neighbours and/ or the local market, with noticeable differences between the baseline and endline respondents

L3g. Where do you get your chicks from?

WHERE DO YOU GET YOUR CHICKS FROM? (Gender statistics)

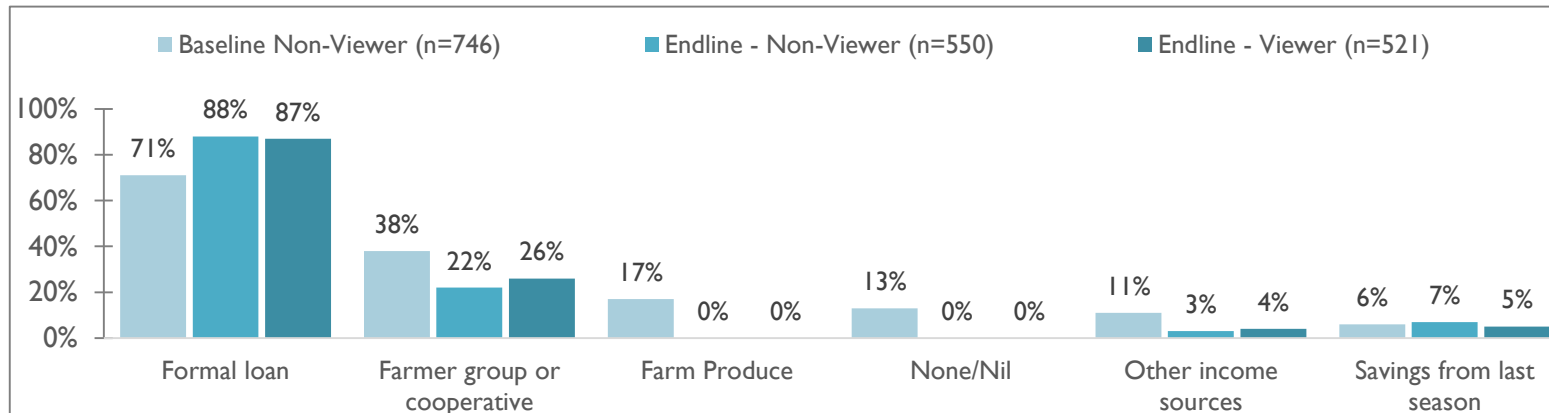|	Total			Male			Female		
	Baseline Non-Viewer (n=447)	Endline - Non-Viewer (n=360)	Endline - Viewer (n=337)	Baseline Non-Viewer (n=224)	Endline - Non-Viewer (n=181)	Endline - Viewer (n=165)	Baseline Non-Viewer (n=223)	Endline - Non-Viewer (n=179)	Endline - Viewer (n=172)
Neighbors	50%	71%	68%	50%	72%	63%	50%	70%	73%
Local market	34%	44%	42%	33%	46%	42%	36%	41%	42%
Other (Specify)	17%	9%	9%	19%	6%	8%	15%	13%	10%
Hybrid Poultry	10%	5%	6%	13%	6%	8%	7%	4%	4%
Agro-dealer	7%	1%	5%	8%	1%	6%	6%	1%	4%

L3g. Where do you get your chicks from?

FINANCIAL LITERACY

SOURCE OF FUNDS TO PAY FOR FARM EXPENSES

Legend: Baseline Non-Viewer (n=746) · Endline - Non-Viewer (n=550) · Endline - Viewer (n=521)

Category	Baseline Non-Viewer	Endline - Non-Viewer	Endline - Viewer
Formal loan	71%	88%	87%
Farmer group or cooperative	38%	22%	26%
Farm Produce	17%	0%	0%
None/Nil	13%	0%	0%
Other income sources	11%	3%	4%
Savings from last season	6%	7%	5%

- Loans are chiefly used for funding farming activities, particularly among the endline survey farmers
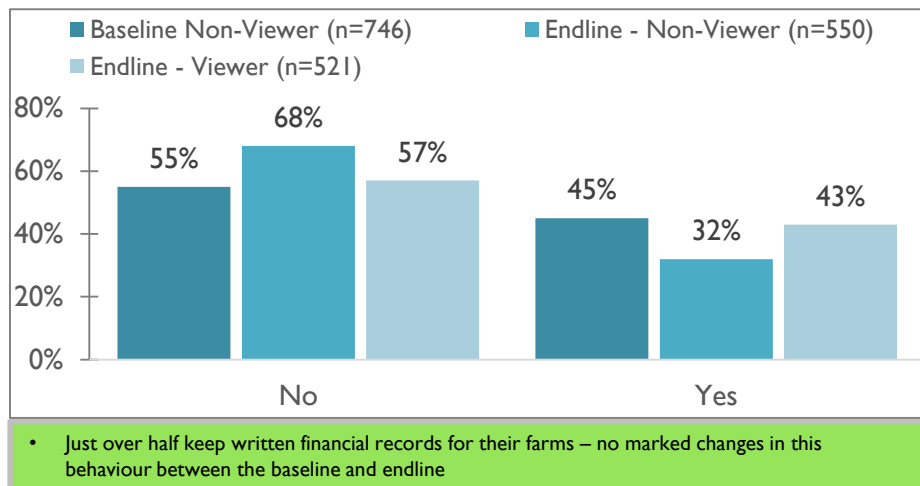
F1. Where do you get the money to pay for the activities done on your farm?

SOURCE OF FUNDS TO PAY FOR FARM EXPENSES (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Formal loan	71%	88%	87%	68%	88%	86%	73%	87%	88%
Farmer group or cooperative	38%	22%	26%	41%	27%	31%	34%	18%	21%
Farm Produce	17%	0%	0%	23%	0%	0%	12%	0%	0%
None/Nil	13%	0%	0%	12%	0%	0%	14%	0%	0%

F1. Where do you get the money to pay for the activities done on your farm?

DO YOU KEEP FARM RECORDS?

Legend:
- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

No
- 55%
- 68%
- 57%

Yes
- 45%
- 32%
- 43%

- Just over half keep written financial records for their farms – no marked changes in this behaviour between the baseline and endline
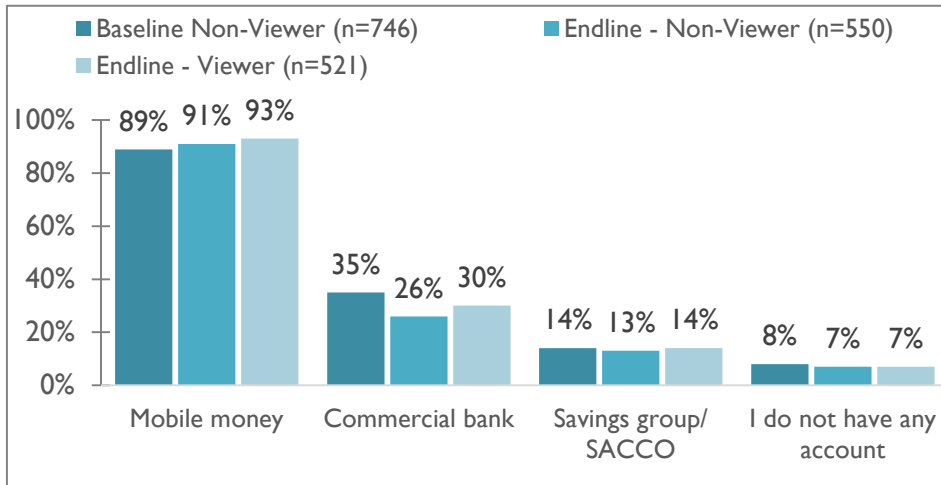
F2a. Do you keep any kind of written financial record for your farm such as a budget, list of expenses, a savings plan or other farm records?

BENEFITS OF KEEPING WRITTEN FARM RECORDS

Legend:
- Baseline Non-Viewer (n=657)
- Endline - Non-Viewer (n=178)
- Endline - Viewer (n=223)

Helps to see if farm is profitable
- 77%
- 86%
- 84%

Helps me in planning for the farm.
- 61%
- 60%
- 64%

Helps me save for the farm
- 28%
- 40%
- 41%

Other (specify)
- 7%
- 6%
- 9%

- There was an increase in knowledge at the endline as to the benefits of keeping financial records to see if the farm is profitable and in helping with savings

F3b What are the benefits of keeping written financial farm records?

DO YOU KEEP FARM RECORDS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	55%	68%	57%	53%	61%	53%	57%	74%	61%
Yes	45%	32%	43%	47%	39%	47%	43%	26%	39%

F2a. Do you keep any kind of written financial record for your farm such as a budget, list of expenses, a savings plan or other farm records?

BENEFITS OF KEEPING WRITTEN FARM RECORDS (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=657)	Endline - Non-Viewer (n=178)	Endline - Viewer (n=223)	Baseline Non-Viewer (n=319)	Endline - Non-Viewer (n=101)	Endline - Viewer (n=122)	Baseline Non-Viewer (n=338)	Endline - Non-Viewer (n=77)	Endline - Viewer (n=101)
Helps to see if farm is profitable	77%	86%	84%	77%	92%	84%	77%	78%	84%
Helps me in planning for the farm.	61%	60%	64%	64%	59%	64%	58%	60%	64%
Helps me save for the farm	28%	40%	41%	25%	40%	42%	30%	40%	40%
Other (specify)	7%	6%	9%	9%	6%	11%	5%	6%	5%

F3b What are the benefits of keeping written financial farm records?

WHICH OF THE FOLLOWING DO YOU HAVE AN ACCOUNT WITH?

Legend: ■ Baseline Non-Viewer (n=746) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

- Mobile money: 89% 91% 93%
- Commercial bank: 35% 26% 30%
- Savings group/SACCO: 14% 13% 14%
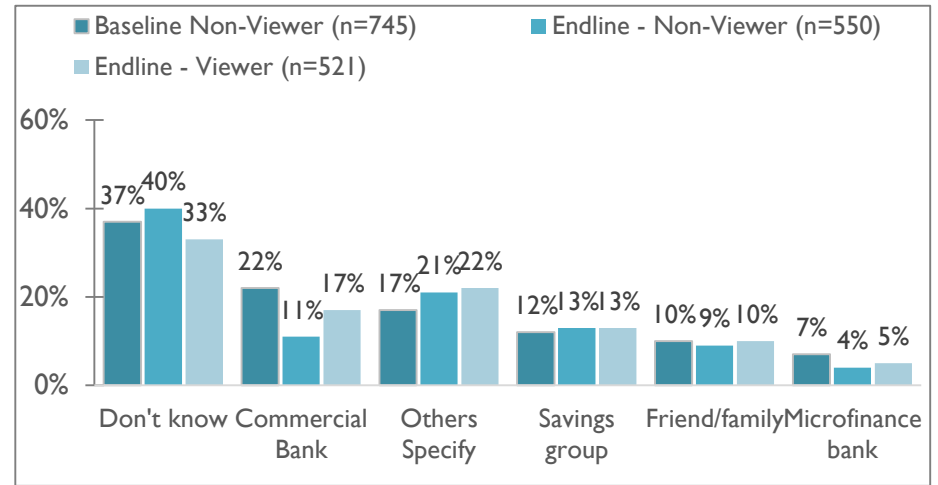- I do not have any account: 8% 7% 7%

- All smallholder farmers have a mobile money account, with around a third having an account with a commercial bank
- Men are more likely than women to have an account with a commercial bank

F6a. Which of the following do you have an account with if any?

IF YOU NEEDED A LOAN FOR THIS FARM, WHERE WOULD YOU GO TO GET ONE?

Legend: ■ Baseline Non-Viewer (n=745) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

- Don't know: 37% 40% 33%
- Commercial Bank: 22% 11% 17%
- Others Specify: 17% 21% 22%
- Savings group: 12% 13% 13%
- Friend/family: 10% 9% 10%
- Microfinance bank: 7% 4% 5%

- More information is needed to help farmers understand where to go to in the event that they need a loan

F8. If you needed a loan for this farm, where would you go to get one?

WHICH OF THE FOLLOWING DO YOU HAVE AN ACCOUNT WITH? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Mobile money	89%	91%	93%	90%	92%	94%	88%	90%	92%
Commercial bank	35%	26%	30%	42%	32%	40%	28%	20%	21%
Savings group/ SACCO	14%	13%	14%	8%	11%	11%	19%	15%	18%
I do not have any account	8%	7%	7%	7%	7%	5%	9%	8%	8%

F6a. Which of the following do you have an account with if any?

IF YOU NEEDED A LOAN FOR THIS FARM, WHERE WOULD YOU GO TO GET ONE? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=745)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=386)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Don't know	37%	40%	33%	33%	36%	30%	40%	44%	36%
Commercial Bank	22%	11%	17%	29%	13%	19%	15%	9%	14%
Others Specify	17%	21%	22%	17%	23%	23%	17%	20%	22%
Savings group	12%	13%	13%	8%	11%	10%	16%	15%	16%
Friend/family	10%	9%	10%	12%	10%	10%	9%	9%	9%

F8. If you needed a loan for this farm, where would you go to get one?

Risk Management

DO YOU HAVE ANY CROP OR LIVESTOCK INSURANCE?

- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)
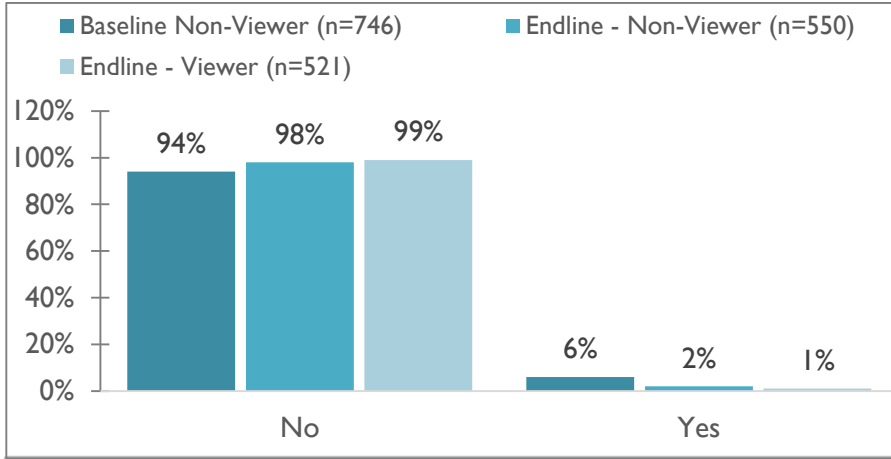
- Smallholder farmers do not have crop or livestock insurance, they don't see the benefits and don't know where to go for this type of insurance

F9. Do you have any crop or livestock insurance?

HOW LIKELY ARE YOU TO TAKE CROP OR LIVESTOCK INSURANCE IN THE NEXT ONE YEAR?

- Baseline Non-Viewer (n=699)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)
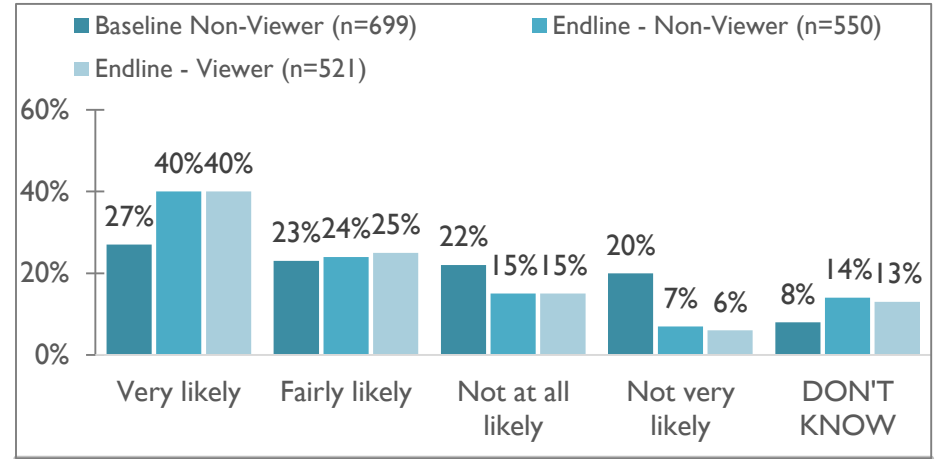
- However, farmers are not averse to the idea of getting crop or livestock insurance with noticeable changes in attitude at the endline

F11. How likely are you to take crop or livestock insurance in the next one year?

DO YOU HAVE ANY CROP OR LIVESTOCK INSURANCE? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	94%	98%	99%	94%	97%	98%	94%	99%	99%
Yes	6%	2%	1%	6%	3%	2%	6%	1%	1%

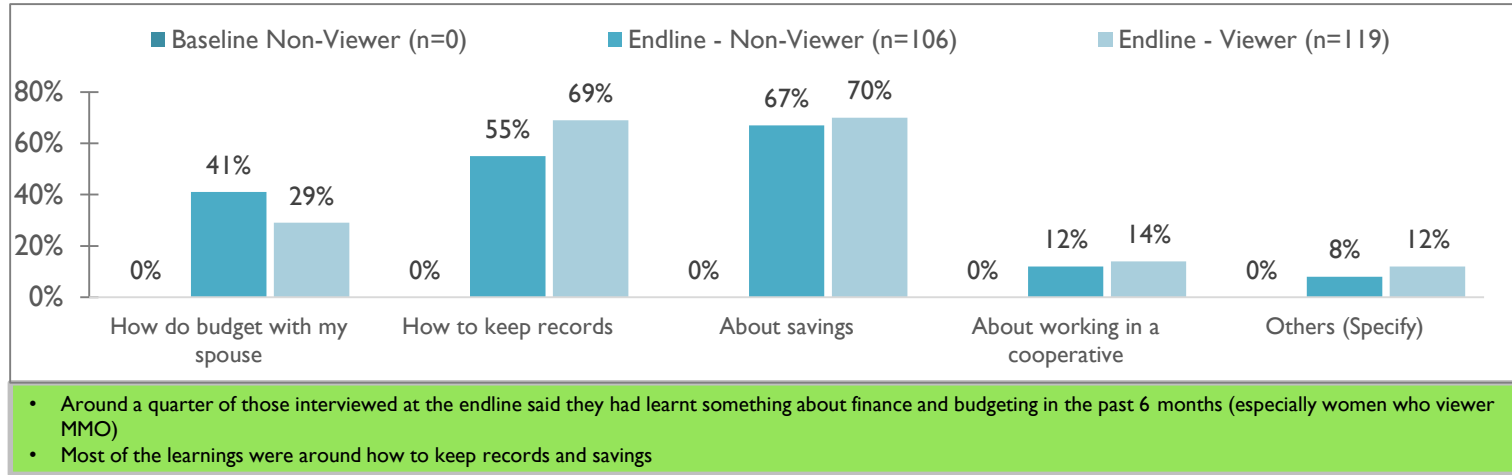F9. Do you have any crop or livestock insurance?

HOW LIKELY ARE YOU TO TAKE CROP OR LIVESTOCK INSURANCE IN THE NEXT ONE YEAR? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=699)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=336)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=363)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Very likely	27%	40%	40%	28%	44%	42%	27%	37%	37%
Fairly likely	23%	24%	25%	24%	24%	24%	22%	24%	27%
Not at all likely	22%	15%	15%	20%	16%	14%	24%	14%	17%
Not very likely	20%	7%	6%	21%	5%	6%	19%	8%	7%
DON'T KNOW	8%	14%	13%	8%	12%	14%	8%	16%	13%

F11. How likely are you to take crop or livestock insurance in the next one year?

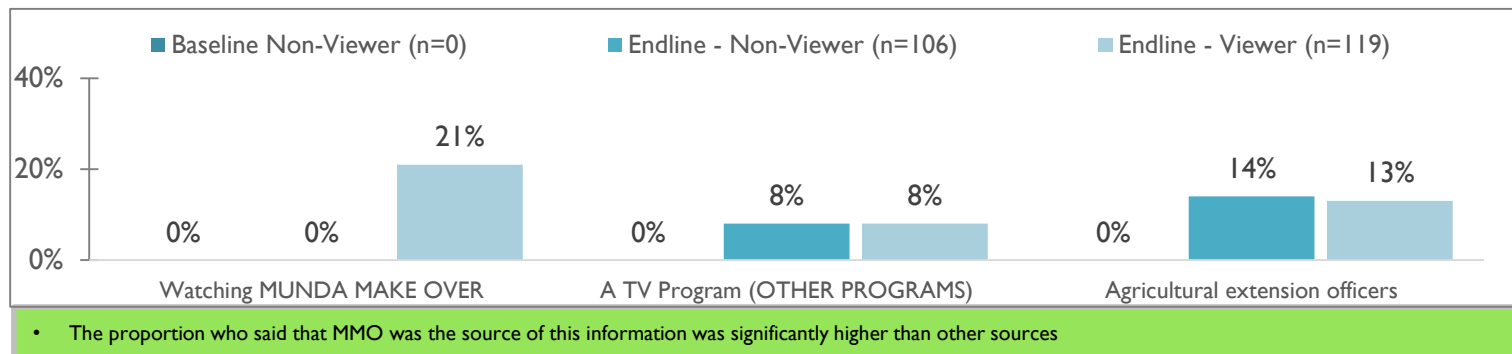## WHAT SPECIFICALLY HAVE YOU LEARNT OR FOUND OUT ON FINANCE OR BUDGETING FOR YOUR FARM IN THE PAST SIX MONTHS?

■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=106) ■ Endline - Viewer (n=119)

	How do budget with my spouse	How to keep records	About savings	About working in a cooperative	Others (Specify)
Baseline Non-Viewer	0%	0%	0%	0%	0%
Endline - Non-Viewer	41%	55%	67%	12%	8%
Endline - Viewer	29%	69%	70%	14%	12%

- Around a quarter of those interviewed at the endline said they had learnt something about finance and budgeting in the past 6 months (especially women who viewer MMO)
- Most of the learnings were around how to keep records and savings

F12b: What specifically have you learnt or found out on finance or budgeting for your farm in the past six months?

WHAT SPECIFICALLY HAVE YOU LEARNT OR FOUND OUT ON FINANCE OR BUDGETING FOR YOUR FARM IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=106)	Endline - Viewer (n=119)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=58)	Endline - Viewer (n=60)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=48)	Endline - Viewer (n=59)
How do budget with my spouse	0%	41%	29%	0%	45%	30%	0%	35%	29%
How to keep records	0%	55%	69%	0%	52%	72%	0%	58%	66%
About savings	0%	67%	70%	0%	57%	67%	0%	79%	73%
About working in a cooperative	0%	12%	14%	0%	14%	15%	0%	10%	14%

F12b: What specifically have you learnt or found out on finance or budgeting for your farm in the past six months?

WHERE DID YOU LEARN THIS FROM?

■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=106) ■ Endline - Viewer (n=119)

	Watching MUNDA MAKE OVER	A TV Program (OTHER PROGRAMS)	Agricultural extension officers
Baseline Non-Viewer	0%	0%	0%
Endline - Non-Viewer	0%	8%	14%
Endline - Viewer	21%	8%	13%

- The proportion who said that MMO was the source of this information was significantly higher than other sources

F12c: Where did you learn this from?

NUTRITION

DID YOU LEARN ANYTHING NEW ABOUT THE NUTRITIONAL VALUE OF THE FOLLOWING FOODS IN THE PAST 6 MONTHS? (% SAYING YES)
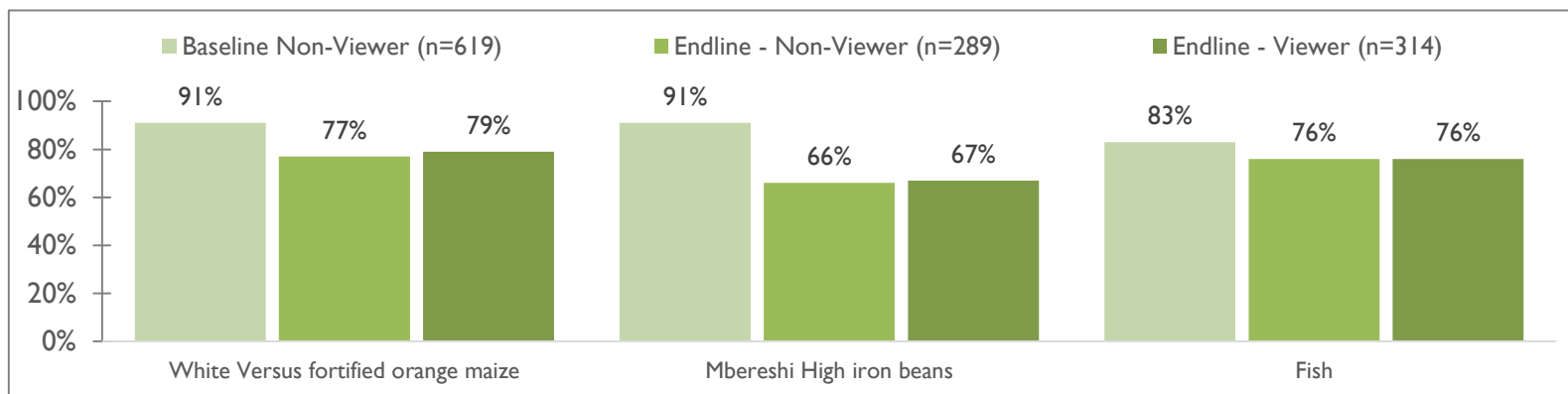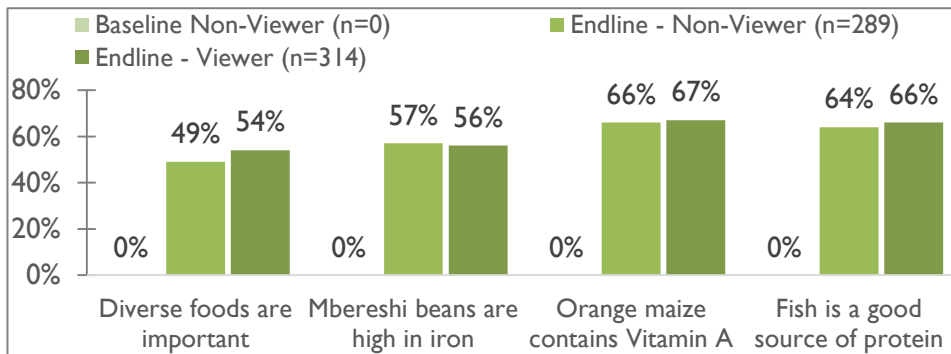

N3. Did you learn anything new about the nutritional value of the following foods in the past 6 months?

DID YOU LEARN ANYTHING NEW ABOUT THE NUTRITIONAL VALUE OF THE FOLLOWING FOODS IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=619)	Endline - Non-Viewer (n=289)	Endline - Viewer (n=314)	Baseline Non-Viewer (n=307)	Endline - Non-Viewer (n=150)	Endline - Viewer (n=160)	Baseline Non-Viewer (n=312)	Endline - Non-Viewer (n=139)	Endline - Viewer (n=154)
White Versus fortified orange maize	91%	77%	79%	93%	77%	81%	89%	76%	77%
Mbereshi High iron beans	91%	66%	67%	92%	67%	68%	91%	64%	66%
Fish	83%	76%	76%	84%	81%	79%	82%	71%	73%

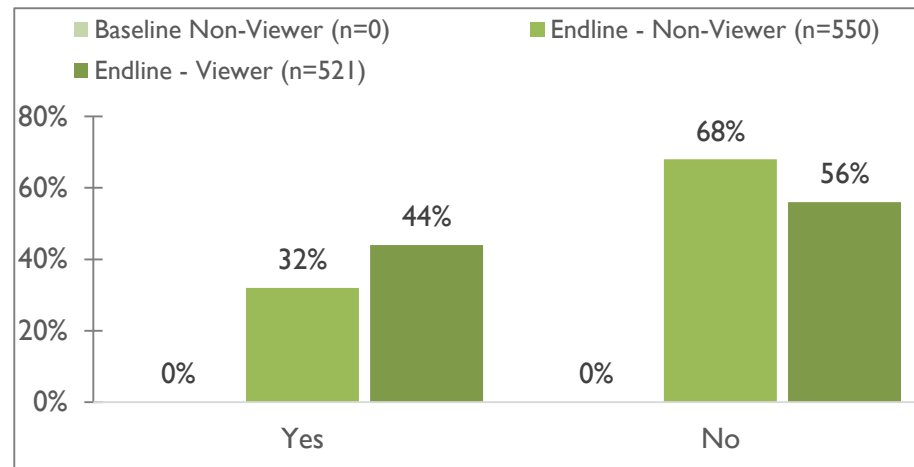N3. Did you learn anything new about the nutritional value of the following foods in the past 6 months?

WHAT DID YOU LEARN ABOUT THE NUTRITIONAL VALUE OF THE FOLLOWING FOODS IN THE PAST 6 MONTHS?: DIVERSE FOODS ARE IMPORTANT?

Legend: ■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=289) ■ Endline - Viewer (n=314)

Category	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Diverse foods are important	0%	49%	54%
Mbereshi beans are high in iron	0%	57%	56%
Orange maize contains Vitamin A	0%	66%	67%
Fish is a good source of protein	0%	64%	66%

N4. What did you learn about the nutritional value of the following foods in the past 6 months?: Diverse foods are important?

WHAT DID YOU LEARN ABOUT THE NUTRITIONAL VALUE OF THE FOLLOWING FOODS IN THE PAST 6 MONTHS?: DIVERSE FOODS ARE IMPORTANT? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=289)	Endline - Viewer (n=314)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=150)	Endline - Viewer (n=160)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=139)	Endline - Viewer (n=154)
Diverse foods are important	0%	49%	54%	0%	49%	57%	0%	50%	50%
Mbereshi beans are high in iron	0%	57%	56%	0%	57%	54%	0%	58%	59%
Orange maize contains Vitamin A	0%	66%	67%	0%	66%	66%	0%	67%	67%
Fish is a good source of protein	0%	64%	66%	0%	70%	69%	0%	58%	62%

N4. What did you learn about the nutritional value of the following foods in the past 6 months?: Diverse foods are important?

WHERE DID YOU LEARN THIS?

Legend: ■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=289) ■ Endline - Viewer (n=314)

Category	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Watching MUNDA MAKE OVER	0%	0%	20%
A TV Program (OTHER PROGRAMS)	0%	7%	14%
Agricultural extension officers	0%	18%	15%
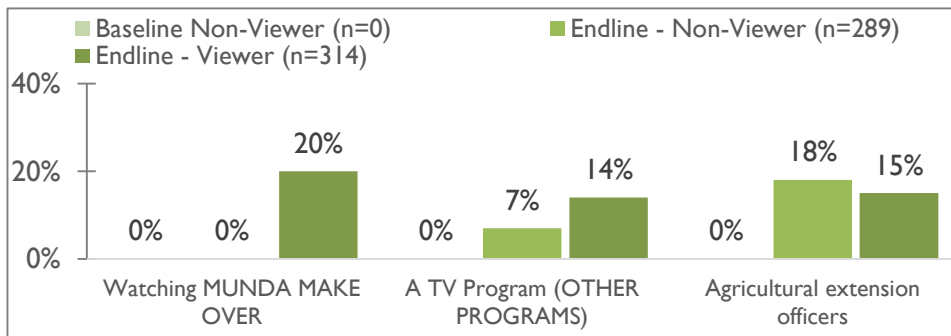
N5. Where did you learn this?

HAVE YOU LEARNT OR FOUND OUT ANYTHING NEW ABOUT BACKYARD SACK GARDENS IMPROVING NUTRITION SO THAT YOU CAN EAT A GOOD MIX OF DIFFERENT FOODS IN THE PAST SIX MONTHS?

Legend: ■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

Response	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Yes	0%	32%	44%
No	0%	68%	56%

- The data suggest that MMO was instrumental in imparting knowledge about the role of backyard sacks in improving nutrition

N1a. Have you learnt or found out anything new about backyard sack gardens improving nutrition so that you can eat a good mix of different foods in the past six months?

HAVE YOU LEARNT OR FOUND OUT ANYTHING NEW ABOUT BACKYARD SACK GARDENS IMPROVING NUTRITION SO THAT YOU CAN EAT A GOOD MIX OF DIFFERENT FOODS IN THE PAST SIX MONTHS? (Gender statistics)
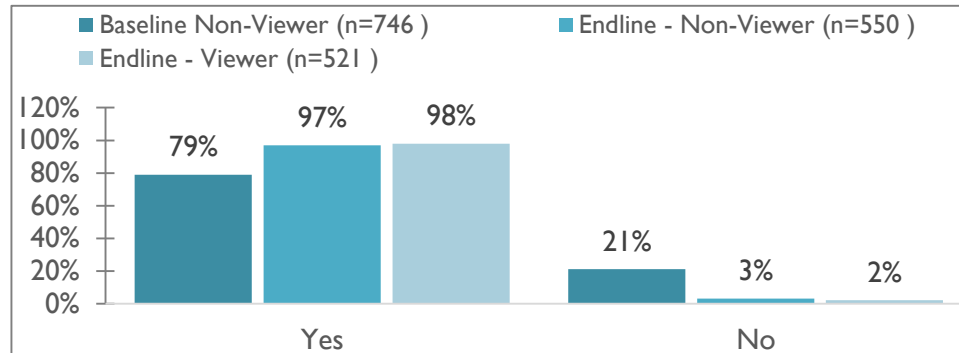
	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	32%	44%	0%	32%	44%	0%	31%	44%
No	0%	68%	56%	0%	68%	56%	0%	69%	56%

N1a. Have you learnt or found out anything new about backyard sack gardens improving nutrition so that you can eat a good mix of different foods in the past six months?

PEST MANAGEMENT

WHAT CAN YOU DO TO MANAGE FALL ARMY WORM IN MAIZE?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=534)
- Endline - Viewer (n=510)
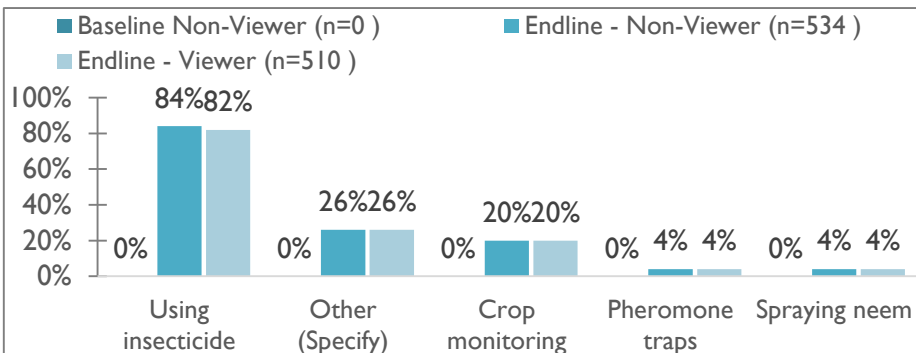
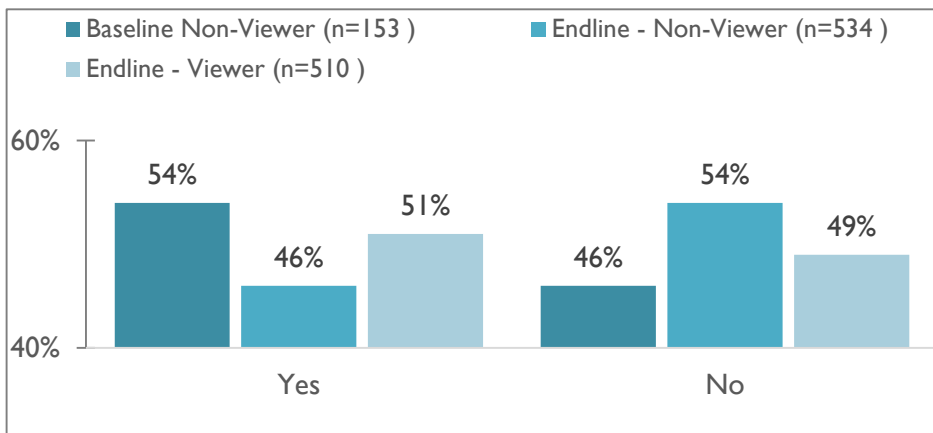- Similar, very high, proportions of viewers and a non-viewers said that they were aware of how to manage Fall Army Worm in Maize

PC10. What can you do to manage Fall Army Worm in maize?

ARE YOU AWARE OF NATURAL ENEMIES LIKE FALL ARMY WORM IN MAIZE?

- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

- Awareness of the natural enemies of Fall Army Worm increased at the endline

PC9. Are you aware of natural enemies like Fall Army Worm in Maize?

WHAT CAN YOU DO TO MANAGE FALL ARMY WORM IN MAIZE? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=534)	Endline - Viewer (n=510)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=249)	Endline - Viewer (n=254)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=285)	Endline - Viewer (n=256)
Using insecticide	0%	84%	82%	0%	88%	86%	0%	80%	77%
Other (Specify)	0%	26%	26%	0%	21%	22%	0%	31%	30%
Crop monitoring	0%	20%	20%	0%	20%	21%	0%	20%	20%
Pheromone traps	0%	4%	4%	0%	5%	5%	0%	4%	3%
Spraying neem	0%	4%	4%	0%	4%	4%	0%	4%	5%

PC10. What can you do to manage Fall Army Worm in maize?

ARE YOU AWARE OF NATURAL ENEMIES LIKE FALL ARMY WORM IN MAIZE? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	21%	97%	98%	23%	96%	98%	18%	98%	98%
No	79%	3%	2%	77%	4%	2%	82%	2%	2%

PC9. Are you aware of natural enemies like Fall Army Worm in Maize?

ARE YOU CURRENTLY PRACTICING ANY METHOD OF NATURAL ENEMIES FOR FALL ARMY WORM IN MAIZE ON YOUR FARM?

- Baseline Non-Viewer (n=153)
- Endline - Non-Viewer (n=534)
- Endline - Viewer (n=510)

Yes: 54%, 46%, 51%
No: 46%, 54%, 49%

- Around half of all farmers said that they were practicing some form of natural methods for the control for fall army worm – there is still room for more messaging.
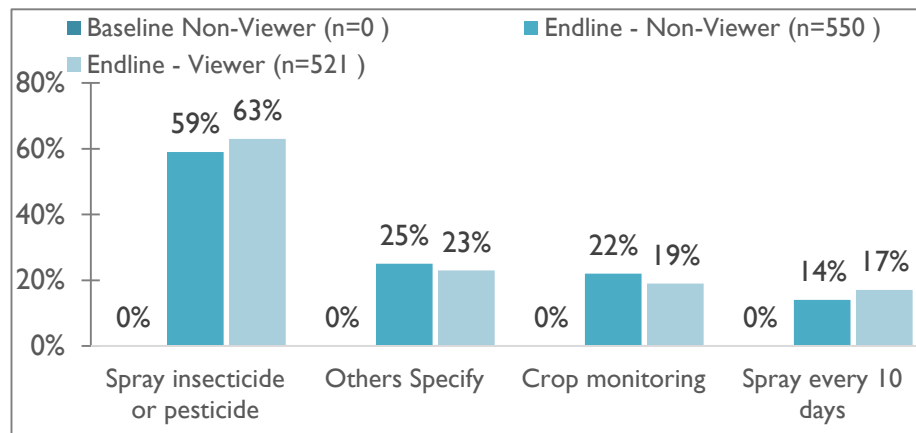
PC11. Are you currently practicing any method of natural enemies for fall Army Worm in maize in your farm?

WHAT CAN YOU DO TO MANAGE BLACK DIAMOND MOTH?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

Spray insecticide or pesticide: 0%, 59%, 63%
Others Specify: 0%, 25%, 23%
Crop monitoring: 0%, 22%, 19%
Spray every 10 days: 0%, 14%, 17%

- Main methods of management of Black Diamond Moth is the use of pesticides, where viewers have slightly higher awareness than non viewers (63% compared to 59%).

PC12. What can you do to manage Black Diamond Moth?

ARE YOU CURRENTLY PRACTICING ANY METHOD OF NATURAL ENEMIES FOR FALL ARMY WORM ON MAIZE IN YOUR FARM? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=153)	Endline - Non-Viewer (n=534)	Endline - Viewer (n=510)	Baseline Non-Viewer (n=82)	Endline - Non-Viewer (n=249)	Endline - Viewer (n=254)	Baseline Non-Viewer (n=71)	Endline - Non-Viewer (n=285)	Endline - Viewer (n=256)
No	46%	54%	49%	46%	53%	50%	45%	55%	48%
Yes	54%	46%	51%	54%	47%	50%	55%	45%	52%

PC11. Are you currently practicing any method of natural enemies for fall Army Worm in maize in your farm?

WHAT CAN YOU DO TO MANAGE BLACK DIAMOND MOTH? (Gender statistics)

|	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Spray insecticide or pesticide	0%	59%	63%	0%	64%	65%	0%	55%	60%
Others Specify	0%	25%	23%	0%	21%	19%	0%	29%	26%
Crop monitoring	0%	22%	19%	0%	20%	19%	0%	23%	20%
Spray every 10 days	0%	14%	17%	0%	16%	20%	0%	13%	13%
Spray in the early evening before sunset	0%	15%	12%	0%	16%	14%	0%	13%	10%

PC12. What can you do to manage Black Diamond Moth?

POST HARVEST

HAVE YOU LEARNED ANYTHING ABOUT HOW TO PROTECT YOUR PRODUCE FROM PESTS AFTER HARVEST IN THE PAST 6 MONTHS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)
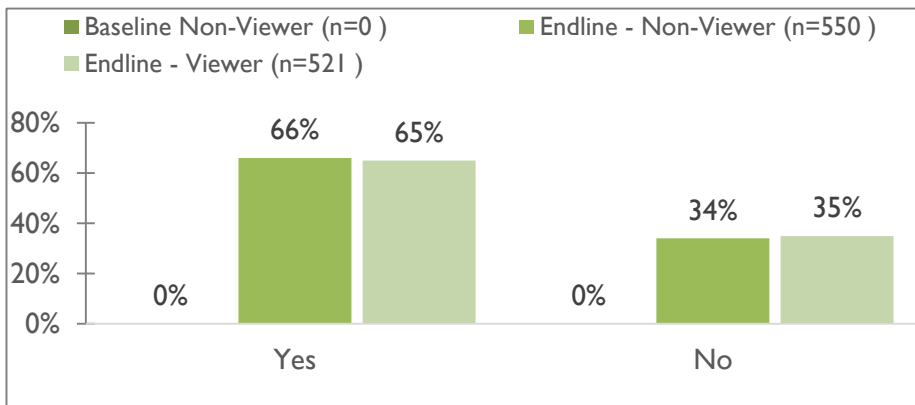
- Two thirds of both viewers and non-viewers said they had learned something about protecting produce after harvest.

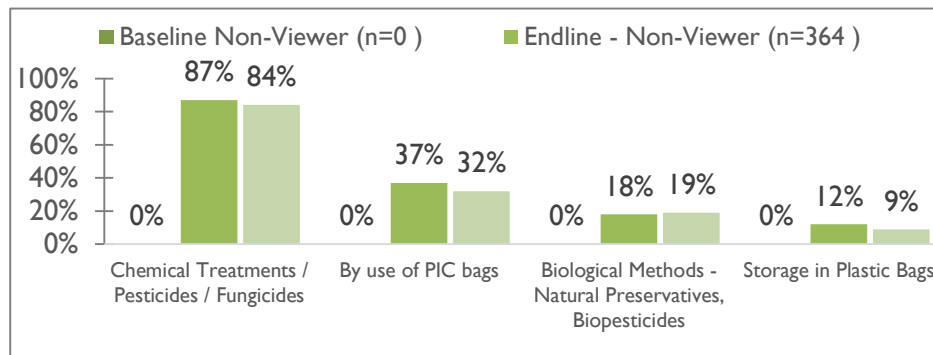AP3a. Have you learned anything about how to protect your produce from pests after harvest in the past 6 months?

HAVE YOU LEARNED ANYTHING ABOUT HOW TO PROTECT YOUR PRODUCE FROM PESTS AFTER HARVEST IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	66%	65%	0%	69%	67%	0%	64%	63%
No	0%	34%	35%	0%	31%	33%	0%	36%	37%

AP3a. Have you learned anything about how to protect your produce from pests after harvest in the past 6 months?

WHAT DID YOU LEARN ABOUT HOW TO PROTECT YOUR PRODUCE FROM PESTS AFTER HARVEST IN THE PAST 6 MONTHS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=364)
- Endline - Viewer (n=521)

- Main method is use of chemicals, which is not differentiated among endline viewers and non-viewers

AP3_b. What did you learn about how to protect your produce from pests after harvest in the past 6 months?

WHAT DID YOU LEARN ABOUT HOW TO PROTECT YOUR PRODUCE FROM PESTS AFTER HARVEST IN THE PAST 6 MONTHS? (Gender statistics)
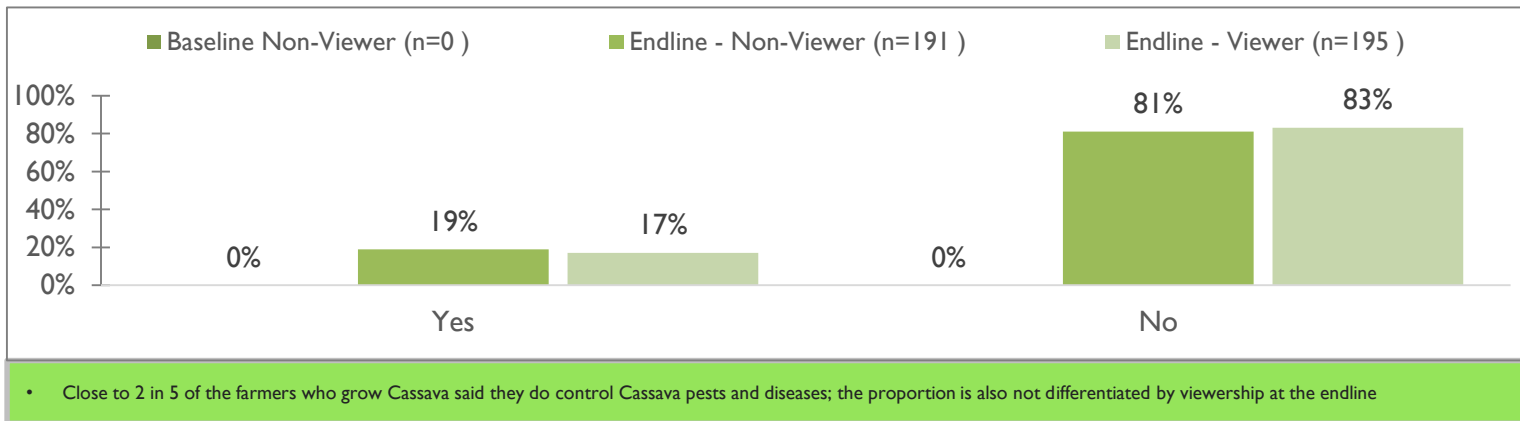
	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=364)	Endline - Viewer (n=338)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=179)	Endline - Viewer (n=173)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=185)	Endline - Viewer (n=165)
Chemical Treatments / Pesticides / Fungicides	0%	87%	84%	0%	88%	80%	0%	85%	88%
By use of PIC bags	0%	37%	32%	0%	35%	33%	0%	39%	30%
Biological Methods - Natural Preservatives, Biopesticides	0%	18%	19%	0%	22%	17%	0%	15%	20%
Storage in Plastic Bags	0%	12%	9%	0%	12%	12%	0%	11%	7%
Sun Drying	0%	10%	12%	0%	7%	13%	0%	13%	12%

AP3_b. What did you learn about how to protect your produce from pests after harvest in the past 6 months?

WHERE DID YOU LEARN ABOUT HOW TO PROTECT YOUR PRODUCE FROM PESTS AFTER HARVEST IN THE PAST 6 MONTHS?

Legend: ■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=364) ■ Endline - Viewer (n=338)

Source	Baseline Non-Viewer	Endline Non-Viewer	Endline Viewer
Family/ friends / word of mouth	0%	66%	54%
Agricultural extension officers	0%	27%	27%
Farmer groups	0%	26%	24%
Watching MUNDA MAKE OVER	0%	0%	16%
A TV Program (OTHER PROGRAMS)	0%	4%	10%
Seminars	0%	9%	11%

- The main source of awareness is family and friends, however 16% cited MMO cite the source

AP3_c. Where did you learn about how to protect your produce from pests after harvest in the past 6 months?

WHERE DID YOU LEARN ABOUT HOW TO PROTECT YOUR PRODUCE FROM PESTS AFTER HARVEST IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=364)	Endline - Viewer (n=338)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=179)	Endline - Viewer (n=173)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=185)	Endline - Viewer (n=165)
Family/ friends / word of mouth	0%	66%	54%	0%	63%	49%	0%	69%	59%
Agricultural extension officers	0%	27%	27%	0%	29%	28%	0%	25%	25%
Farmer groups	0%	26%	24%	0%	28%	30%	0%	23%	18%
Seminars	0%	9%	11%	0%	10%	12%	0%	8%	10%
Other (specify)	0%	7%	9%	0%	7%	11%	0%	6%	7%
A TV Program (OTHER PROGRAMS)	0%	4%	10%	0%	6%	10%	0%	3%	10%
Radio	0%	4%	3%	0%	4%	3%	0%	4%	3%
Facebook	0%	1%	1%	0%	1%	2%	0%	1%	1%

AP3_c. Where did you learn about how to protect your produce from pests after harvest in the past 6 months?

DO YOU CONTROL CASSAVA PESTS AND DISEASE ON YOUR FARM?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=191)
- Endline - Viewer (n=195)

- Close to 2 in 5 of the farmers who grow Cassava said they do control Cassava pests and diseases; the proportion is also not differentiated by viewership at the endline
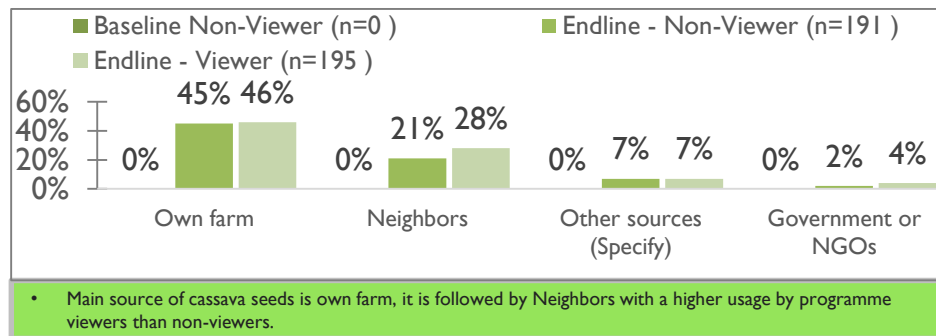
PC2a. Do you control cassava pests and disease in your farm?

DO YOU CONTROL CASSAVA PESTS AND DISEASE IN YOUR FARM? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=191)	Endline - Viewer (n=195)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=91)	Endline - Viewer (n=99)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=100)	Endline - Viewer (n=96)
No	0%	81%	83%	0%	81%	78%	0%	81%	88%
Yes	0%	19%	17%	0%	19%	22%	0%	19%	13%

PC2a. Do you control cassava pests and disease in your farm?

WHAT DO YOU DO TO CONTROL CASSAVA PESTS AND DISEASE ON YOUR FARM?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=36)
- Endline - Viewer (n=34)

- The main method used are use of Fungicides and Insecticides, the proportion of viewers who use this is significantly higher than the non-viewers. Other methods have similar usage by both groups
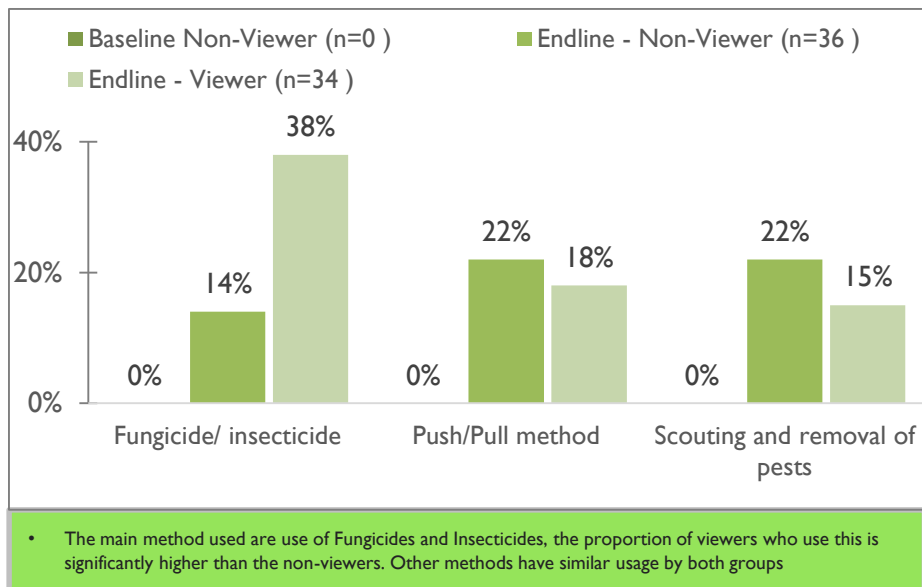
PC2b. What do you do to control cassava pests and disease on your farm?

WHAT DO YOU DO TO CONTROL CASSAVA PESTS AND DISEASE ON YOUR FARM? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=36)	Endline - Viewer (n=34)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=17)	Endline - Viewer (n=22)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=19)	Endline - Viewer (n=12)
Fungicide/ insecticide	0%	14%	38%	0%	6%	50%	0%	21%	17%
Other (Specify)	0%	25%	21%	0%	41%	18%	0%	11%	25%
Push/Pull method	0%	22%	18%	0%	18%	9%	0%	26%	33%
Scouting and removal of pests	0%	22%	15%	0%	18%	18%	0%	26%	8%
Uproot crop	0%	25%	12%	0%	35%	9%	0%	16%	17%

PC2b. What do you do to control cassava pests and disease on your farm?

WHERE DO YOU USUALLY SOURCE PEST RESISTANT CASSAVA SEEDS?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=191)
- Endline - Viewer (n=195)

- Main source of cassava seeds is own farm, it is followed by Neighbors with a higher usage by programme viewers than non-viewers.

PC2c: Where do you usually source pest resistant cassava seeds?

WHERE DO YOU USUALLY SOURCE PEST RESISTANT CASSAVA SEEDS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=191)	Endline - Viewer (n=195)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=91)	Endline - Viewer (n=99)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=100)	Endline - Viewer (n=96)
Own farm	0%	45%	46%	0%	42%	44%	0%	47%	48%
Neighbors	0%	21%	28%	0%	22%	28%	0%	20%	27%
Government or NGOs	0%	2%	4%	0%	3%	2%	0%	1%	6%
From producers of quality seeds such as Zamseed and SeedCo, Syngenta, Bayer, Afriseed and Corteva	0%	4%	2%	0%	4%	4%	0%	3%	0%
From Water Efficient Maize for Africa (WEMA)	0%	1%	1%	0%	1%	0%	0%	0%	1%
Other sources (Specify)	0%	7%	7%	0%	5%	5%	0%	8%	9%

PC2c: Where do you usually source pest resistant cassava seeds?

HAVE YOU LEARNED ANYTHING ABOUT CASSAVA PESTS AND DISEASES IN THE PAST 6 MONTHS?

Legend:
- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

- Only 6% for both viewers and non-viewers at the endline claimed to have learned something new in the past 6 months.
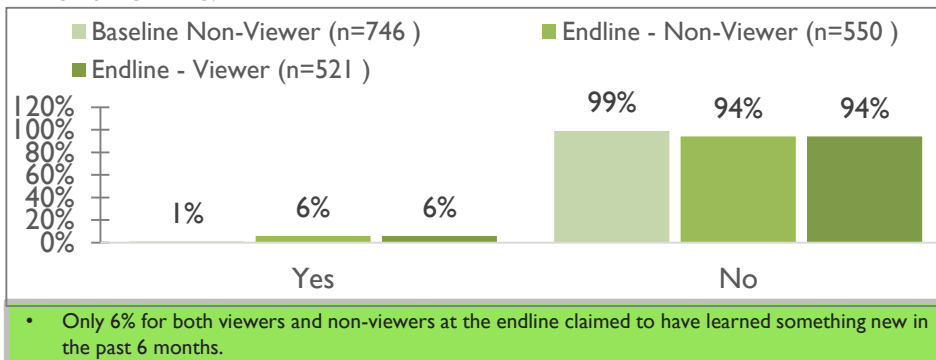
PC3a. Have you learned anything about cassava pests and diseases in the past 6 months?
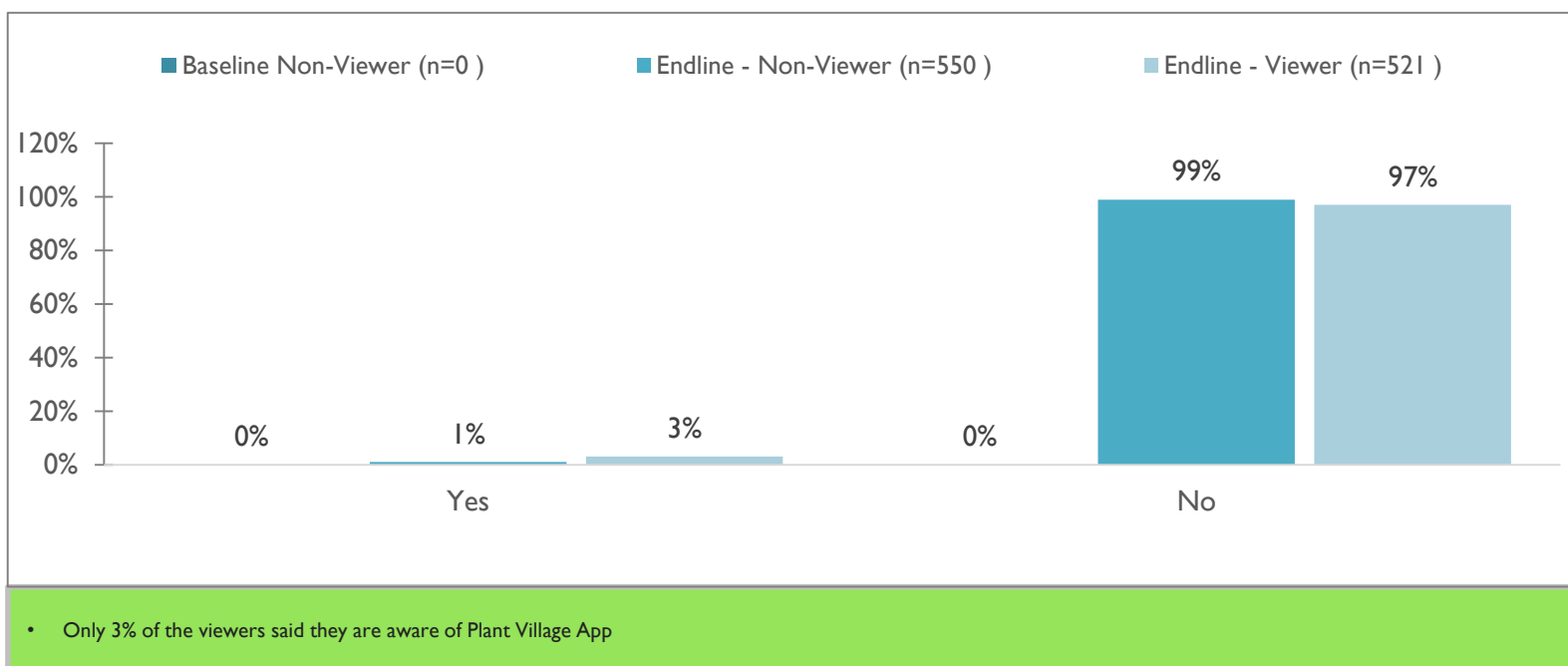
Plant Village App

Using the Plant Village app to access information on crop management, pest and disease identification, and best practices.

Benefits: Improved crop management, reduced pest and disease pressure, and increased crop yields.

Strategies: Downloading and installing the Plant Village app, Using the app to access information on crop management and pest and disease identification.
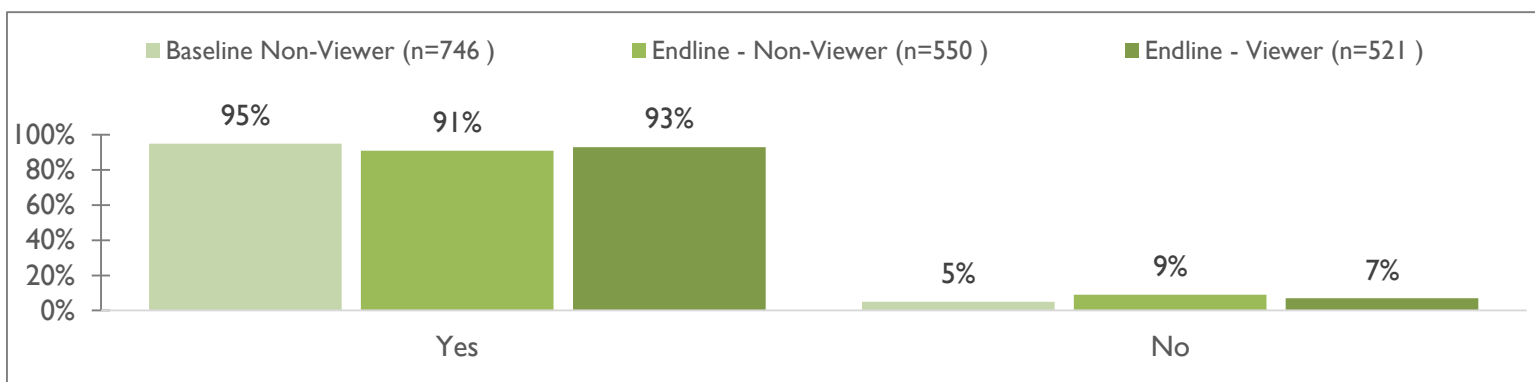
PLANT VILLAGE APP

DO YOU KNOW ANYTHING ABOUT PLANT VILLAGE APP ?

Legend: Baseline Non-Viewer (n=0) Endline - Non-Viewer (n=550) Endline - Viewer (n=521)

Yes: 0%, 1%, 3%
No: 0%, 99%, 97%

- Only 3% of the viewers said they are aware of Plant Village App

PV1_1. Do you know anything about PLANT VILLAGE APP ?

DO YOU SELL YOUR FARM PRODUCE?

- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

	Yes	No
Baseline Non-Viewer	95%	5%
Endline - Non-Viewer	91%	9%
Endline - Viewer	93%	7%

- Almost all the respondents said that were selling farm produce, both viewers and non-viewers alike

MA1: Do you sell your farm produce?

DO YOU SELL YOUR FARM PRODUCE? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	95%	91%	93%	94%	88%	93%	95%	92%	93%
No	5%	9%	7%	6%	12%	7%	5%	8%	7%

MA1: Do you sell your farm produce?

HAVE YOU LEARNED ANYTHING ABOUT MARKETS ACCESS, GROUPS AND VALUE ADDITION IN THE PAST 6 MONTHS?

■ Baseline Non-Viewer (n=0)　　■ Endline - Non-Viewer (n=498)
■ Endline - Viewer (n=485)

- Close to half of non-viewers said they had learned something about market access, groups and value addition in the past 6 months, with a smaller proportion of viewers at 44%

MA3_a. Have you learned anything about markets access, groups and value addition in the past 6 months?

WHAT DID YOU LEARN ABOUT MARKETS ACCESS, GROUPS AND VALUE ADDITION IN THE PAST 6 MONTHS?
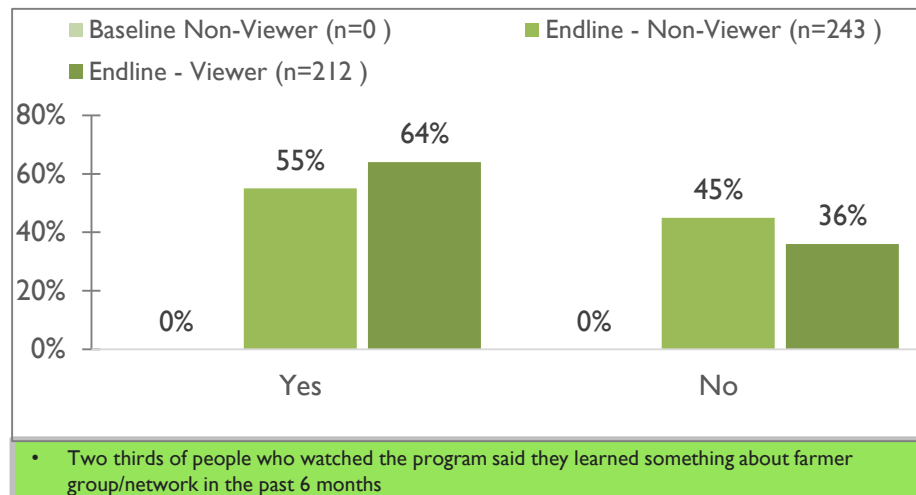
■ Baseline Non-Viewer (n=0)　　■ Endline - Non-Viewer (n=243)
■ Endline - Viewer (n=212)

- There was no difference on the topics learned for the different groups, mainly how to scout for better pricing and information about prevailing prices

MA3b. What did you learn about markets access, groups and value addition in the past 6 months?

HAVE YOU LEARNED ANYTHING ABOUT MARKETS ACCESS, GROUPS AND VALUE ADDITION IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=498)	Endline - Viewer (n=485)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=229)	Endline - Viewer (n=242)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=269)	Endline - Viewer (n=243)
No	0%	51%	56%	0%	50%	58%	0%	52%	55%
Yes	0%	49%	44%	0%	50%	42%	0%	48%	45%

MA3_a. Have you learned anything about markets access, groups and value addition in the past 6 months?

WHAT DID YOU LEARN ABOUT MARKETS ACCESS, GROUPS AND VALUE ADDITION IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=243)	Endline - Viewer (n=212)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=114)	Endline - Viewer (n=102)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=129)	Endline - Viewer (n=110)
How to scout for better pricing	0%	76%	77%	0%	78%	78%	0%	74%	75%
Information about prevailing prices	0%	71%	71%	0%	68%	70%	0%	74%	73%
Understanding the market to inform you on when and what to plant	0%	28%	28%	0%	32%	28%	0%	24%	28%
Information about Agri Suppliers	0%	20%	23%	0%	25%	27%	0%	16%	19%

MA3b. What did you learn about markets access, groups and value addition in the past 6 months?

WHERE DID YOU LEARN ABOUT MARKETS ACCESS, GROUPS AND VALUE ADDITION IN THE PAST 6 MONTHS?

Legend: ■ Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=243) ■ Endline - Viewer (n=212)

Data values by category:

- Family/ friends / word of mouth: 0%, 69%, 57%
- Farmer groups: 0%, 32%, 32%
- Agricultural extension officers: 0%, 23%, 21%
- Watching MUNDA MAKE OVER: 0%, 0%, 15%
- A TV Program (OTHER PROGRAMS): 0%, 6%, 13%
- Radio: 0%, 13%, 10%

- Main source of information is family and friends, with 15% claiming that they learned from watching Munda Make Over

MA3c. Where did you learn about markets access, groups and value addition in the past 6 months?

WHERE DID YOU LEARN TO BE SOME POSSIBLE MARKETS FOR YOUR PRODUCE?

- Source of information by far is FRA

MA3d. Where did you learn to be some possible markets for your produce

HAVE YOU LEARNED ANYTHING ABOUT BENEFITS OF BEING IN A FARMERS' GROUP/NETWORK IN THE PAST 6 MONTHS?
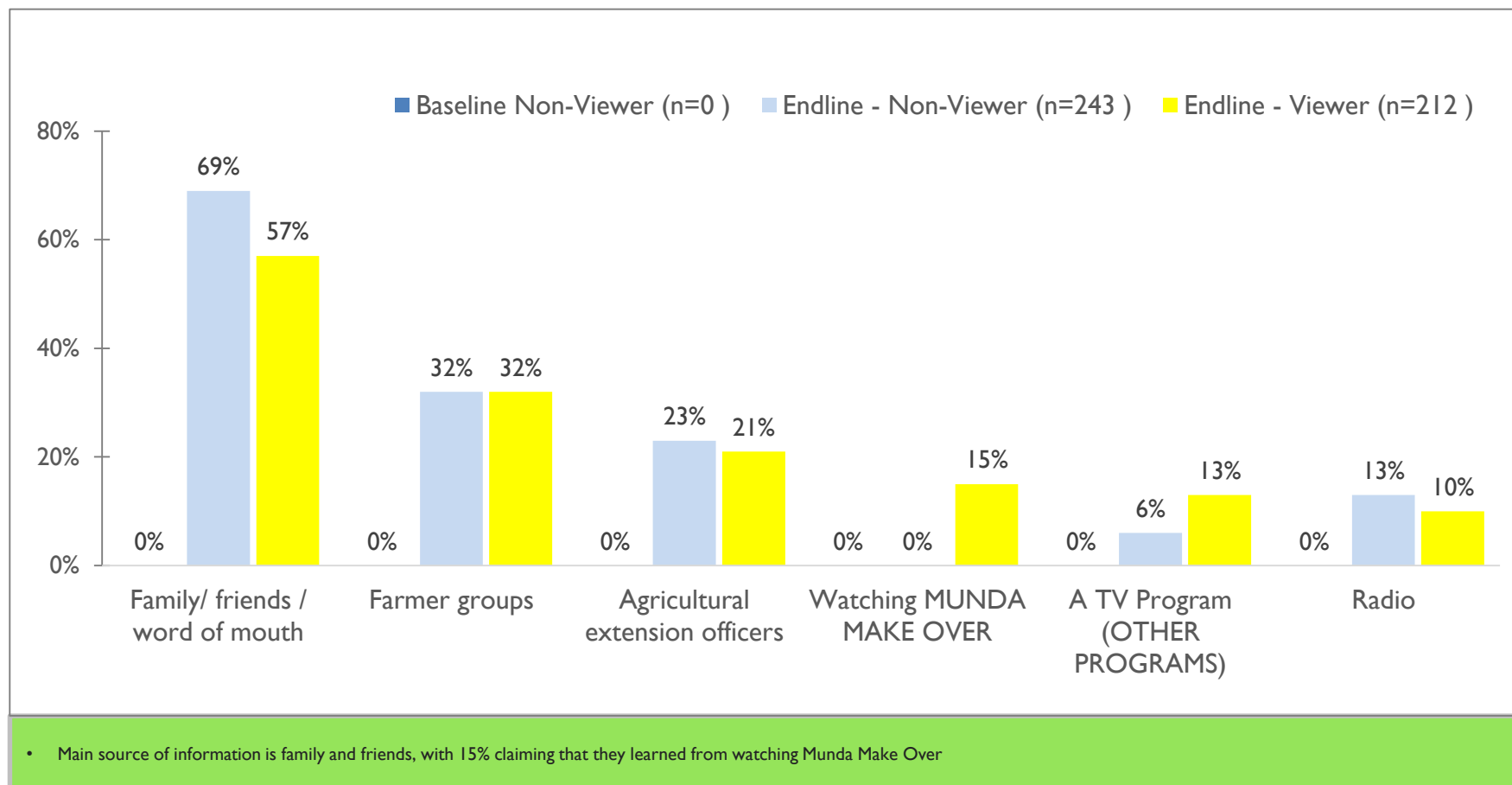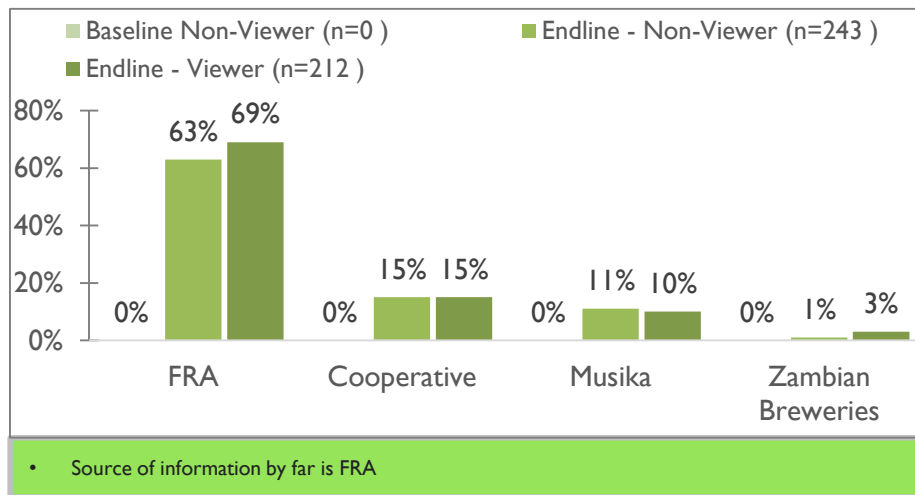
- Two thirds of people who watched the program said they learned something about farmer group/network in the past 6 months

MA4a. Have you learned anything about benefits of being in a farmers group/network in the past 6 months?

WHERE DID YOU LEARN TO BE SOME POSSIBLE MARKETS FOR YOUR PRODUCE. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=243)	Endline - Viewer (n=212)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=114)	Endline - Viewer (n=102)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=129)	Endline - Viewer (n=110)
FRA	0%	63%	69%	0%	68%	75%	0%	59%	65%
Cooperative	0%	15%	15%	0%	16%	17%	0%	14%	14%
Musika	0%	11%	10%	0%	11%	10%	0%	10%	11%
Zambian Breweries	0%	1%	3%	0%	1%	2%	0%	1%	4%
Other (Specify)	0%	47%	41%	0%	46%	41%	0%	48%	41%

MA3d. Where did you learn to be some possible markets for your produce

HAVE YOU LEARNED ANYTHING ABOUT BENEFITS OF BEING IN A FARMERS GROUP/NETWORK IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=243)	Endline - Viewer (n=212)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=114)	Endline - Viewer (n=102)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=129)	Endline - Viewer (n=110)
Yes	0%	55%	64%	0%	55%	67%	0%	55%	62%
No	0%	45%	36%	0%	45%	33%	0%	45%	38%

MA4a. Have you learned anything about benefits of being in a farmers group/network in the past 6 months?

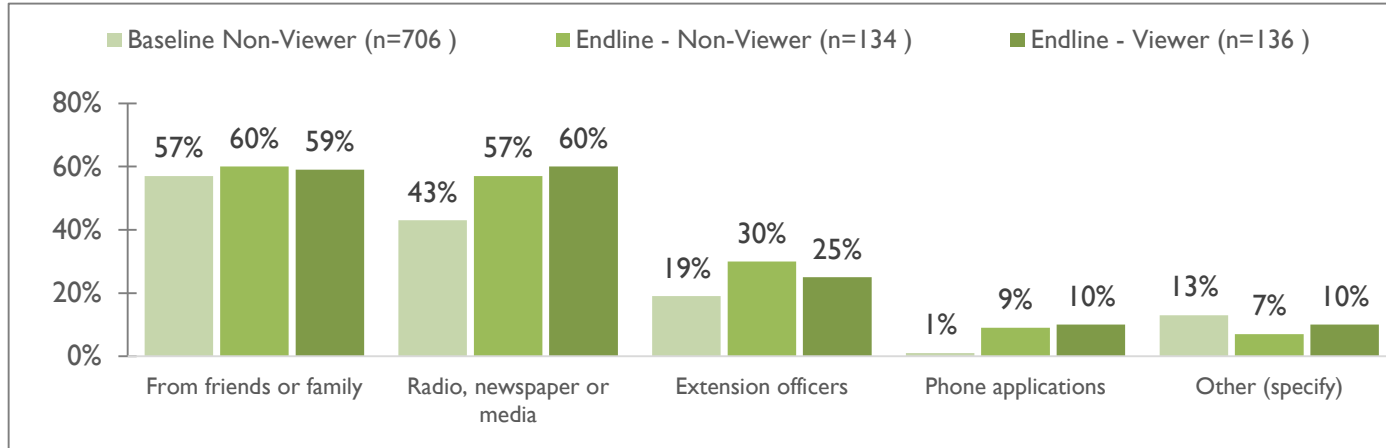## WHAT DID YOU LEARN ABOUT BENEFITS OF BEING IN A FARMERS GROUP/NETWORK IN THE PAST 6 MONTHS?
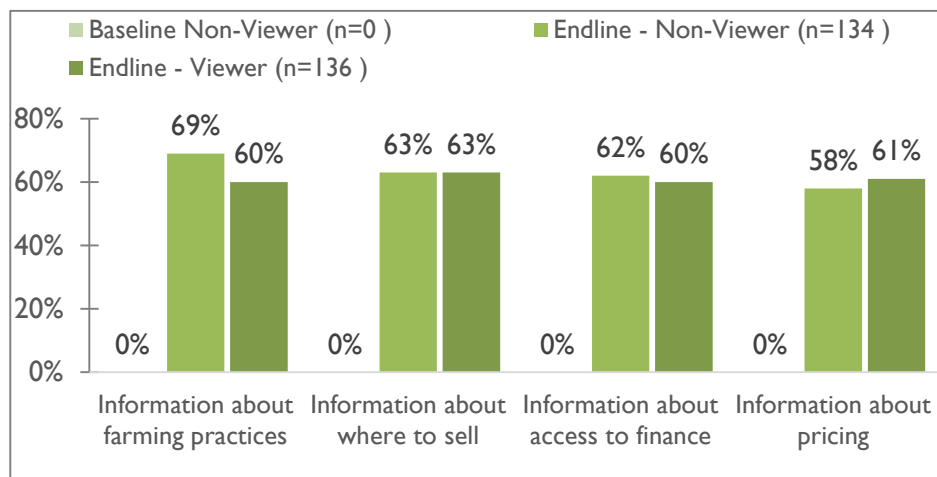
MA4b. What did you learn about benefits of being in a farmers group/network in the past 6 months?

WHERE DID YOU LEARN ABOUT BENEFITS OF BEING IN A FARMERS GROUP/NETWORK IN THE PAST 6 MONTHS?
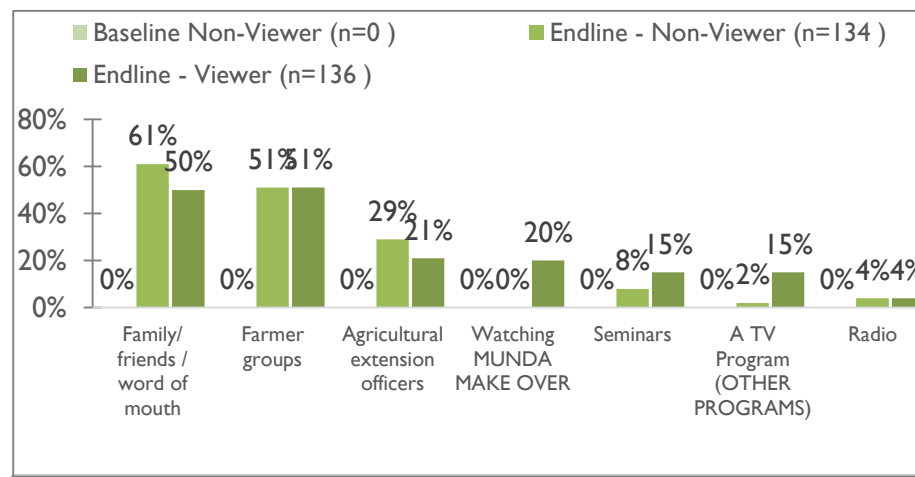
• Source of information is family and friends, 20% of viewers said they saw information from MMO

MA4c. Where did you learn about benefits of being in a farmers group/network in the past 6 months?

WHAT DID YOU LEARN ABOUT BENEFITS OF BEING IN A FARMERS GROUP/NETWORK IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=134)	Endline - Viewer (n=136)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=63)	Endline - Viewer (n=68)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=71)	Endline - Viewer (n=68)4
Information about farming practices	0%	69%	60%	0%	68%	60%	0%	69%	60%
Information about where to sell	0%	63%	63%	0%	59%	57%	0%	66%	69%
Information about access to finance	0%	62%	60%	0%	60%	59%	0%	63%	60%
Information about pricing	0%	58%	61%	0%	56%	59%	0%	61%	63%

MA4b. What did you learn about benefits of being in a farmers group/network in the past 6 months?

WHERE DID YOU LEARN ABOUT BENEFITS OF BEING IN A FARMERS GROUP/NETWORK IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=134)	Endline - Viewer (n=136)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=63)	Endline - Viewer (n=68)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=71)	Endline - Viewer (n=68)4
Family/ friends / word of mouth	0%	61%	50%	0%	57%	43%	0%	65%	57%
Farmer groups	0%	51%	51%	0%	56%	56%	0%	48%	47%
Agricultural extension officers	0%	29%	21%	0%	29%	21%	0%	30%	21%
Seminars	0%	8%	15%	0%	5%	15%	0%	11%	16%

MA4c. Where did you learn about benefits of being in a farmers group/network in the past 6 months?

WHERE DO YOU GET INFORMATION ABOUT PRICING TO SELL YOUR PRODUCTS AT THE BEST PRICE?

Legend: Baseline Non-Viewer (n=706) | Endline - Non-Viewer (n=134) | Endline - Viewer (n=136)

Category	Baseline Non-Viewer	Endline - Non-Viewer	Endline - Viewer
From friends or family	57%	60%	59%
Radio, newspaper or media	43%	57%	60%
Extension officers	19%	30%	25%
Phone applications	1%	9%	10%
Other (specify)	13%	7%	10%

- Main source of information is family and friends as well as radio and newspaper or media

MA6: Where do you get information about pricing to sell your products at the best price?

WHERE DO YOU GET INFORMATION ABOUT PRICING TO SELL YOUR PRODUCTS AT THE BEST PRICE?
(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=706)	Endline - Non-Viewer (n=134)	Endline - Viewer (n=136)	Baseline Non-Viewer (n=337)	Endline - Non-Viewer (n=63)	Endline - Viewer (n=68)	Baseline Non-Viewer (n=369)	Endline - Non-Viewer (n=71)	Endline - Viewer (n=68)2
From friends or family	57%	60%	59%	56%	54%	51%	58%	65%	66%
Radio, newspaper or media	43%	57%	60%	49%	56%	57%	38%	58%	62%
Extension officers	19%	30%	25%	18%	33%	29%	19%	27%	21%
Phone applications	1%	9%	10%	2%	8%	10%	1%	10%	10%

MA6: Where do you get information about pricing to sell your products at the best price?

BIOCHAR

Biochar for Farming

1. **Biochar for Farming:** Using biochar to improve soil fertility, structure, and water-holding capacity.
2. **Benefits:** Improved crop yields, increased income, and enhanced food security.
3. **Strategies:** Identifying and sourcing suitable biochar, applying biochar at the right time and in the right quantities.

WHAT DO YOU MAINLY USE FOR COOKING THESE DAYS?

Legend: ■ Baseline Non-Viewer (n=60) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

	Charcoal	Firewood	Electricity	LPG Gas
Baseline Non-Viewer	82%	45%	17%	3%
Endline - Non-Viewer	77%	66%	11%	1%
Endline - Viewer	87%	56%	16%	2%
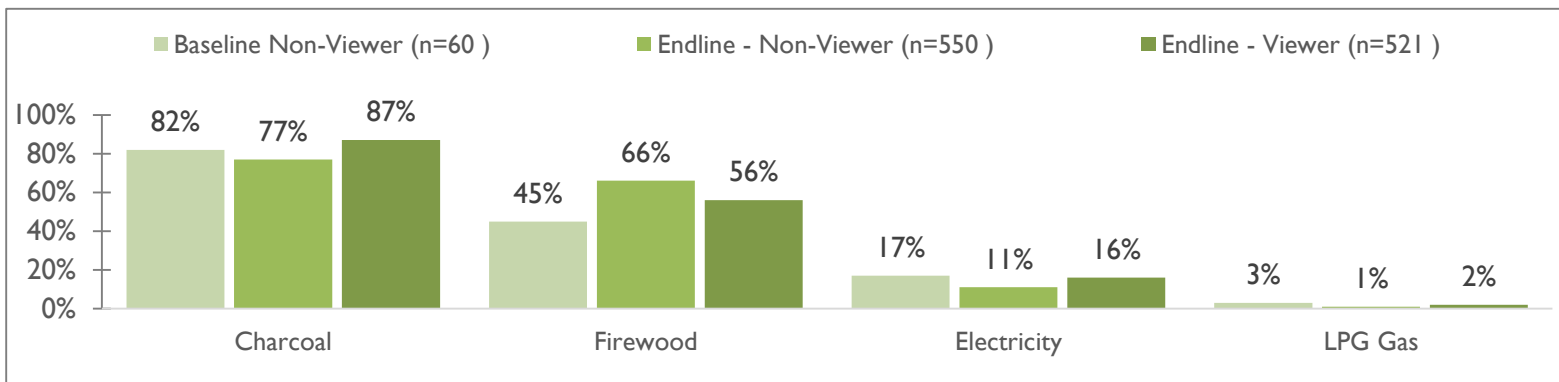
• There was a slight increase in the proportion of MMO viewers over non-viewers using charcoal and firewood for cooking.

BC1. What do you mainly use for cooking these days? | IN BASELINE IT WAS ASKED ONLY TO THOSE AWARE OF BIOCHAR BUT IN ENDLINE IT WAS ASKED TO EVERYONE

WHAT DO YOU MAINLY USE FOR COOKING THESE DAYS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=60)	Endline – Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=34)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=26)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Charcoal	82%	77%	87%	85%	75%	86%	77%	80%	88%
Firewood	45%	66%	56%	38%	65%	58%	54%	67%	55%
Electricity	17%	11%	16%	15%	12%	17%	19%	10%	16%
LPG Gas	3%	1%	2%	0%	1%	2%	8%	1%	2%
Solar	0%	0%	1%	0%	0%	1%	0%	0%	1%
Others (Specify)	0%	1%	1%	0%	1%	0%	0%	1%	1%
Biochar	0%	0%	0%	0%	0%	0%	0%	0%	1%

BC1. What do you mainly use for cooking these days? | IN BASELINE IT WAS ASKED ONLY TO THOSE AWARE OF BIOCHAR BUT IN ENDLINE IT WAS ASKED TO EVERYONE

HAVE YOU LEARNED ANYTHING ABOUT BIOCHAR IN THE PAST 6 MONTHS

■ Baseline Non-Viewer (n=0)   ■ Endline - Non-Viewer (n=550)
■ Endline - Viewer (n=521)

- Very few claimed to have learnt anything about biochar in the past 6 months

BC2a. Have you learned anything about BIOCHAR in the past 6 months? [Biochar is a charcoal-like product made from biomass waste, such as wood or agricultural waste, paper mill waste, or other biological residues]
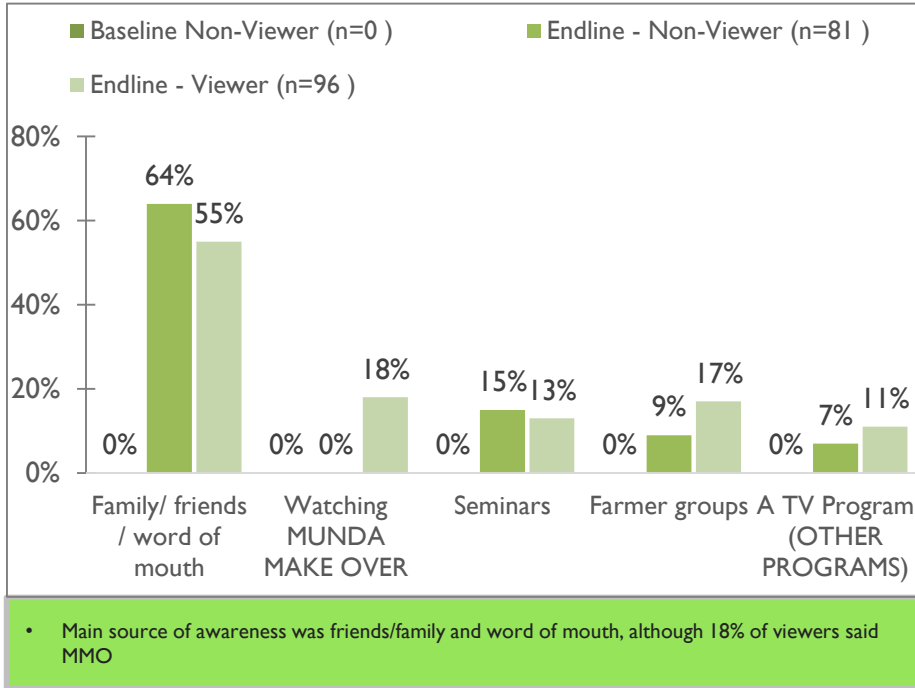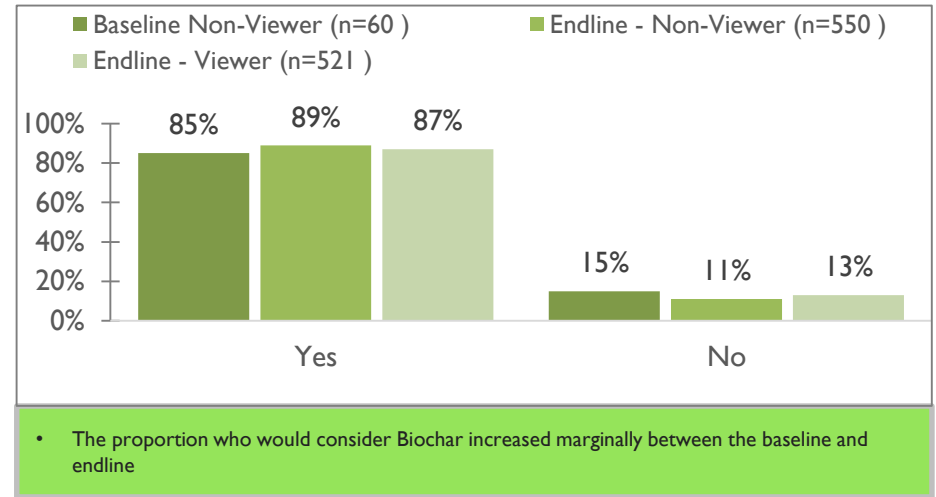
WHAT HAVE YOU LEARNT ABOUT BIOCHAR IN THE PAST 6 MONTHS?

■ Baseline Non-Viewer (n=0)   ■ Endline - Non-Viewer (n=81)
■ Endline - Viewer (n=96)

BC2b. What have you learnt about BIOCHAR in the past 6 months?

HAVE YOU LEARNED ANYTHING ABOUT BIOCHAR IN THE PAST 6 MONTHS. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
No	0%	85%	82%	0%	85%	79%	0%	86%	84%
Yes	0%	15%	18%	0%	15%	21%	0%	14%	16%

BC2a. Have you learned anything about BIOCHAR in the past 6 months? [Biochar is a charcoal-like product made from biomass waste, such as wood or agricultural waste, paper mill waste, or other biological residues]

WHAT HAVE YOU LEARNT ABOUT BIOCHAR IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=81)	Endline - Viewer (n=96)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=40)	Endline - Viewer (n=54)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=41)	Endline - Viewer (n=42)
Using Biochar to enrich the soil	0%	53%	49%	0%	45%	43%	0%	61%	57%
How to make Biochar	0%	41%	40%	0%	45%	46%	0%	37%	31%
Burning organic material from agricultural by products to make Biochar	0%	41%	39%	0%	38%	31%	0%	44%	48%
Others (Specify)	0%	15%	19%	0%	18%	22%	0%	12%	14%

BC2b. What have you learnt about BIOCHAR in the past 6 months?

WHERE DID YOU LEARN ABOUT BIOCHAR IN THE PAST 6 MONTHS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=81)
- Endline - Viewer (n=96)

- Main source of awareness was friends/family and word of mouth, although 18% of viewers said MMO

BC2c. Where did you learn about BIOCHAR in the past 6 months?

WHERE DID YOU LEARN ABOUT BIOCHAR IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=81)	Endline - Viewer (n=96)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=40)	Endline - Viewer (n=54)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=41)	Endline – Viewer (n=42)
Family/ friends / word of mouth	0%	64%	55%	0%	53%	48%	0%	76%	64%
Seminars	0%	15%	13%	0%	20%	9%	0%	10%	17%
Farmer groups	0%	9%	17%	0%	13%	17%	0%	5%	17%
A TV Program (OTHER PROGRAMS)	0%	7%	11%	0%	8%	13%	0%	7%	10%

BC2c. Where did you learn about BIOCHAR in the past 6 months?

Biochar for Cooking

1. **Biochar for Cooking:** Using biochar as a clean and efficient cooking fuel.
2. **Benefits:** Reduced deforestation, improved indoor air quality, and increased energy efficiency.
3. **Strategies:** Identifying and sourcing suitable biochar, using biochar cookstoves, and promoting sustainable biochar production.

WOULD YOU CONSIDER USING BIOCHAR FOR COOKING?

- Baseline Non-Viewer (n=60)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

- The proportion who would consider Biochar increased marginally between the baseline and endline

BC3a. Would you consider using Biochar for cooking?

WOULD YOU CONSIDER USING BIOCHAR FOR COOKING? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=60)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=34)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=26)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	85%	89%	87%	82%	92%	85%	88%	87%	89%
No	15%	11%	13%	18%	8%	15%	12%	13%	11%

BC3a. Would you consider using Biochar for cooking?

Fertilizer for Farming

1. **Fertilizer for Farming:** Using fertilizers to improve soil fertility and increase crop yields.
2. **Benefits:** Improved crop yields, increased income, and enhanced food security.
3. **Strategies:** Identifying and sourcing suitable fertilizers, applying fertilizers at the right time and in the right quantities.

DO YOU USE FERTILIZER ON YOUR FARM?

■ Baseline Non-Viewer (n=746)   ■ Endline - Non-Viewer (n=550)   ■ Endline - Viewer (n=521)

- Almost all farmers said they were using fertilizer on their farms
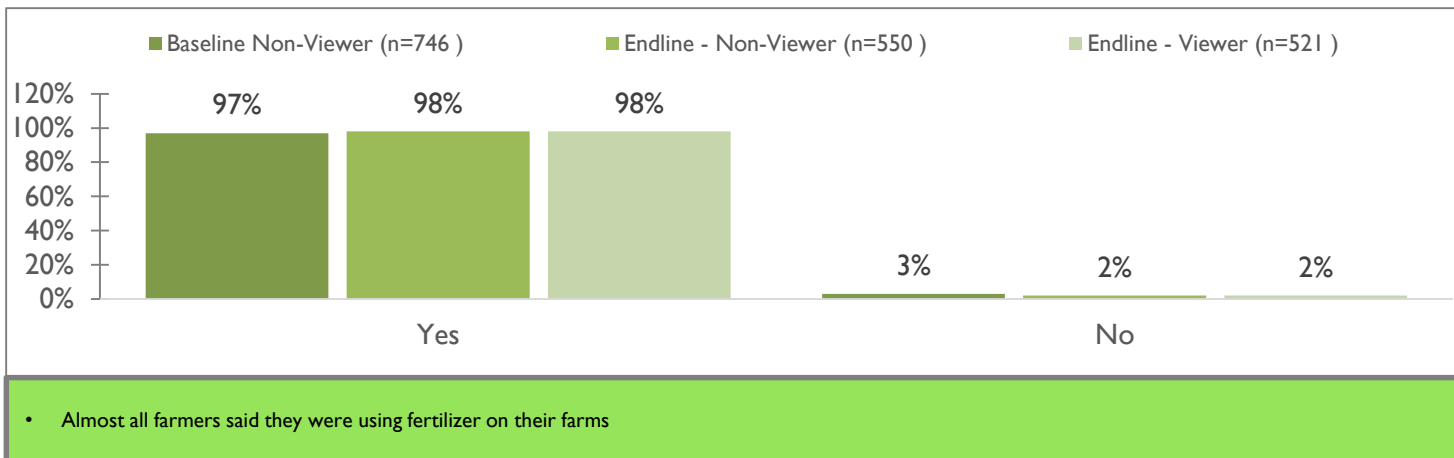
F2. Do you use fertilizer on your farm?

DO YOU USE FERTILIZER ON YOUR FARM? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	97%	98%	98%	96%	98%	97%	97%	99%	98%
No	3%	2%	2%	4%	2%	3%	3%	1%	2%

F3. Do you keep chickens on this farm?

WHAT DID YOU LEARN ABOUT USING FERTILIZER ON YOUR FARM IN THE PAST 6 MONTHS?

- Main learning was on that fertilizer gives a better quality of soil

F6_b. What did you learn about USING FERTILIZER ON YOUR FARM in the past 6 months?

WHERE DID YOU LEARN ABOUT USING FERTILIZER ON YOUR FARM IN THE PAST 6 MONTHS?

- Main source of learnings is from friends and family, 25% of the viewers cited MMO

F6_c. Where did you learn about USING FERTILIZER ON YOUR FARM in the past 6 months?

WHAT DID YOU LEARN ABOUT USING FERTILIZER ON YOUR FARM IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=716)	Endline - Non-Viewer (n=226)	Endline - Viewer (n=231)	Baseline Non-Viewer (n=342)	Endline - Non-Viewer (n=115)	Endline - Viewer (n=120)	Baseline Non-Viewer (n=374)	Endline - Non-Viewer (n=111)	Endline - Viewer (n=111)
Helps in improving yields	98%	85%	85%	97%	81%	84%	99%	88%	86%
Better quality soil	34%	64%	60%	37%	58%	52%	32%	69%	68%
Increases income from the farm	22%	36%	30%	24%	40%	31%	20%	32%	29%
Others (Specify)	2%	12%	11%	1%	13%	11%	2%	10%	11%

F6_b. What did you learn about USING FERTILIZER ON YOUR FARM in the past 6 months?

WHERE DID YOU LEARN ABOUT USING FERTILIZER ON YOUR FARM IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=226)	Endline - Viewer (n=231)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=115)	Endline - Viewer (n=120)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=111)	Endline - Viewer (n=111)
Family/ friends / word of mouth	0%	54%	40%	0%	54%	34%	0%	53%	46%
Agricultural extension officers	0%	31%	25%	0%	28%	28%	0%	33%	23%
Farmer groups	0%	28%	27%	0%	27%	33%	0%	29%	22%
Seminars	0%	14%	15%	0%	15%	14%	0%	14%	15%
Other (specify)	0%	11%	11%	0%	10%	12%	0%	13%	10%

F6_c. Where did you learn about USING FERTILIZER ON YOUR FARM in the past 6 months?

IT IS IMPORTANT THAT MEN AND WOMEN HAVE EQUAL SAY OVER THE FARM'S FINANCES

Legend: Baseline Non-Viewer (n=0) ■ Endline - Non-Viewer (n=550) ■ Endline - Viewer (n=521)

	Agree Strongly	Agree	Disagree	Disagree Strongly
Baseline Non-Viewer	0%	0%	0%	0%
Endline - Non-Viewer	45%	45%	4%	3%
Endline - Viewer	48%	43%	5%	2%

- Almost all respondents agree that its important that men and women have equal say over the farm finances
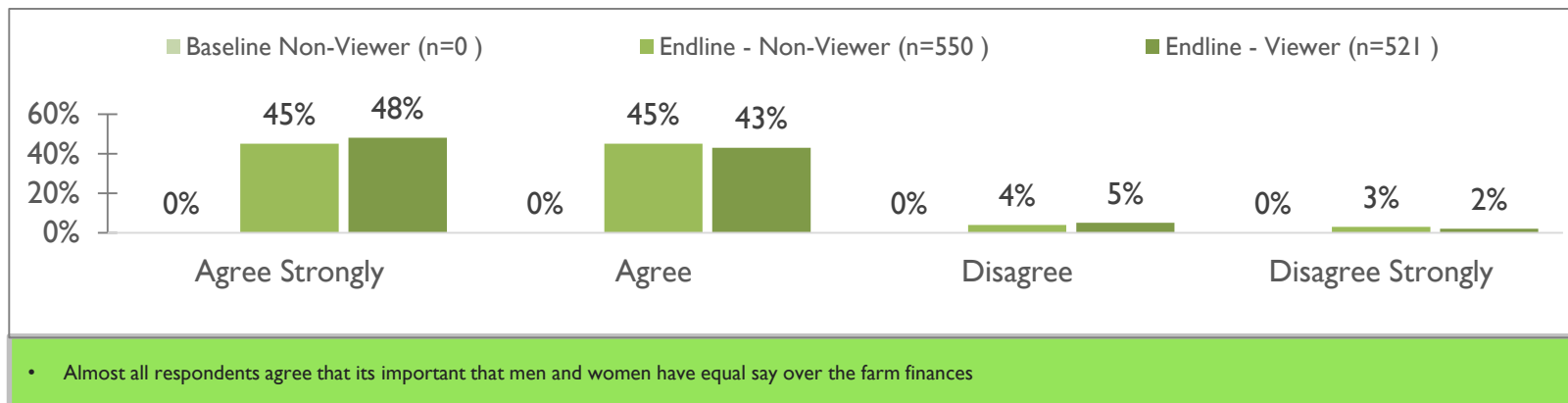
GD1_1. It is important that men and women have equal say over the farm's finances

IT IS IMPORTANT THAT MEN AND WOMEN HAVE EQUAL SAY OVER THE FARM'S FINANCES. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Agree Strongly	0%	45%	48%	0%	47%	51%	0%	43%	45%
Agree	0%	45%	43%	0%	43%	39%	0%	47%	46%
Disagree	0%	4%	5%	0%	3%	7%	0%	4%	3%
Disagree Strongly	0%	3%	2%	0%	3%	2%	0%	3%	2%
Neither agree of disagree	0%	3%	3%	0%	3%	2%	0%	3%	5%

GD1_1. It is important that men and women have equal say over the farm's finances

IT IS IMPORTANT THAT MEN AND WOMEN ARE EQUAL DECISION MAKERS ON THE FARM

- Also, all respondents that men and women should also have equal decision makers on the farm

GD1_2. It is important that men and women are equal decision makers on the farm

WOMEN RUN AND MANAGE FARMS AS WELL AS MEN DO

- There is also an agreement that women run and manage farms and well as men do

GD1_3. Women run and manage farms as well as men do

IT IS IMPORTANT THAT MEN AND WOMEN ARE EQUAL DECISION MAKERS ON THE FARM. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Agree Strongly	0%	45%	48%	0%	47%	51%	0%	43%	45%
Agree	0%	45%	43%	0%	43%	39%	0%	47%	46%
Disagree	0%	4%	5%	0%	3%	7%	0%	4%	3%
Disagree Strongly	0%	3%	2%	0%	3%	2%	0%	3%	2%
Neither agree of disagree	0%	3%	3%	0%	3%	2%	0%	3%	5%

GD1_2. It is important that men and women are equal decision makers on the farm

WOMEN RUN AND MANAGE FARMS AS WELL AS MEN DO. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Agree Strongly	0%	41%	41%	0%	40%	38%	0%	42%	45%
Agree	0%	40%	37%	0%	42%	37%	0%	38%	37%
Disagree	0%	8%	10%	0%	8%	11%	0%	8%	10%
Neither agree of disagree	0%	6%	6%	0%	5%	7%	0%	7%	5%
Disagree Strongly	0%	5%	6%	0%	5%	7%	0%	5%	4%

GD1_3. Women run and manage farms as well as men do

HAVE YOU LEARNT OR FOUND OUT ANYTHING ABOUT WOMEN SAVING GROUPS / VILLAGE BANKING IN THE PAST SIX MONTHS?
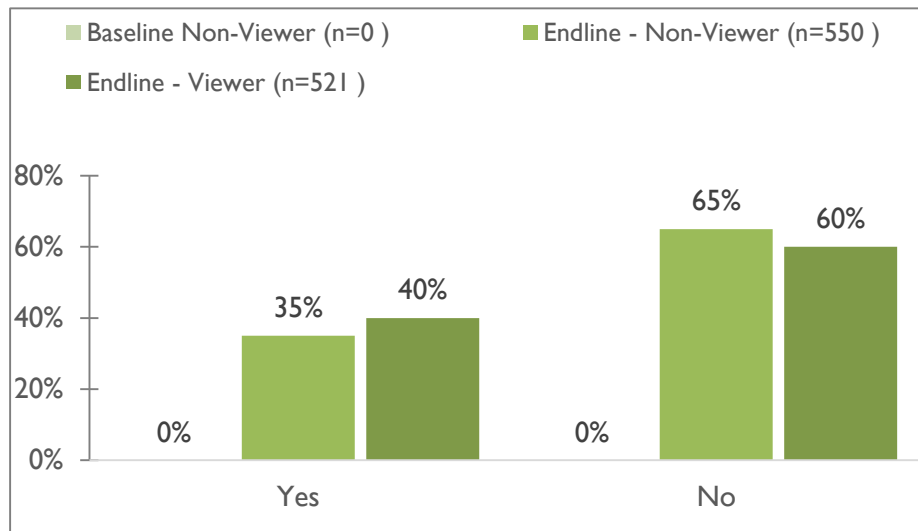
- Slightly more viewers (40%) compared to 35% of non viewers said they had learned or found anything about women saving groups

GD3a. Have you learnt or found out anything about women saving groups / Village banking in the past six months?

WHAT DID YOU LEARN FROM THE WOMEN SAVING GROUPS / VILLAGE BANKING IN THE PAST SIX MONTHS?
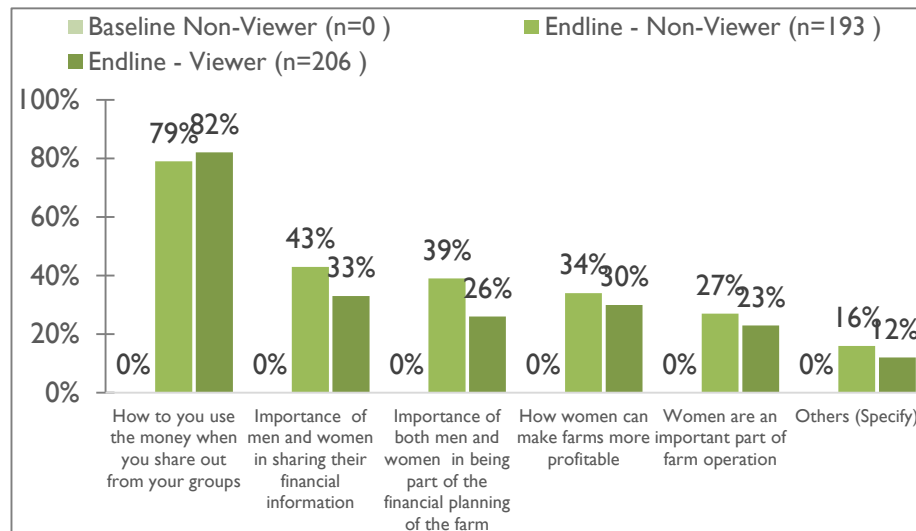
- The main learnings are on how to use money when you share and how to use the money when you share out from your groups, with very slightly higher proportions of viewers (82%) as compared to non-viewers (79%)

GD3b. What did you learn from the women saving groups / Village banking in the past six months?

HAVE YOU LEARNT OR FOUND OUT ANYTHING ABOUT WOMEN SAVING GROUPS / VILLAGE BANKING IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	35%	40%	0%	29%	34%	0%	41%	45%
No	0%	65%	60%	0%	71%	66%	0%	59%	55%

GD3a. Have you learnt or found out anything about women saving groups / Village banking in the past six months?

WHAT DID YOU LEARN FROM THE WOMEN SAVING GROUPS / VILLAGE BANKING IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=193)	Endline - Viewer (n=206)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=75)	Endline - Viewer (n=89)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=118)	Endline - Viewer (n=117)
How to you use the money when you share out from your groups	0%	79%	82%	0%	72%	88%	0%	84%	77%
Importance of men and women in sharing their financial information	0%	43%	33%	0%	37%	29%	0%	47%	36%
Importance of both men and women in being part of the financial planning of the farm	0%	39%	26%	0%	36%	21%	0%	41%	29%
How women can make farms more profitable	0%	34%	30%	0%	27%	18%	0%	38%	38%

GD3b. What did you learn from the women saving groups / Village banking in the past six months?

WHERE DID YOU LEARN ABOUT WOMEN SAVINGS GROUP / VILLAGE BANKING IN THE PAST 6 MONTHS?

Legend: Baseline Non-Viewer (n=0), Endline - Non-Viewer (n=193), Endline - Viewer (n=206)
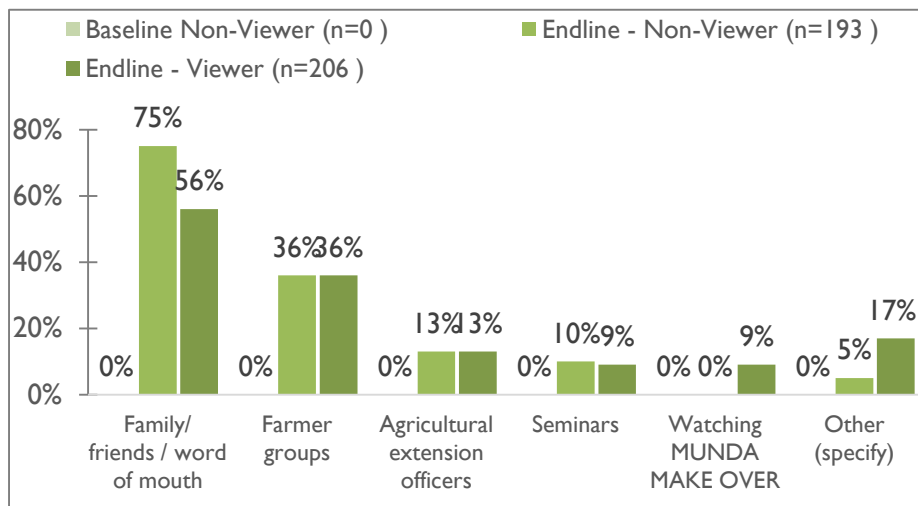
- Main source of information is family and friends, with 9% of viewers citing Munda Make Over

GD2_c. Where did you learn about women savings group / Village banking in the past 6 months?

ARE YOU PART OF A WOMEN SAVINGS GROUP / VILLAGE BANKING GROUP?

Legend: Baseline Non-Viewer (n=0), Endline - Non-Viewer (n=550), Endline - Viewer (n=521)
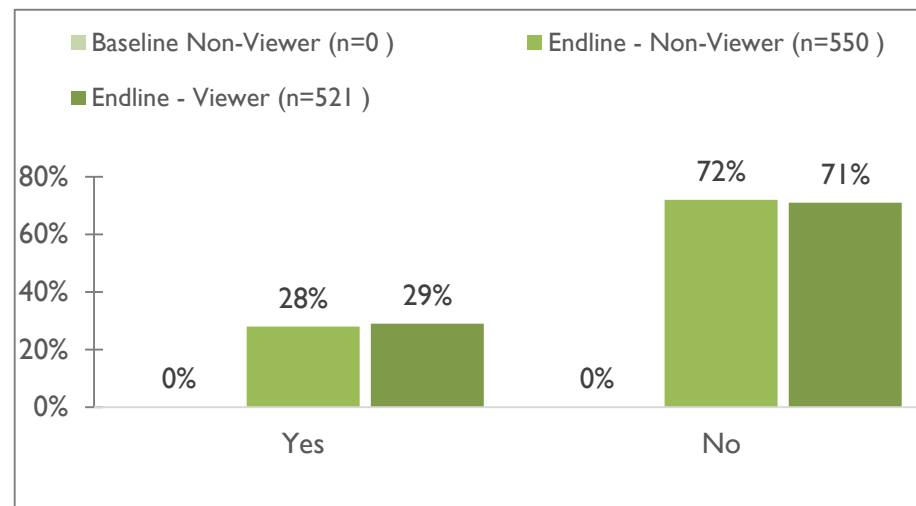
- Close to a third of respondents claimed that are part of saving groups, this is true for both for viewers and non-viewers and applies to more women than men

GD3a_1. Are you part of a women savings group / village banking group?

WHERE DID YOU LEARN ABOUT WOMEN SAVINGS GROUP/ VILLAGE BANKING IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=193)	Endline - Viewer (n=206)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=75)	Endline – Viewer (n=89)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=118)	Endline - Viewer (n=117)
Family/ friends / word of mouth	0%	75%	56%	0%	81%	58%	0%	70%	54%
Farmer groups	0%	36%	36%	0%	31%	42%	0%	40%	32%
Agricultural extension officers	0%	13%	13%	0%	12%	13%	0%	14%	12%
Seminars	0%	10%	9%	0%	5%	9%	0%	13%	9%
Other (specify)	0%	5%	17%	0%	8%	13%	0%	3%	20%

GD2_c. Where did you learn about women savings group / Village banking in the past 6 months?

ARE YOU PART OF A WOMEN SAVINGS GROUP / VILLAGE BANKING GROUP? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	28%	29%	0%	17%	20%	0%	37%	39%
No	0%	72%	71%	0%	83%	80%	0%	63%	61%

GD3a_1. Are you part of a women savings group / village banking group?

HAS YOUR GROUP EVER INVOLVED OR INVITED YOUR SPOUSES FOR TRAINING OR OTHER ENGAGEMENTS?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=153)
- Endline - Viewer (n=152)
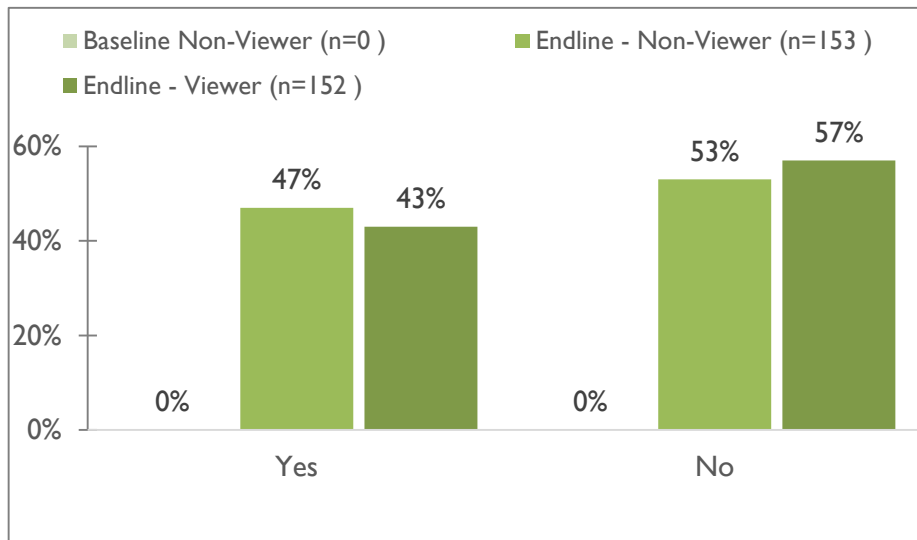
- 43% of viewers said they had involved or invited their spouses for training or other engagements.

GD3b_1. Has your group ever involved or invited your spouses for training or other engagements?

HAS YOUR GROUP EVER INVOLVED OR INVITED YOUR SPOUSES FOR TRAINING OR OTHER ENGAGEMENTS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=153)	Endline - Viewer (n=152)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=45)	Endline - Viewer (n=51)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=108)	Endline - Viewer (n=101)
Yes	0%	47%	43%	0%	58%	59%	0%	43%	36%
No	0%	53%	57%	0%	42%	41%	0%	57%	64%

GD3b_1. Has your group ever involved or invited your spouses for training or other engagements?

Decision Making in Farms (Gender Comparison)

Decision making in farms (gender comparison): Understanding the roles of men and women in farm decision-making, including:
Income from the farm, Land preparation, Seed variety to cultivate, Seed acquisition, Sowing, Weeding, Pest control measures, Harvesting, Transporting from field to home, Sorting, Storing, Selling

Benefits: Improved collaboration, increased productivity, and enhanced gender equality in farm decision-making.

DID YOU LEARN ANYTHING ABOUT MAKING DECISIONS WITH YOUR SPOUSE ON YOUR FARM?

- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)
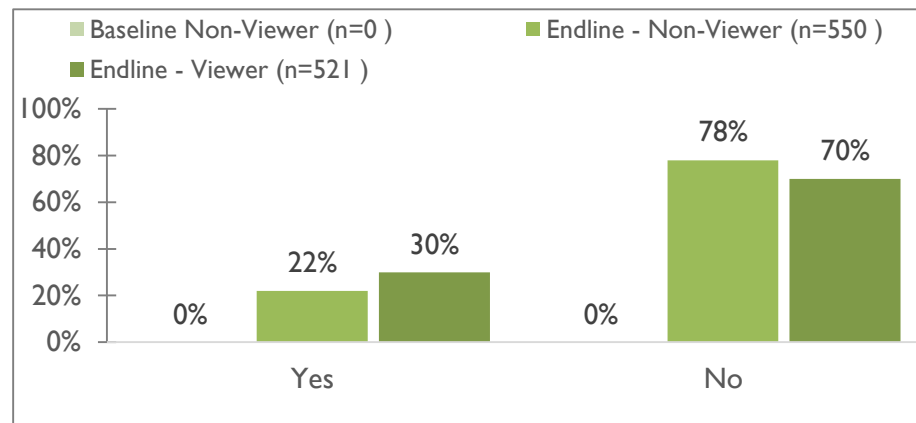
- Slightly more of viewers (30%) compared to non viewers (22%) said they learned something about making decisions with their spouses on the farm

GD4: Did you learn anything about making decisions with your spouse on your farm?

DID YOU LEARN ANYTHING ABOUT MAKING DECISIONS WITH YOUR SPOUSE ON YOUR FARM? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	22%	30%	0%	25%	32%	0%	20%	27%
No	0%	78%	70%	0%	75%	68%	0%	80%	73%

GD4: Did you learn anything about making decisions with your spouse on your farm?
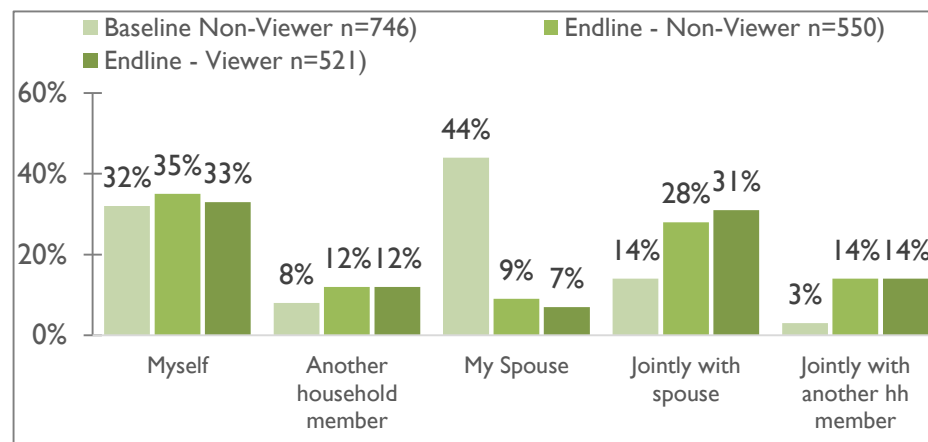
DID YOU CHANGE ANYTHING ABOUT YOUR DECISION MAKING?
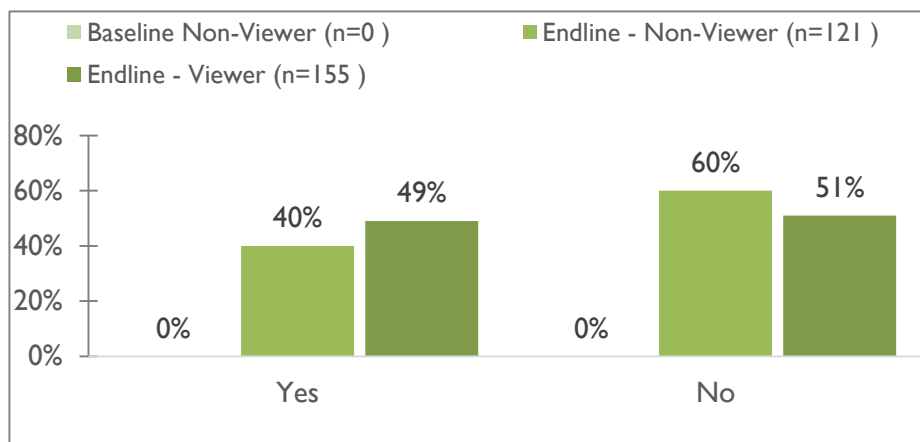
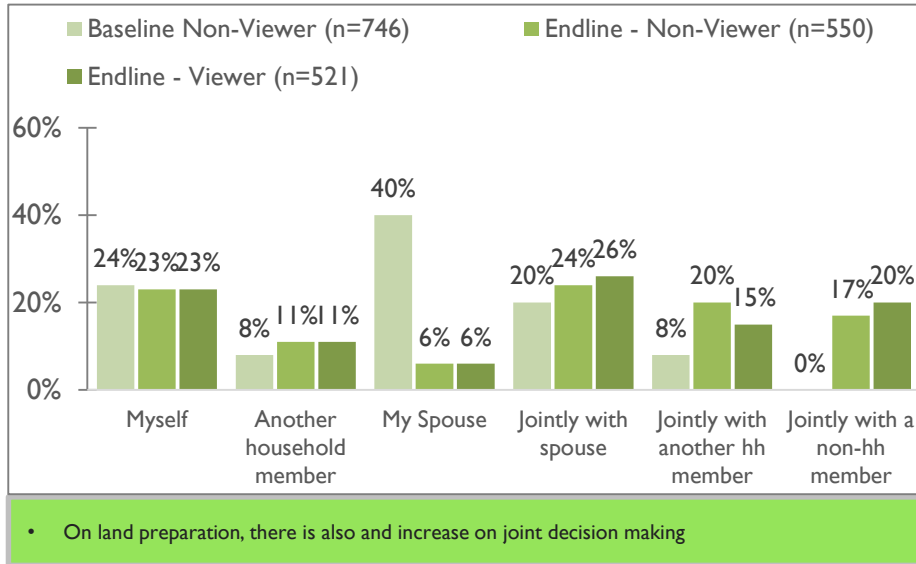- Half of viewers said they changed somethings about decision making, compared to 40% of non-viewers

GD4d. Did you change anything about your decision making?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - HOW THE INCOME FROM THE FARM IS USED

- There was a slight increase in the proportion saying, "Jointly with spouse" and "Jointly with another households member" but not significantly different between viewers and non-viewers

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

DID YOU CHANGE ANYTHING ABOUT YOUR DECISION MAKING? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=121)	Endline - Viewer (n=155)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=64)	Endline - Viewer (n=83)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=57)	Endline - Viewer (n=72)
Yes	0%	40%	49%	0%	41%	53%	0%	40%	44%
No	0%	60%	51%	0%	59%	47%	0%	60%	56%

GD4d. Did you change anything about your decision making?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - HOW THE INCOME FROM IS USED. (Gender statistics)

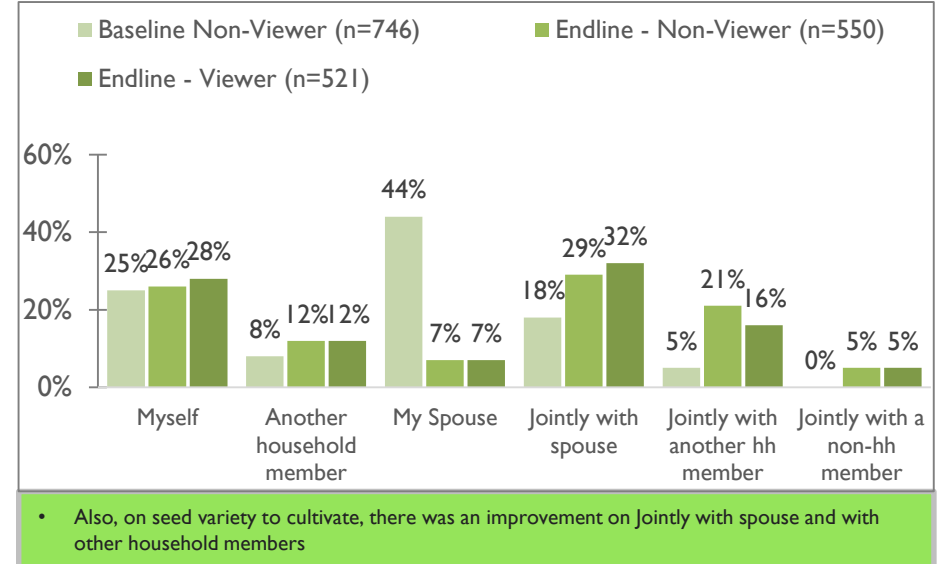|	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
Myself	32%	35%	33%	38%	34%	37%	26%	36%	29%
Another household member	8%	12%	12%	6%	14%	10%	10%	11%	15%
My Spouse	44%	9%	7%	43%	5%	3%	45%	12%	11%
Jointly with spouse	14%	28%	31%	11%	32%	34%	16%	24%	29%
Jointly with another hh member	3%	14%	14%	2%	12%	14%	3%	15%	14%
Jointly with a non-hh member	32%	35%	33%	38%	34%	37%	26%	36%	29%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – LAND PREPARATION

- On land preparation, there is also and increase on joint decision making

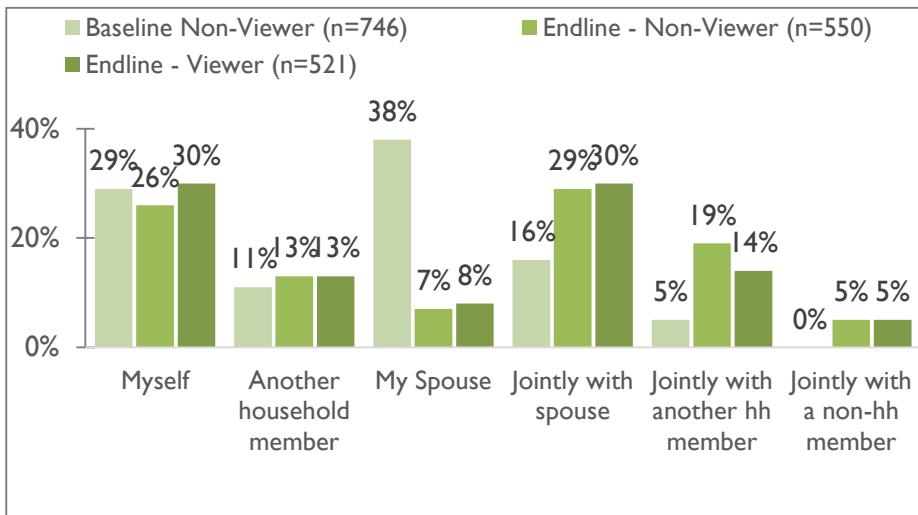GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SEED VARIETY TO CULTIVATE

- Also, on seed variety to cultivate, there was an improvement on Jointly with spouse and with other household members

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – LAND PREPARATION

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Myself	24%	23%	23%	27%	25%	26%	21%	20%	19%
Another household member	8%	11%	11%	5%	9%	9%	11%	12%	13%
My Spouse	40%	6%	6%	42%	3%	3%	39%	8%	8%
Jointly with spouse	20%	24%	26%	17%	29%	26%	23%	20%	25%
Jointly with another hh member	8%	20%	15%	9%	16%	16%	6%	23%	14%
Jointly with a non-hh member	0%	17%	20%	0%	18%	20%	0%	16%	20%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SEED VARIETY TO CULTIVATE

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Myself	25%	26%	28%	26%	25%	29%	24%	26%	27%
Another household member	8%	12%	12%	5%	12%	10%	11%	13%	15%
My Spouse	44%	7%	7%	49%	4%	4%	39%	10%	9%
Jointly with spouse	18%	29%	32%	14%	35%	36%	21%	23%	29%
Jointly with another hh member	5%	21%	16%	6%	19%	18%	4%	23%	15%
Jointly with a non-hh member	0%	5%	5%	0%	5%	4%	0%	5%	6%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?
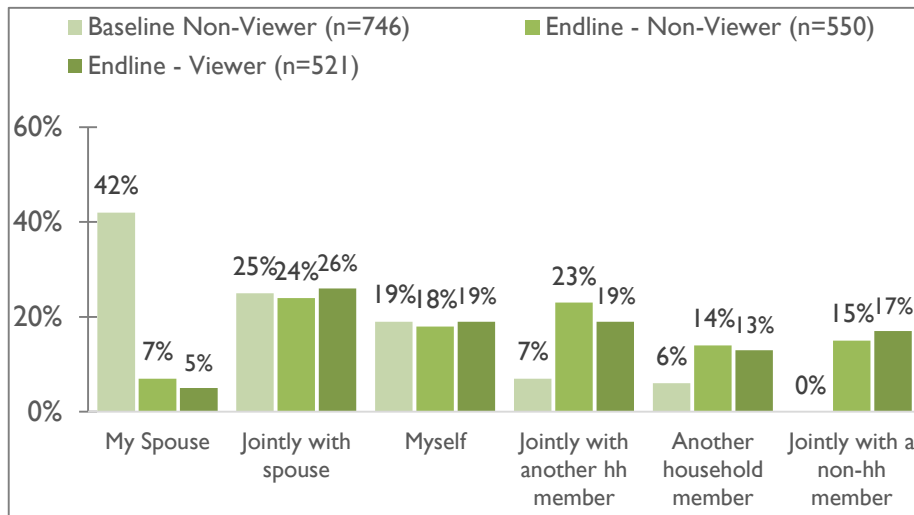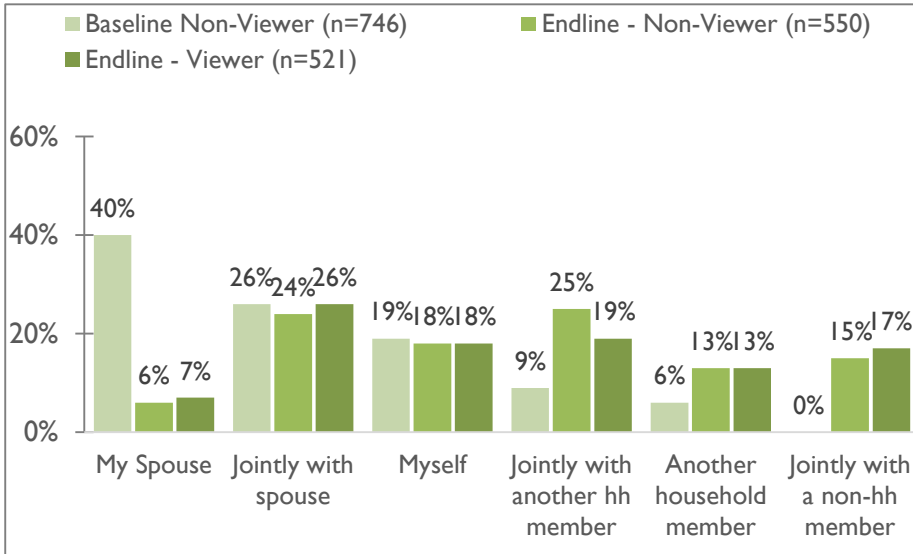
WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SEED ACQUISITION

- Also, on seed variety to cultivate, there was an improvement on Jointly with spouse and with other household members

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - SOWING

- On sowing there was improvement on farmers who jointly made the decision with another household member and another household member

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SEED ACQUISITION (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
Myself	29%	26%	30%	31%	27%	32%	27%	26%	27%
Another household member	11%	13%	13%	8%	12%	10%	15%	13%	16%
My Spouse	38%	7%	8%	43%	4%	5%	34%	10%	11%
Jointly with spouse	16%	29%	30%	13%	35%	32%	20%	24%	28%
Jointly with another hh member	5%	19%	14%	6%	16%	15%	5%	22%	13%
Jointly with a non-hh member	0%	5%	5%	0%	6%	4%	0%	4%	6%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SOWING (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	42%	7%	5%	48%	6%	5%	37%	7%	6%
Jointly with spouse	25%	24%	26%	21%	29%	29%	29%	20%	24%
Myself	19%	18%	19%	16%	16%	19%	21%	19%	18%
Jointly with another hh member	7%	23%	19%	8%	20%	20%	7%	25%	18%
Another household member	6%	14%	13%	6%	12%	11%	6%	15%	16%
Jointly with a non-hh member	0%	15%	17%	0%	17%	16%	0%	13%	19%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - STAKING (FOR CLIMBERS)

- On providing support for weak plants joint decision also had some improvement, same as another member of the household
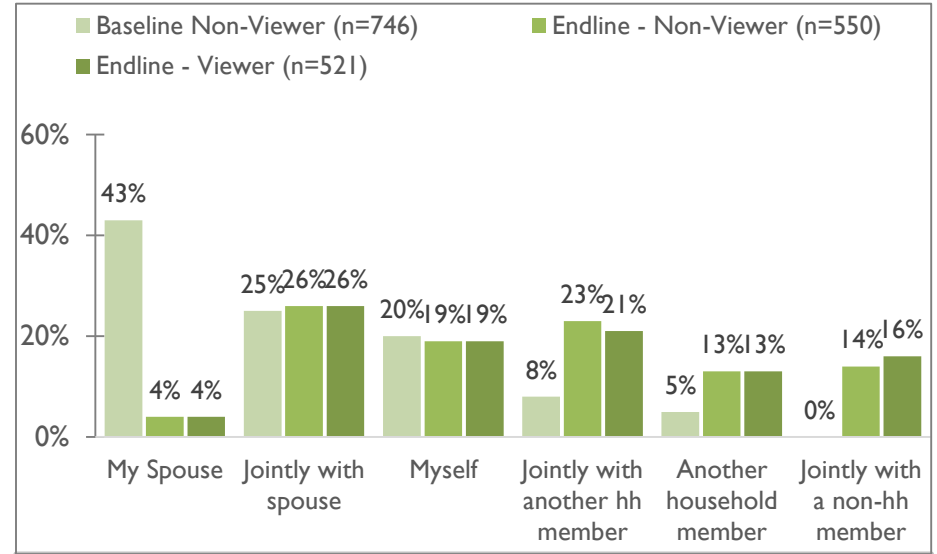
GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - APPLYING FERTILIZER

- There was also improvement on joint decision making on fertilizer application, however it is not differentiated between viewers and non-viewers
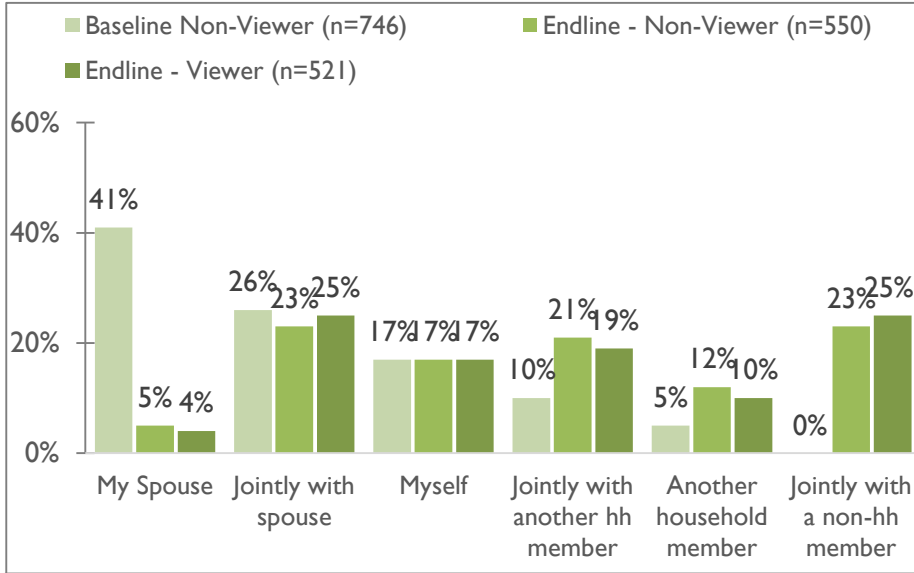
GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - STAKING (FOR CLIMBERS) (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	40%	6%	7%	43%	5%	4%	37%	8%	9%
Jointly with spouse	26%	24%	26%	21%	28%	29%	31%	20%	24%
Myself	19%	18%	18%	21%	17%	20%	17%	18%	16%
Jointly with another hh member	9%	25%	19%	10%	23%	20%	7%	27%	19%
Another household member	6%	13%	13%	5%	12%	11%	7%	13%	16%
Jointly with a non-hh member	0%	15%	17%	0%	16%	15%	0%	14%	18%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - APPLYING FERTILIZE (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	43%	4%	4%	49%	2%	3%	37%	6%	6%
Jointly with spouse	25%	26%	26%	21%	31%	29%	28%	21%	24%
Myself	20%	19%	19%	20%	19%	19%	20%	20%	19%
Jointly with another hh member	8%	23%	21%	7%	20%	22%	8%	26%	20%
Another household member	5%	13%	13%	4%	12%	10%	6%	15%	16%
Jointly with a non-hh member	0%	14%	16%	0%	17%	16%	0%	12%	15%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - WEEDING

- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

- While at the baseline weeding decisions were likely made by the spouse, by the endline it is made jointly
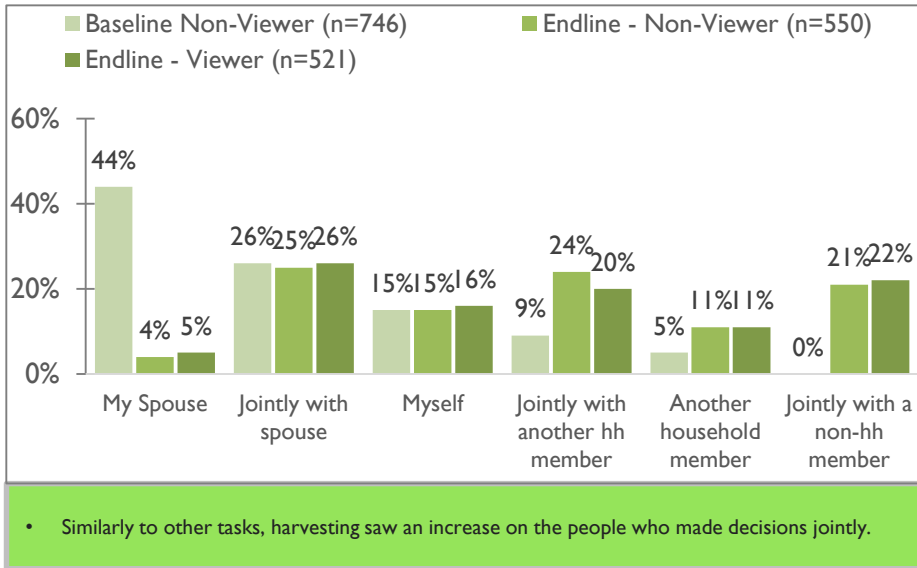
GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - PEST CONTROL MEASURES

- Baseline Non-Viewer (n=746)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)
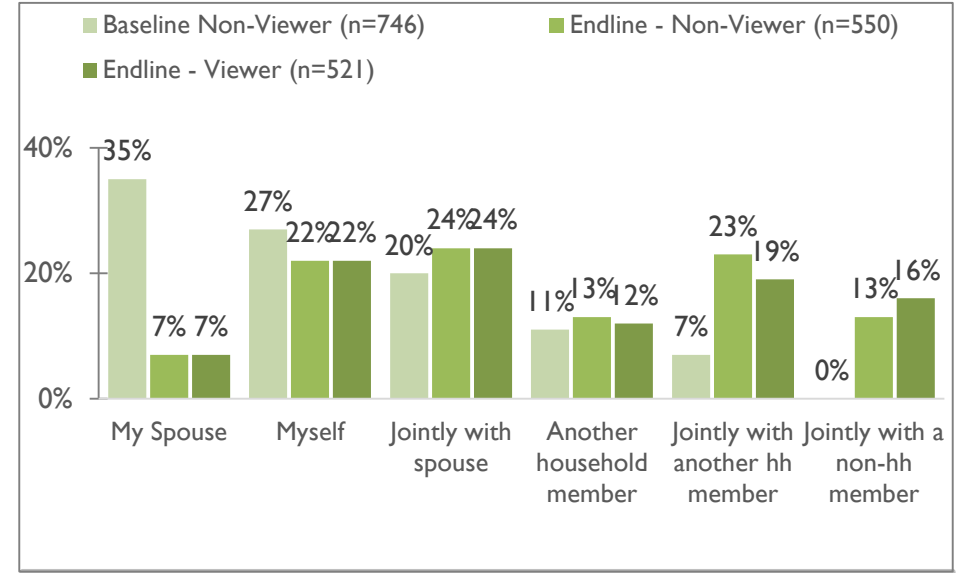
- On pests' control, there was a higher increase on joint decision making with other hh members

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – WEEDING (Gender statistics)

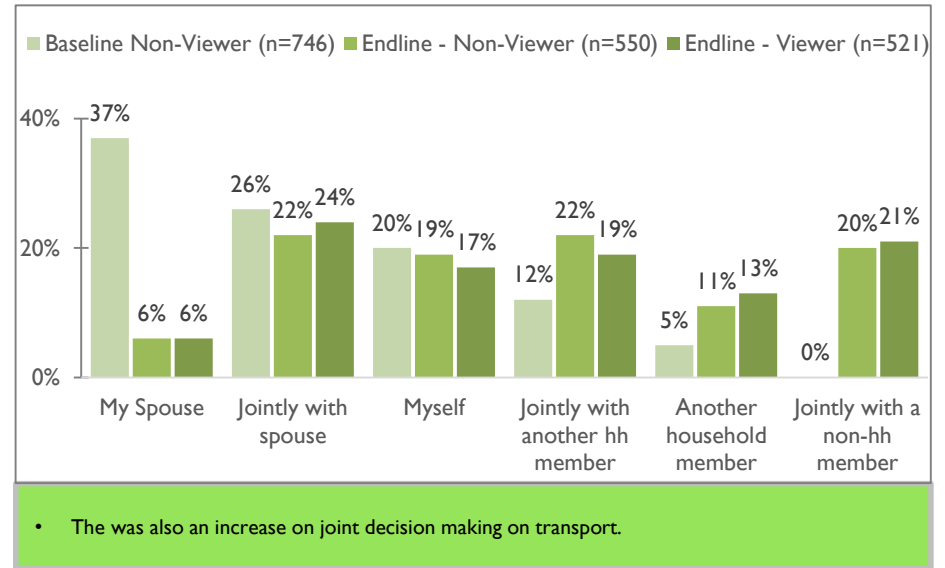|	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	41%	5%	4%	47%	3%	2%	36%	7%	5%
Jointly with spouse	26%	23%	25%	21%	29%	27%	31%	17%	23%
Myself	17%	17%	17%	16%	15%	18%	17%	18%	16%
Jointly with another hh member	10%	21%	19%	11%	18%	18%	10%	23%	21%
Another household member	5%	12%	10%	5%	10%	7%	6%	14%	13%
Jointly with a non-hh member	0%	23%	25%	0%	25%	27%	0%	21%	23%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - PEST CONTROL MEASURES (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	35%	7%	7%	36%	3%	3%	33%	10%	10%
Myself	27%	22%	22%	37%	23%	29%	18%	20%	16%
Jointly with spouse	20%	24%	24%	17%	29%	26%	22%	19%	21%
Another household member	11%	13%	12%	4%	11%	10%	17%	14%	14%
Jointly with another hh member	7%	23%	19%	6%	20%	19%	9%	25%	20%
Jointly with a non-hh member	0%	13%	16%	0%	14%	14%	0%	12%	18%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - HARVESTING

- Similarly to other tasks, harvesting saw an increase on the people who made decisions jointly.
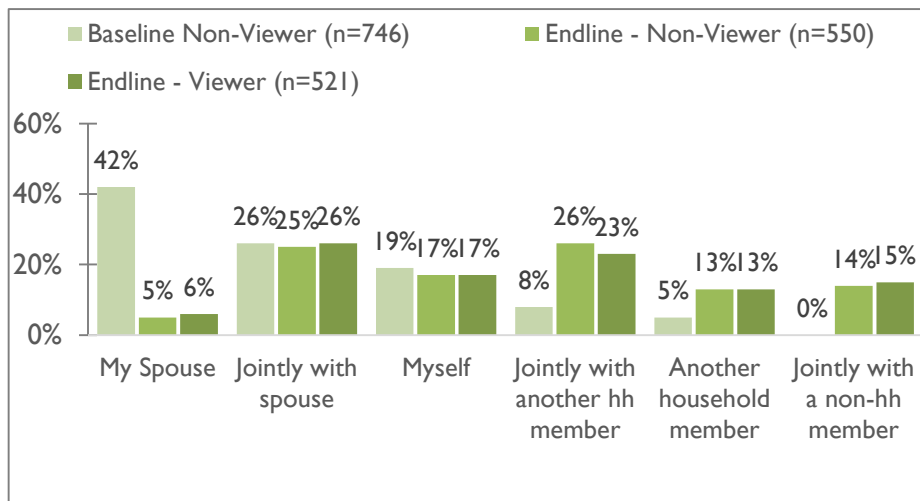
GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – HARVESTING(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	44%	4%	5%	49%	2%	3%	39%	6%	6%
Jointly with spouse	26%	25%	26%	22%	31%	27%	30%	20%	24%
Myself	15%	15%	16%	14%	14%	17%	16%	15%	15%
Jointly with another hh member	9%	24%	20%	9%	20%	19%	9%	28%	22%
Another household member	5%	11%	11%	5%	10%	10%	6%	11%	13%
Jointly with a non-hh member	0%	21%	22%	0%	23%	24%	0%	20%	20%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - TRANSPORTING FROM FIELD TO HOME

- The was also an increase on joint decision making on transport.

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - TRANSPORTING FROM FIELD TO HOME. (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	37%	6%	6%	42%	3%	3%	33%	8%	8%
Jointly with spouse	26%	22%	24%	19%	28%	24%	32%	17%	23%
Myself	20%	19%	17%	25%	20%	20%	15%	18%	14%
Jointly with another hh member	12%	22%	19%	11%	20%	19%	13%	25%	18%
Another household member	5%	11%	13%	3%	10%	11%	7%	12%	15%
Jointly with a non-hh member	0%	20%	21%	0%	20%	22%	0%	20%	21%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - SORTING

- At the baseline, most of the decisions on sorting were done by the spouse, however, at the baseline, they are more likely to be made jointly.

GD5a. Who is the main decision maker when it comes to the following activities on the farm?
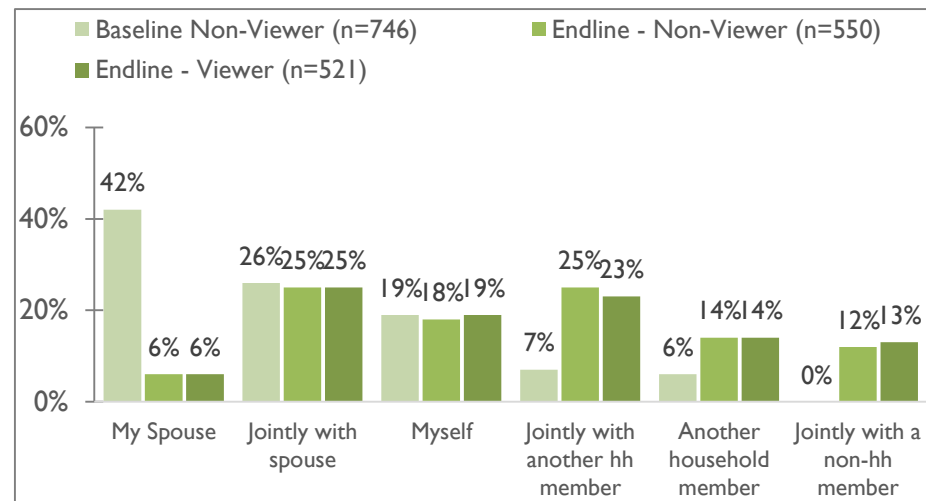
WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - STORING

- There was also increase on the proportion of viewers and non-viewers at endline who did joint decisions on storage

GD5a. Who is the main decision maker when it comes to the following activities on the farm?
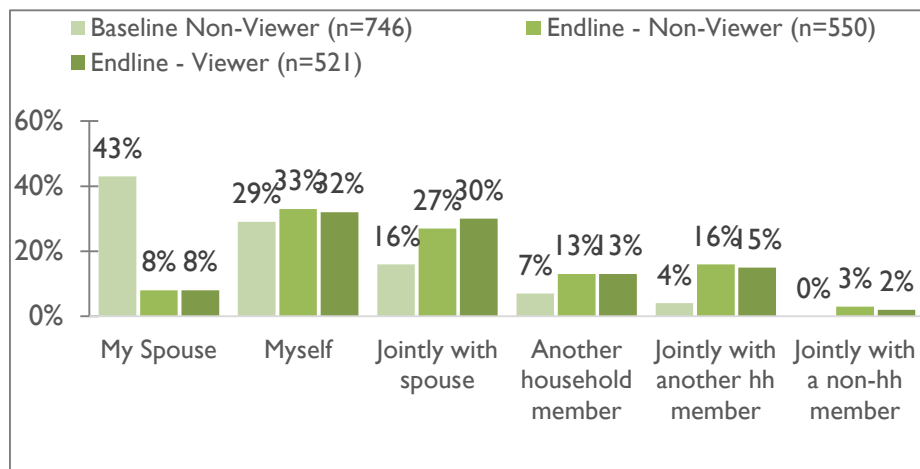
WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SORTING

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	42%	5%	6%	48%	3%	4%	37%	7%	7%
Jointly with spouse	26%	25%	26%	21%	32%	27%	29%	18%	24%
Myself	19%	17%	17%	18%	15%	19%	21%	18%	14%
Jointly with another hh member	8%	26%	23%	8%	22%	24%	7%	29%	23%
Another household member	5%	13%	13%	6%	13%	12%	5%	14%	15%
Jointly with a non-hh member	0%	14%	15%	0%	14%	14%	0%	14%	17%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – STORING

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	42%	6%	6%	48%	3%	3%	37%	9%	8%
Jointly with spouse	26%	25%	25%	21%	32%	26%	31%	19%	24%
Myself	19%	18%	19%	19%	17%	22%	19%	18%	16%
Jointly with another hh member	7%	25%	23%	6%	22%	24%	7%	27%	23%
Another household member	6%	14%	14%	6%	12%	12%	6%	15%	16%
Jointly with a non-hh member	0%	12%	13%	0%	13%	13%	0%	11%	13%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? - SELLING

- On selling, although there was increase on joint decision making, also "myself" increased

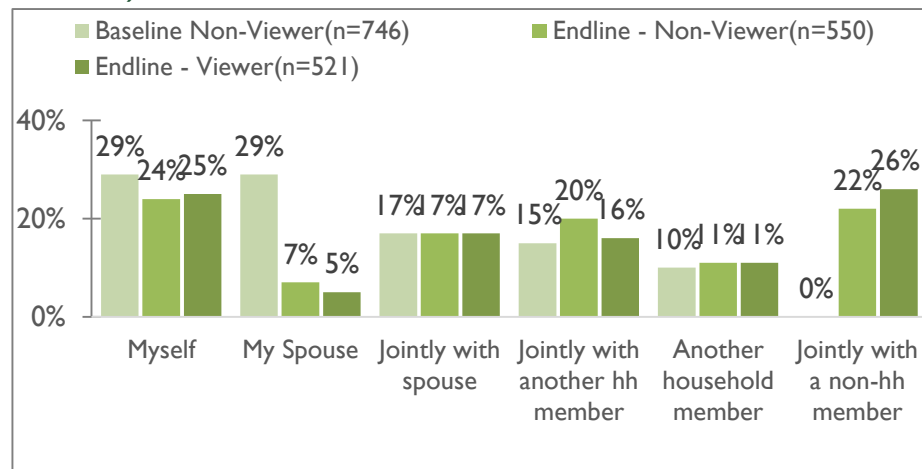GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - LAND PREPARATION

- Land preparation is more of a joint activity for different household members

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Land preparation

WHO IS THE MAIN DECISION MAKER WHEN IT COMES TO THE FOLLOWING ACTIVITIES ON THE FARM? – SELLING

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	43%	8%	8%	50%	4%	5%	37%	11%	10%
Myself	29%	33%	32%	28%	31%	33%	31%	35%	31%
Jointly with spouse	16%	27%	30%	13%	35%	32%	19%	21%	27%
Another household member	7%	13%	13%	6%	13%	11%	8%	13%	15%
Jointly with another hh member	4%	16%	15%	4%	14%	15%	5%	18%	15%
Jointly with a non-hh member	0%	3%	2%	0%	3%	3%	0%	2%	1%

GD5a. Who is the main decision maker when it comes to the following activities on the farm?

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - LAND PREPARATION

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Myself	29%	24%	25%	35%	27%	31%	22%	21%	19%
My Spouse	29%	7%	5%	31%	5%	3%	28%	8%	8%
Jointly with spouse	17%	17%	17%	14%	19%	15%	20%	15%	18%
Jointly with another hh member	15%	20%	16%	15%	15%	16%	15%	24%	17%
Another household member	10%	11%	11%	6%	9%	10%	14%	12%	13%
Jointly with a non-hh member	0%	22%	26%	0%	25%	25%	0%	20%	27%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Land preparation

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SEED VARIETY TO CULTIVATE
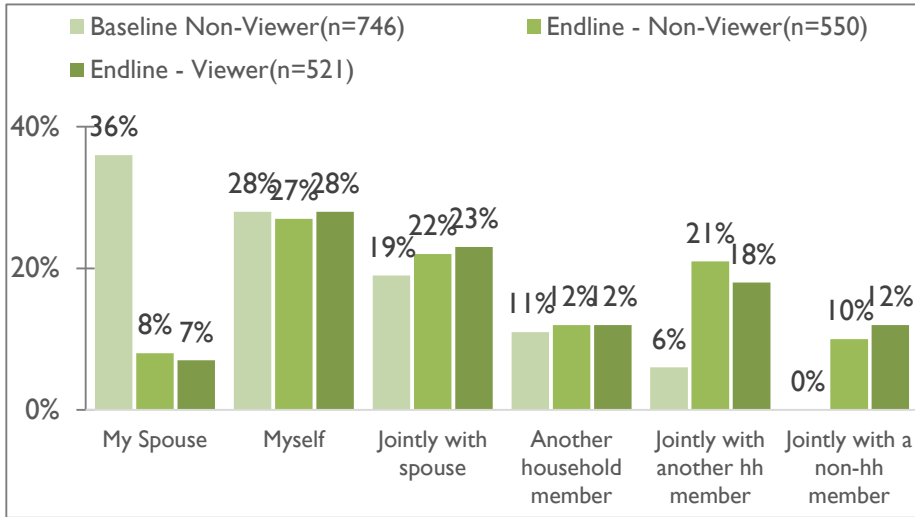
- On seed variety, we there was an increase on the jointly performing the function, although it is not significantly different when compared with non-viewers at the end line
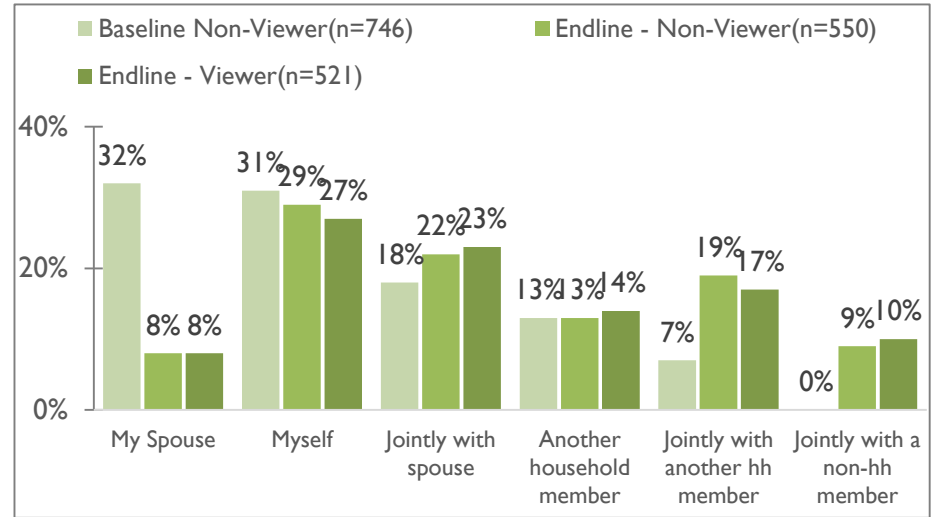
GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Seed variety to cultivate

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SEED ACQUISITION

- On seed acquisition, there was a slight decline on 'myself' but improvement on "joint decision performance of the role"
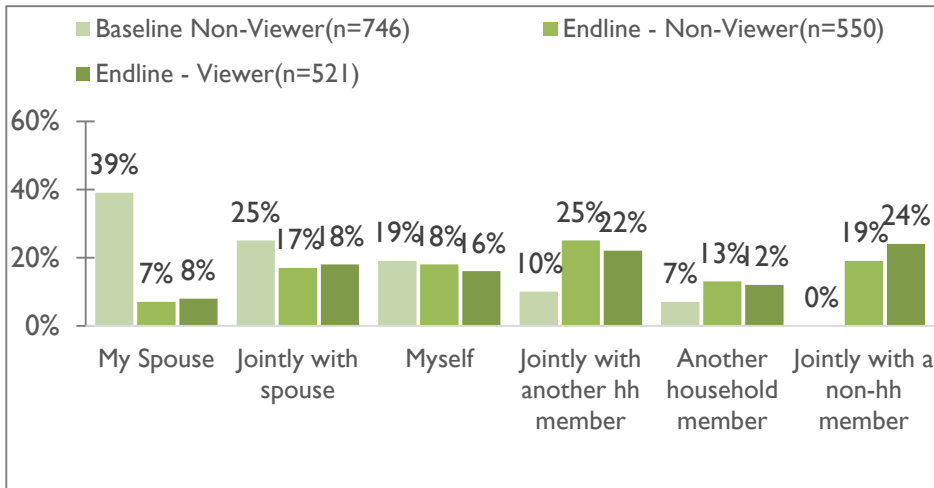
GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Seed acquisition

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SEED VARIETY TO CULTIVATE (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	36%	8%	7%	41%	7%	3%	30%	9%	11%
Myself	28%	27%	28%	31%	27%	32%	25%	26%	24%
Jointly with spouse	19%	22%	23%	14%	25%	25%	23%	20%	21%
Another household member	11%	12%	12%	8%	10%	10%	14%	13%	14%
Jointly with another hh member	6%	21%	18%	5%	20%	18%	7%	23%	18%
Jointly with a non-hh member	0%	10%	12%	0%	12%	12%	0%	9%	12%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Seed variety to cultivate

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SEED ACQUISITION

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	32%	8%	8%	37%	6%	5%	28%	10%	12%
Myself	31%	29%	27%	35%	31%	33%	27%	27%	22%
Jointly with spouse	18%	22%	23%	14%	24%	25%	21%	19%	21%
Another household member	13%	13%	14%	9%	11%	10%	16%	16%	17%
Jointly with another hh member	7%	19%	17%	5%	17%	18%	8%	22%	17%
Jointly with a non-hh member	0%	9%	10%	0%	11%	8%	0%	7%	11%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Seed acquisition
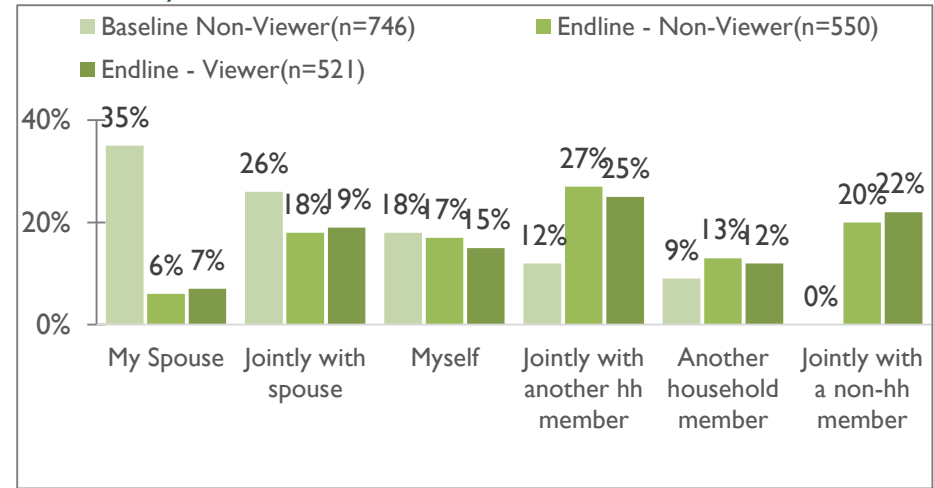
WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SOWING

- Baseline Non-Viewer(n=746)
- Endline - Non-Viewer(n=550)
- Endline - Viewer(n=521)

- There was a significant increase on performing sowing with others from baseline to endline, however it is not significantly different among the different groups at endline

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Sowing

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - STAKING (FOR CLIMBERS)

- Baseline Non-Viewer(n=746)
- Endline - Non-Viewer(n=550)
- Endline - Viewer(n=521)

- Performance of staking had also an increase on the jointly with other household members

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Staking (for climbers)

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? – SOWING

(Gender statistics)

|	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	39%	7%	8%	48%	7%	6%	30%	6%	10%
Jointly with spouse	25%	17%	18%	17%	20%	22%	32%	15%	15%
Myself	19%	18%	16%	17%	17%	17%	21%	20%	15%
Jointly with another hh member	10%	25%	22%	10%	22%	22%	11%	28%	22%
Another household member	7%	13%	12%	8%	11%	11%	6%	15%	14%
Jointly with a non-hh member	0%	19%	24%	0%	23%	23%	0%	16%	26%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Sowing

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - STAKING (FOR CLIMBERS) (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	35%	6%	7%	41%	6%	6%	30%	7%	8%
Jointly with spouse	26%	18%	19%	19%	20%	23%	32%	15%	15%
Myself	18%	17%	15%	21%	18%	18%	16%	16%	13%
Jointly with another hh member	12%	27%	25%	12%	24%	24%	12%	29%	26%
Another household member	9%	13%	12%	8%	11%	10%	10%	14%	14%
Jointly with a non-hh member	0%	20%	22%	0%	21%	19%	0%	19%	25%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Staking (for climbers)
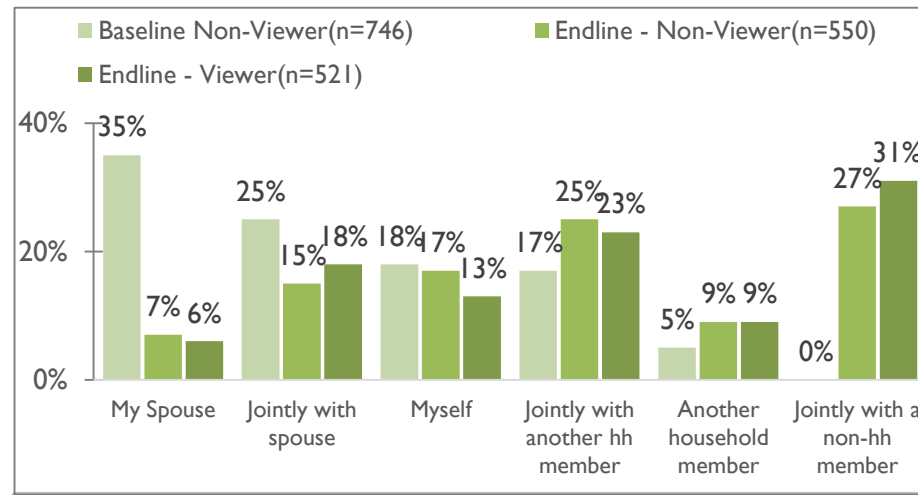
WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - APPLYING FERTILIZER
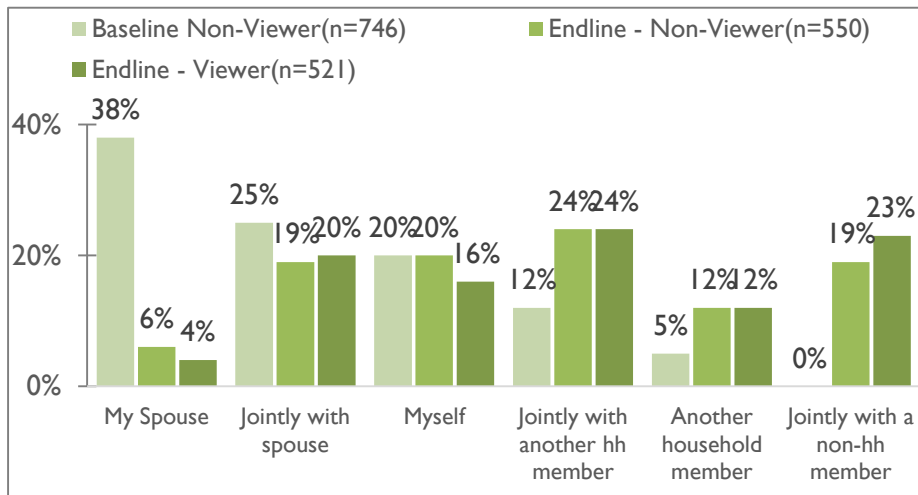
- There was a reduction on the proportion saying, "My spouse" and increase on those saying jointly with others

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Applying fertilizer

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - WEEDING

- Also on weeding, there was also an increase on involvement of other household members

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Weeding

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - APPLYING FERTILIZER
(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	38%	6%	4%	48%	7%	3%	29%	5%	6%
Jointly with spouse	25%	19%	20%	17%	21%	24%	32%	17%	16%
Myself	20%	20%	16%	18%	20%	17%	21%	20%	15%
Jointly with another hh member	12%	24%	24%	12%	21%	24%	12%	27%	24%
Another household member	5%	12%	12%	4%	11%	10%	5%	13%	14%
Jointly with a non-hh member	0%	19%	23%	0%	20%	23%	0%	18%	24%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Applying fertilizer
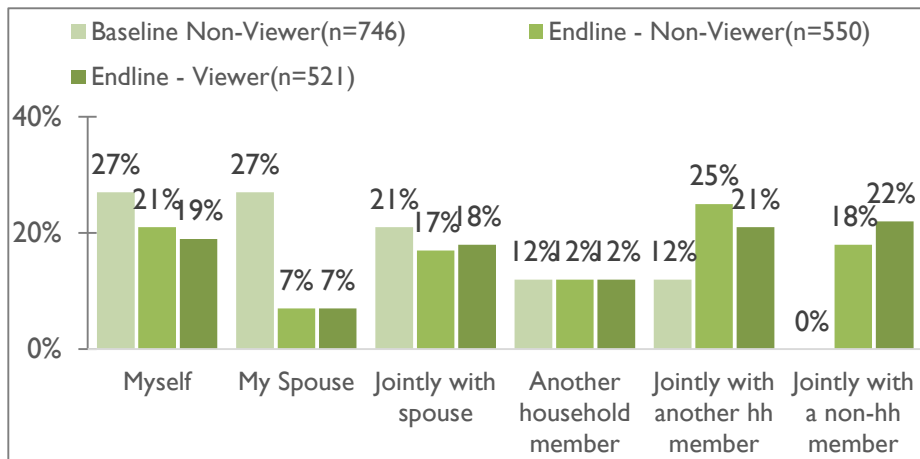
WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? – WEEDING
(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	35%	7%	6%	45%	7%	4%	26%	6%	7%
Jointly with spouse	25%	15%	18%	18%	16%	20%	32%	14%	16%
Myself	18%	17%	13%	17%	17%	14%	18%	16%	12%
Jointly with another hh member	17%	25%	23%	16%	21%	22%	18%	27%	24%
Another household member	5%	9%	9%	4%	10%	8%	6%	9%	10%
Jointly with a non-hh member	0%	27%	31%	0%	28%	31%	0%	27%	31%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Weeding

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - PEST CONTROL MEASURES

- Similar to other activities, pest control is also a joint household activity
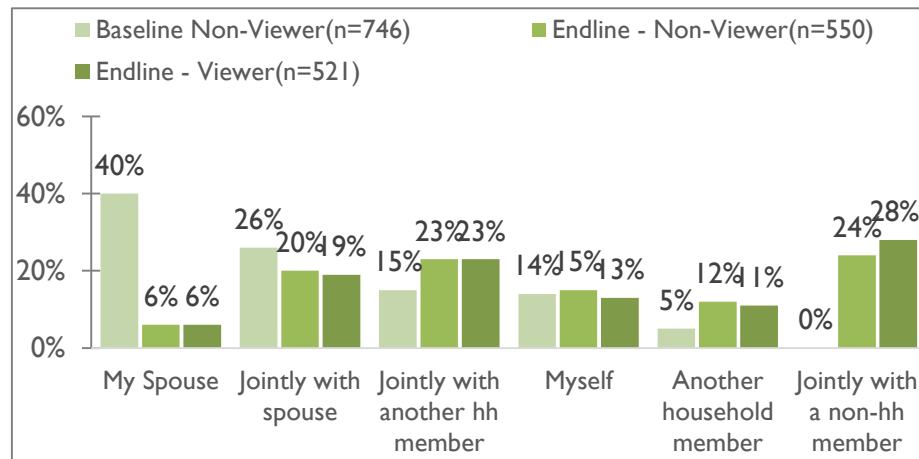
GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Pest Control measures

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - PEST CONTROL MEASURES (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
Myself	27%	21%	19%	39%	24%	26%	16%	19%	13%
My Spouse	27%	7%	7%	30%	7%	3%	25%	8%	11%
Jointly with spouse	21%	17%	18%	16%	20%	21%	26%	15%	15%
Another household member	12%	12%	12%	4%	11%	9%	19%	13%	14%
Jointly with another hh member	12%	25%	21%	11%	22%	19%	13%	27%	24%
Jointly with a non-hh member	0%	18%	22%	0%	17%	22%	0%	18%	23%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Pest Control measures

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - HARVESTING

- Harvesting had a slight increase on jointly with other household members, but not significant from viewers and non-viewers
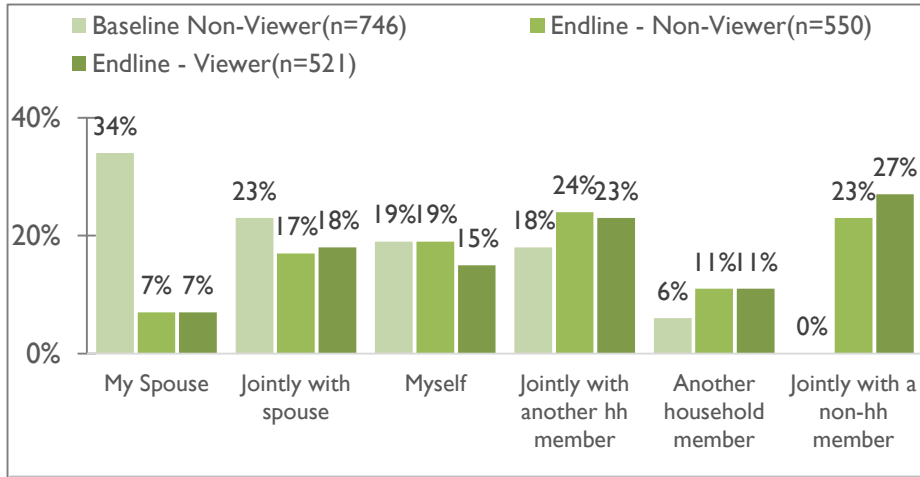
GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Harvesting

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? – HARVESTING

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer n=746)	Endline - Non-Viewer n=550)	Endline - Viewer n=521)	Baseline Non-Viewer n=359)	Endline - Non-Viewer n=259)	Endline - Viewer n=259)	Baseline Non-Viewer n=387)	Endline - Non-Viewer n=291)	Endline - Viewer n=262)
My Spouse	40%	6%	6%	46%	5%	4%	35%	7%	8%
Jointly with spouse	26%	20%	19%	19%	22%	20%	32%	18%	17%
Jointly with another hh member	15%	23%	23%	15%	22%	22%	15%	25%	24%
Myself	14%	15%	13%	15%	14%	14%	14%	15%	11%
Another household member	5%	12%	11%	5%	11%	9%	5%	12%	13%
Jointly with a non-hh member	0%	24%	28%	0%	25%	30%	0%	23%	27%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Harvesting

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - TRANSPORTING FROM FIELD TO HOME

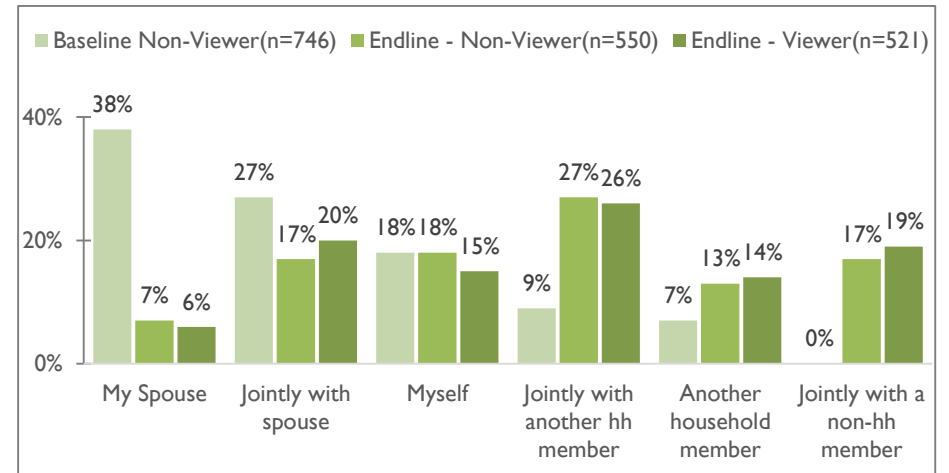- Transporting was said also to be a household function

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Transporting from field to home

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SORTING

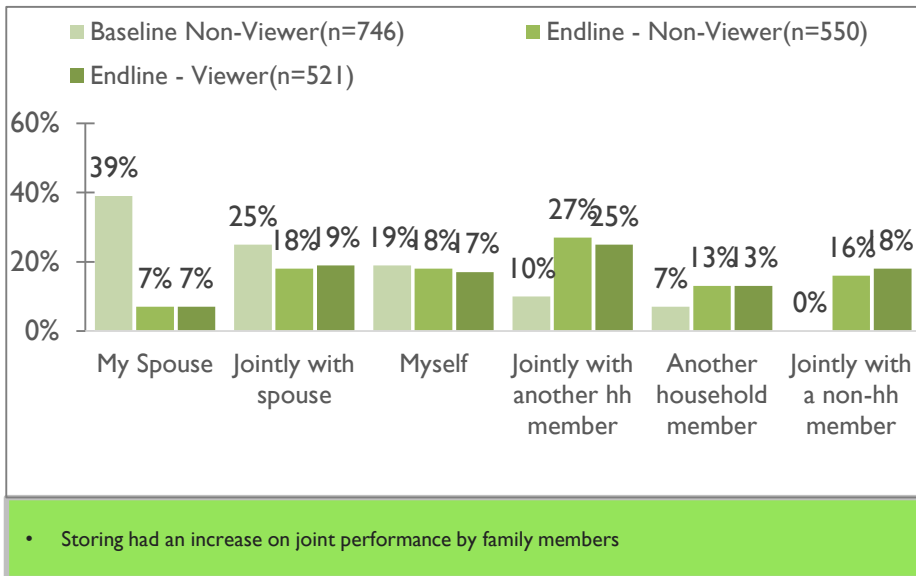- Sorting function had an increase on other household members

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Sorting

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - TRANSPORTING FROM FIELD TO HOME (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	34%	7%	7%	40%	5%	2%	28%	8%	11%
Jointly with spouse	23%	17%	18%	16%	19%	20%	30%	14%	16%
Myself	19%	19%	15%	24%	21%	19%	14%	18%	11%
Jointly with another hh member	18%	24%	23%	16%	22%	22%	19%	27%	24%
Another household member	6%	11%	11%	4%	10%	8%	8%	11%	13%
Jointly with a non-hh member	0%	23%	27%	0%	23%	29%	0%	22%	26%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Transporting from field to home

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? – SORTING (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	38%	7%	6%	46%	7%	5%	31%	8%	8%
Jointly with spouse	27%	17%	20%	21%	20%	22%	33%	15%	18%
Myself	18%	18%	15%	18%	19%	17%	19%	18%	12%
Jointly with another hh member	9%	27%	26%	7%	25%	27%	11%	29%	26%
Another household member	7%	13%	14%	8%	11%	12%	7%	14%	17%
Jointly with a non-hh member	0%	17%	19%	0%	18%	18%	0%	17%	19%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Sorting

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - STORING

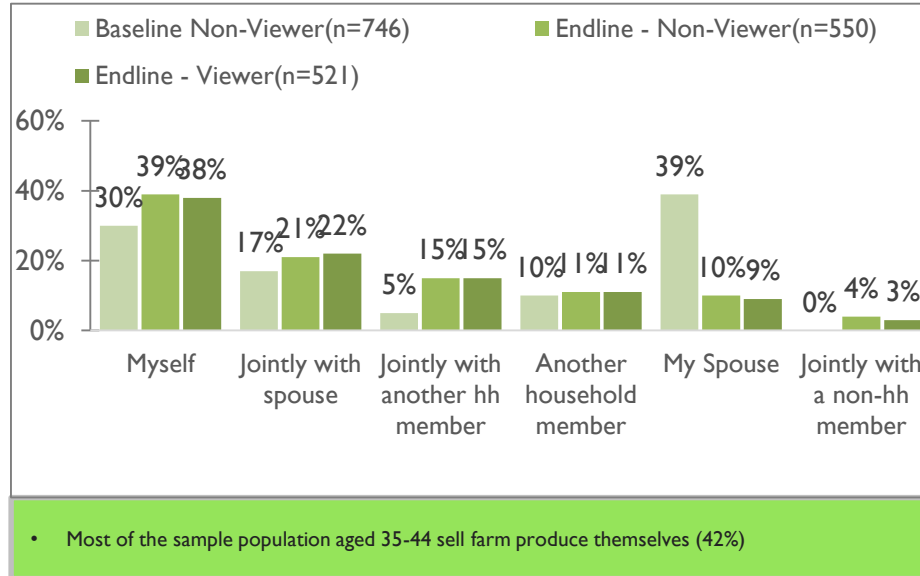- Storing had an increase on joint performance by family members

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Storing

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - SELLING

- Most of the sample population aged 35-44 sell farm produce themselves (42%)

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Selling

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? – STORING

(Gender statistics)

|	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
My Spouse	39%	7%	7%	47%	6%	5%	31%	8%	9%
Jointly with spouse	25%	18%	19%	19%	21%	21%	32%	15%	18%
Myself	19%	18%	17%	20%	18%	19%	19%	19%	15%
Jointly with another hh member	10%	27%	25%	9%	25%	26%	10%	29%	24%
Another household member	7%	13%	13%	5%	13%	10%	8%	14%	16%
Jointly with a non-hh member	0%	16%	18%	0%	17%	18%	0%	16%	18%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Storing

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? – SELLING

(Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Myself	30%	39%	38%	27%	41%	43%	32%	37%	34%
Jointly with spouse	17%	21%	22%	13%	25%	25%	20%	18%	20%
Jointly with another hh member	5%	15%	15%	4%	14%	15%	5%	15%	15%
Another household member	10%	11%	11%	7%	9%	7%	13%	14%	15%
My Spouse	39%	10%	9%	48%	8%	5%	30%	12%	13%
Jointly with a non-hh member	0%	4%	3%	0%	4%	4%	0%	3%	3%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Selling

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - COOKING (OR ANY PREPARATION ACTIVITY)
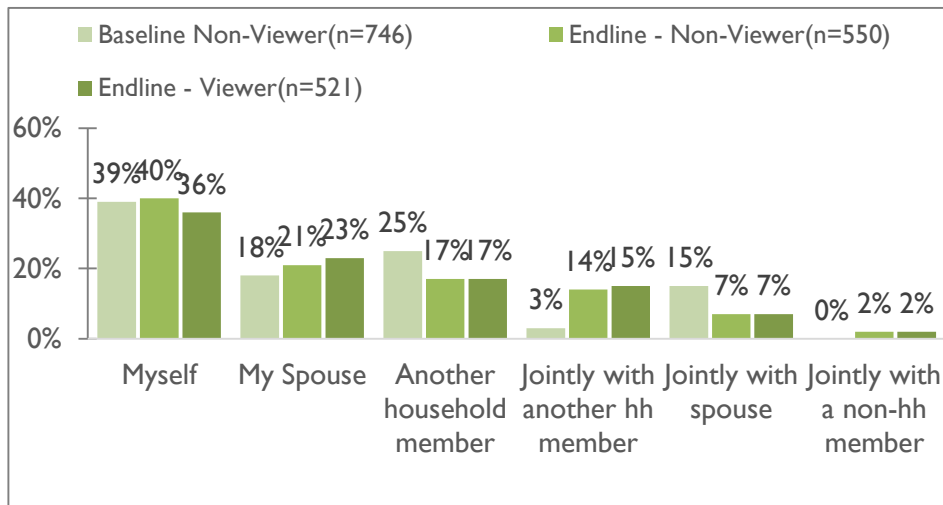
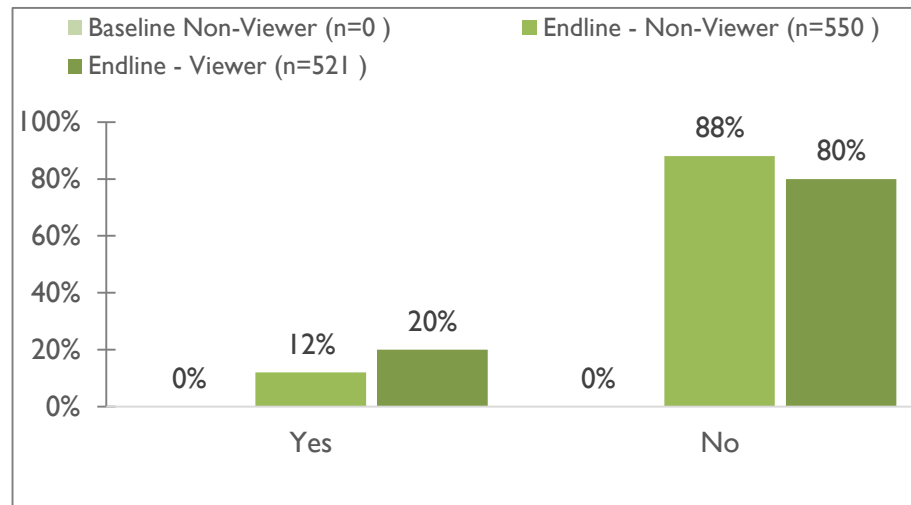- Also cooking has and improvement on joint performance

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Cooking (or any preparation activity)

HAVE YOU LEARNT OR FOUND OUT ANYTHING ABOUT MAKING DECISIONS WITH YOUR SPOUSE ABOUT THE FARM THE PAST SIX MONTHS?

- A significantly higher proportion (20% compared to 12%)of respondents who had viewed the programme said they had learned something about decision Making
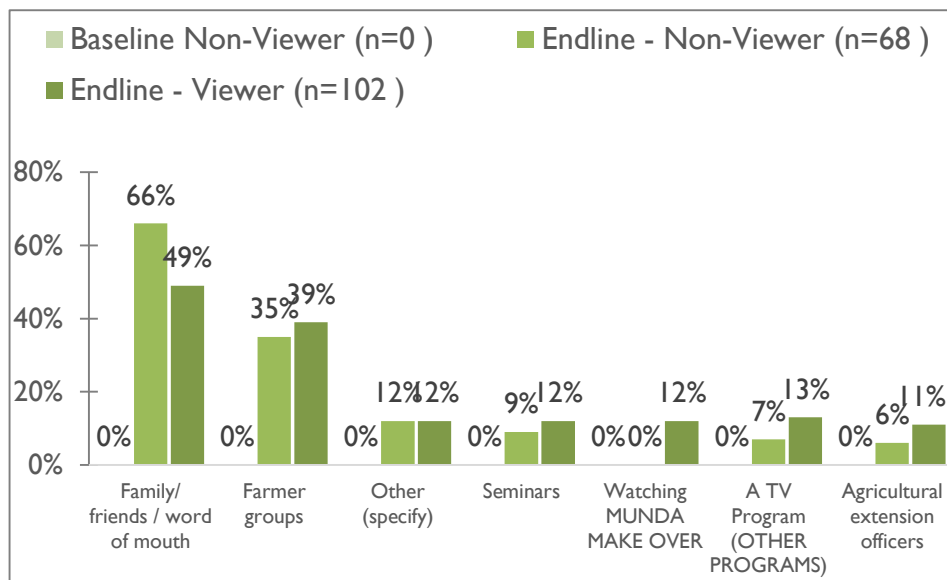
GD5b. Have you learnt or found out anything about making decisions with your spouse about the farm the past six months?

WHO IS THE MAIN PERSON THAT PERFORMS THE MAJORITY (MOST HOURS) OF THIS ACTIVITY IN YOUR FARM? - COOKING (OR ANY PREPARATION ACTIVITY) (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=746)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=359)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=387)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Myself	39%	40%	36%	19%	17%	15%	58%	60%	57%
My Spouse	18%	21%	23%	26%	40%	42%	10%	3%	5%
Another household member	25%	17%	17%	42%	21%	21%	9%	12%	13%
Jointly with another hh member	3%	14%	15%	3%	12%	12%	4%	17%	18%
Jointly with spouse	15%	7%	7%	11%	8%	9%	19%	5%	5%
Jointly with a non-hh member	0%	2%	2%	0%	3%	2%	0%	2%	2%

GD6. Who is the main person that performs the majority (most hours) of this activity in your farm? - Cooking (or any preparation activity)

HAVE YOU LEARNT OR FOUND OUT ANYTHING ABOUT MAKING DECISIONS WITH YOUR SPOUSE ABOUT THE FARM THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	12%	20%	0%	15%	25%	0%	10%	15%
No	0%	88%	80%	0%	85%	75%	0%	90%	85%

GD5b. Have you learnt or found out anything about making decisions with your spouse about the farm the past six months?

WHERE DID YOU LEARN THIS FROM?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=68)
- Endline - Viewer (n=102)

	Family/friends / word of mouth	Farmer groups	Other (specify)	Seminars	Watching MUNDA MAKE OVER	A TV Program (OTHER PROGRAMS)	Agricultural extension officers
Baseline	0%	0%	0%	0%	0%	0%	0%
Endline Non-Viewer	66%	35%	12%	9%	0%	7%	6%
Endline Viewer	49%	39%	12%	12%	12%	13%	11%

- While the main source of information is friends and family, 12% and 13% respectively claimed to have learned something from MMO and other TV programmes respectively
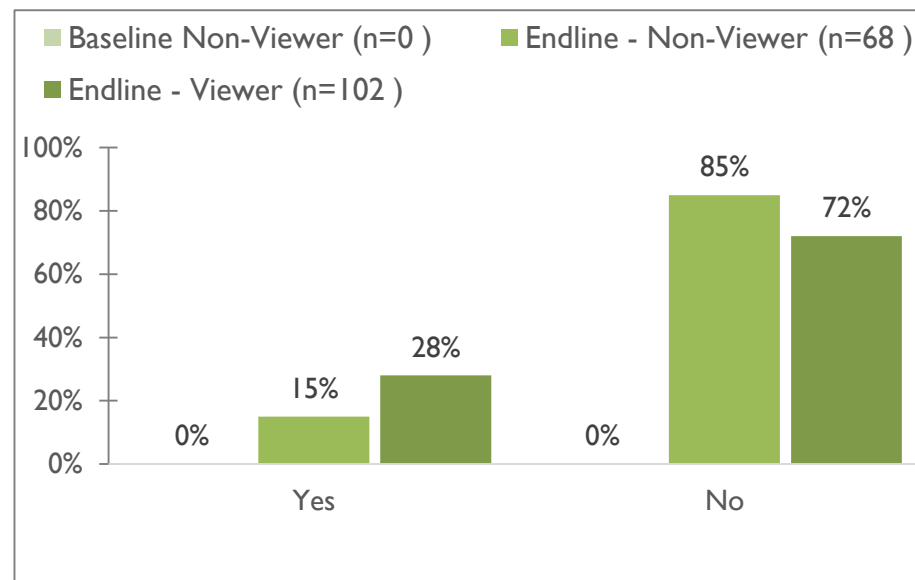
GD5c: Where did you learn this from?

DID YOU MAKE ANY CHANGES TO THIS AS A RESULT OF WHAT YOU MAY HAVE LEARNED IN THE PAST 6 MONTHS?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=68)
- Endline - Viewer (n=102)

	Yes	No
Baseline	0%	0%
Endline Non-Viewer	15%	85%
Endline Viewer	28%	72%

- Close to a third of the programme viewers claimed to have done some changed as a result of the lessons they had learned . This is significantly higher than the non-viewers
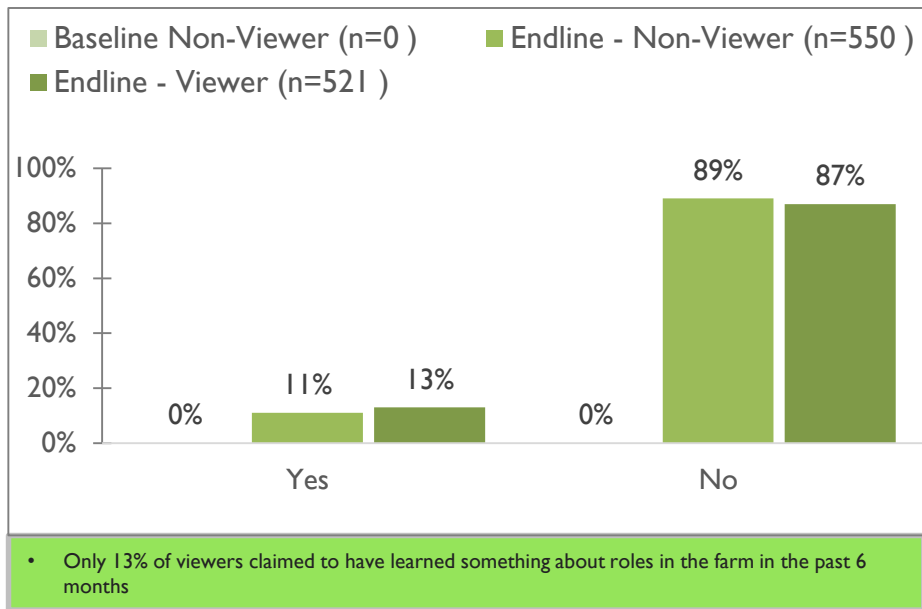
GD5d. Did you make any changes to this as a result of what you may have learned in the past 6 months?

WHERE DID YOU LEARN THIS FROM? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=68)	Endline - Viewer (n=102)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=38)	Endline - Viewer (n=64)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=30)	Endline - Viewer (n=38)
Family/ friends / word of mouth	0%	66%	49%	0%	61%	44%	0%	73%	58%
Farmer groups	0%	35%	39%	0%	39%	45%	0%	30%	29%
Other (specify)	0%	12%	12%	0%	11%	8%	0%	13%	18%
Seminars	0%	9%	12%	0%	13%	13%	0%	3%	11%
A TV Program (OTHER PROGRAMS)	0%	7%	13%	0%	8%	17%	0%	7%	5%
Watching MUNDA MAKE OVER	0%	0%	12%	0%	0%	14%	0%	0%	8%

GD5c: Where did you learn this from?

DID YOU MAKE ANY CHANGES TO THIS AS A RESULT OF WHAT YOU MAY HAVE LEARNED IN THE PAST 6 MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=68)	Endline - Viewer (n=102)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=38)	Endline - Viewer (n=64)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=30)	Endline - Viewer (n=38)
Yes	0%	15%	28%	0%	13%	31%	0%	17%	24%
No	0%	85%	72%	0%	87%	69%	0%	83%	76%

GD5d. Did you make any changes to this as a result of what you may have learned in the past 6 months?

HAVE YOU LEARNT OR FOUND OUT ANYTHING ABOUT PERFORMING DIFFERENT ROLES IN YOUR FARM IN THE PAST SIX MONTHS?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Non-Viewer (n=550)
- Endline - Viewer (n=521)

Yes: 0%, 11%, 13%
No: 0%, 89%, 87%

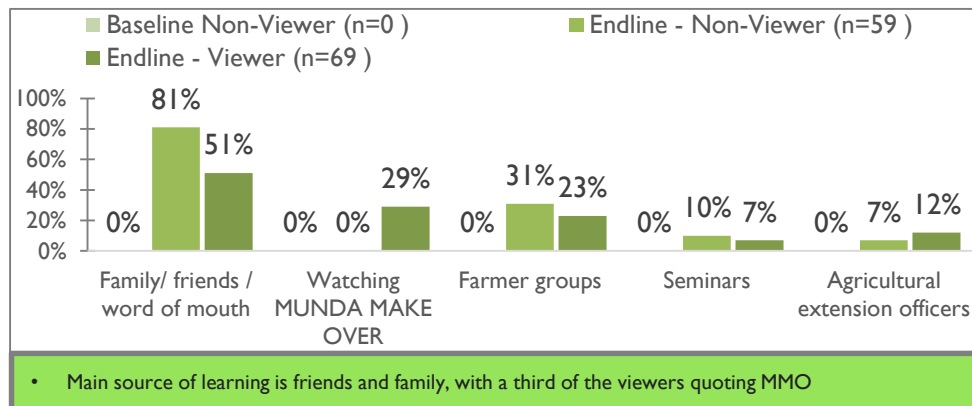- Only 13% of viewers claimed to have learned something about roles in the farm in the past 6 months

GD7a. Have you learnt or found out anything about performing different roles in your farm in the past six months?

HAVE YOU LEARNT OR FOUND OUT ANYTHING ABOUT PERFORMING DIFFERENT ROLES IN YOUR FARM IN THE PAST SIX MONTHS? (Gender statistics)

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=550)	Endline - Viewer (n=521)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=259)	Endline - Viewer (n=259)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=291)	Endline - Viewer (n=262)
Yes	0%	11%	13%	0%	12%	15%	0%	9%	12%
No	0%	89%	87%	0%	88%	85%	0%	91%	88%

GD7a. Have you learnt or found out anything about performing different roles in your farm in the past six months?
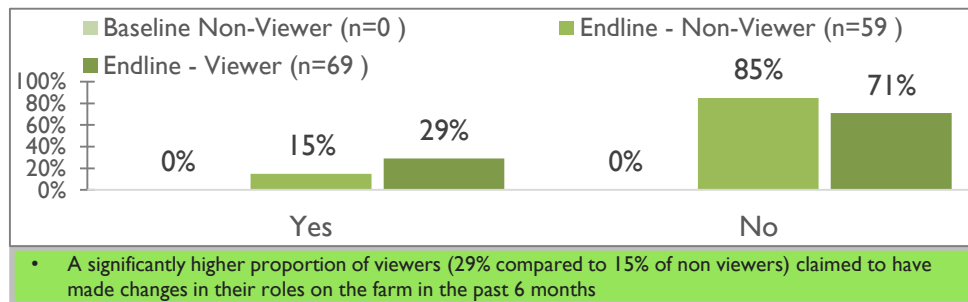
WHERE DID YOU LEARN THIS FROM?

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Viewer (n=69)
- Endline - Non-Viewer (n=59)

Family/ friends / word of mouth: 0%, 81%, 51%
Watching MUNDA MAKE OVER: 0%, 0%, 29%
Farmer groups: 0%, 31%, 23%
Seminars: 0%, 10%, 7%
Agricultural extension officers: 0%, 7%, 12%

- Main source of learning is friends and family, with a third of the viewers quoting MMO

GD7b: Where did you learn this from?

WHERE DID YOU LEARN THIS FROM?

	Total			Male			Female		
	Baseline Non-Viewer (n=0)	Endline - Non-Viewer (n=59)	Endline - Viewer (n=69)	Baseline Non-Viewer (n=0)2	Endline - Non-Viewer (n=32)	Endline - Viewer (n=38)	Baseline Non-Viewer (n=0)3	Endline - Non-Viewer (n=27)	Endline - Viewer (n=31)
Family/ friends / word of mouth	0%	81%	51%	0%	75%	47%	0%	89%	55%
Farmer groups	0%	31%	23%	0%	28%	26%	0%	33%	19%
Seminars	0%	10%	7%	0%	13%	8%	0%	7%	6%
Agricultural extension officers	0%	7%	12%	0%	6%	11%	0%	7%	13%
A TV Program (OTHER PROGRAMS)	0%	5%	26%	0%	3%	34%	0%	7%	16%
Watching MUNDA MAKE OVER	0%	0%	29%	0%	0%	24%	0%	0%	35%

GD7b: Where did you learn this from?

DID YOU MAKE ANY CHANGES TO THIS AS A RESULT OF WHAT YOU MAY HAVE LEARNED IN THE PAST 6 MONTHS? (Gender statistics)

Legend:
- Baseline Non-Viewer (n=0)
- Endline - Viewer (n=69)
- Endline - Non-Viewer (n=59)

Yes: 0%, 15%, 29%
No: 0%, 85%, 71%

- A significantly higher proportion of viewers (29% compared to 15% of non viewers) claimed to have made changes in their roles on the farm in the past 6 months

GD7c. Did you make any changes to this as a result of what you may have learned in the past 6 months?

SERIES II CHALLENGES

DISRUPTED BROADCAST SCHEDULE:

as a result of the Africa Cup of Nations in January and February 2024

BROADCAST TIME CHANGES:

on Mondays from 18.00 to 18.30

SEVERE POWER OUTAGES:

which affected ability to view.

SERIES II CONTENT WAS LARGELY UNDECIDED:
when the baseline survey was conducted, resulting in limited baseline/ endline survey comparisons.

NO BASES OF BELOW 50 RESPONDENTS:
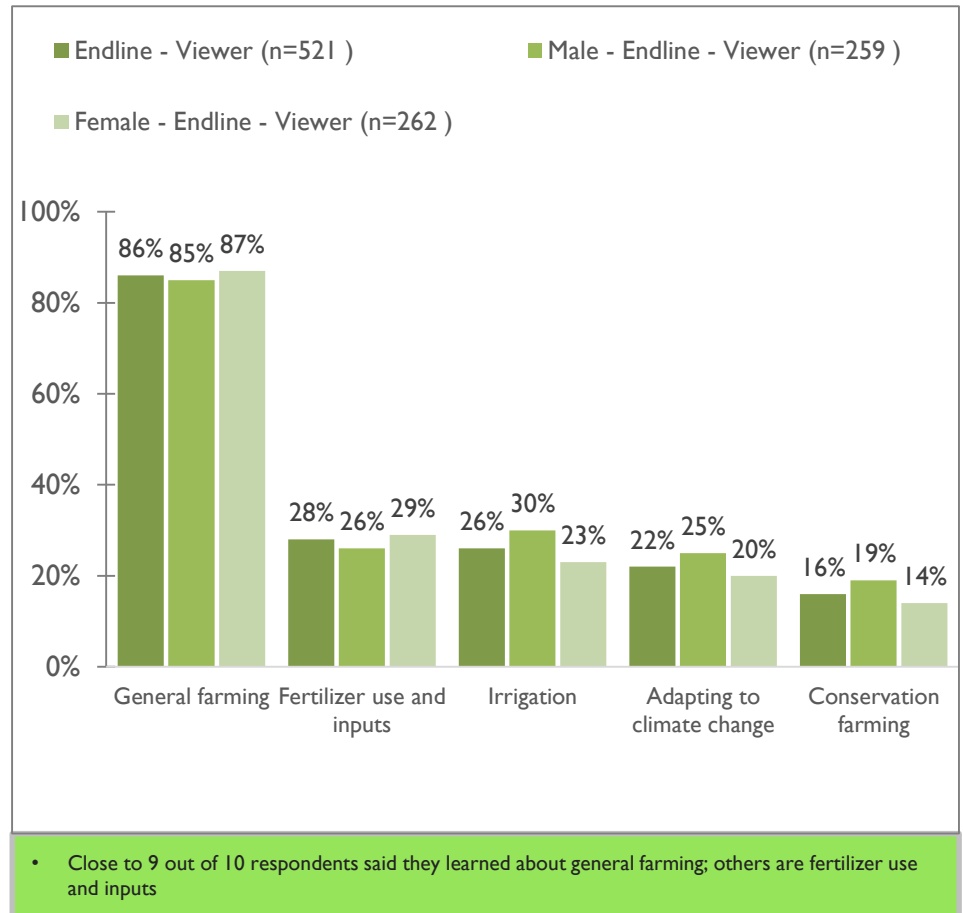(n=<50) have been included in the charts. A full set of cross tabulations is available

FUTURE FOR MUNDA MAKEOVER

- For Series III, Munda Make Over (MMO) aims to strengthen digital engagement through social media, offline strategies, and the newly introduced direct farmer support platform, iMunda.

- Social media will provide a dynamic space for "digital" farmers to exchange ideas, seek additional information, and engage with the program. These platforms have proven effective in reaching diverse audiences, including those outside traditional channels, transforming them into advocates for the program. Regularly updated farming tips and promotional content have resonated strongly, particularly with younger viewers.

- Looking ahead, Munda Make Over (MMO) will incorporate curated content from Shamba Shape Up in Uganda and Kenya, showcasing highlights from all three countries. This approach, already successful in Kenya and Uganda, has attracted a growing regional audience, reflecting the demand for high-quality, informative, and engaging agricultural programming

- The KAP data from Series II reveals that the most valued topics were general farming advice, fertilizer use and inputs, irrigation, climate change adaptation, and conservation farming. In future series, we aim to provide more in-depth coverage of these topics while also expanding on the topics highlighted in the Key Takeaways.

WHAT TOPICS DID YOU DID YOU FIND MOST USEFUL? (Gender statistics)

- Endline - Viewer (n=521)
- Male - Endline - Viewer (n=259)
- Female - Endline - Viewer (n=262)

	General farming	Fertilizer use and inputs	Irrigation	Adapting to climate change	Conservation farming
Endline - Viewer	86%	28%	26%	22%	16%
Male - Endline - Viewer	85%	26%	30%	25%	19%
Female - Endline - Viewer	87%	29%	23%	20%	14%

- Close to 9 out of 10 respondents said they learned about general farming; others are fertilizer use and inputs

MMO2: CTS2. What topics did you did you find most useful?

MUNDA MAKEOVER WEATHER FORECAST

- Munda Make Over Series 2 Weather was a critical component of the show, providing small-holder farmers in Zambia with seasonal weather forecast and timely and relevant weather forecasts to inform their farming decisions about planting, harvesting and other critical farming activities.

- There is evidence that the MMO Weather segment was a valuable component of the show, with data showing that it influenced farmers' decisions and contributed to improved agricultural productivity and resilience.

- As we look to the future, we aim to continue to collaborate with our partners CIAT & ZMD to provide timely weather information services.

CONCLUSIONS

- In conclusion, the key findings from MMO Series II demonstrate a positive impact on the agricultural knowledge and practices of smallholder farmers, particularly in areas related to climate change adaptation, pest management, financial literacy, and gender inclusion.

- The data highlights the growing preference for agricultural information on TV, with a notable increase in viewership, from 1.9 million to 2.3 million, and a strong indication that TV remains a crucial source of information for farmers. Viewers have shown marked improvements in adopting climate-smart practices, such as the use of drought-resistant seeds and improved pest management techniques, leading to higher crop yields and better resilience to climate change.

- Further, MMO's role in enhancing financial literacy among smallholder farmers, particularly around record-keeping and access to loans, underscores the show's broad educational value. There is also clear evidence of a positive shift in attitudes toward gender inclusion in farming decisions, contributing to more collaborative decision-making. Additionally, the data reveals a growing need for more coverage on topics such as low-cost organic alternatives to fertilizers, market access, post-harvest management, solar and water efficient irrigation techniques and natural pest management strategies.

- Looking ahead, future series offer opportunities to expand coverage on emerging topics like biochar and weather index insurance. There is also scope for increased messaging on animal husbandry and sustainable food systems and farming practices. By addressing these gaps and continuing to provide accessible, actionable information explained in a simple and practical format, MMO can further enhance learnings and knowledge that can positively impact smallholder farmers, contributing to greater agricultural resilience and sustainability across the region.