

**SHAMBA
SHAPE
UP(SSU)
KENYA SERIES
15**



**IMPACT OF VIEWING ON
SMALLHOLDER
FARMERS' KNOWLEDGE,
ATTITUDES AND
PRACTICES**

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(Kenya)

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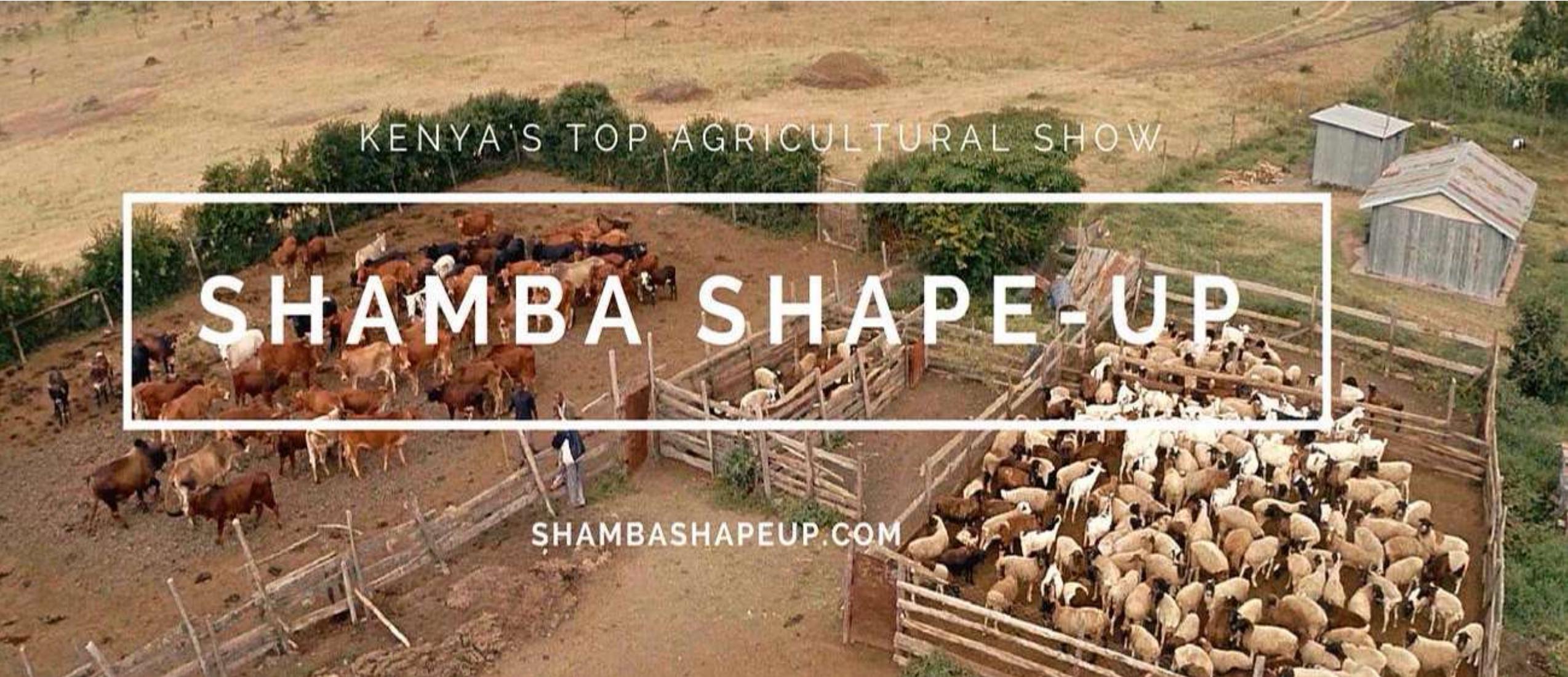
October 2025

Introduction

KENYA'S TOP AGRICULTURAL SHOW

SHAMBA SHAPE-UP

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Introduction

Shamba Shape Up (SSU)

- Produced by Mediae, is a long-running Kenyan TV series now in its 15th season. It airs on Citizen TV in English on Saturdays and in Swahili on Sundays at 13.30 hrs.

Role in Empowering Farmers

- SSU educates and uplifts smallholder farmers through accessible, practical information on TV and digital platforms.

Agriculture's Economic Role

- Agriculture drives Kenya's economy — contributing over 60% to GDP (directly and indirectly) and employing most rural households.

SSU Regional Expansion

- SSU's success has extended to Uganda and Zambia, showcasing its impact and scalability across Africa.

SSU 15 Partners & topics covered

Partner	Topics	No. of features
GIZ Youth Programme	Youth in Agribusiness	4
	<i>Shamba Ni Biz</i>	10
GIZ Pro Soil	Pro Soil project	9
CKL Africa	Livestock management	10
STIHL	Farm mechanization	10
WorldFish	Fish farming at the Coast	10
Kenchic	Chicken farming	6
Alliance Bioversity International and CIAT	Regenerative Agriculture & Tree management	6
Unga Farm Care	Livestock Feeds	5
BBV & WoFaAk	Women's cooperatives	5
Biological	Organic fertilizer	3

The topics covered in SSU 15 determined the choice of counties for the KAP survey and for the first time since this type of research has been conducted Kilifi county was included (WorldFish)

SSU 15 KAP Survey Methodology

- **Methodology:** Post-broadcast survey conducted between 9th and 22nd September 2025 by Aareton Blue, an independent Kenyan research firm (A separate Technical Report is available).
- **Sample design:** Selective sampling approach with eligibility criteria. 150 in-home interviews were conducted in each of the four selected counties.
- **Data collection:** Face to face in-home interviews, using a fully structured instrument, based on a sample of 600 smallholder farmers (aged 18+).
- **Eligible respondents:** Farming between 0.5 and 10 acres, leading decision makers and viewers of local television content.
- **Survey coverage:** Rural sub-counties in Embu, Kilifi, Nakuru, Kisumu.

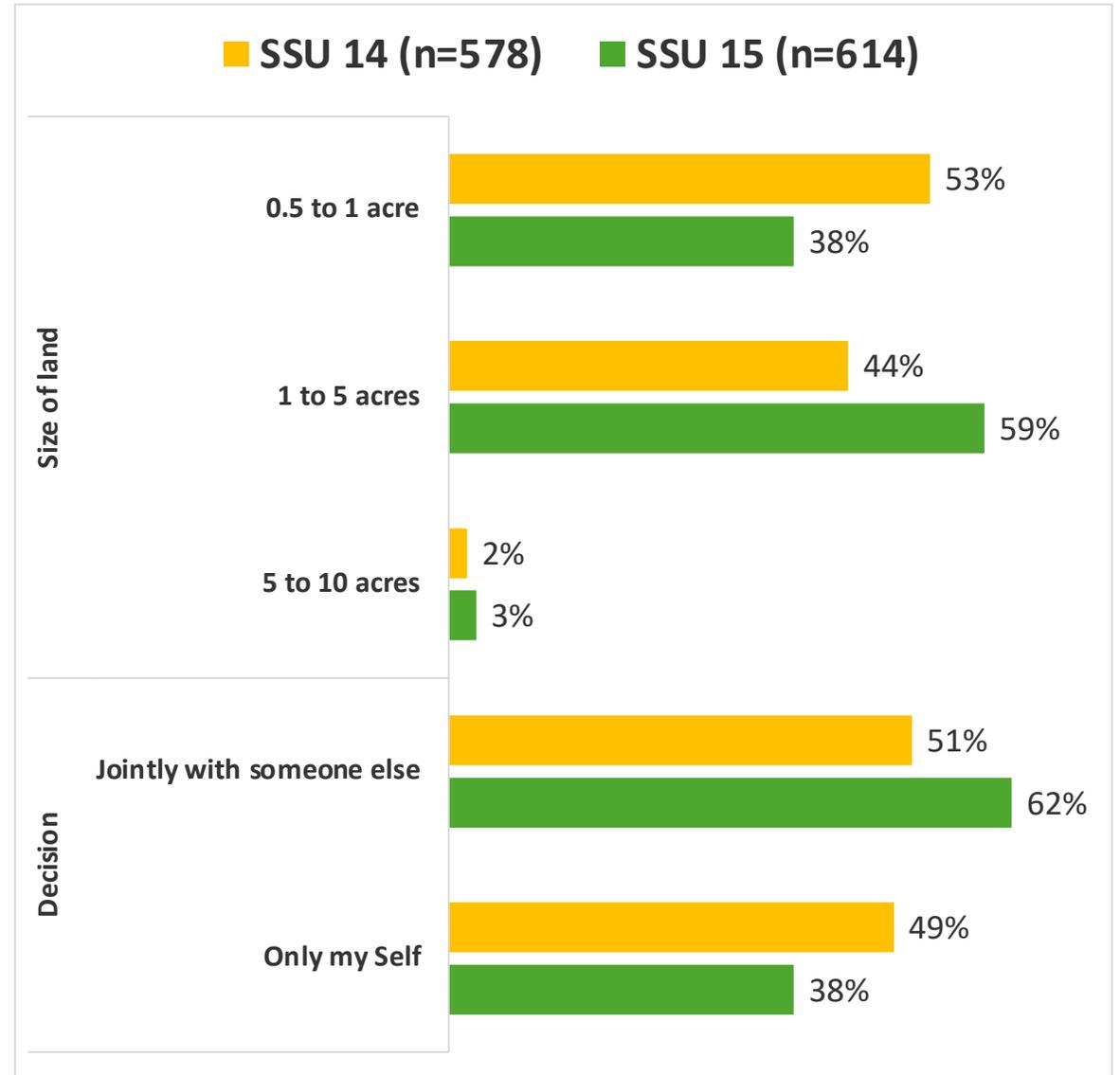
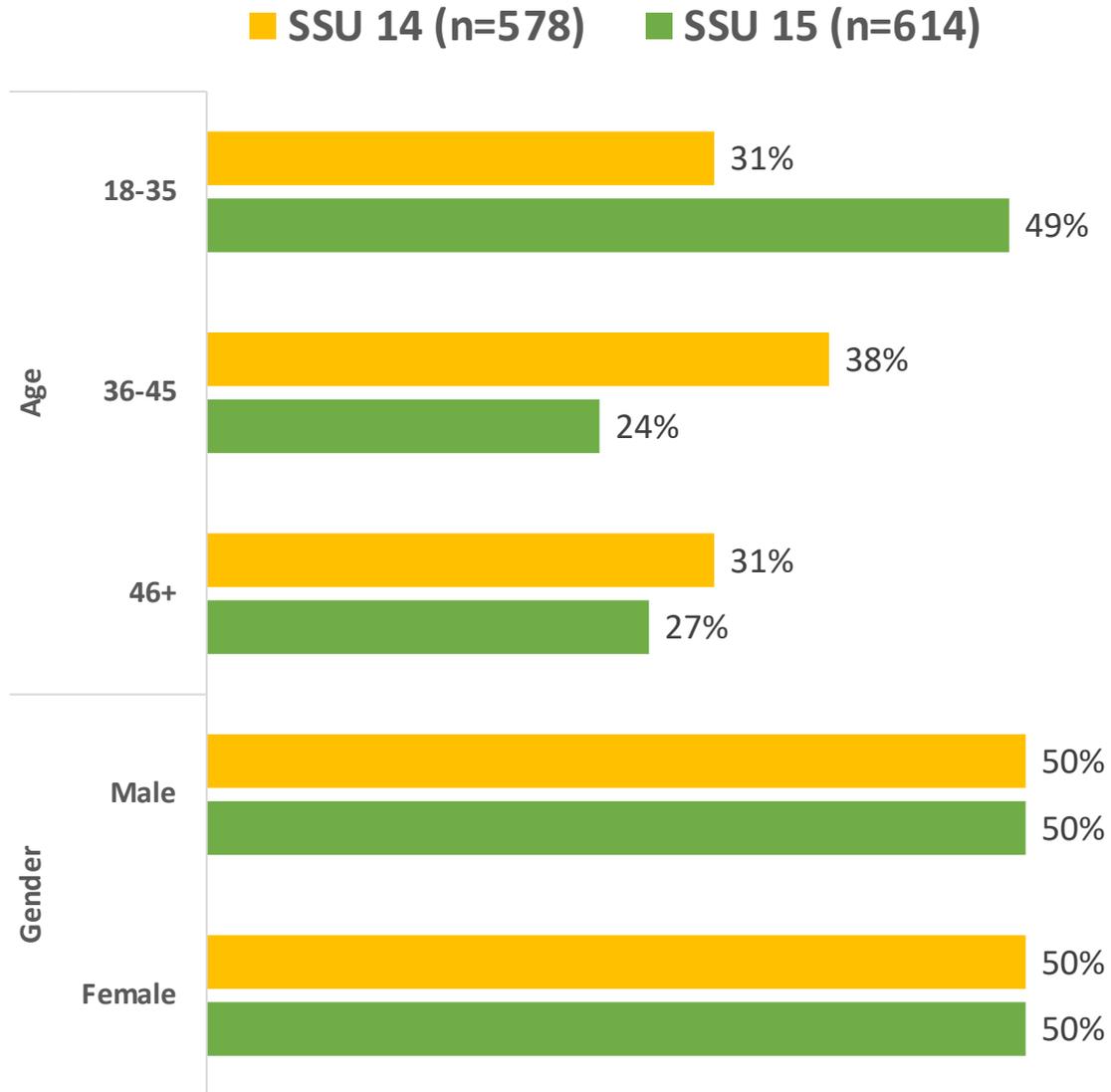
Agricultural landscape: Embu, Kilifi, Nakuru and Kisumu

- These four Kenyan counties share a **dynamic agricultural landscape** characterized:
 - **Mixed farming systems** – crops and livestock coexist across all counties.
 - **Rain-fed** agriculture with gradual adoption of irrigation technologies.
 - **Diverse agro-ecological conditions** support various crops and livestock.
 - **Growth in agribusiness**, cooperatives, and value addition initiatives.
 - Supported by national and donor programs (ASTGS, NARIGP, KCSAP, Feed the Future).

Sample Profile



Sample demographics: SSU 14 (2024); SSU 15 (2025)

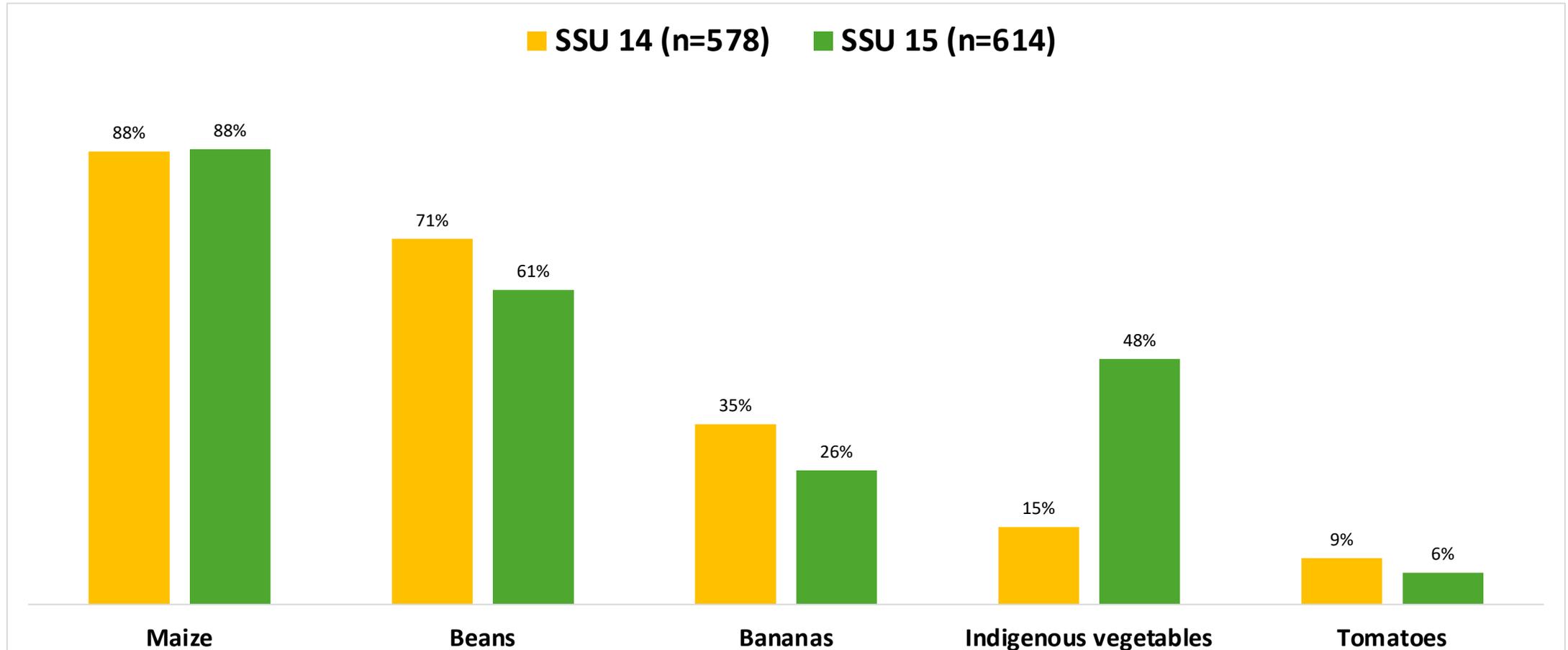


Demographic differences 2024 vs. 2025

The differences in the sample profiles between SSU14 and SSU 15 are accounted for by:

- The shift in Mediae's focus to younger people with the requirement to split the sample evenly between 18-35's and 35+.
- The difference in 'decision-making' is a reflection of the sample age split and the sample locations.
- The regions sampled in both studies were different. In 2024 the sample included Isiolo and parts of Tharaka Nithi which are characterised by relatively low infrastructure and strong community influence while in Embu is a more affluent region with higher levels of infrastructure.

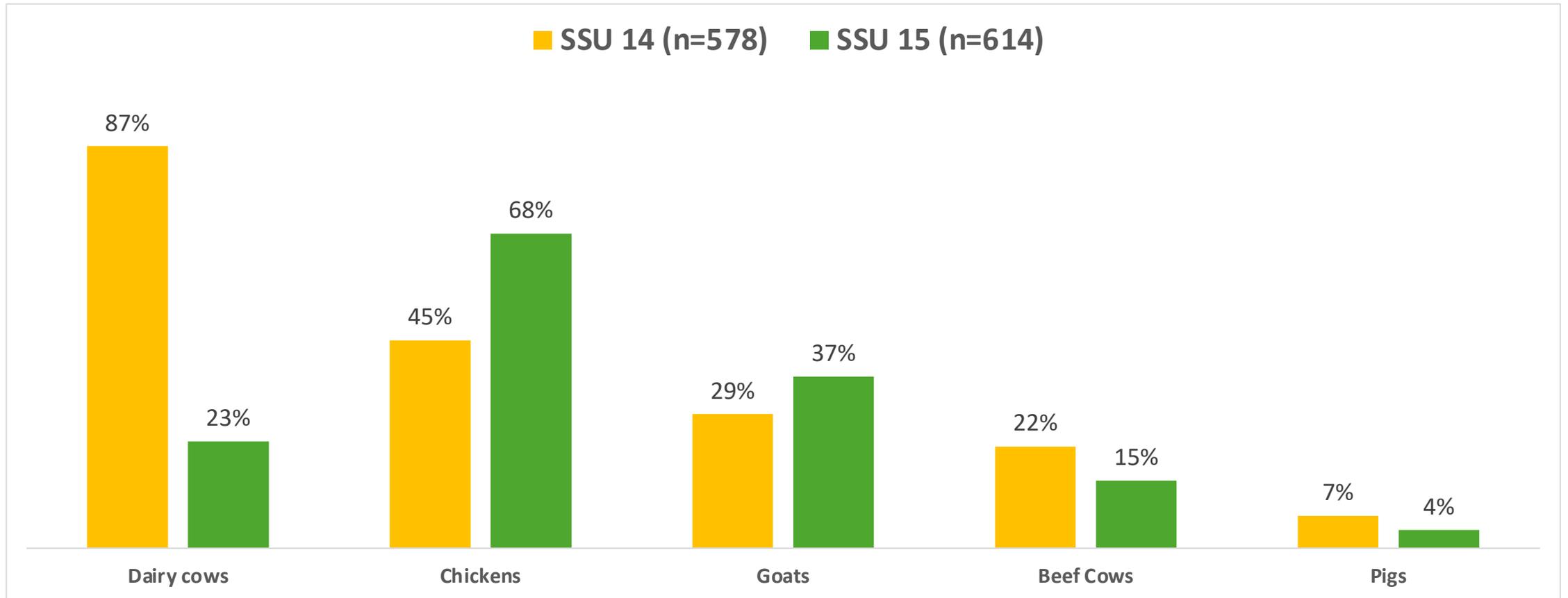
Comparing the crops grown (SSU 14 and SSU 15)



The main difference between the two samples in terms of the crops grown was fewer growing bananas in the SSU 15 sample and the considerably more growing indigenous vegetables in the SSU 15 sample.

Q23. What are the most important crops you grow and livestock you keep?

Comparing the livestock reared (SSU 14 and SSU 15)



Reflecting both the younger age profile of the SSU 15 sample and the geographic differences there was a huge difference in the proportions of the samples keeping dairy cows and an increase in those keeping poultry.

Q23. What are the most important crops you grow and livestock you keep?

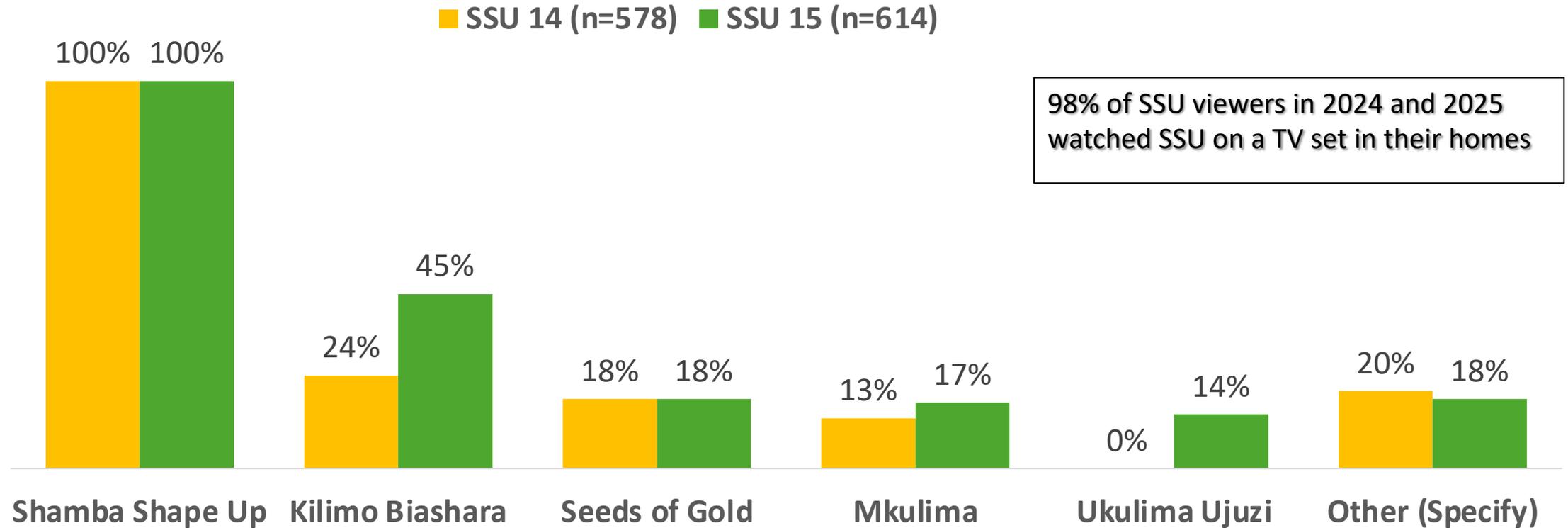
Television Viewing



Audiences to SSU 15 (source GeoPoll)

- Based on GeoPoll's audience measurement data, **each of the Saturday and Sunday** broadcasts to SSU 15 attracted **around 350,000 adult TV viewers** (with access to mobile phone for SMS based method of data collection).
- The KAP survey estimates that there is a **co-viewing factor among small-holder farmers of 3**. When this factor is applied to the GeoPoll weekly audience estimates, the reach of the series is estimated to be **2.4 million adults in Kenya**.
- A small-scale qualitative exercise conducted for SSU's new drama segment, Shamba Ni Biz, evidenced that SSU had become an established family favourite and was part of the **weekend viewing** tradition in many households where family members joined together to watch.
- **Television remains the medium for watching SSU**. This survey continued to show that very little viewing takes place online.

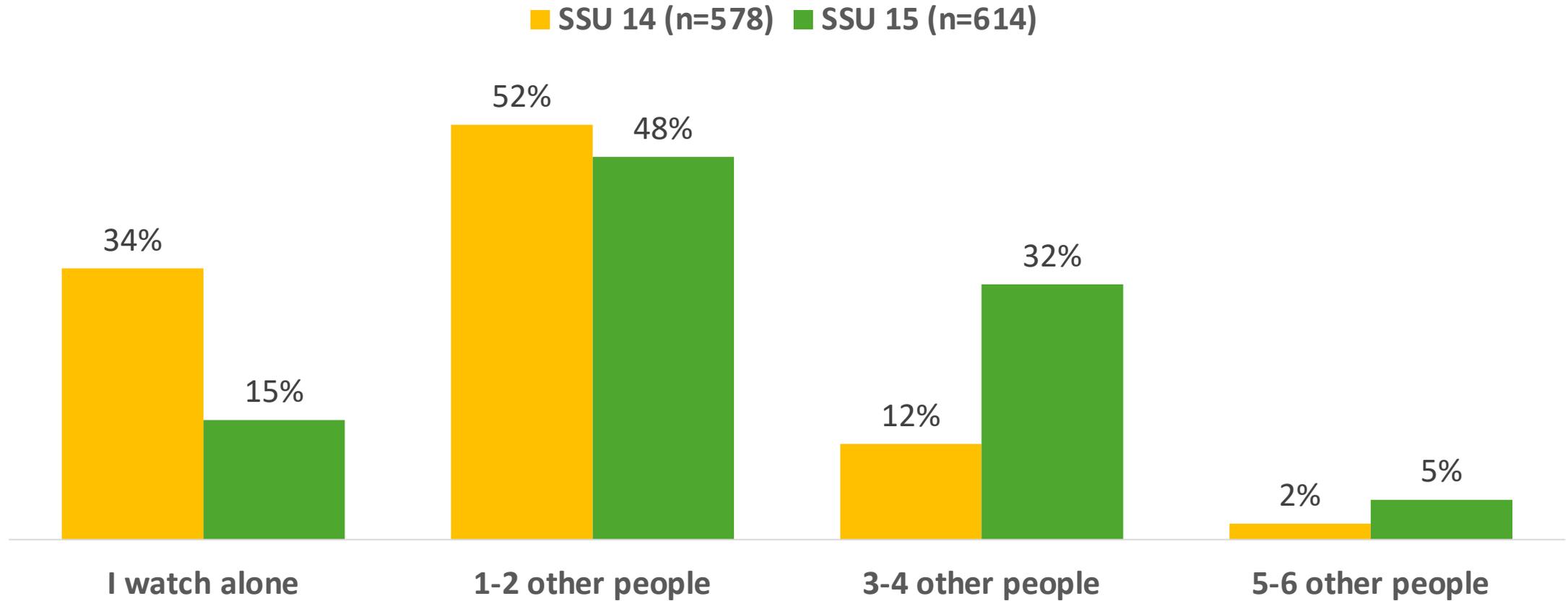
Other agricultural programme watched on television or online



- To qualify for interview all respondents were required to view SSU either on TV or online.
- In 2025 Kilimo Biashara has shown a significant increase in viewership.
- There is no difference in viewing to the other programmes asked about since 2024.

Q12. Which of these programs, if any, have you watched either on television or online in the past 9 months?

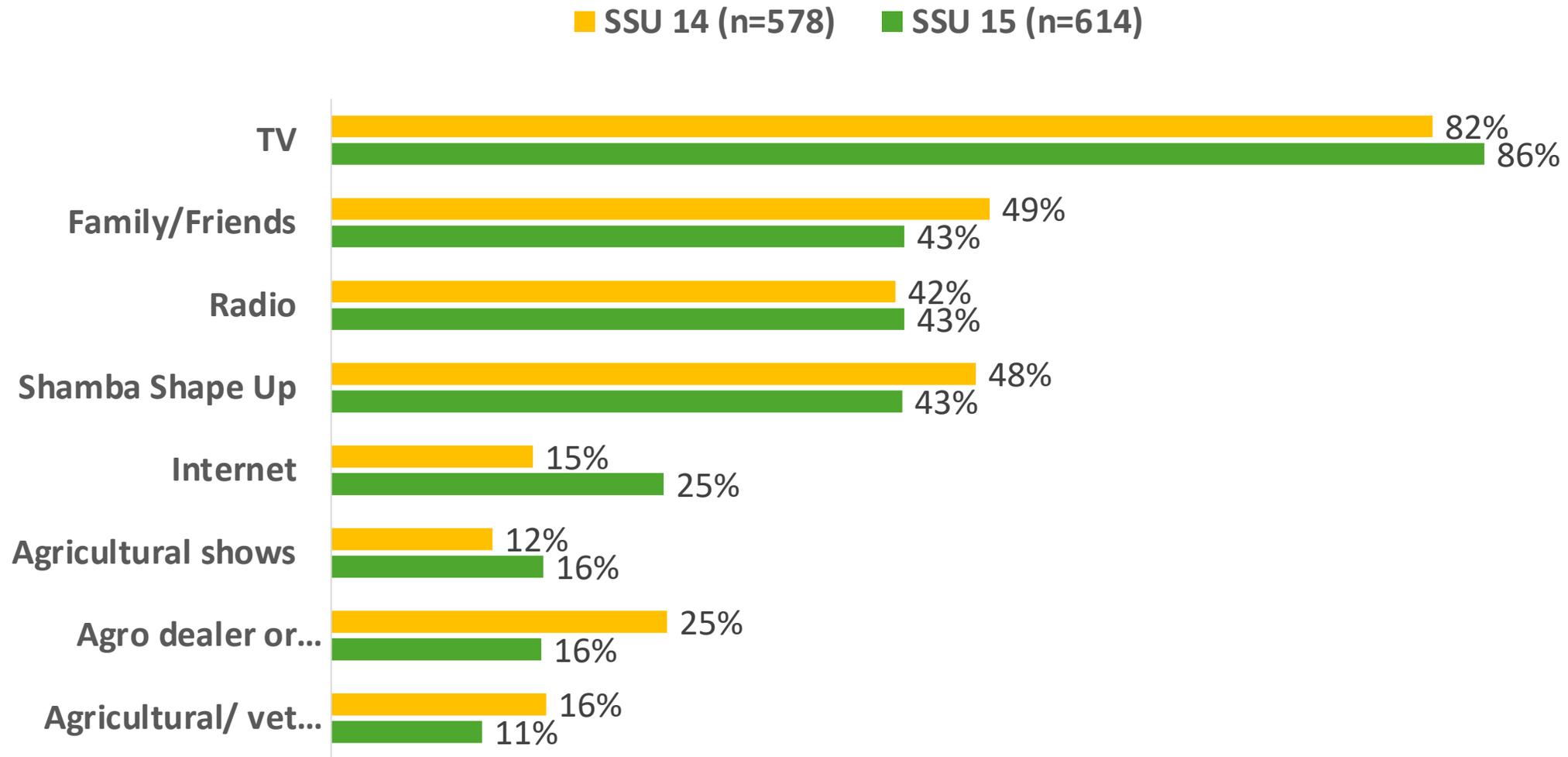
Co-watching of SSU



- **Significantly more SSU 15 viewers than SSU 14 viewers watched the programme with between 3 and 4 other people.**
- **There was a particularly high level of amplified exposure to SSU 15.**

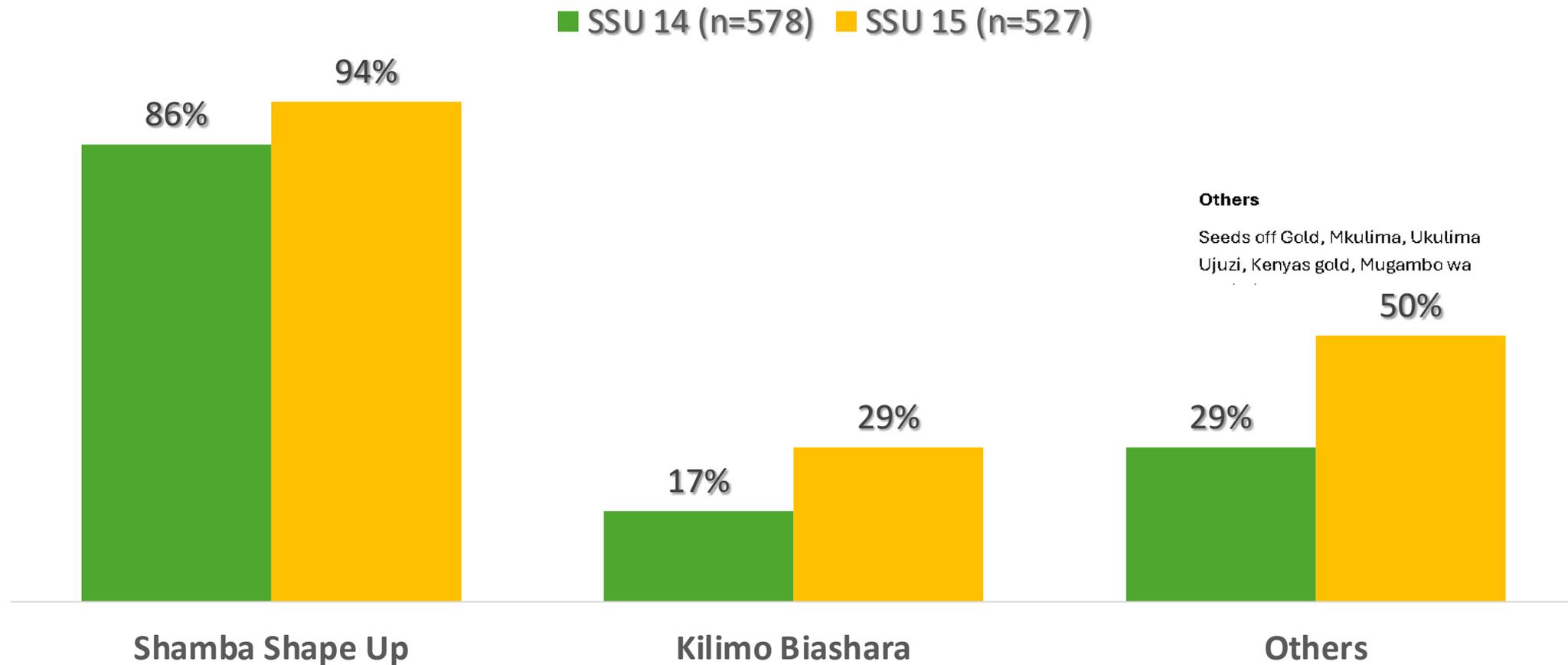
Q14. How many other people above the age of 18 do you usually watch Shamba Shape Up with?

Top three most trusted sources of agricultural information in the past year



Q18. In the past one year, what have been your top three most trusted source of agricultural information?

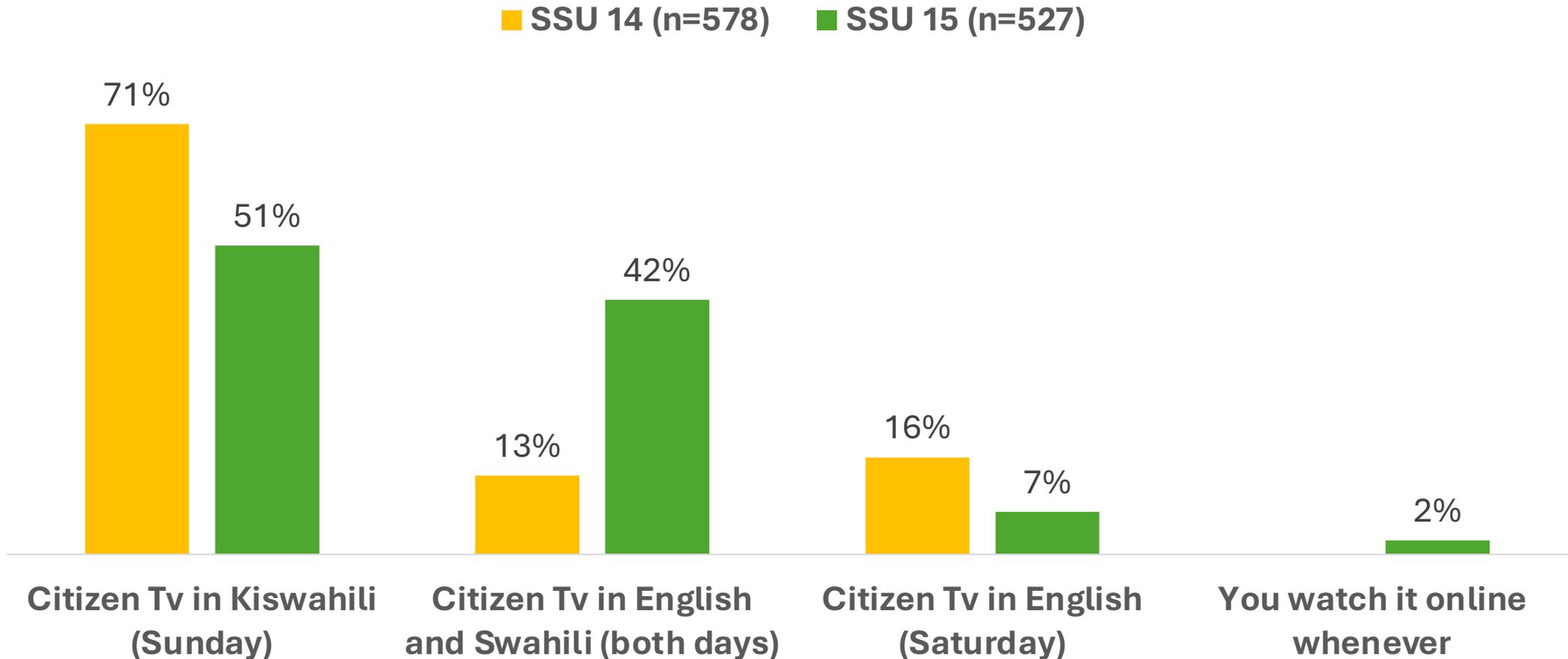
Most trusted agricultural TV programmes



- For SSU viewers the programme is not only an established family favourite but remains a hugely trusted source of information for agriculture information.
- Other programmes in the genre lag behind SSU but are showing increases in the numbers trusting them as sources.

Q19. IF THEY SAY TV: Which agricultural TV programs do you most trust?

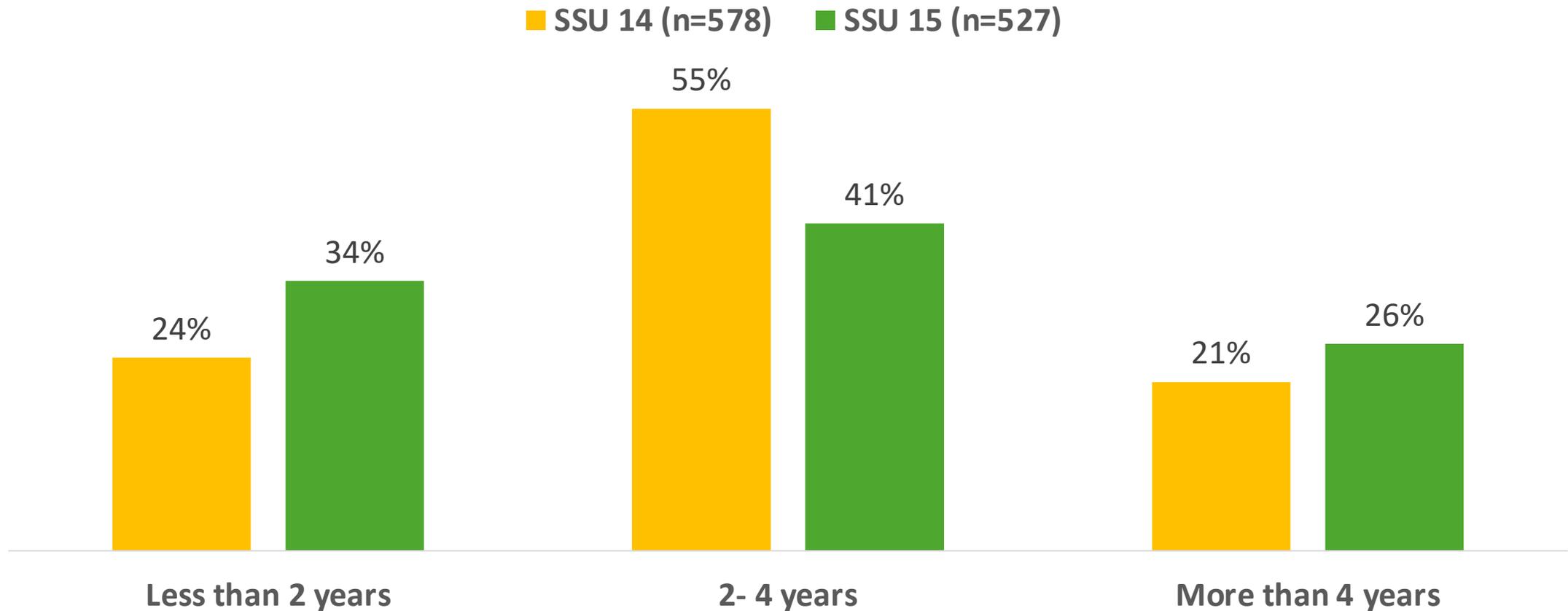
When they mostly watch SSU



Although the GeoPoll audience measurement data show that Saturdays and Sundays are equally popular among television audiences, it is clear from these data that the Sunday episodes in Swahili are more popular for small-holder farmers. Sunday viewing is a ‘post church’ viewing tradition in many farming households.

Q20. When do you mostly watch Shamba Shape Up?

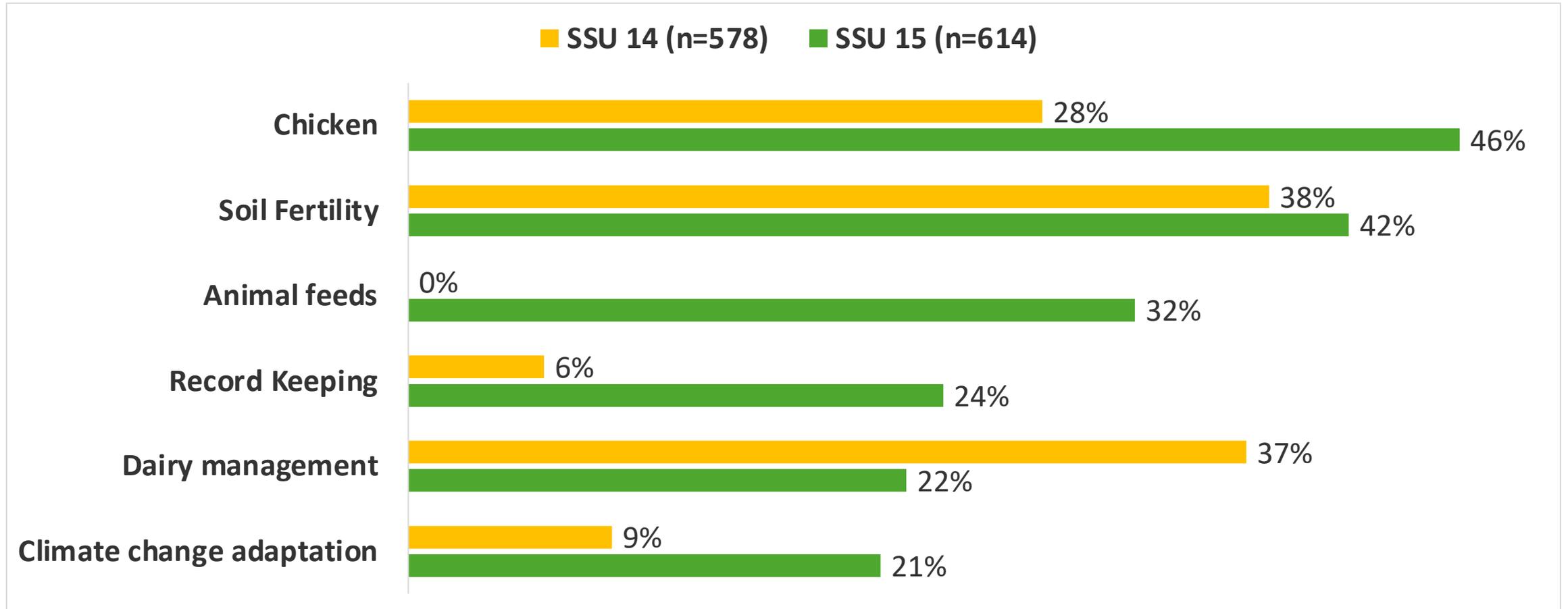
Length of time SSU has been viewed



Most small-holder farmers have been watching SSU for many years and, as will be shown in the following charts, the longer farmers have been viewing, the more they learn and the more likely they are to make changes in their farming practices which underlines the importance of loyalty and long-term exposure

Q22. How many years have you watched Shamba Shape Up?

Most useful topics in SSU 14 and 15



- The two most useful topics covered in SSU 15, for between four and five in ten smallholder farmers were poultry and soil fertility.
- It is interesting to note that topics on climate adaptation and finance were considered 'most useful; to only around a quarter of these farmers.

Q25. In the most recent series of Shamba Shape Up, which of the topics covered have you found most useful?

Impact of watching SSU



Three of the key measures of impact for SSU is whether or not small-holder farmer viewers make any changes as a result of viewing, which changes they make and the result of making those changes.



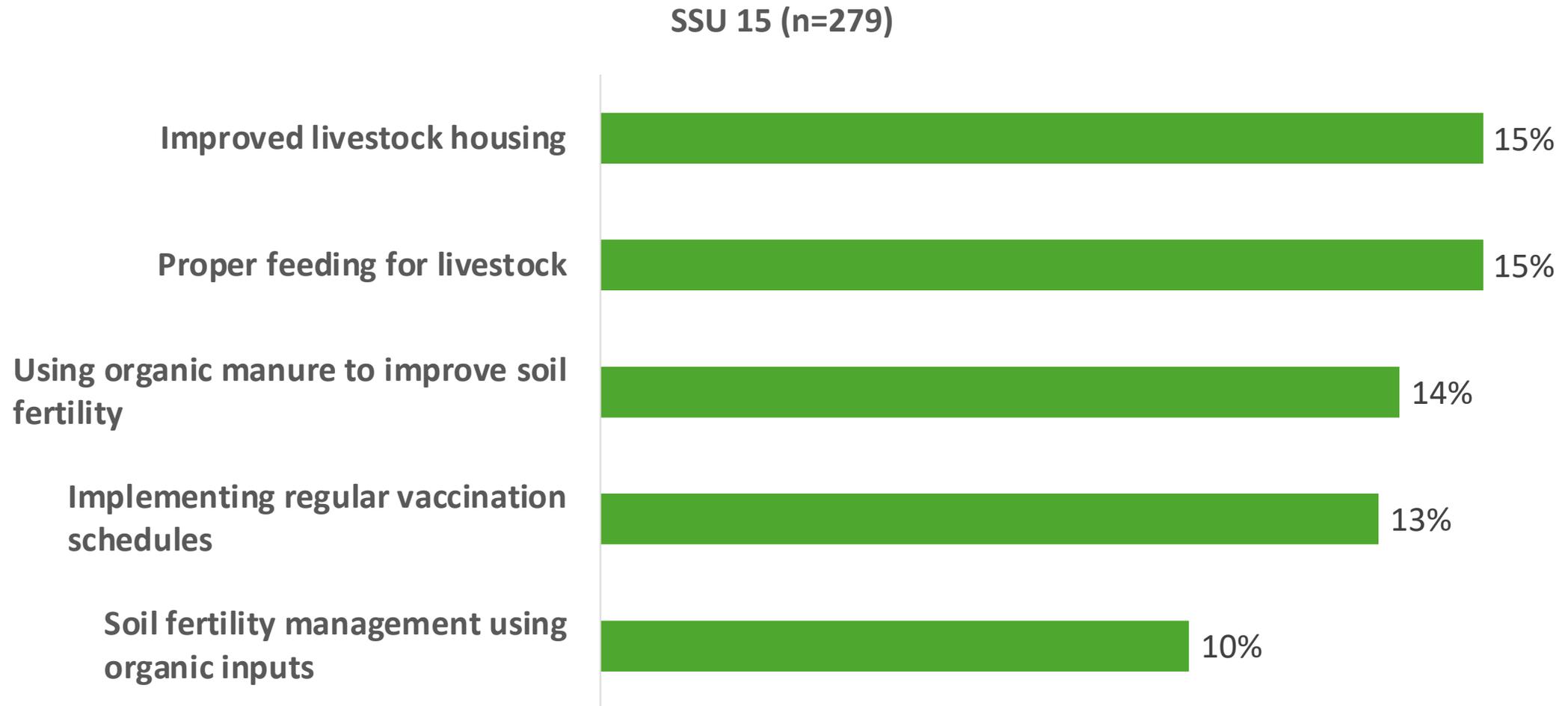
For each of these measures or indicators viewing to SSU indicates that viewing has a significant impact on motivating change which positively impacts the well-being and productivity of the farm and results in higher yields and improved incomes

Key Impact #1: % small-holder farmers making changes as a result of SSU 15

- 45% of small-holder farmer viewers said they had made changes to their farming practices as a result of viewing SSU 15.
 - Especially those in Nakuru (60%) and Kilifi (51%).
 - Those who are long-term viewers of SSU (59%).
 - iShamba users (57%).
- Men and women across the age groups were equally likely to have made changes.

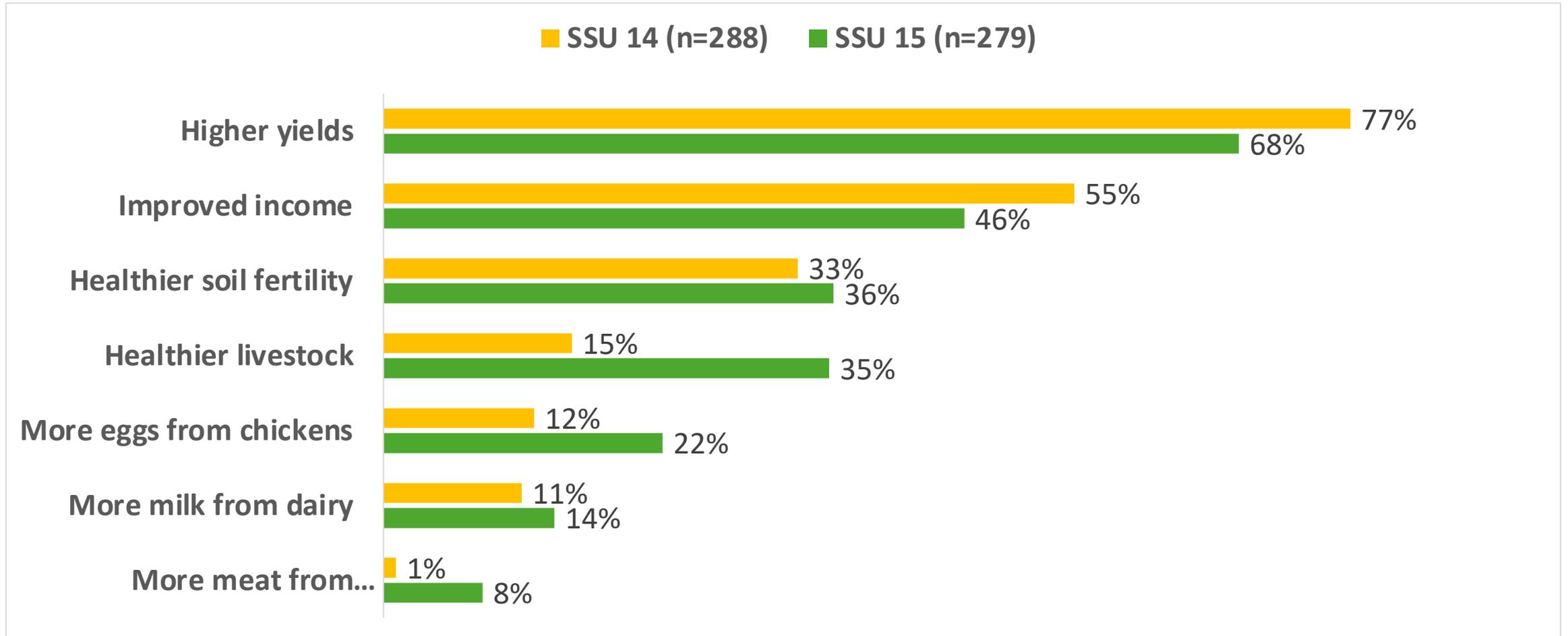
The data support the hypothesis that *the more small-holder farmers are exposed to SSU content the more likely they are to make changes to their farming practices* and the greater the productivity and income they accrue

Key Impact #2: Changes made to farming practices as a result of viewing SSU 15



Q26 and Q27. Have you made any changes to your farm because of something you learnt on the most recent series of Shamba Shape Up?

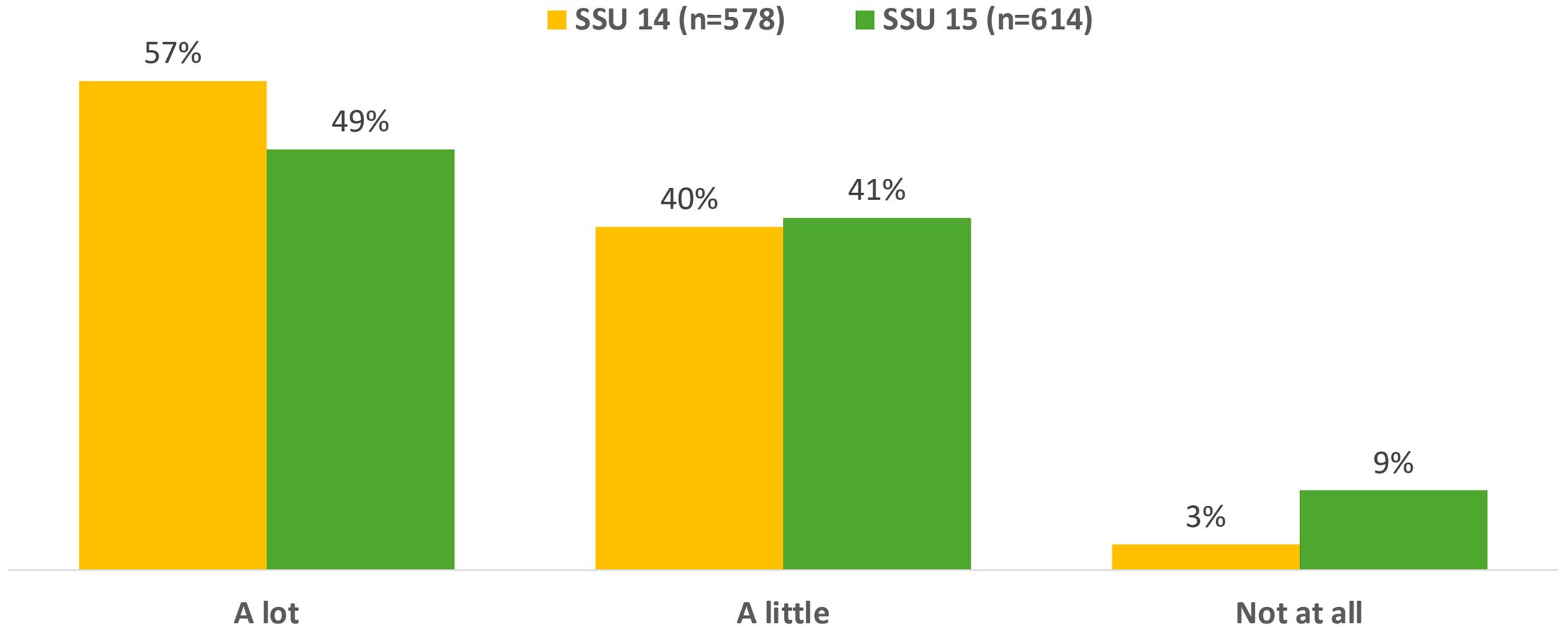
Key Impact #3: Results of making the changes



The benefits small-holder farmers see from making changes to their farming practices as a result of watching SSU speak to improvements in their livelihoods and healthier soil fertility and livestock management.

Q28. What effects did you see as a result of that change?

Impact of watching SSU on income and livelihood

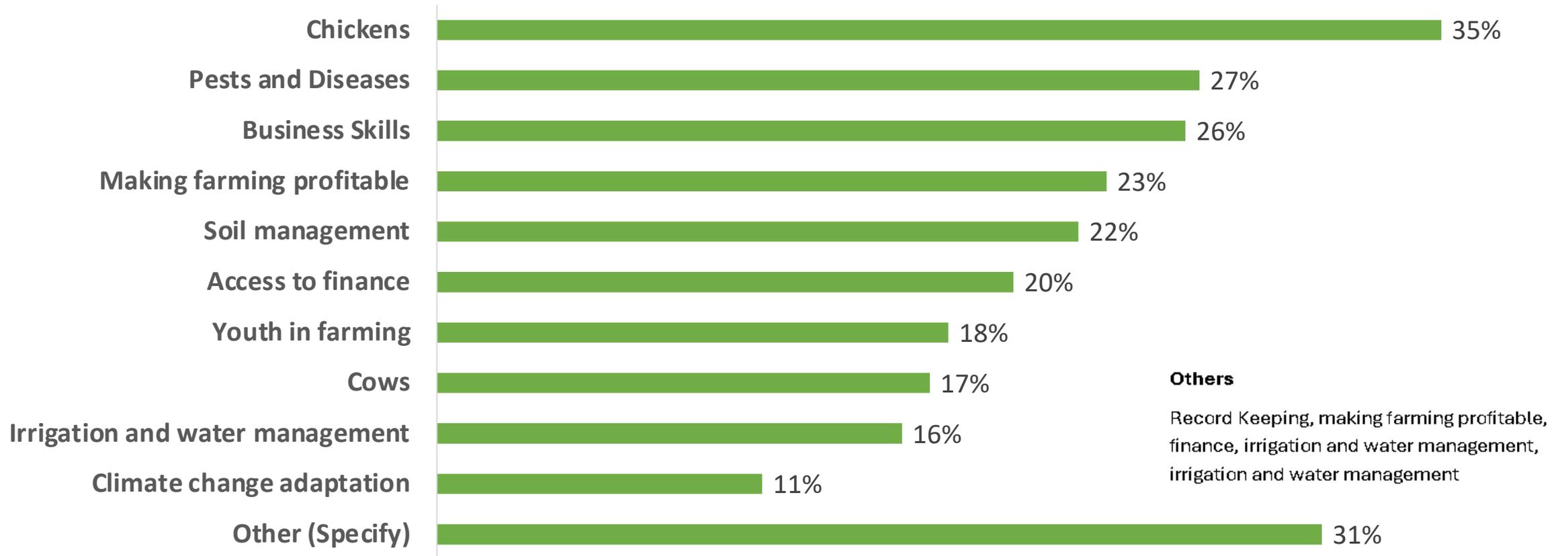


- The surveys show that the vast majority of SSU viewers report increases in their incomes and livelihoods as a result of viewing the programme.
- This is particularly the case for longer term viewers.

Q29. To what extent do you feel that your income and livelihood has improved as a result of watching Shamba Shape Up?

Topics of interest future SSU series

SSU 15 (n=614)

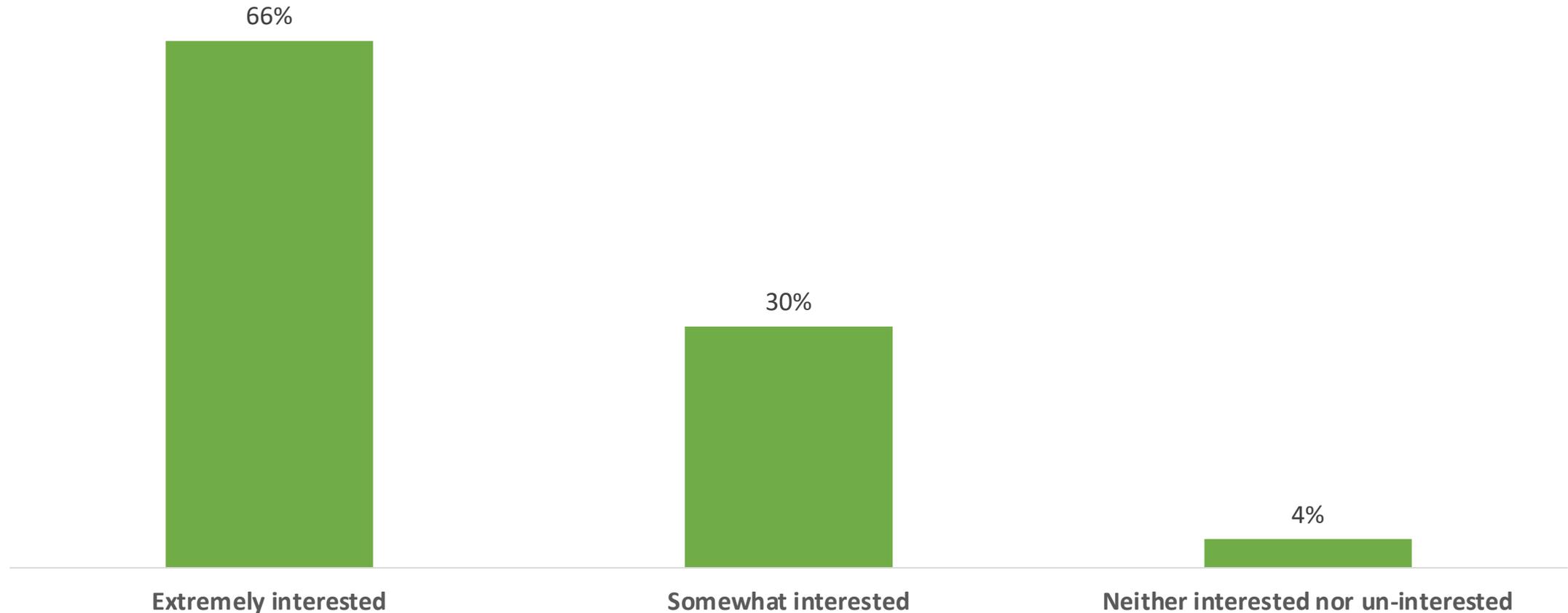


Interest in and usefulness of topics in SSU appear to be highly related to farmers' specific farming practices, with more general topics of less interest (topics about chicken farming is of great interest to chicken farmers, with climate change adaptation of less interest).

Q30. Which topics would you like to see featured in future series (select 3)?

Level of interest in watching another series of SSU

SSU 15 (n=614)



The popularity and value of SSU is demonstrated very clearly here, that even after 15 years' on air there remains a huge appetite for the series to continue.

Q31. Would be interested you interested in watching another series of Shamba Shape Up?

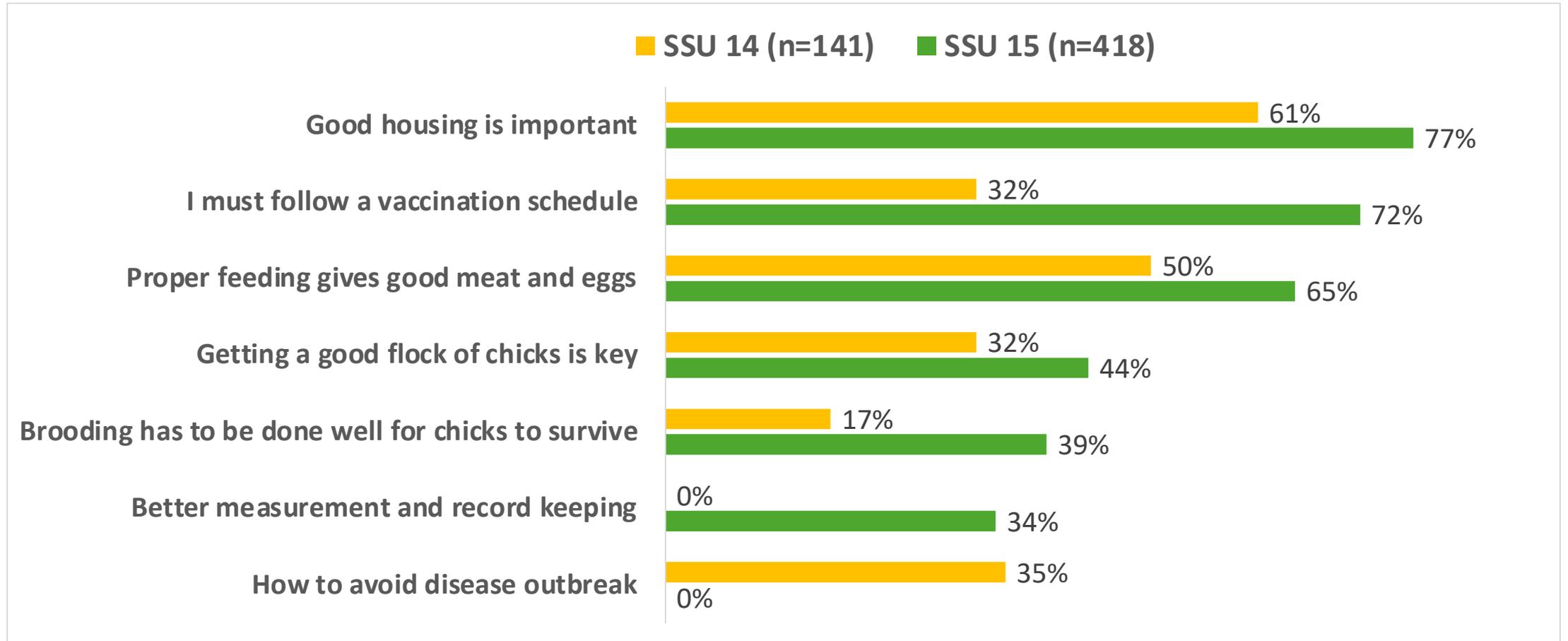


Chicken rearing

The following questions about knowledge and practice about chicken keeping were asked only of those small-holder farmers in the survey who keep chickens (n=414 or 68% sample).

Because of the locations surveyed for SSU 15 there were many more chicken farmers in the sample than for SSU 14

Learnings from SSU on chicken farming

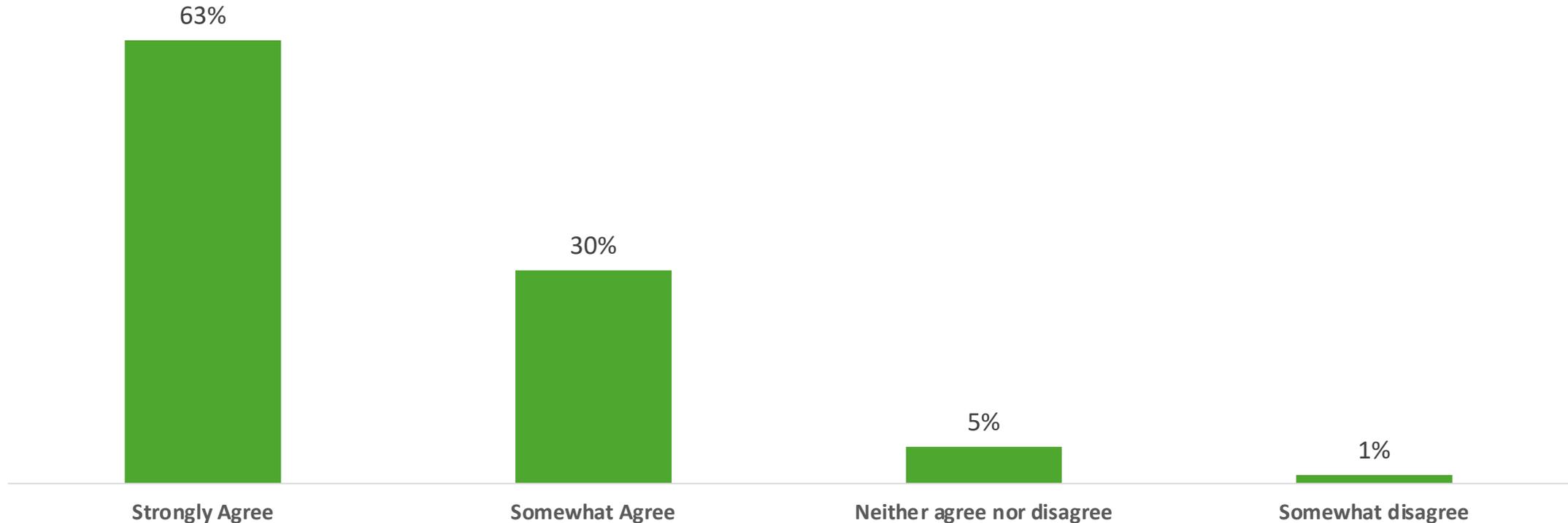


Messages on housing, vaccination and proper feeding are clearly resonating with SSU viewers and overall, across all the topics covered more and more viewers are increasing their knowledge. Given that over 60% of farmers rear chickens this has a considerable impact on a significant number of farmers

Q38. When it comes to chicken farming, what did you learn from SSU this year?

Confidence in raising improved kienyeji birds for meat production

SSU 15 (n=418)

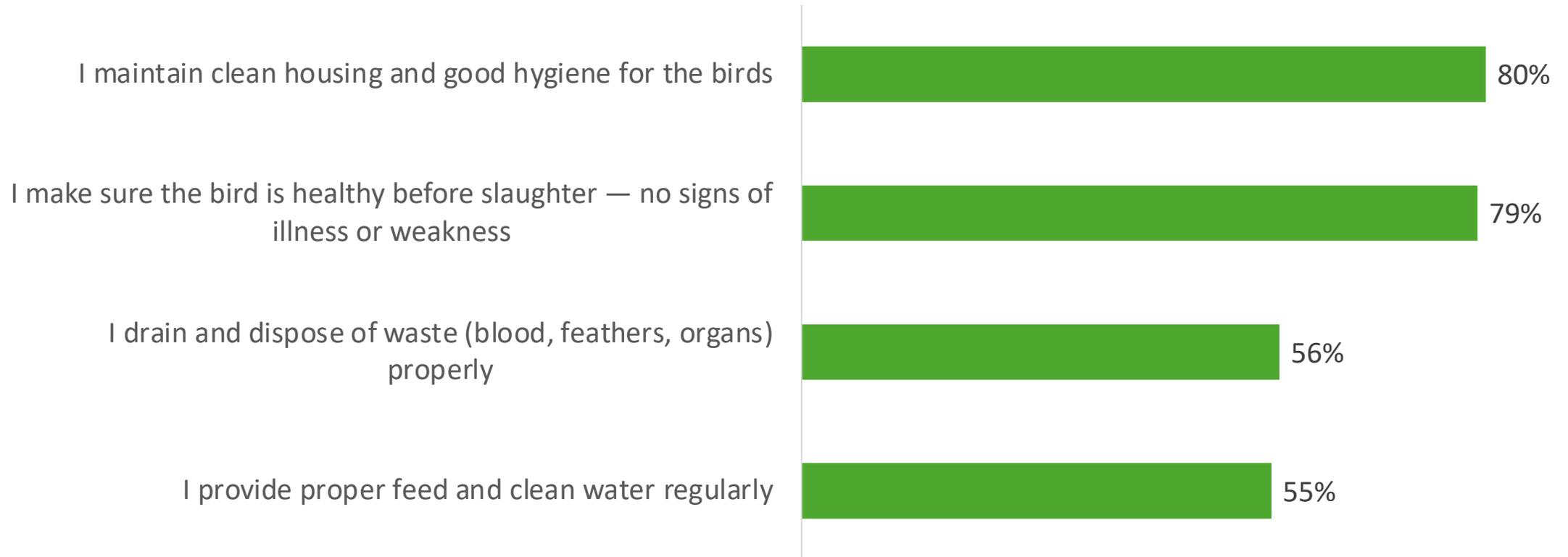


SSU 15 has had a strong effect in increasing farmers' confidence to raise Kienyeji birds for meat production (over 90% feel confident)

Q39. I feel confident to raise improved Kienyeji birds for meat production?

Steps taken to ensure food safety during chicken slaughtering

SSU 15 (n=418)

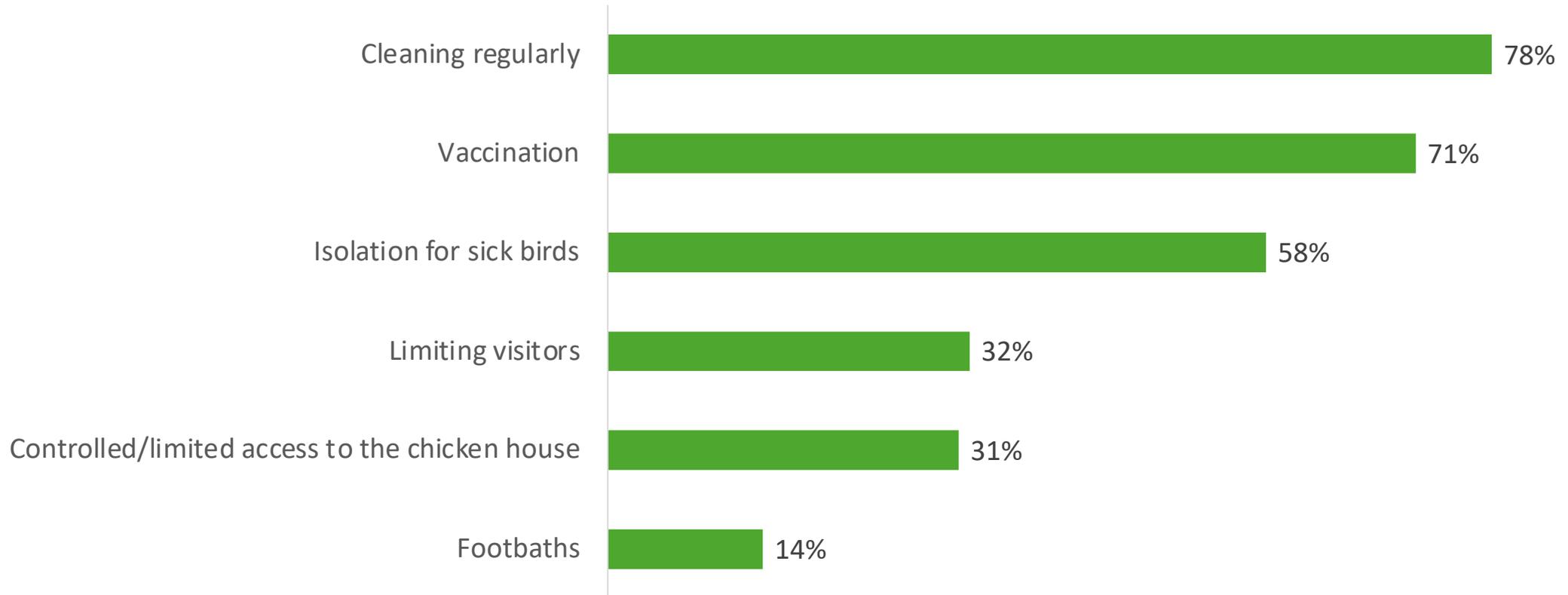


There is strong evidence that key messages around hygiene and health are being well communicated and understood by viewers.

Q40. Which of these steps do you take to ensure food safety when slaughtering your chickens?

Biosecurity measures currently practiced on the farm

SSU 15 (n=418)



Again, positive evidence of message takeout on cleaning, vaccination and how to care for sick birds.

Q41. What Biosecurity measures are you currently practicing on your farm?

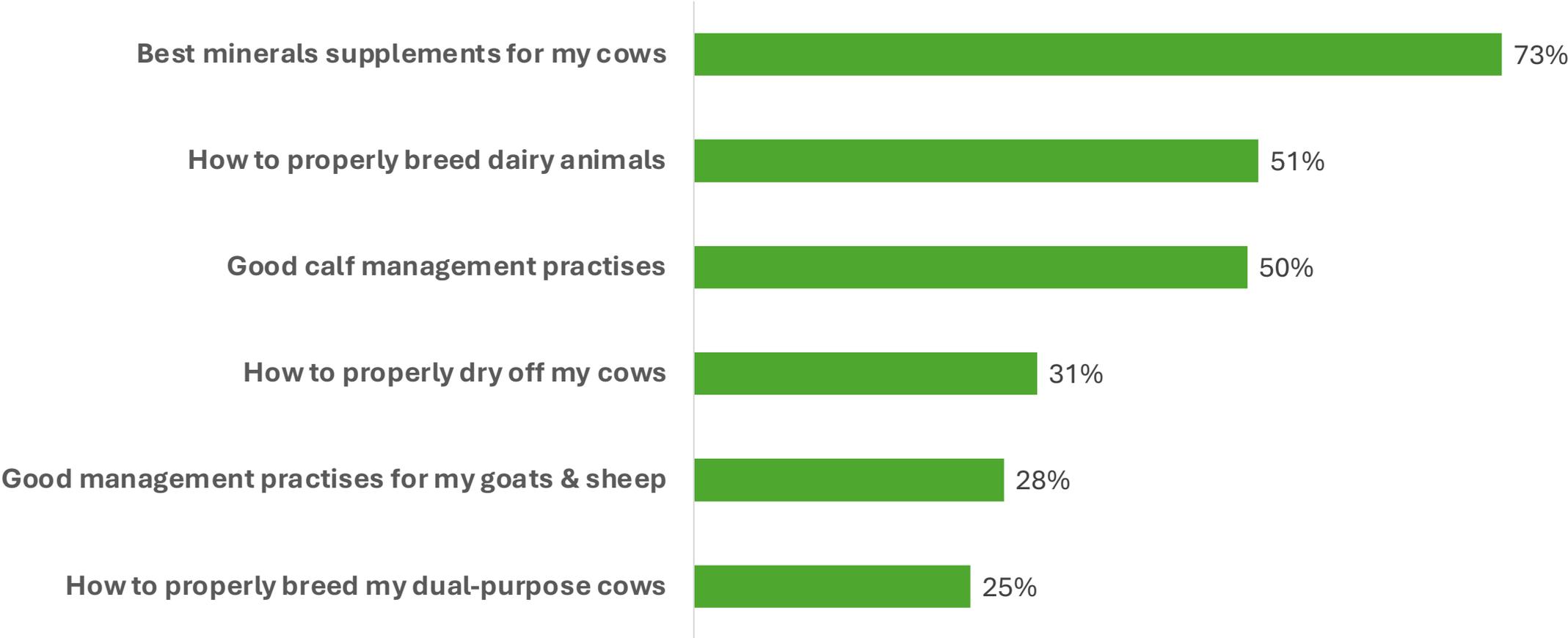
Dairy cows

The following questions about knowledge and practice about dairy cows were asked only of those small-holder farmers who keep dairy cows (n=142 or 23% SSU 15 sample)



Key learnings on dairy cow management from this season of SSU

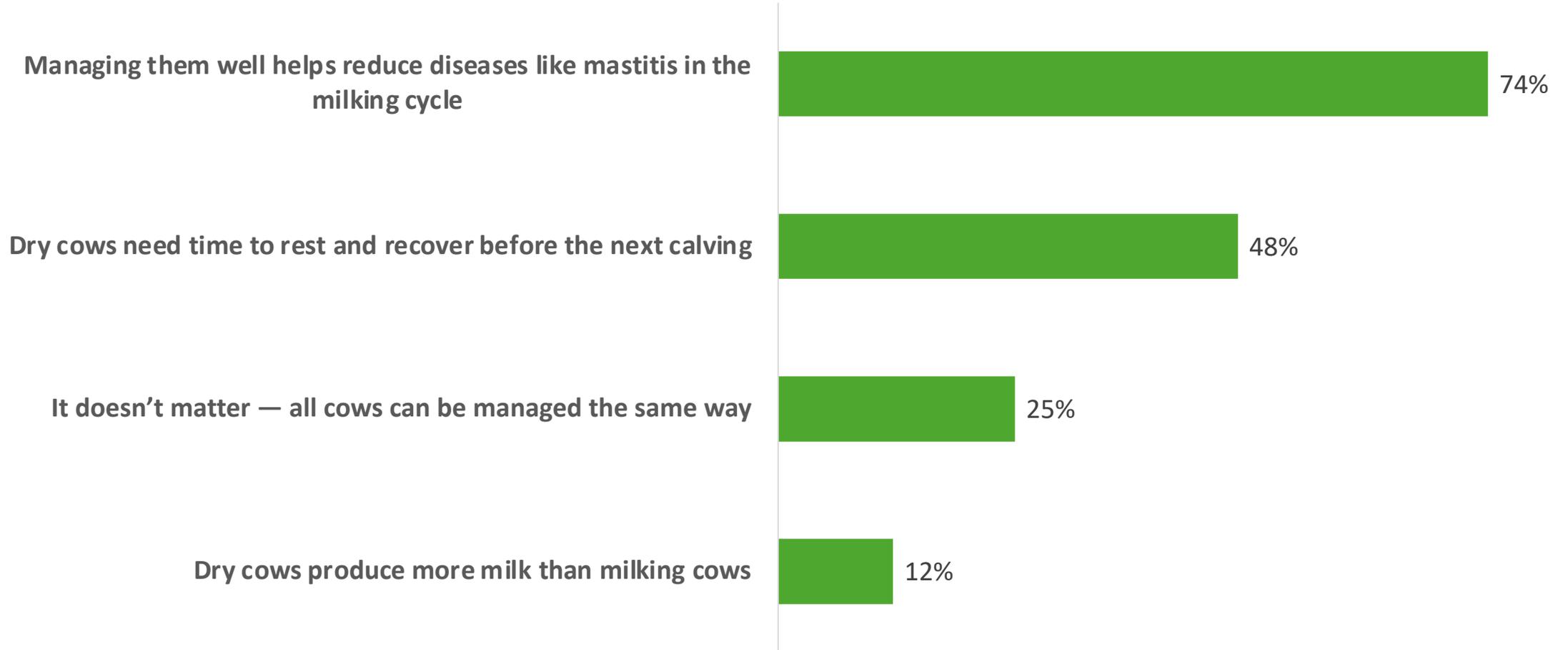
SSU 15 (n=142)



Q42. What key topics did you learn about dairy cow management this season of Shamba Shape Up?

Differences in management between dry and milking cows

SSU 15 (n=142)

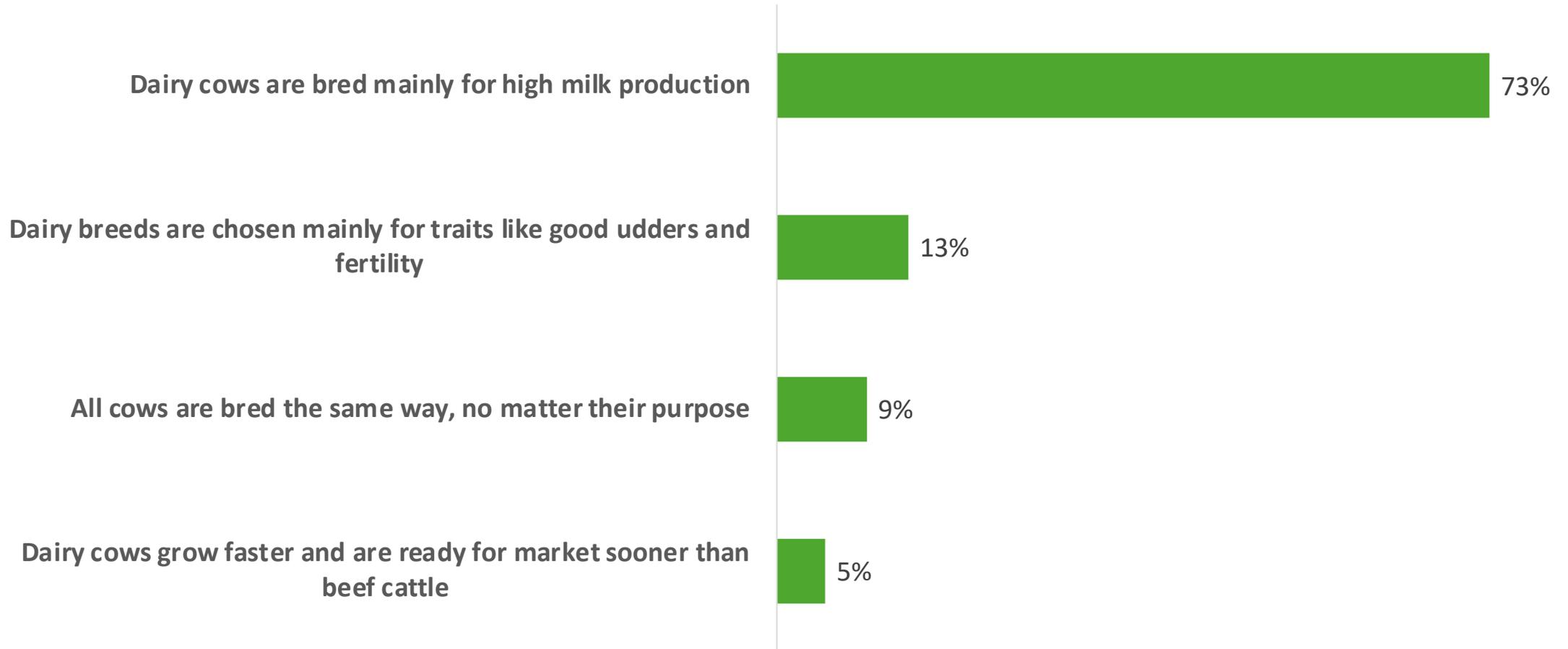


Good message take out on the overall management and welfare of dairy cattle to reduce mastitis.

Q43. On the topic of Dairy cows, why should dry cows be managed differently from milking cows?

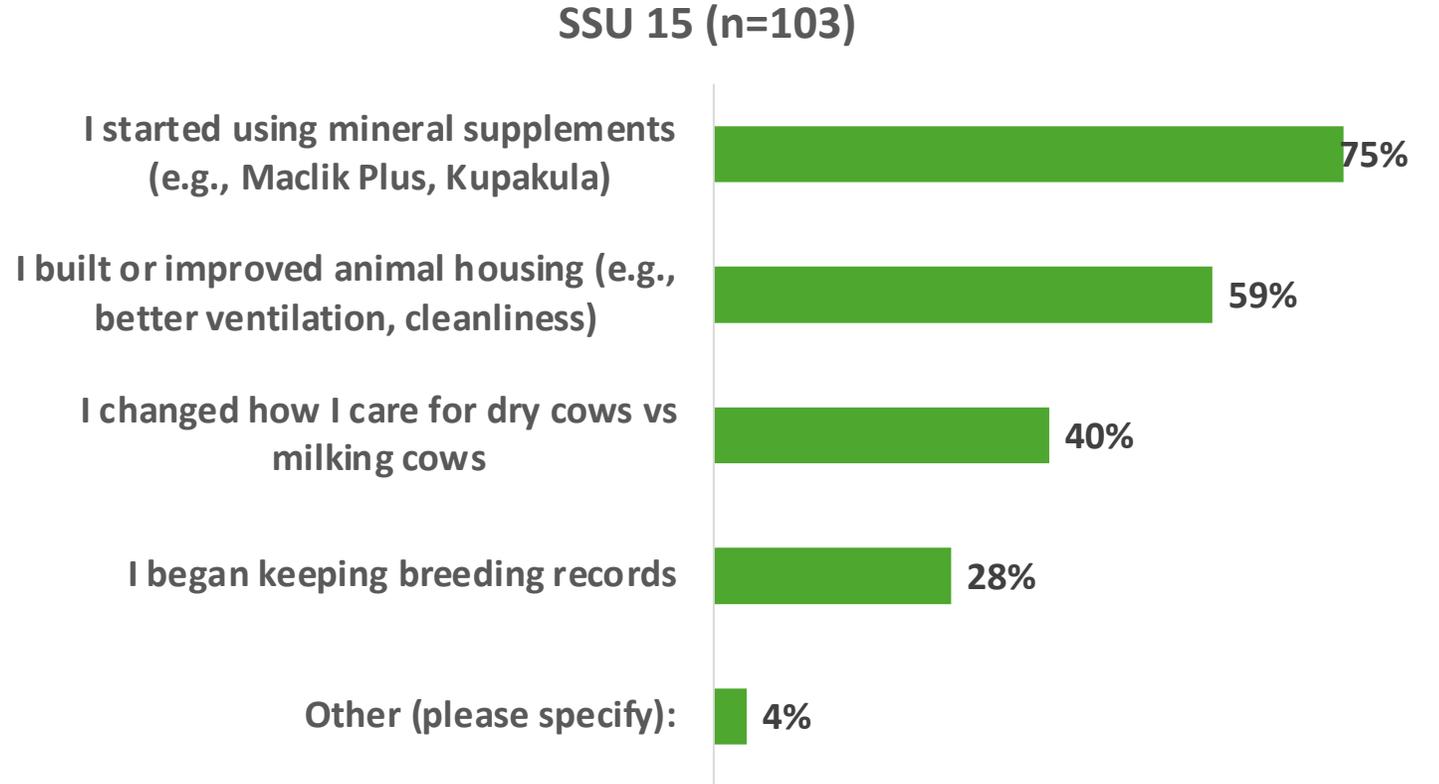
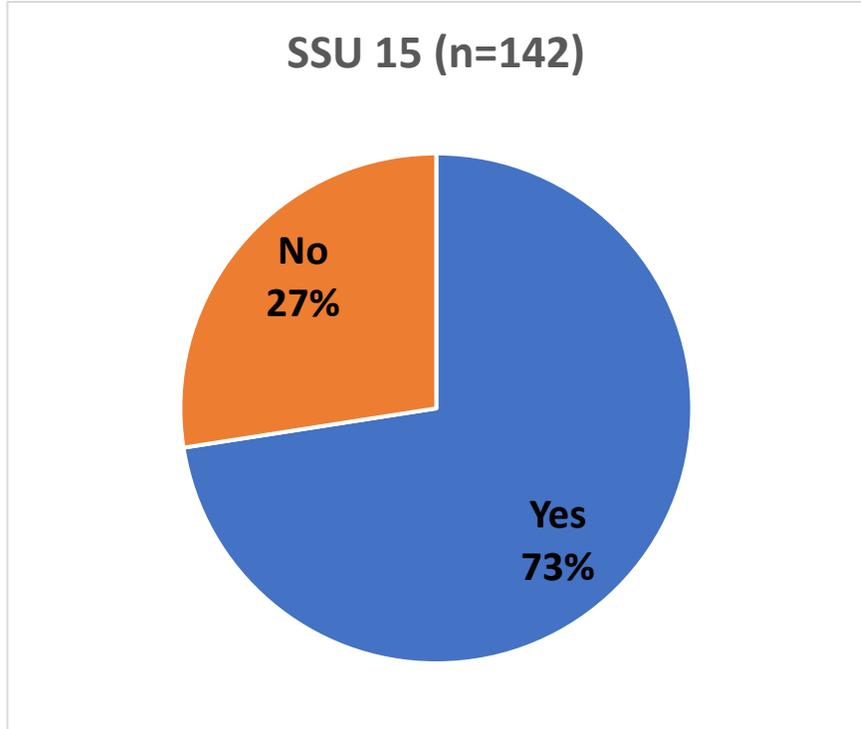
Key differences between breeding dairy cattle and beef/dual-purpose cattle

SSU 15 (n=142)



Q44. What is the main difference between breeding dairy cows and breeding beef or dual-purpose cattle?

Changes in livestock management after watching SSU

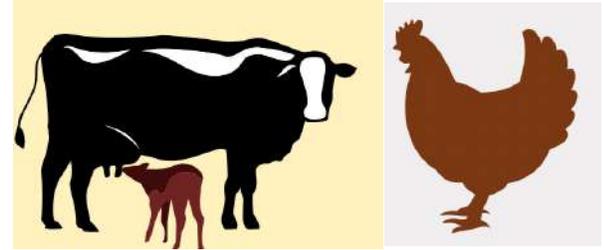


It is extremely encouraging that as many as three-quarters of dairy cattle farmers said they made changes in livestock management after watching SSU 15.

Q45. Have you made any changes in how you manage your livestock after watching Shamba Shape Up this year? Q46. Which changes did you make?

Impact of SSU on livestock farmers

- The data are compelling and clearly show that, among SSU viewers who rear chickens and keep dairy cattle, **knowledge about hygiene, housing, vaccinating and well-being is increasing** and turning into real changes in farming practice and animal welfare
- **Increases in knowledge and practices are seen across all the counties** covered in the survey and by the main demographic groups
- The underlying message is that **those who are exposed to SSU content over the years are more inclined to make changes to their farming practices** and the evidence shows an increase in productivity and incomes as a result of the changes made



Soil management

The following questions are asked of all 614 survey respondents

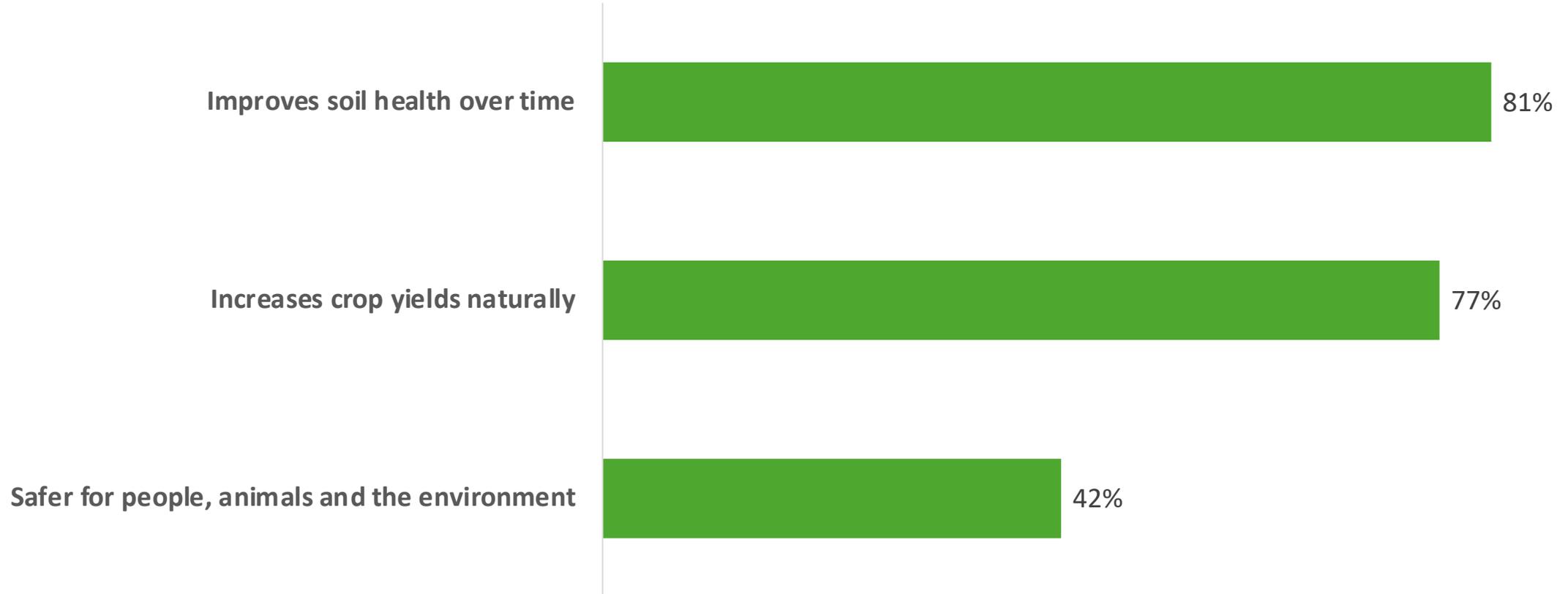


Organic and chemical fertilizers



Perceived benefits of using organic fertilizers

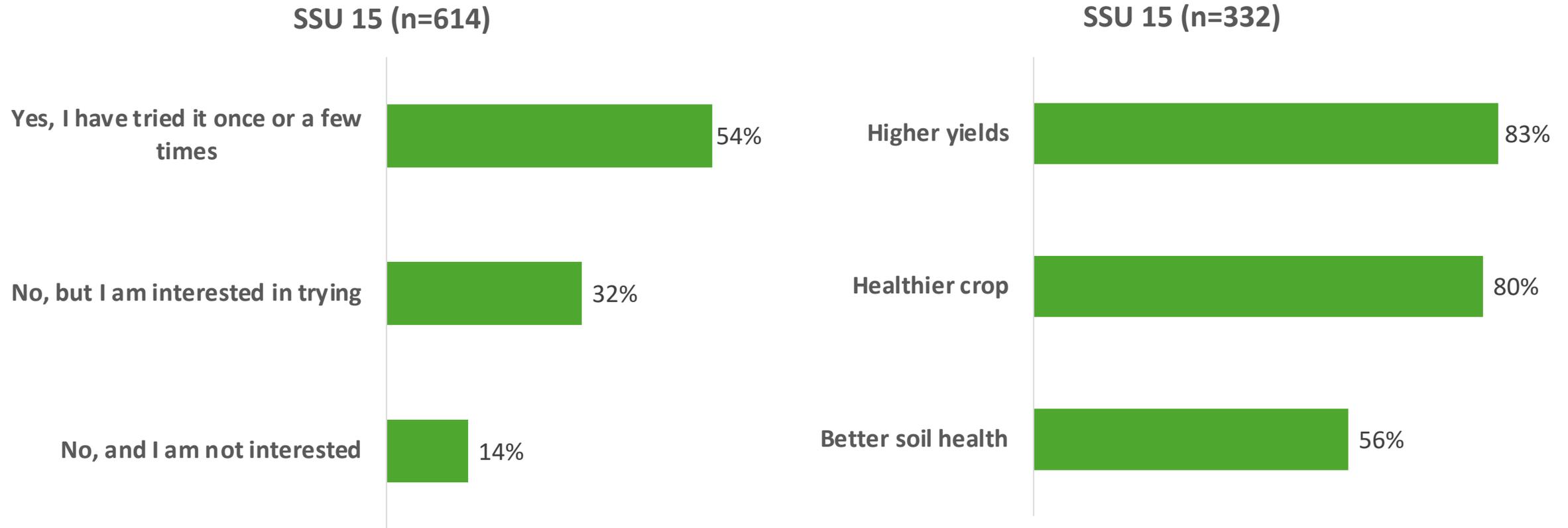
SSU 15 (n=614)



Very positive message takeout on the benefits of using organic fertilizers to improve soil health over time and to increase crop yields using natural methods.

Q47. What do you think are the benefits of using organic fertilizers on the farm?

Reported benefits from combining organic and chemical fertilizers

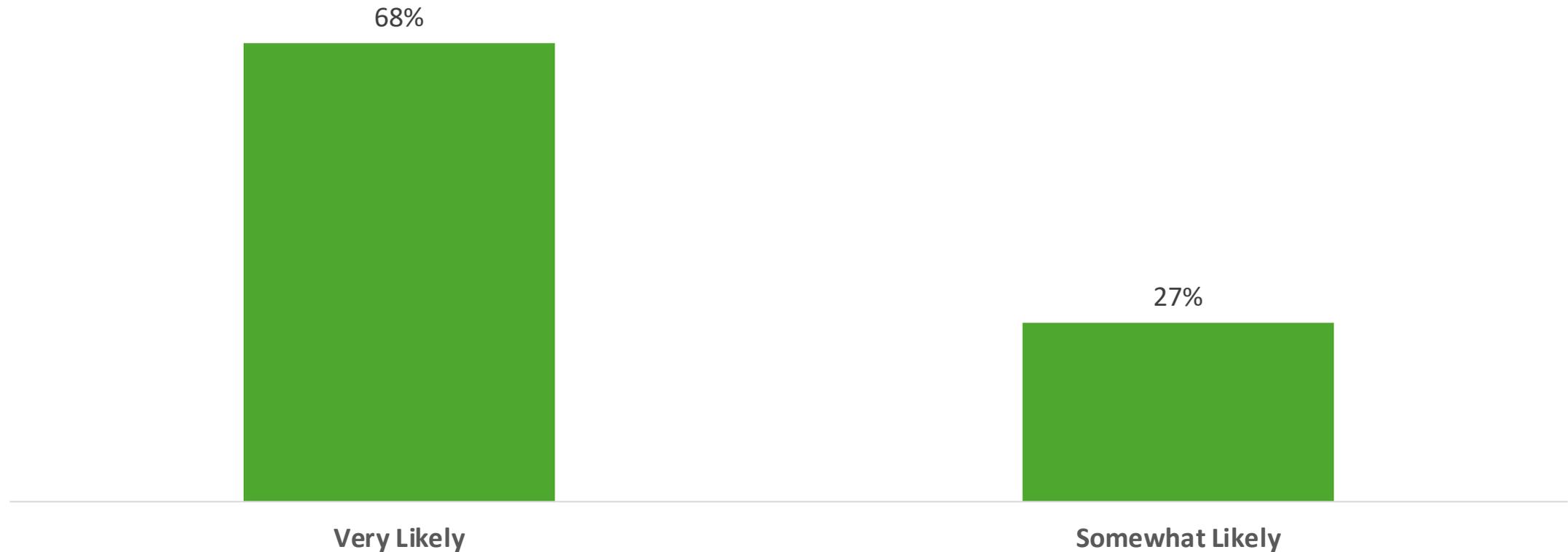


Most are interested in trying to combine organic and chemical fertilizers (52%) but a similarly high proportion are not, which suggests that more messaging around the benefits of this method are needed, since those who practice this report higher yields and healthier crops.

Q48. Have you tried combining organic and chemical fertilizers (integrated soil fertility management)? Q49. What benefits, if any, have you seen from this?

Likelihood of using organic fertilizers after watching SSU

SSU 15 (n=614)



SSU 15 is a powerful vehicle in persuading farmers to use organic fertilizers.

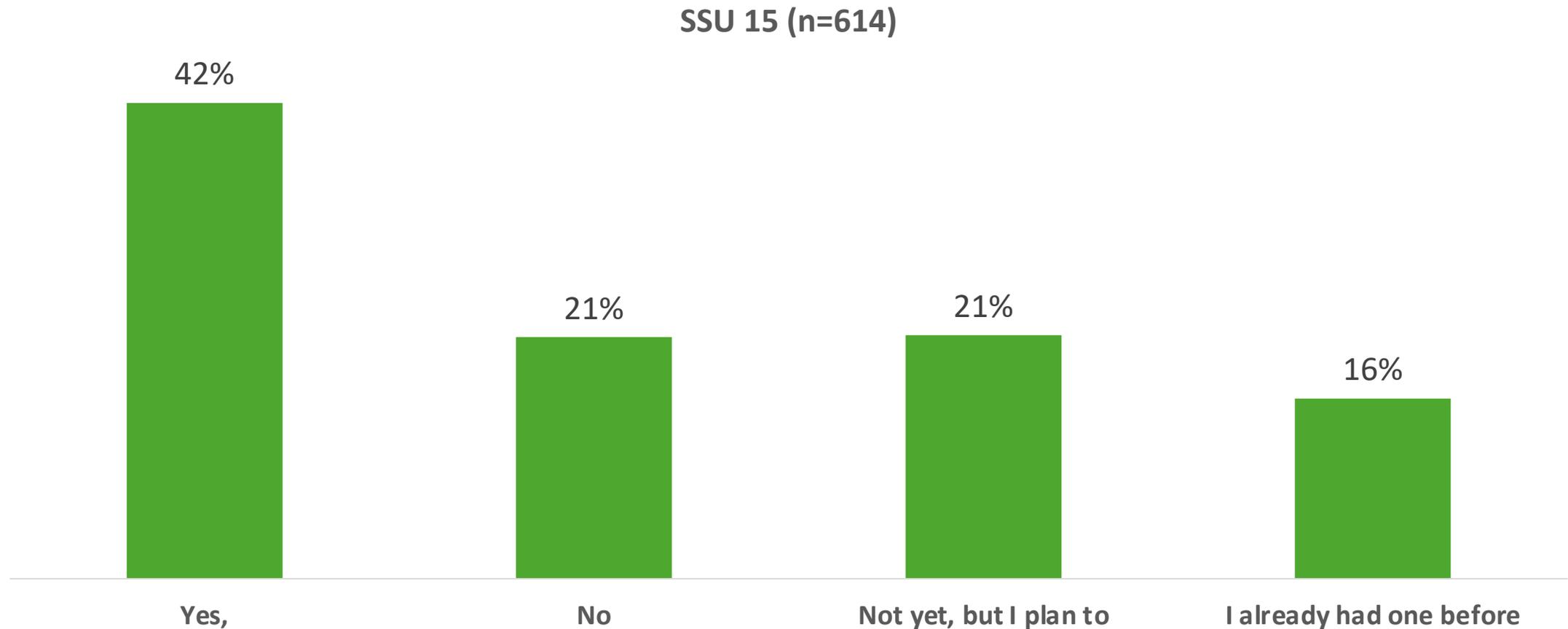
Q50. How likely are you to use organic fertilizers after watching Shamba shape Up?



Kitchen gardens



Kitchen garden adoption inspired by SSU



Interesting county differences here. With almost 60% saying ‘yes’ in Embu and Nakuru, compared with only 15% in Kisumu.

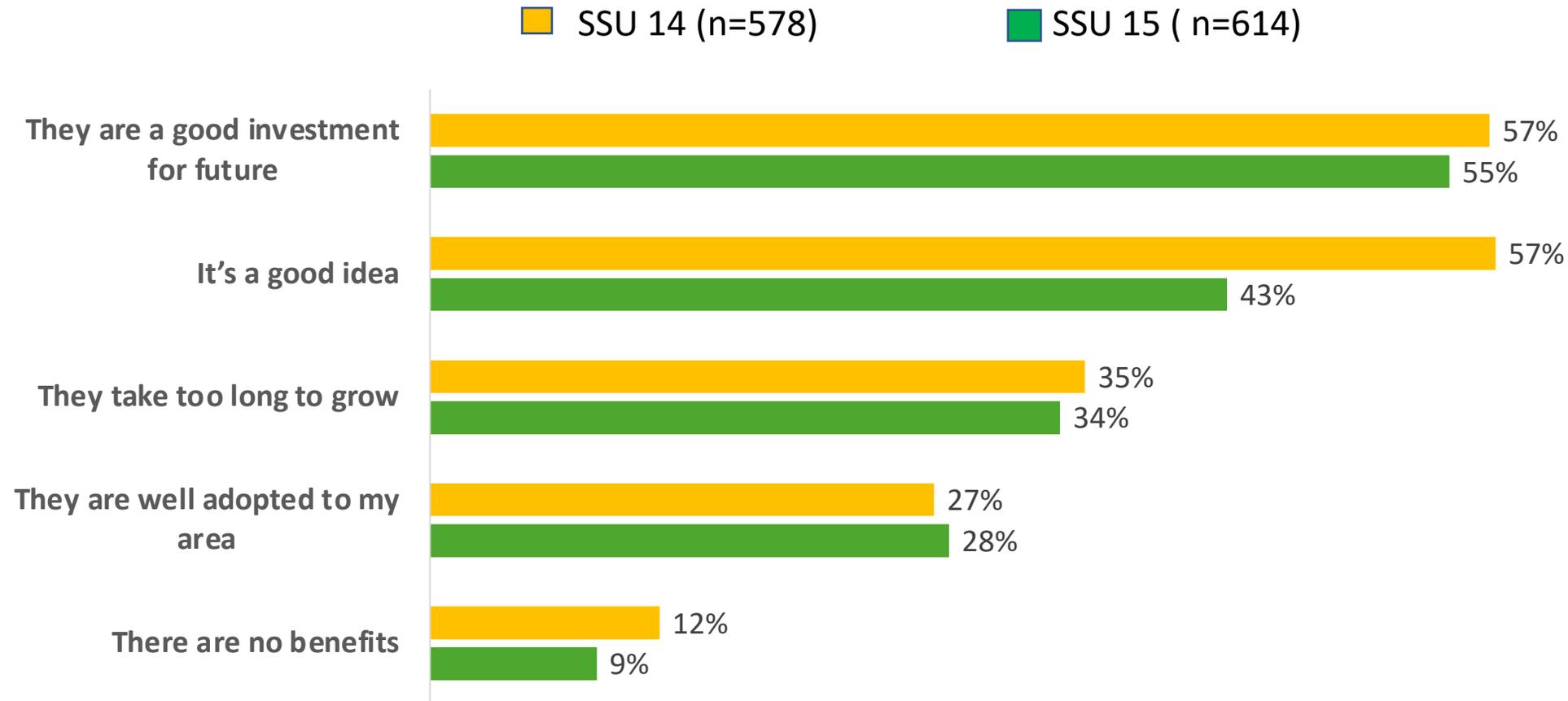
Q51. Have you or any member your household started or improved a kitchen garden after watching Shamba Shape Up?



Tree Planting



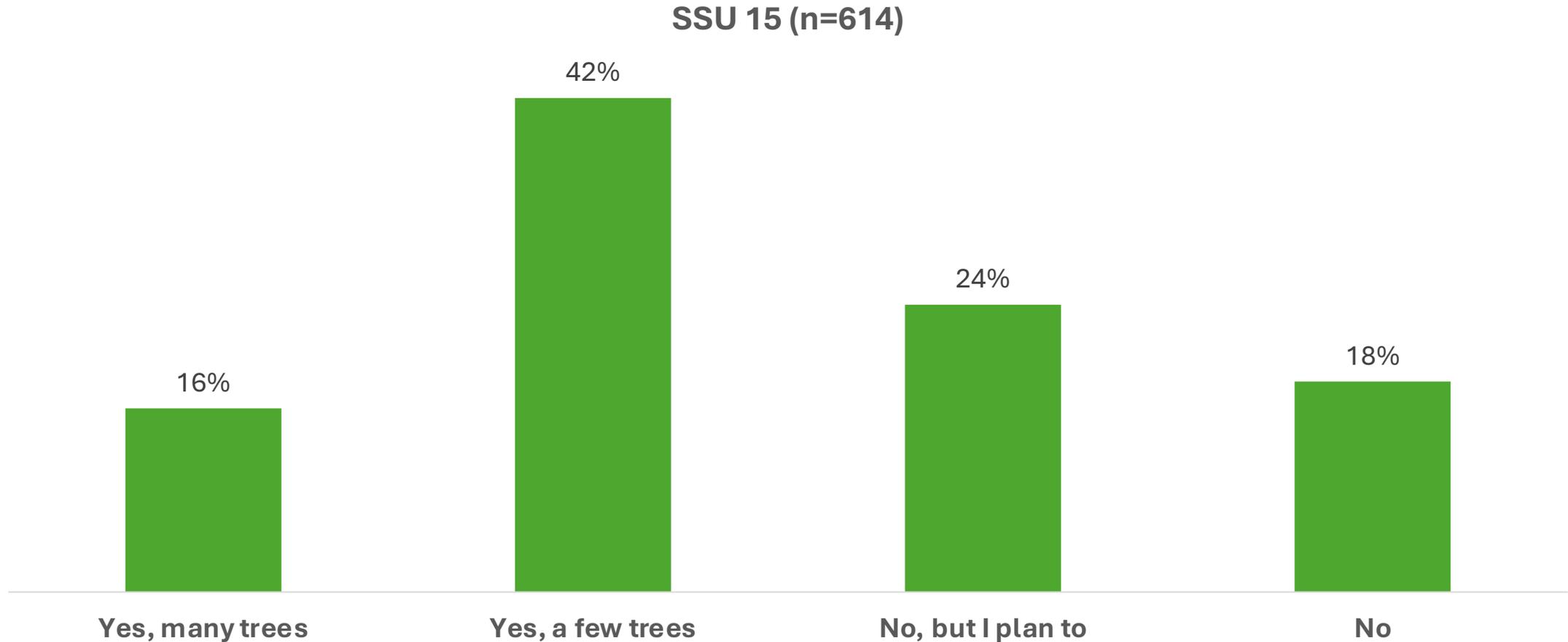
Opinions about planting indigenous trees



Opinions about the planting of indigenous trees are more polarizing – around one half think they are a good investment or a good idea, over one third think they take too long to grow. Fans of planting indigenous trees are more likely to be found in Nakuru and much less likely to reside in Embu.

Q52. What are your opinions about planting native indigenous trees on your shamba?

Tree planting among farmers in the current year

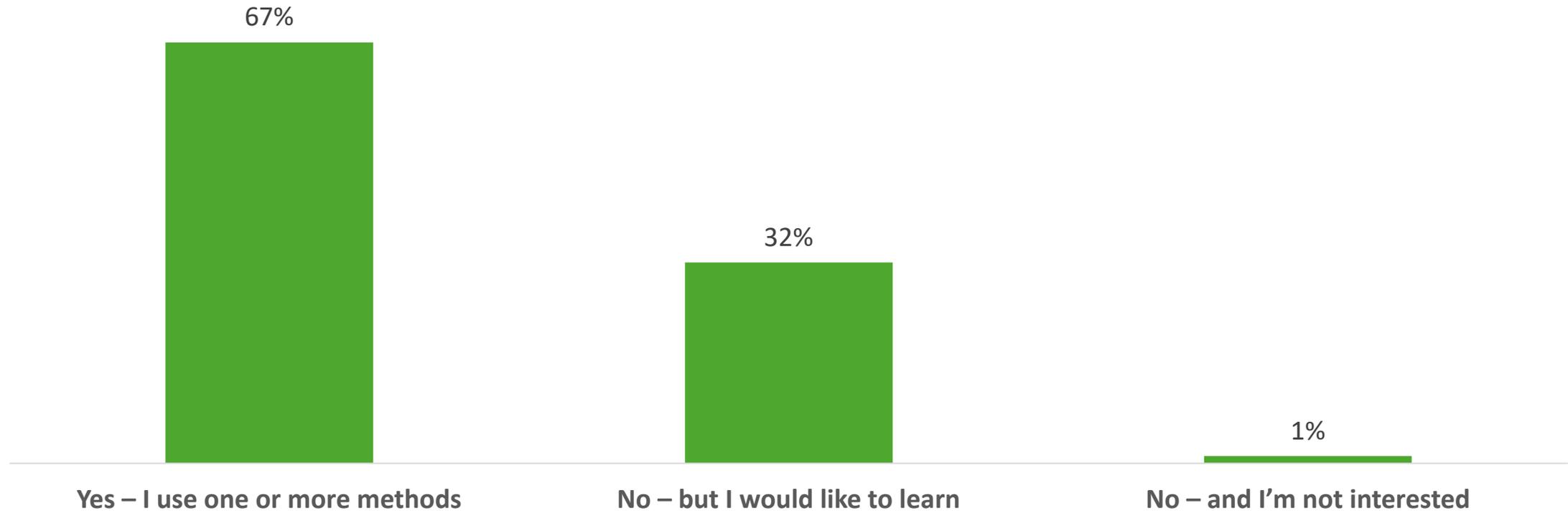


Tree planting behaviour is muted, with about as many having planted (a few) as have not. Although there are indications that intentions to plant are positive.

Q53. Have you planted any trees on your farm this year?

Use of natural soil fertility practices among farmers

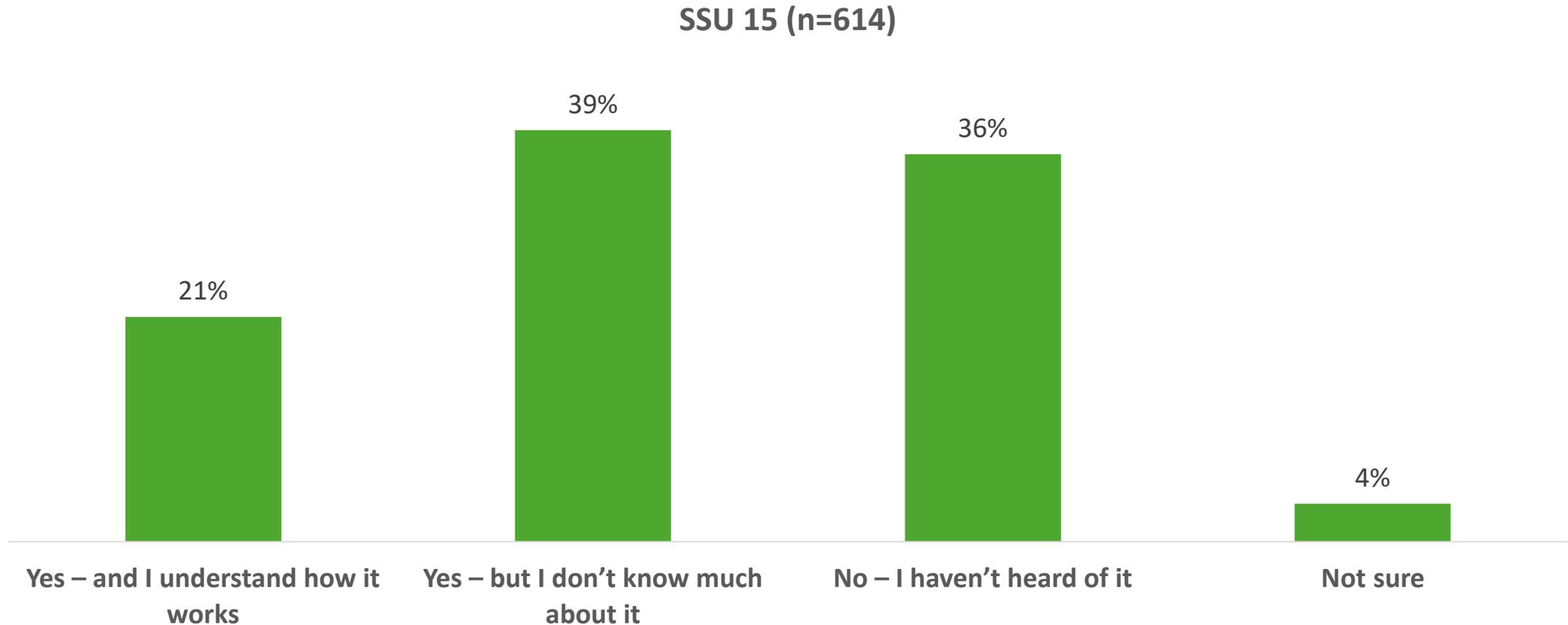
SSU 15 (n=614)



Farmers in Kisumu are much more likely to use natural soil fertility methods (81%) than are those in Kilifi (58%)

Q54. Are you currently using any natural methods to improve soil on your farm (e.g., composting, mulching, crop rotation)?

Awareness of vermiculture composting

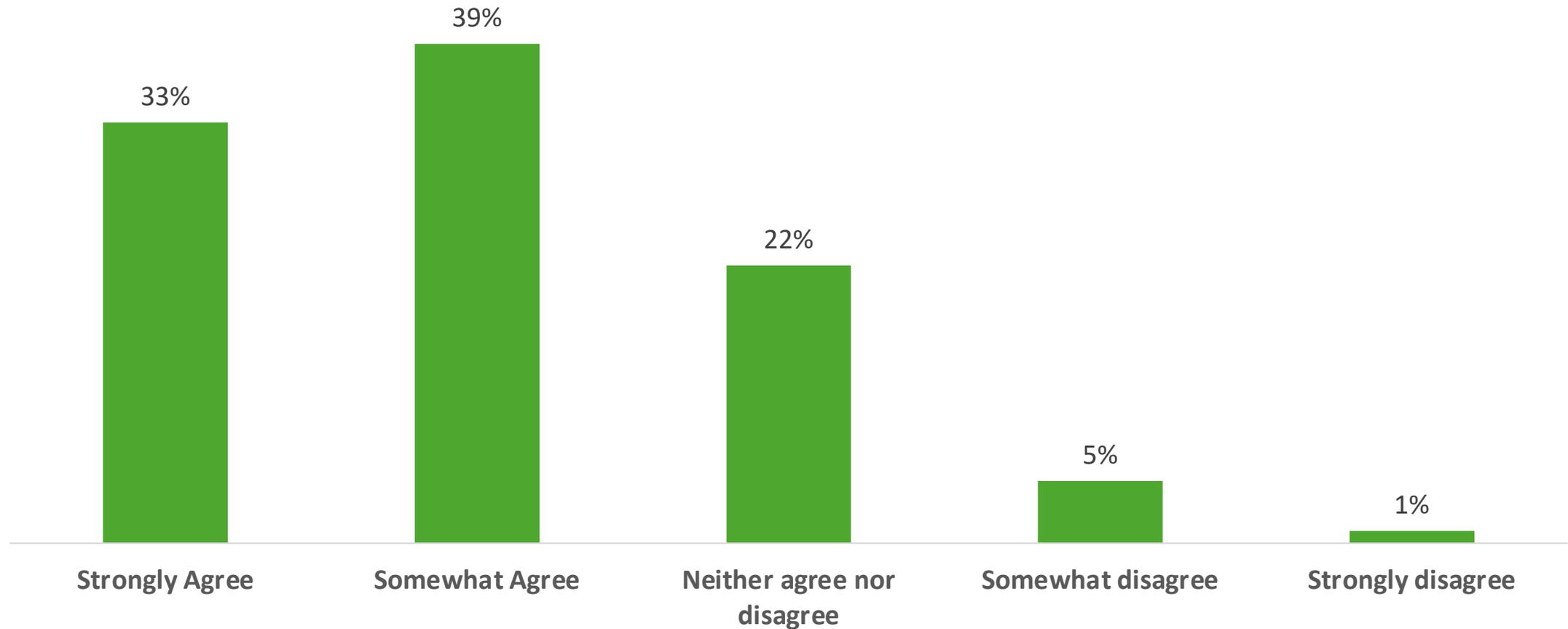


The main finding from this chart is that farmers need more information and encouragement to use vermiculture composting before they are likely to start practicing with it

Q55. Have you heard of vermiculture composting (using worms to produce compost)?

Farmer agreement: Black soldier fly products lower costs

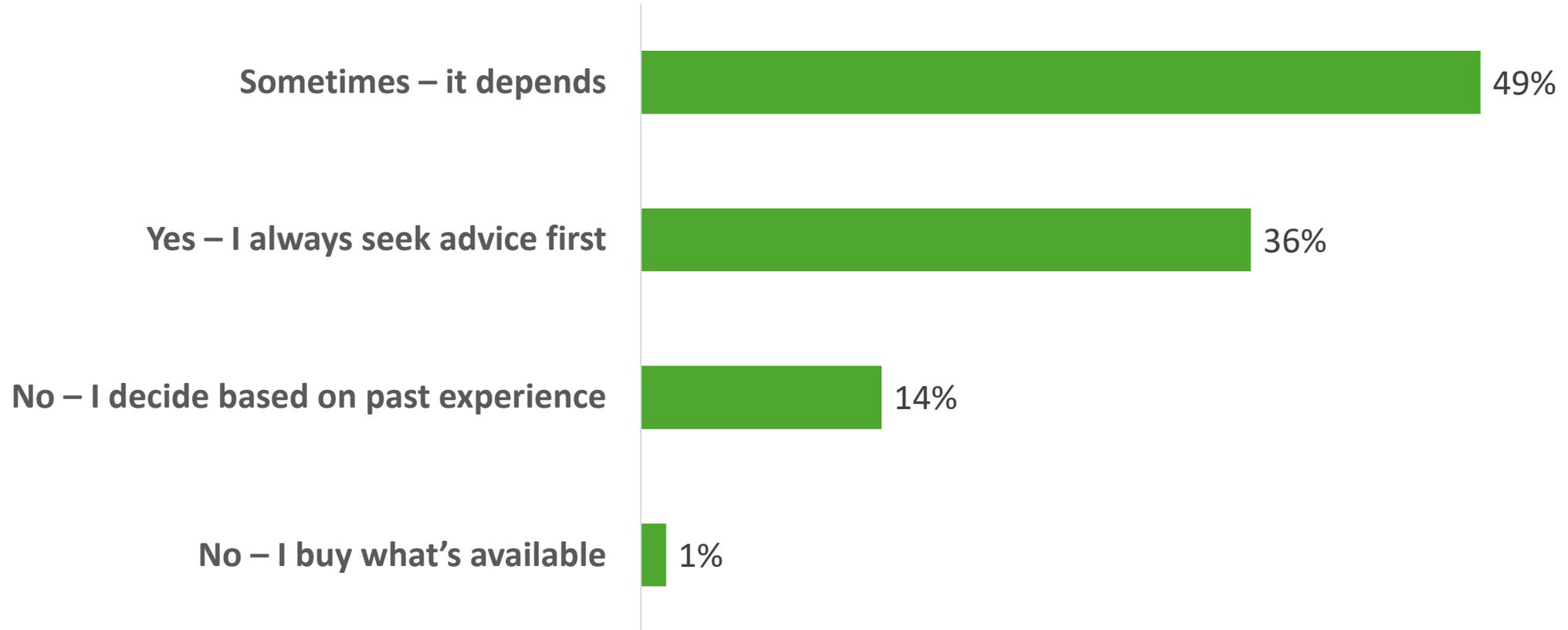
SSU 15 (n=614)



Q56. To what extent do you agree with this statement? Black Soldier Fly products (feed or fertilizer) are a good way to reduce farming costs.

Seeking advice before choosing seeds

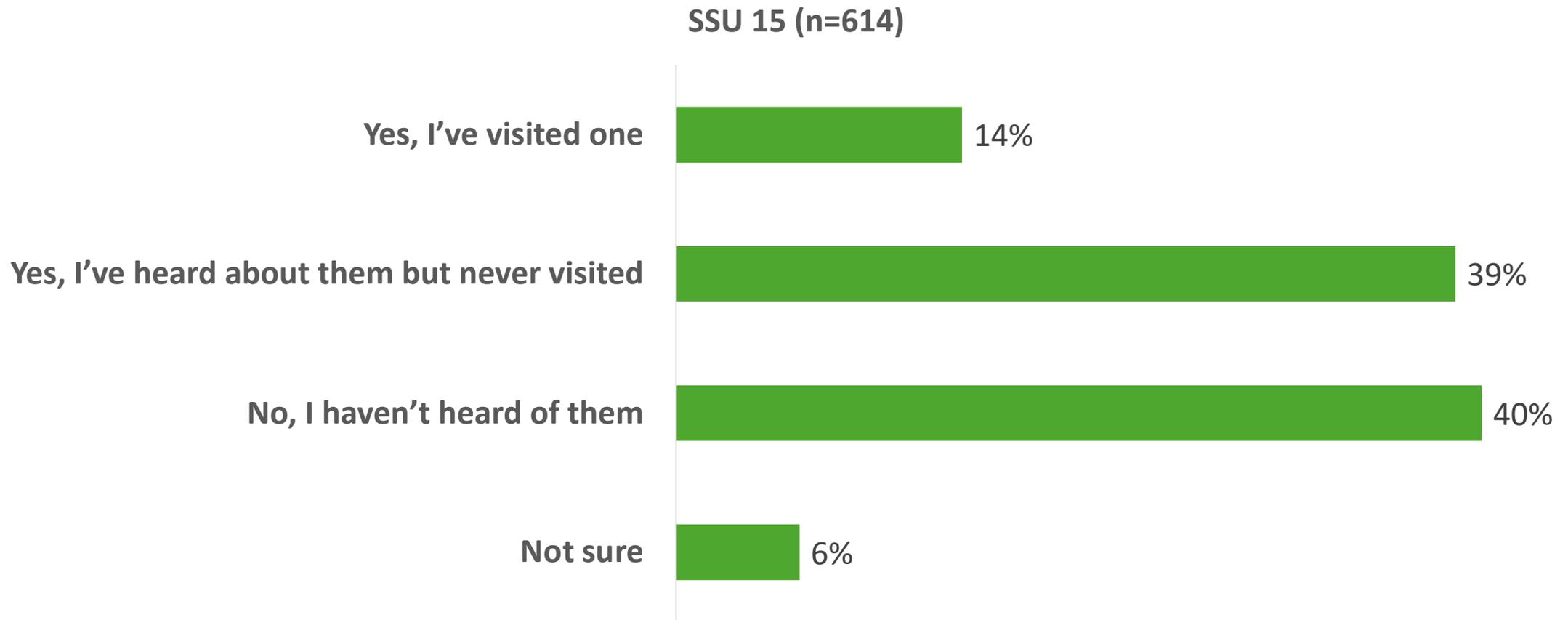
SSU 15 (n=614)



Only around one third of farmers always seek advice before buying seeds, but most do not. Kisumu farmers are the least likely to seek advice or information and rely on past experience.

Q57. Do you usually look for information or advice before choosing seeds to plant?

Farmers' usage of Farmer Service Centers (FSCs)

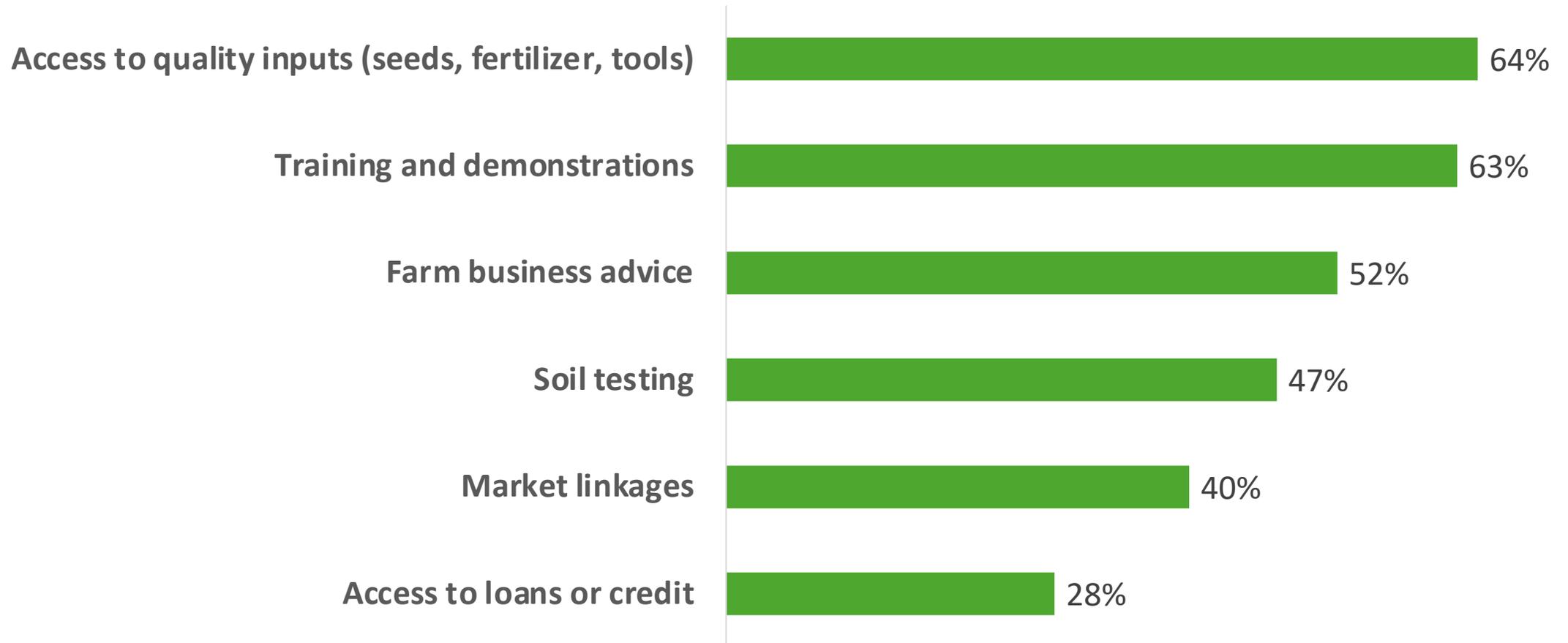


There is limited knowledge and usage of FSC among these farmers – especially in Kilifi.

Q58. Have you heard about Farmer Service Centers (FSCs) or visited one recently?

Expected services from Farmer Service Centers

SSU 15 (n=614)

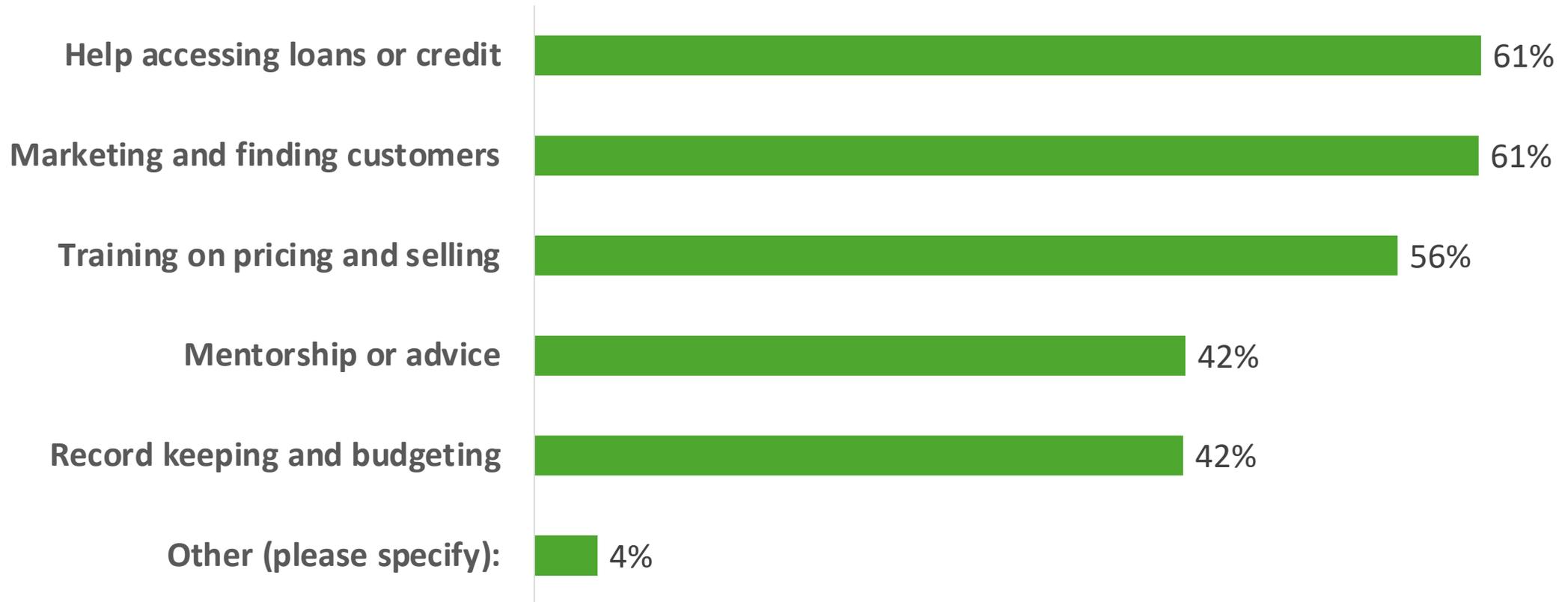


Despite the low levels of usage, expectations from FSC are high and they are seen to offer many of the services that farmers would like to have. This suggests that more information and awareness of their services and locations would spur greater use.

Q59. What services would you expect from a Farmer Service Center?

Business support needs

SSU 15 (n=614)

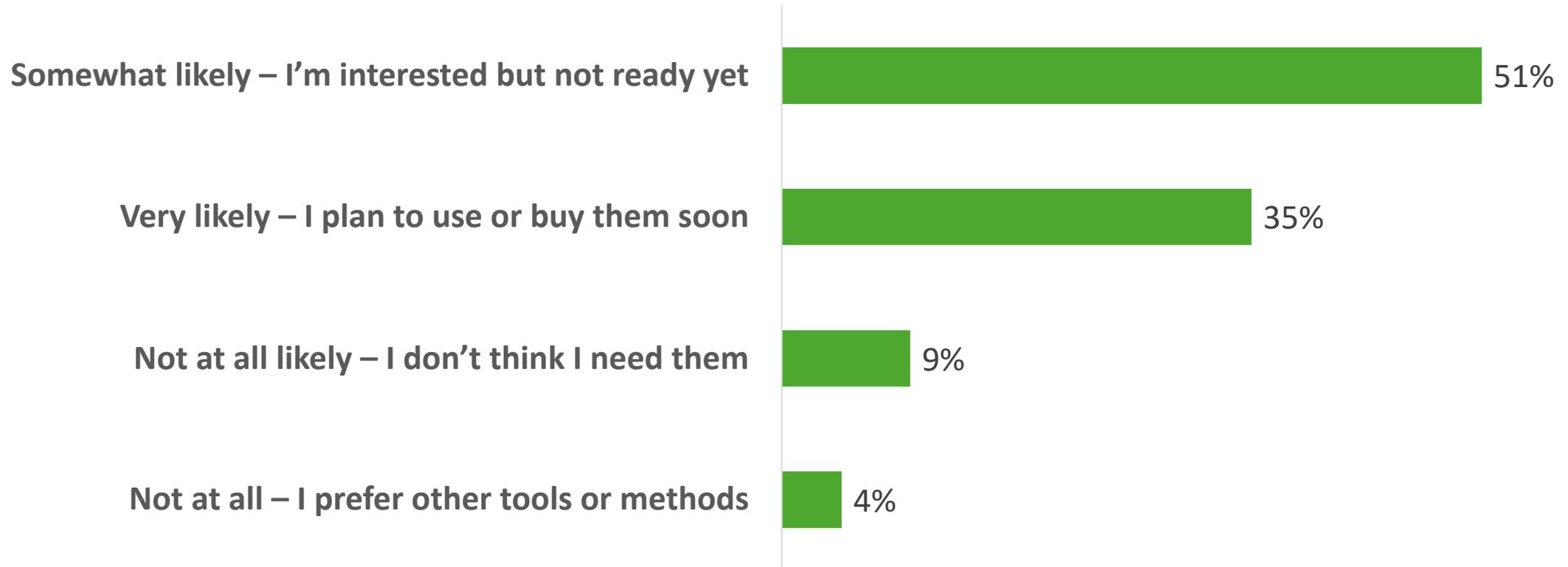


Farmers continue to need business support. Their needs change little over time and continue to be around financing, access to markets and training on how to run their farms as a successful businesses.

Q60. What kind of business support would help you most on your farm?

Mechanized tools likely to be used after SSU

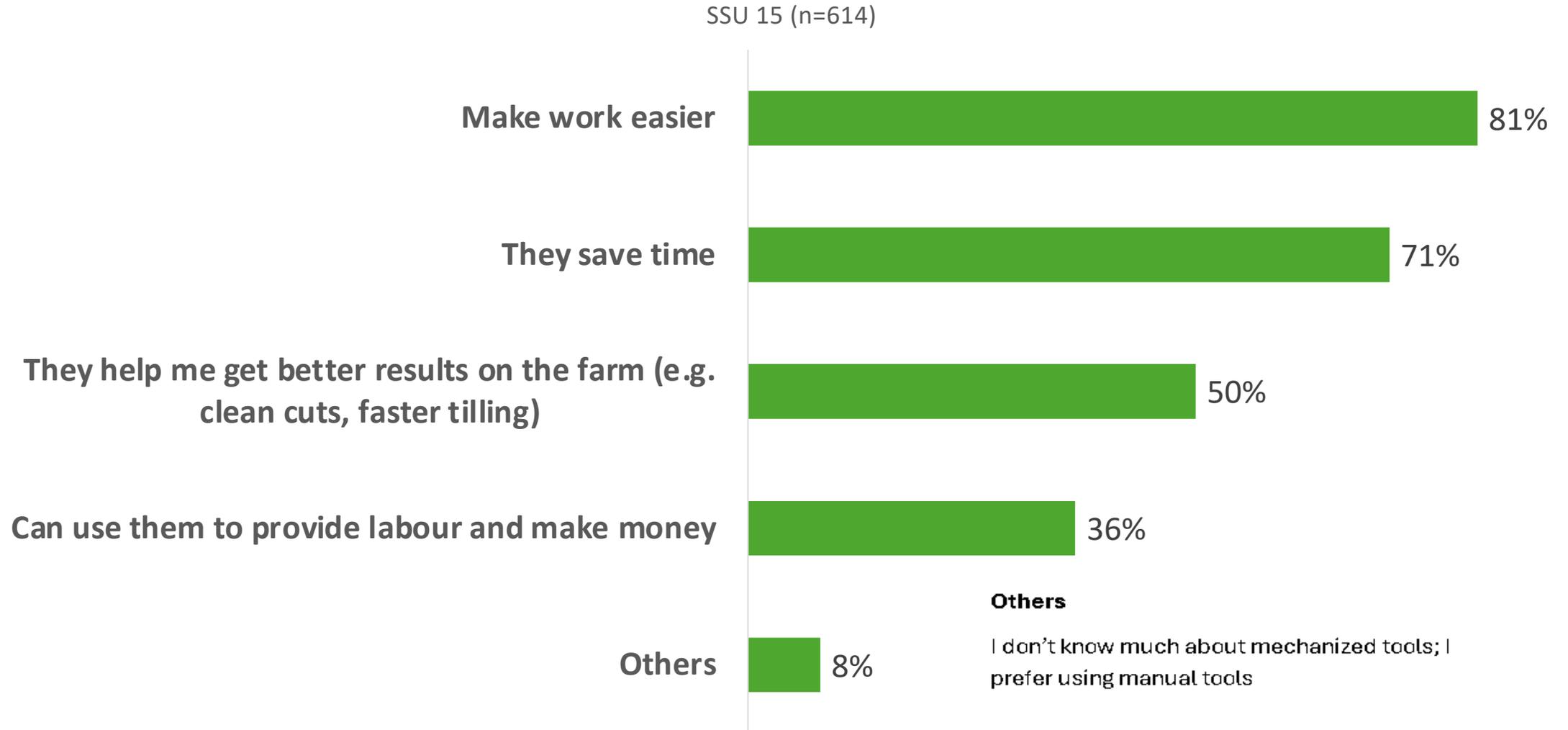
SSU 15 (n=614)



Farmers claim to be willing to use mechanized tools but this is proving slow to turn into practice. Impediments are likely to be around financing and risk although the benefits are known in terms of making work easier and saving time.

Q61. How likely are you to use mechanized tools after watching how they are used on Shamba Shape Up?

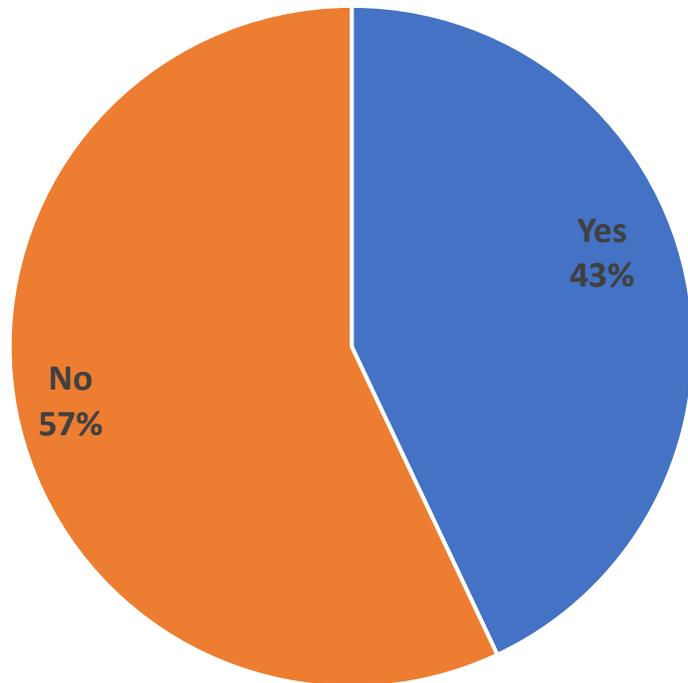
Benefits of mechanized tools



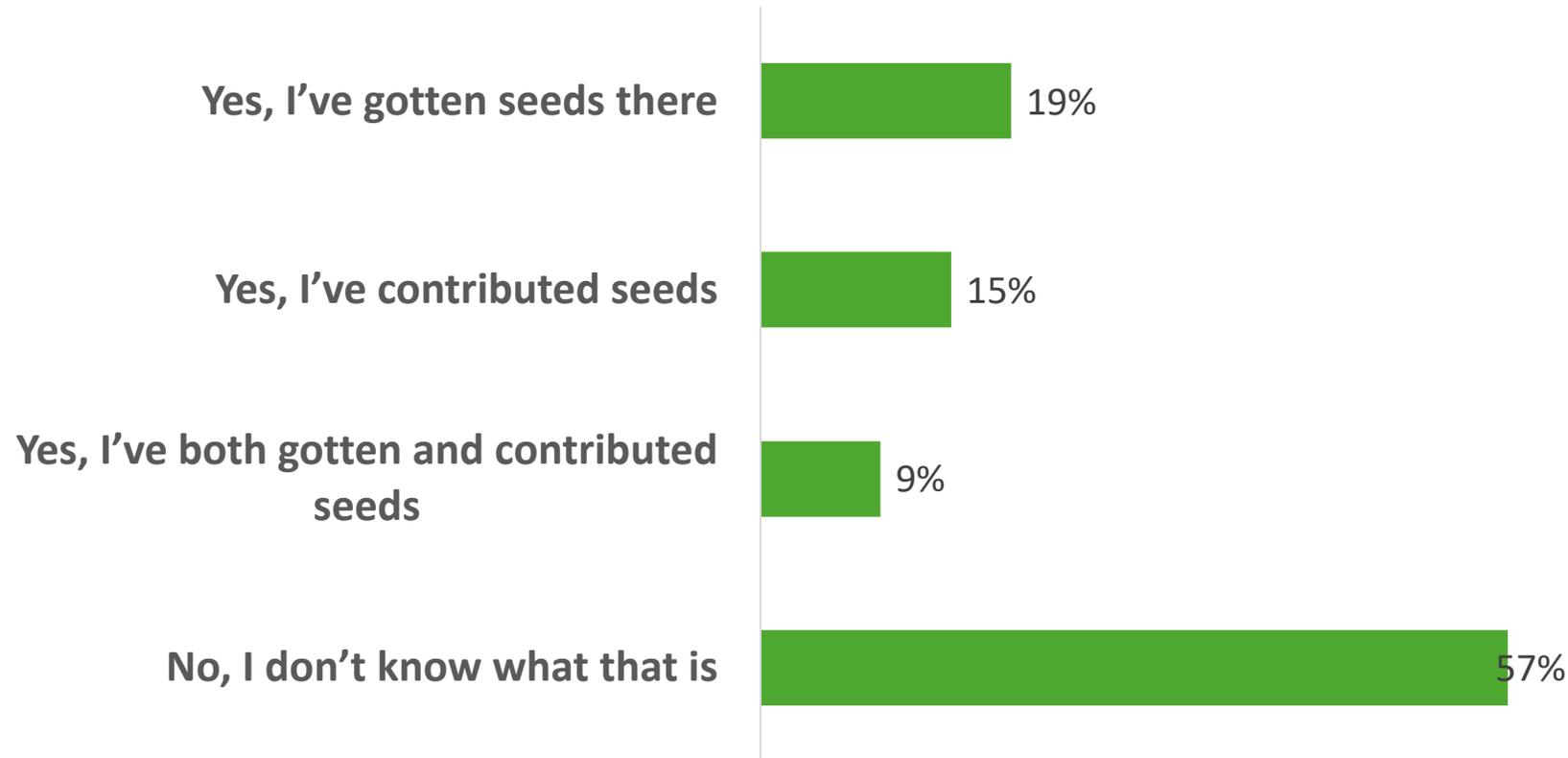
Q63. What do you think is the benefit of using mechanized tools on your farm?

Awareness of farm aggregation and participation in community seed bank (used or contributed)

SSU 15 (n=614)



SSU 15 (n=611)



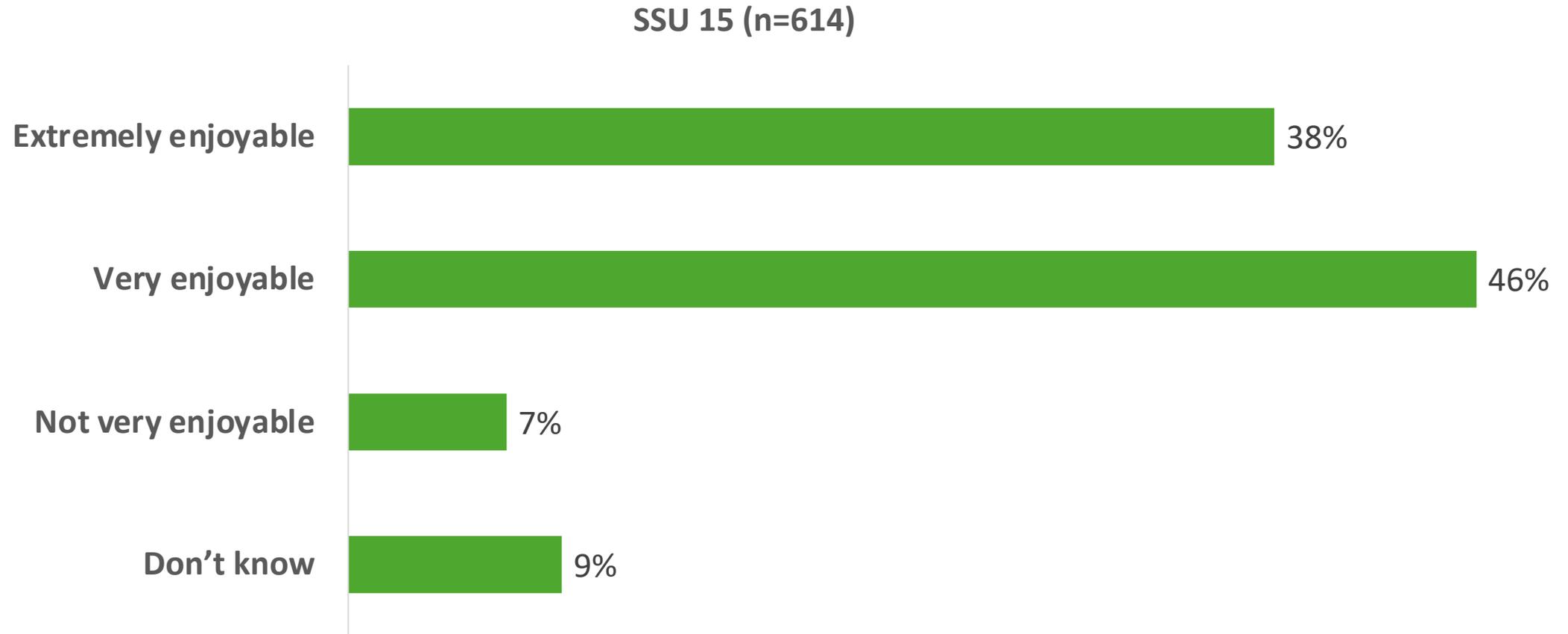
Q64. Have you heard about farm aggregation, where farmers combine small plots into one big community farm?

Q65. Have you ever used or contributed to a community seed bank?

Fish farming



Enjoyment of coastal region episodes

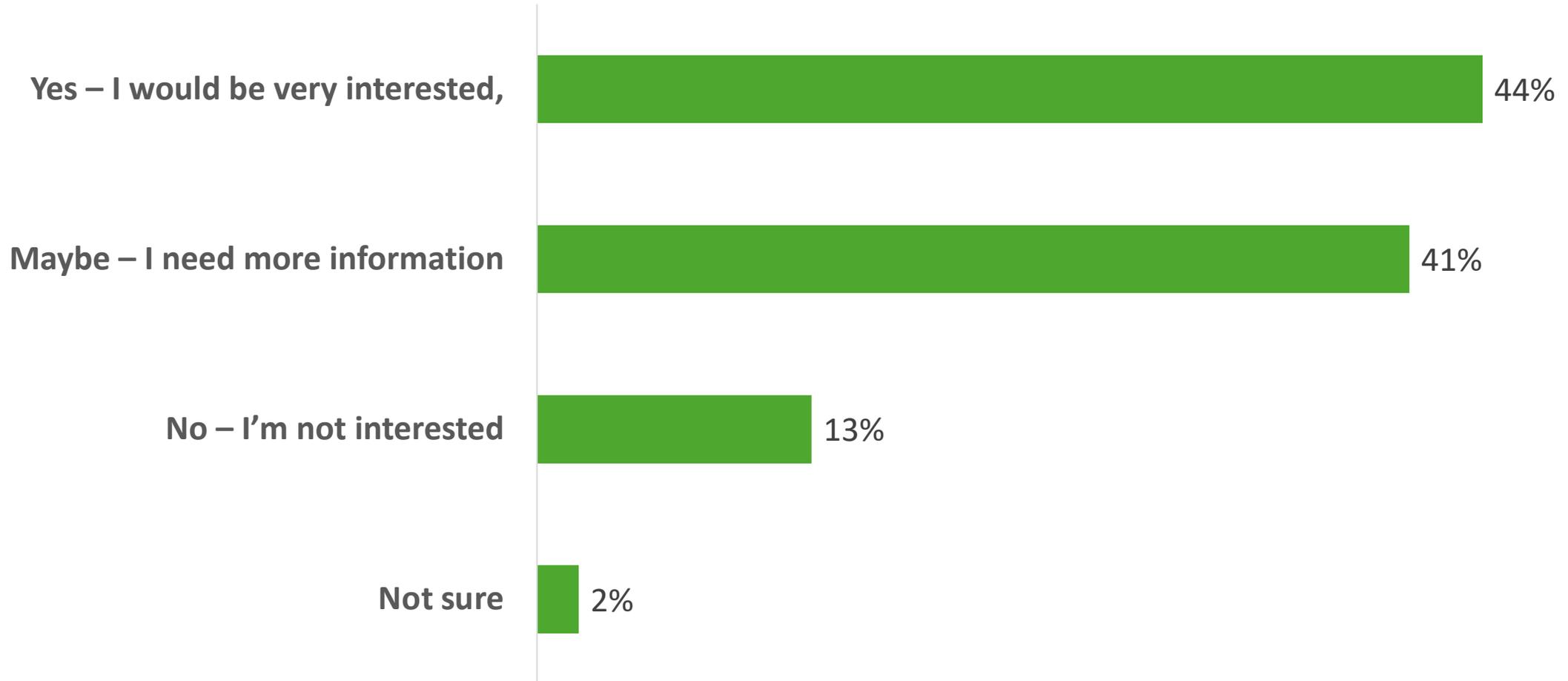


The new episodes set at the coast are much appreciated, not least by those in Kilifi. There is evidence too that younger farmers enjoy seeing different parts of the country (Shamba Ni Biz)

Q66. This season, Shamba Shape Up travelled to the coast region for special features. How enjoyable were those episodes?

Interest in aquaculture if training or support is available

SSU 15 (n=614)



Q67. *Would you be interested in trying aquaculture if training or support was available?*

Views on community-based aquaculture

SSU 15 (n=614)

Yes – they can help create jobs and income

53%

Maybe – but more information is needed

37%

No – I don't think they are effective

8%

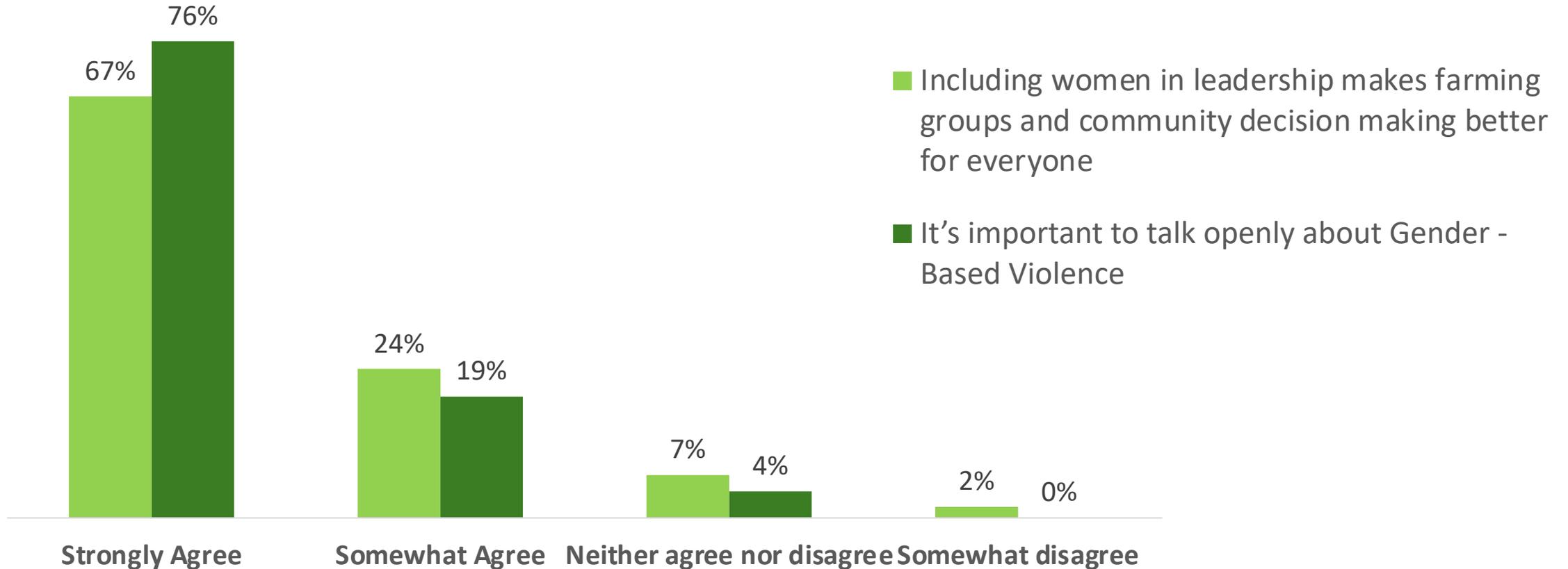
Not sure

1%

Q68. Do you think community-based aquaculture projects (e.g., mangrove crab or seaweed farming) can help improve local livelihoods?

How strongly participants agree that “inclusive leadership and gender equality empower communities?”

SSU 15 (n=614)



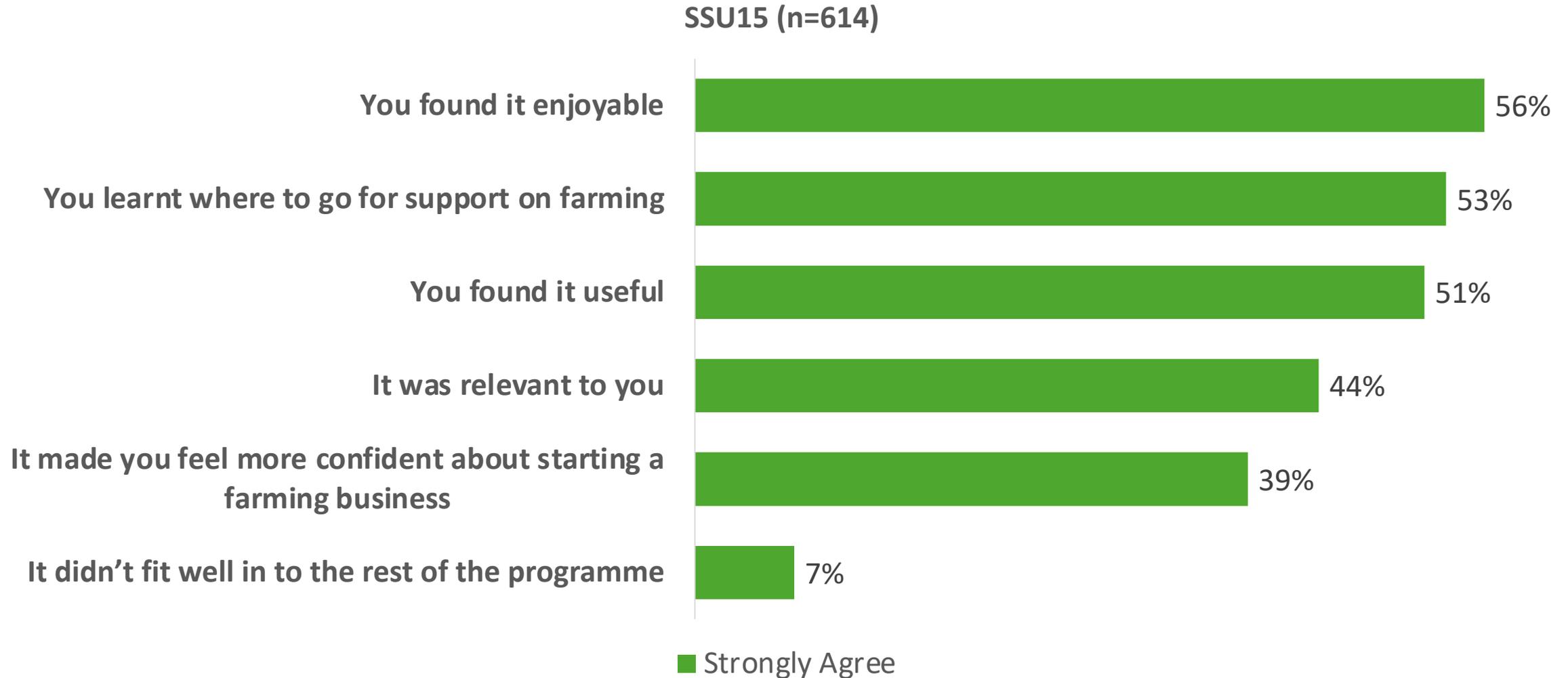
Q72. Including women in leadership makes farming groups and community decision better for everyone? Q73. Second: It's important to talk openly about Gender-Based Violence (GBV) to create safer homes and communities?



Shamba Ni Biz (Mini Drama Series)



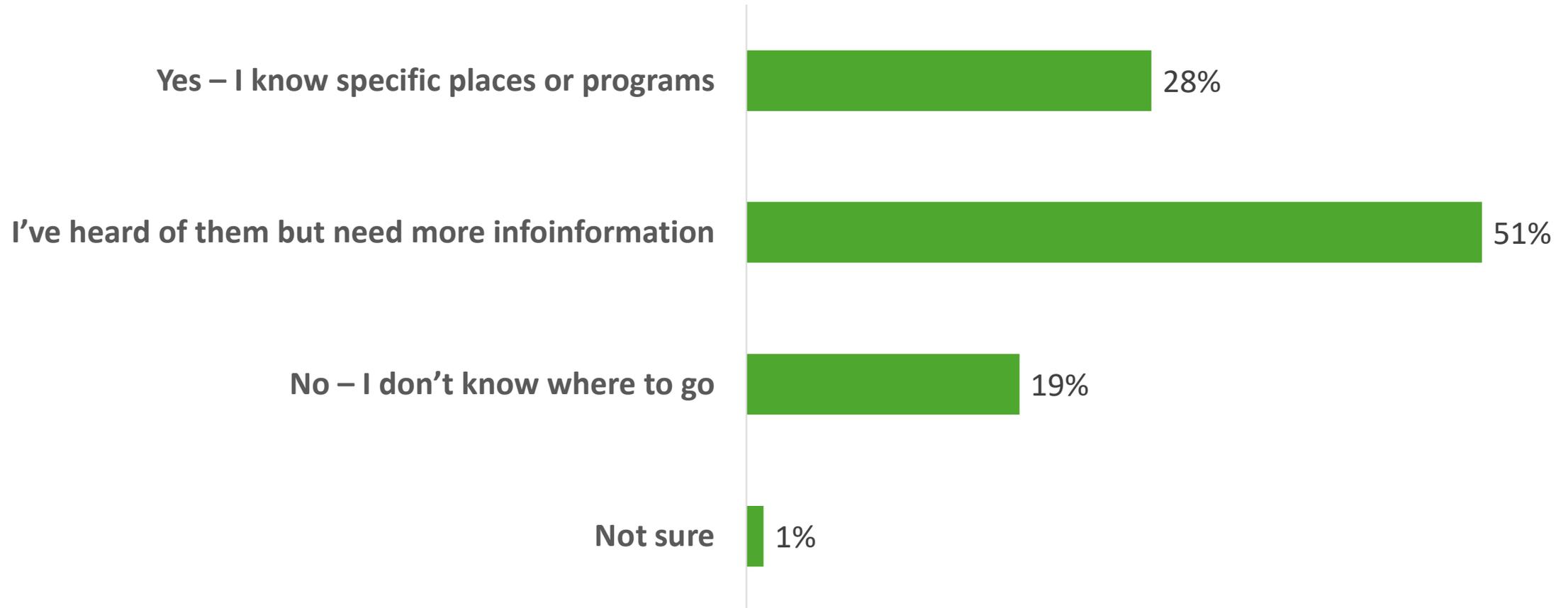
Viewers' opinions on the *Shamba Ni Biz* mini drama series



Q74: Shamba Shape had a new mini drama series, *Shamba Ni Biz*, this season. How much do you agree or disagree that:

Knowing where to get help for farming business

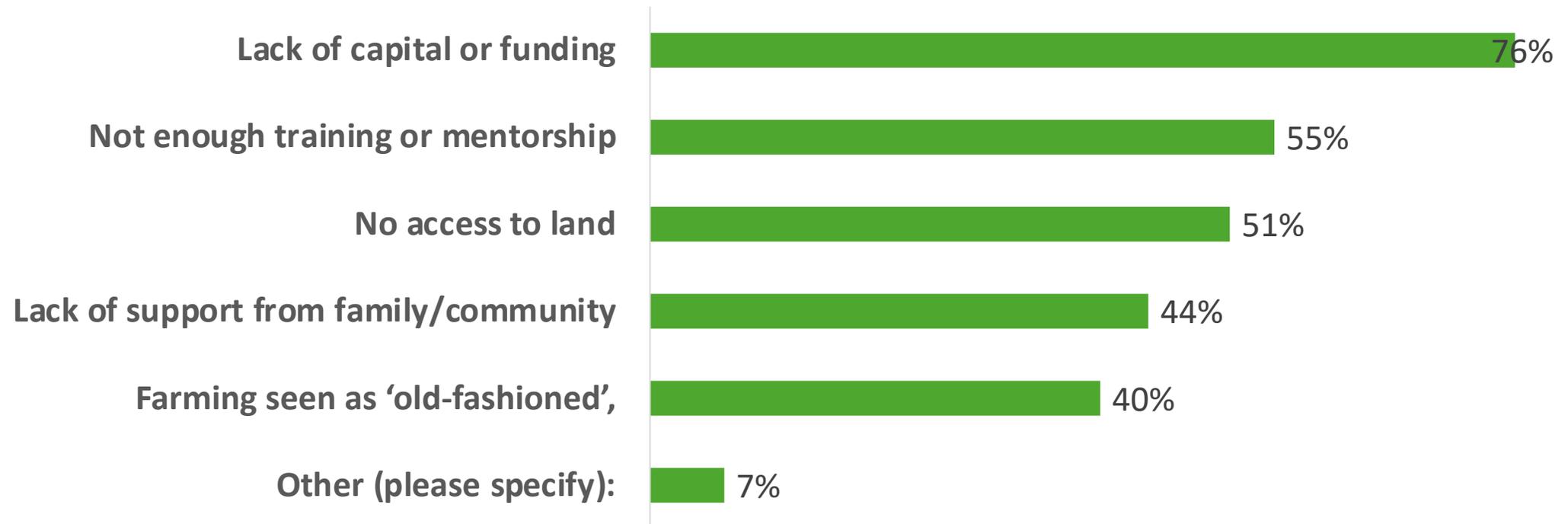
SSU 15 (n=498)



Q75: As a result of watching this series of Shamba Shape Up, do you now know where to go for help in starting or growing a farming business (e.g. loans, mentorship, training)

Challenges youth face in starting agribusinesses and possible solutions learnt from *Shamba Ni Biz*

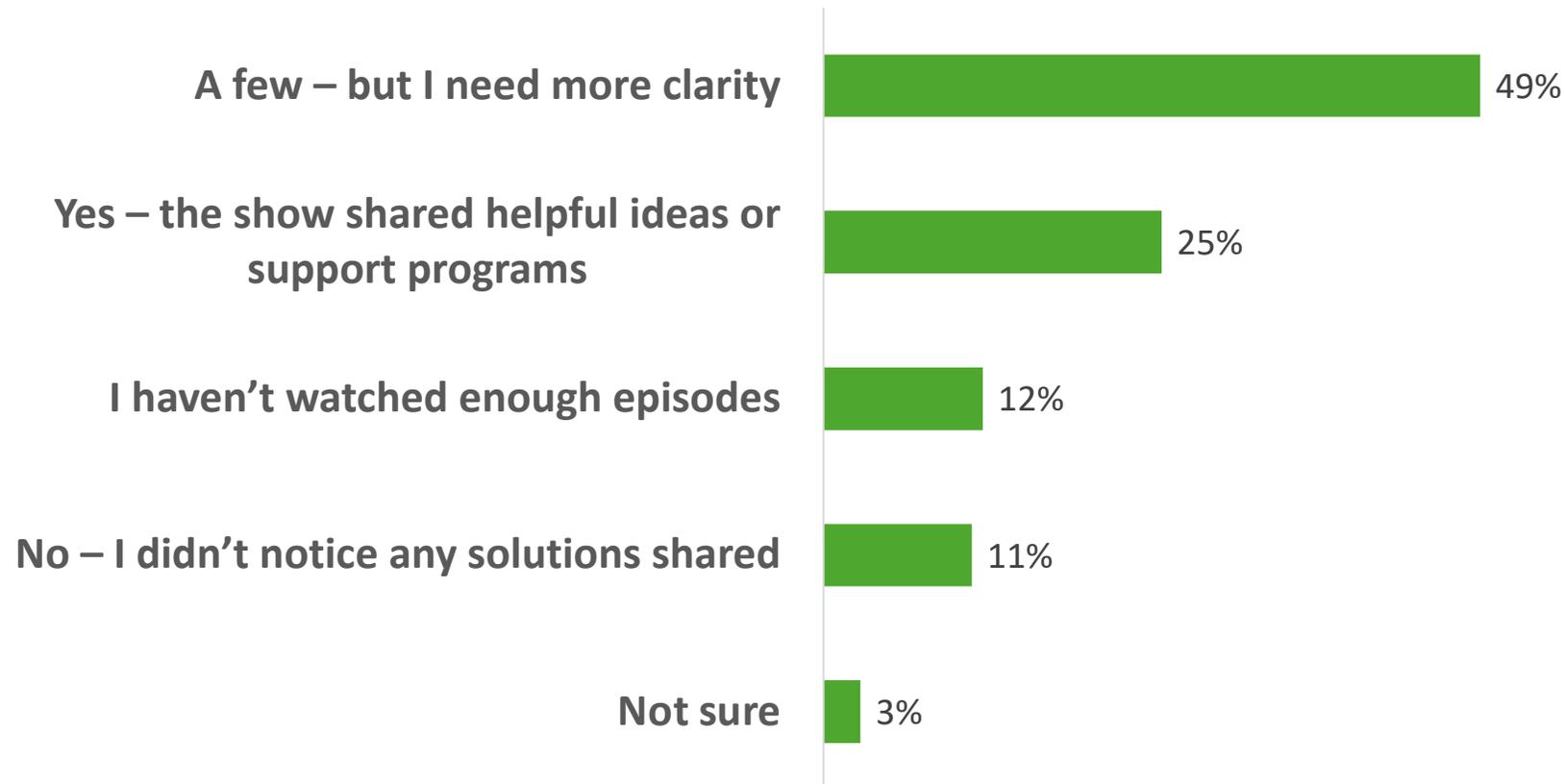
SSU 15 (n=614)



Q76: What do you think are the biggest challenges youths face when trying to start a farming business?

Challenges youth face in starting agribusinesses and possible solutions learnt from *Shamba Ni Biz*

SSU 15 (n=614)



Q77: Have you learned about any possible solutions to these challenges from Shamba Ni Biz?

Family or peer discussions after watching

SSU 15 (n=614)

Yes, a lot – we've had meaningful conversation

31%

Yes, a little

38%

No

32%

Q78: Since watching Shamba ni Biz, did you have any discussions with your family or friends on any topics covered.

Conclusions: Audiences

SSU goes from strength to strength in its ability to attract and keep audiences, improve knowledge and positively impact small-holder farmers' practices.

The series is part of the fabric of rural life and a highly respected and trusted source for farming information. Viewers like the format, seeing different parts of the country and the variety of different farming practices and environments.

Shamba Ni Biz is a welcome new segment and has been positively received by its key target audience of younger viewers who are thirsty for more general and practical information about how to start farming as a business.

The take-up of iShamba and the use of SSU podcasts is relatively low, but there would be clear benefits to improving take-up to compliment the TV series and provide specific, practical advice and information.

Conclusions: Impact

The data from this study show that there is an uplift in knowledge and willingness to try new things as a result of watching SSU.

Practices are also influenced and this is particularly the case for those who have long-term exposure to the content and use the complimentary sources of information.

The result is that the yields, productivity and incomes of small-holder farmers all improve together with better hygiene and animal husbandry practices.

Farmers like to see how other farmers keep their farms both across Kenya and in other countries where the series is now being made and broadcast (Uganda and Zambia).

**For more information
please contact:**

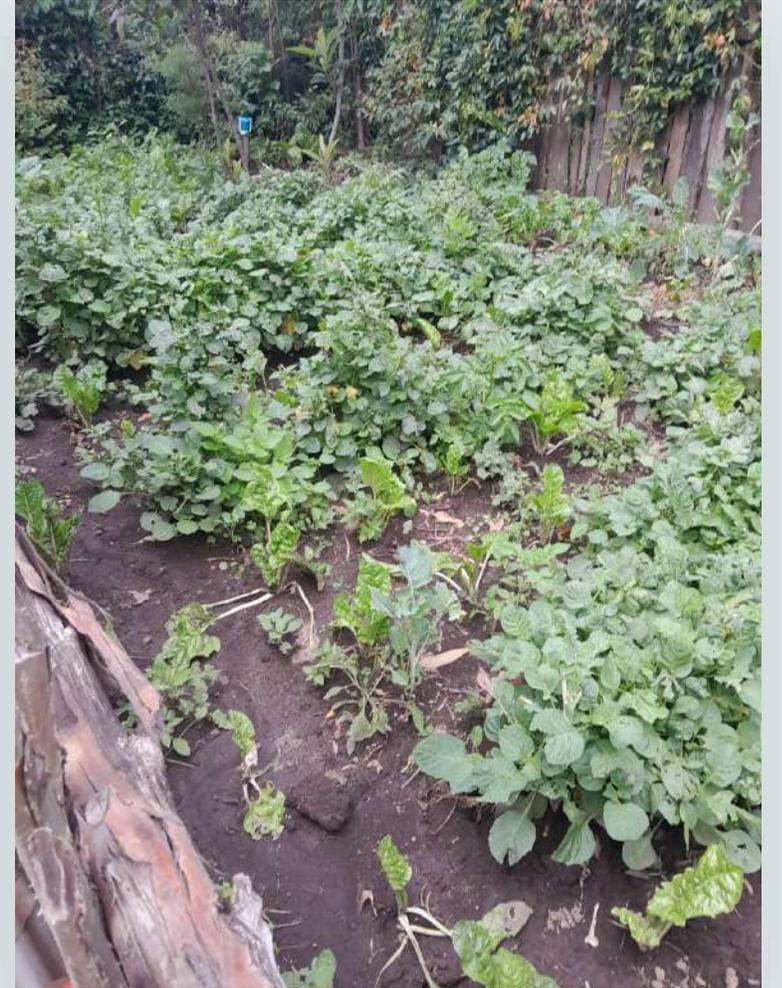
brendah@mediae.org
sophie@mediae.org



NAKURU 1



NAKURU 2



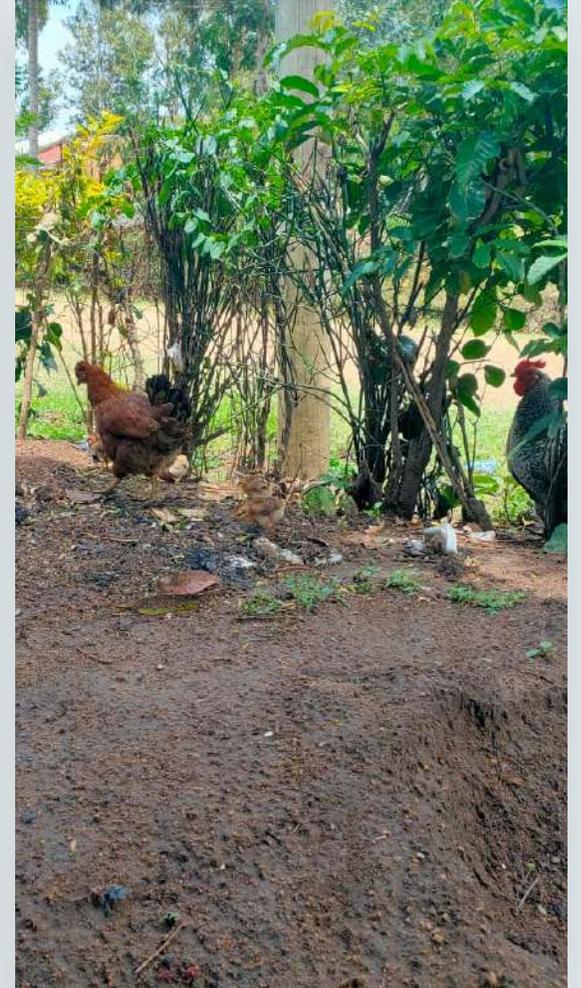
KISUMU 1



KISUMU 2



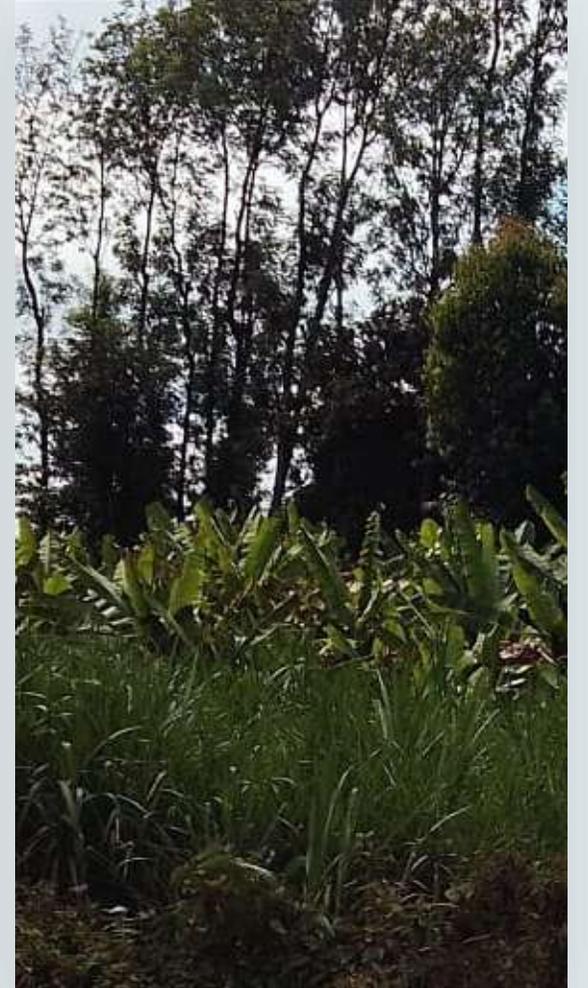
KILIFI 1



KILIFI 2



EMBU 1



EMBU 2

