



December 2022 to June 2023



Munda Makeover Series 1



20 Episodes were filmed
and broadcast on ZNBC TV1
Oct 2022 – March 2023

English Sunday 5.30pm;
Bemba and Nyanja at 4.30pm
on Tuesday and Thursday.
Social media packages
targeted Facebook



Overriding Main focus:

Climate Change Adaptation,
Farming as a business, Financial
inclusion, Improved livelihoods



One episode is

25-26 mins

and covers **4** different issues
the farmer has

Crop issues addressed
and broadcast seasonally
livestock provides event information
(deworming, feeding etc.)



**Northern, Eastern,
Copperbelt, Central
and Lusaka.**

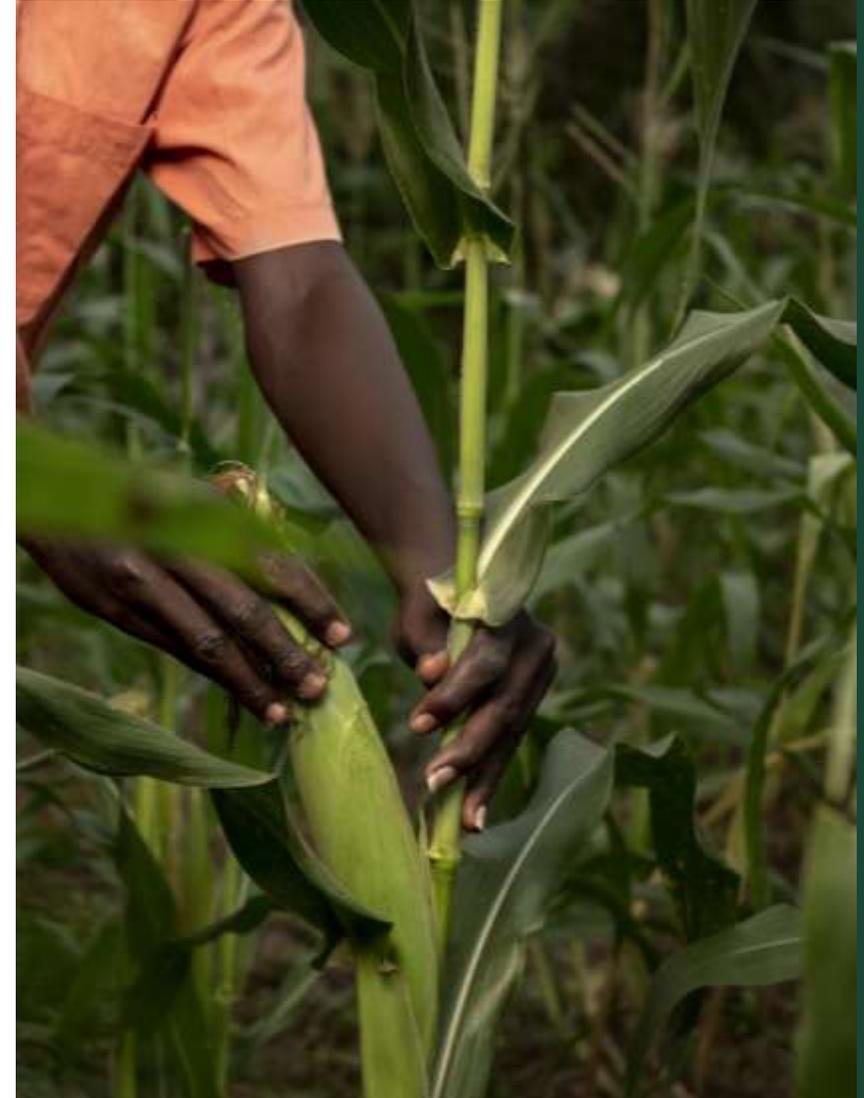


**Partners working
with AICCRA,
Ukama Ustawi and
ClimBer**

were featured as
examples of support and
future development

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Two phases of research



Audience Measurement among TV viewing adults:

To estimate the size, reach and profile of MMO's audience among Zambian TV viewing adults and farmers



KAP among smallholder farmers:

To measure changes in the Knowledge, Attitudes and Intended behavior of smallholder farmers in five provinces across Zambia (Eastern, Lusaka, Central, Copperbelt and Northern)



**Size, reach
& profile
of MMO's
audience**

Audience measurement: Objectives

NOTE:

- 1. The audience measurement data in this report covers 15 of the 20 English language episodes of MMO (between January and June 2023) and four of the vernacular language episodes (mid-Feb to mid-March)*
- 2. Scheduling was not aligned in all cases, especially for the vernacular broadcasts. We are strengthening our relationship with ZNBC.*



To measure the size and reach of MMO's audience among Zambian TV viewers aged 15+



To measure the size and reach of MMO's audience among farmers



To establish the demographic profile of MMO's audience



To track the series build overtime

Audience measurement: Methodology

01.

In the absence of industry accredited audience measurement in Zambia, Mediae commissioned a sample survey to measure the size, reach and profile of the audience

02.

The selected method was that of 'Day after Recall' (DaR) whereby samples of TV viewers were contacted the day/s immediately after the programs were broadcast and questioned about their TV viewing 'yesterday'. Established and technically sound methodology for audience measurement studies

03.

The universe was TV viewers in Zambia aged 15+ (defined as having access to TV and watched in the Past 7 Days (P7D) and having a mobile phone). This audience is estimated at 3.7million: sourced from Brandcomm)

04.

The DaR samples were drawn from a nationally representative sample of TV viewers from a data base of TV Viewers. A total of 4,200 people were interviewed or 300 per week, and the data were weighted to the TV viewing population

05.

Interviews were conducted by Brandcomm (Zambia) via Computer Assisted Telephonic Interview CATI between January and June 2023



01.

The survey was implemented using Computer Aided Telephone Interviews (CATI), with respondents contacted via mobile phones

02.

Brandcomm has a database of respondents, which has been collected and verified using face to face data collection method

03.

The database has over 10,000 respondents across Zambia

Methodology

04.

All the respondents have been verified, complete with demographic characteristics and location

Oral consent is obtained before the survey.

05.

Respondents for the survey were randomly selected without replacement, that is each of the respondent participated in the survey only once.

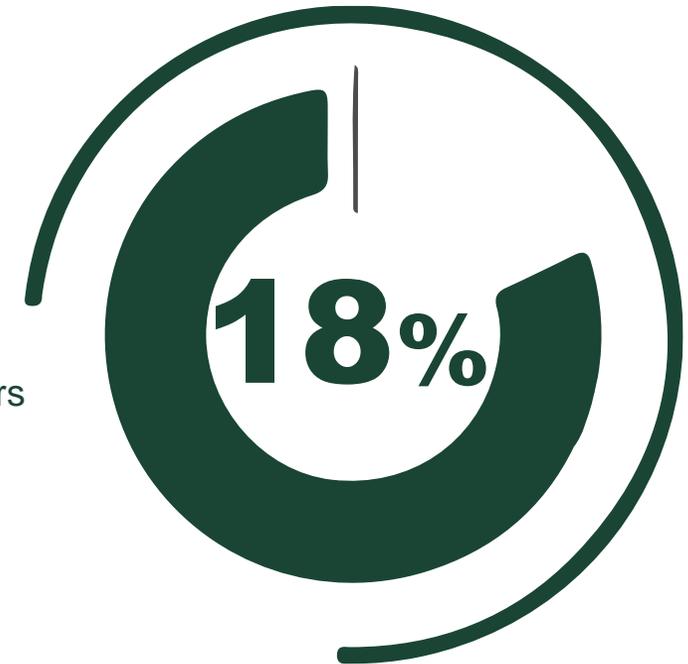
06.

Participants were screened for access to Television in the past 7 days, as well as having viewed ZNBC TV1

Estimated size and reach of MMO's audience among TV viewers aged 15+

15+ 	
All DaR respondents	
Total TV Access (viewed in Past 7 Days)	3,512
Watched MMO	615
% reach among Zambian TV viewers aged 15+ with a mobile phone	18%
18% of the universe of 3.7m 15+ Zambian TV viewers and have a mobile phone	654,751

% reach among Zambian TV viewers aged 15+ with a mobile phone



Total number of viewers among 3.7million 15+ Zambian TV viewers and have a mobile phone

654,751



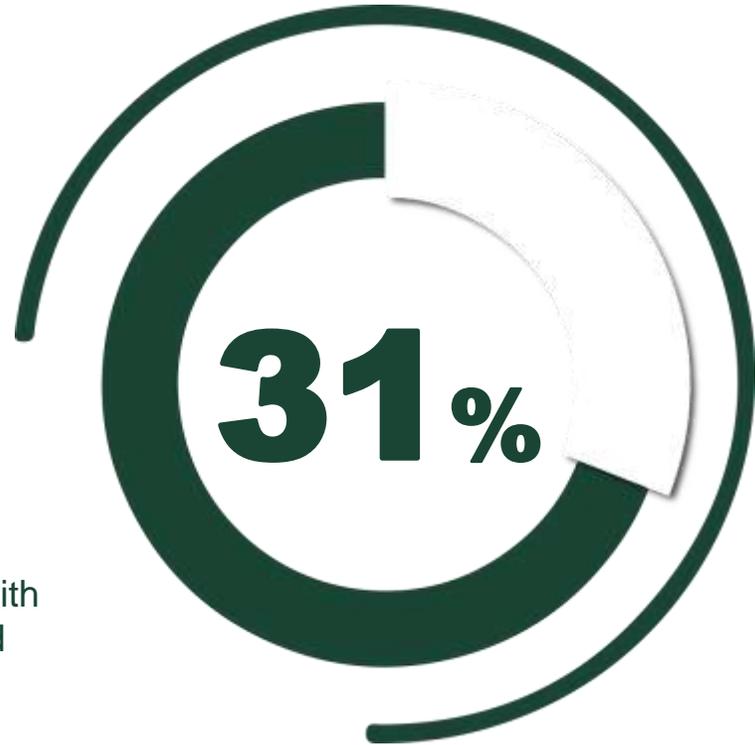
(source Brandcomm national media survey 2022)

Estimated size and reach of MMO's audience among farmers



Respondent Farmers

	Respondents who are Farmers
Total TV Access	1,272
Watched MMO	397
% reach among farmers with TV access	31%
31% of a population of farmers with access to TV, who viewed in past 7 days and have a mobile phone	409,811



Reach among respondents with TV access and income from farming

Respondents with TV access who are farmers (they have income from farming)

= 1,272

(source Brandcomm)

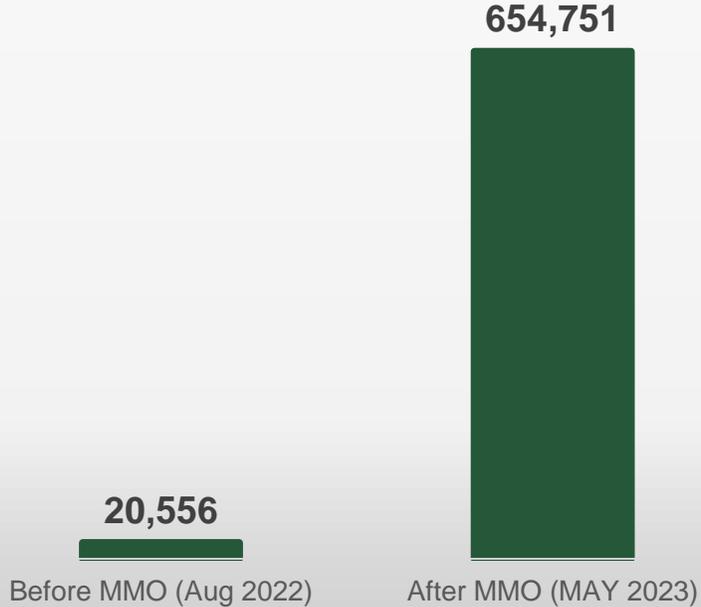
MMO's audience profile

Gender	All MMO Viewers (615)	Provinces	All MMO Viewers (615)	Which of the following statements is true for this household?	All MMO Viewers (615)
Male	51%	CENTRAL	9%	Household has access to TV	100%
Female	49%	COPPERBELT	13%	Someone in household owns a phone	100%
		EASTERN	9%	Someone in the household owns a radio	94%
		LUAPULA	8%	We use solar/ electricity for lighting	98%
		LUSAKA	31%	Household owns a vehicle/ car	8%
		MUCHINGA	7%	Household owns a motorcycle	7%
		NORTH WESTERN	3%	Household has storage facilities for farm outputs	55%
		NORTHERN	8%	Household has Borehole, well or other open water for irrigation	57%
		SOUTHERN	8%	Household uses Pump for irrigation	7%
		WESTERN	3%	Household has a Fishpond	2%

Age	All MMO viewers (615)
18-24	12%
25-34	36%
35-44	29%
45+	24%

MMO cumulative series build

Before and After MMO
Which TV Stations did you watch at
1730 to 1800 hrs yesterday (Sunday)
ZNBC TV 1

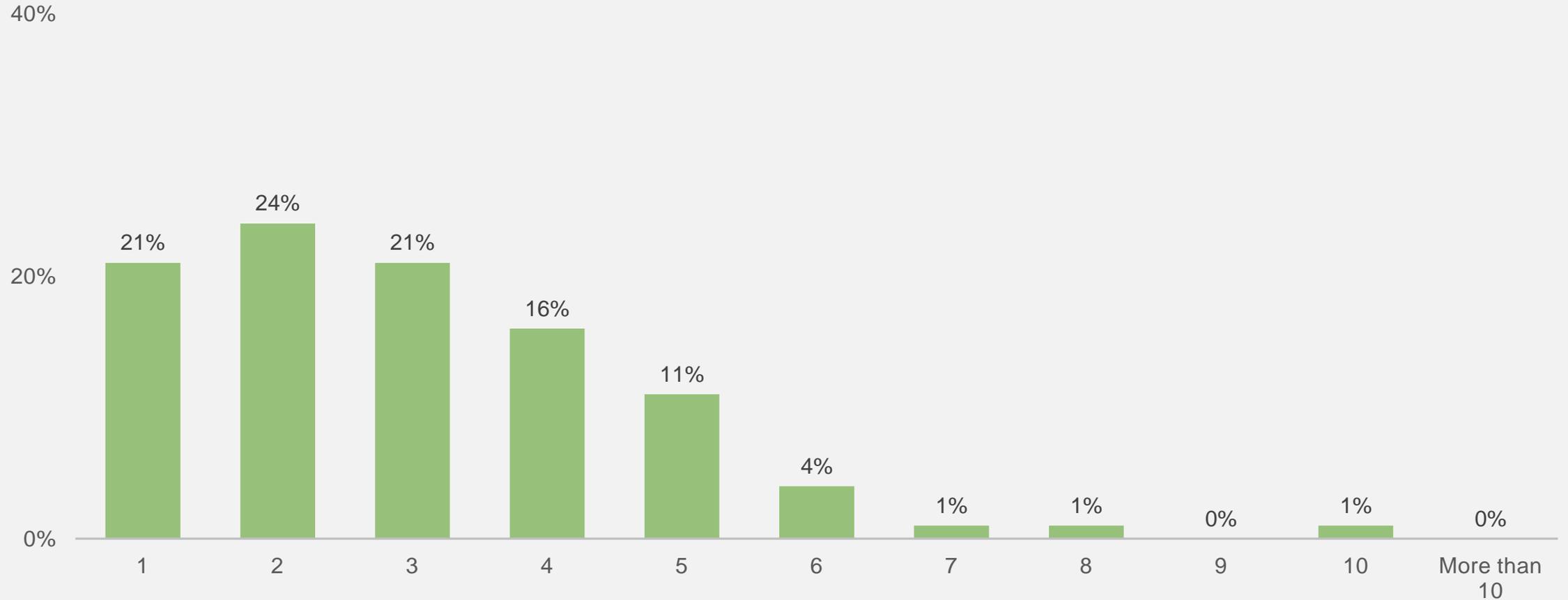


Cumulative audience



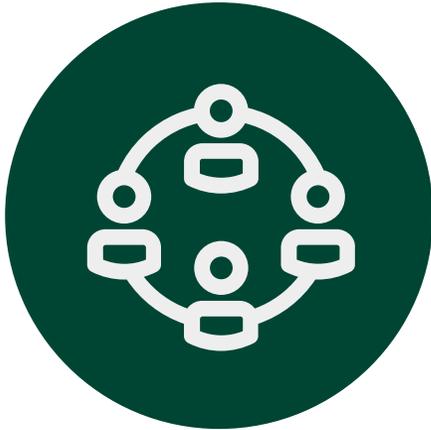
Joint viewing of MMO (DaR)

Viewers (n=615)



Q9. How many other people above the age of 18 do you watch MMO with?

Amplifier Effect



While the DaR audience measurement study provides the definitive audience size and reach figures we know that among those who claimed to watch MMO Series 1, many said they watched with other adults aged 18+. This is common TV viewing behaviour.



Although, for sampling and technical reasons, these data can not be added into the DaR series size and reach data, they do illustrate that MMO has a considerable 'Amplifier Effect' whereby viewers claimed to have watched with around 3 other people.



The messages in the series are therefore amplified to a wider group through joint viewing.

Mediae's estimated MMO amplified exposure



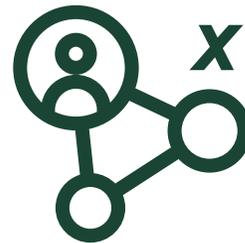
When you watched MUNDA MAKE OVER how many other people were you with over the age of 18 ?

Answer x 3 other adults

- On average, each viewer was with 3 other people when they watched “MMO”
- This shows the program had an amplifier effect among those close to the viewers, which can be projected to around 1.9 million people who were potentially exposed to the content (654,751 x 3).

Households Viewing MMO =

654,751



x 3 adults



Projected to the total population of TV viewers

1.9 Million viewers



**Changes in
knowledge,
attitudes
& practices**

KAP: Objectives

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



To shed light on the media and viewing behaviour of smallholder farmers



To understand which themes and topics resonated with viewers



To provide guidance for future series and partnerships



01.

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

02.

Samples of smallholder farmers, based on agreed criteria, who had access to television were drawn from five districts.

03.

700 smallholder farmers were interviewed at the baseline and 1,000 at the endline split evenly between MMO viewers and non-viewers

KAP Methodology

04.

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

05.

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

06.

Interviews were conducted by Brandcomm (Zambia) face to face in December 2022 and June 2023

KAP sample design



This survey is a Knowledge Attitudes and awareness survey (KAP), with various indicators, hence respondents will be selected randomly from the target population among men and women aged 18 years and above. All participants will be asked all the questions in both baseline and endline, the intervention was executed through ZNBC TV stations, which has the highest viewership and a national reach



Cluster sampling with implicit stratification will be applied. This is a form of sampling where all the units to be sampled are given an equal chance of being included in the study by physically dividing the overall frame into separate sub-frames (Provinces and further to districts). A separate sample is then drawn from each cluster (districts). Subsequently, each household is also given an equal chance of being selected.



Wards will be used as sampling points, the wards will be selected randomly in each district, where subsequently a starting point will be identified using permanent structures such as schools, churches, or other social amenities.



The allocated sample in each district will be used to determine the number of sampling points to be selected, each of the sampling point will have 10 households sampled, hence 10 respondents. Therefore, the number of sampling points per district is calculated by dividing the sample in each province by 10.



Once the sampling areas have been identified, random walk will be used to identify the households. The random walk method includes two separate steps. The first is to choose a starting point while the second is to select the households from that point onward. Boundary maps will be used for selecting the starting point. Where the maps are not available, then natural boundaries such as roads or rivers will be used. In both cases, the random walk method will be used for selecting subsequent households from the starting point.

Selecting the Starting Point on the Boundary Map

USING THE MAP OF A WARD

Allocate several starting points (usually four to seven), spread out on the map. Typically, these points are put on easy-to-locate spots along the boundaries of the area, but at least one or two additional points are placed in the middle of the geographical area. This is to ensure that these points are linked to a landmark so that the supervisor can find them without difficulty.

Randomly select the number of starting points from the total number of available landmarks in each area. This we will do by drawing them out one after the other on the pieces of paper.

In urban areas, the starting point will be determined by numbering the blocks and selecting one of them at randomly.

SELECTION OF THE RESPONDENTS WITHIN A HOUSEHOLD

The subject area of this survey is on farming, in this case, in each household, only members who are decision makers will be interviewed. Once a household is selected, in case of more than one eligible respondent, next birthday rule will be used to identify the respondent.

Only one respondent will be selected per household. Using this random approach, a self-weighting sample, that is, the approximate proportions of females and males in the general population will be achieved. Daily checks will however be done to ensure that the expected sample distribution is achieved, in case of varied results, sample boosts will be done and labelled as such in the data.

HOUSEHOLDS RESPONDENTS SUBSTITUTION

Household substitution will start with the replacing the initial household with the most immediate one. If that it is not successful, the enumerator will move to the next household until they get a successful household. Substitution should be the last resort with the enumerator skipping the initial household selected during replacement.

Respondent substitutions: we shall minimize substitution by making call backs/ second visit within 24 hours. We shall endeavour to reduce substitution by training the team to be persuasive and minimize substitution to participate due to respondent's inability, intellectual or mental challenge or total refusal.

KAP Sampling Considerations



- 01.** For the data to be comparable, data collection in the baseline was conducted in the same locations as the baseline, but not with the same household / respondent.
- 02.** Household and Respondent selection was random
 - Since the sample has some soft quotas on age and gender, the sample achievement will continually be tracked on daily bases, in case the achievements are not as per the expectations, a boost sample will be collected and labelled as such.
 - The sample soft quotas for viewers and non-viewers will be set separately.
- 03.** The incidence of watching TV will be tracked, all the demographic details of respondents who qualify to be interviewed will be recorded in the data sheet.
 - Data collection will include both viewers and non-viewers of the program
 - Viewers and non-viewers will be determined through 2 questions, a spontaneous and prompting respondents if they have ever watched the program.
- 04.** Since the intervention was on TV, the sample will be implemented in areas with electricity so as reduce bias due to power and any social and economic issue.

Sampling methodology

Scope

- The survey area were in provinces of Eastern, Lusaka, Copperbelt and Northern, the table below shows
- The sample distribution for both baseline and endline.

Province	District	Endline (n=1000)
EASTERN	Lundazi (Mwesi, Chikomeni, Chesefu)	216
LUSAKA	Chongwe	136
CENTRAL	Chibombo (10 mile and Chisamba)	155
COPPERBELT	Luashya	39
	Ndola	95
NORTHERN	Mansa	118
	Kasama	117
	Mpika	124
	Total	1,000

Sample Soft Quotas

Gender	Total (n=1000)	%
Males	500	50%
Females	500	50%

Age	Total (n=1000)	%
18-34	300	30%
35-44	300	30%
45+	400	40%

Methodological Considerations



Respondents drawn from five districts, as such the data can not be generalised to the population of smallholder farmers



Data are based on claimed knowledge and intended behaviour



All estimates have been tested for statistical significance

Baseline/ endline sample profiles

Demographic profiles of the samples were very similar in the two waves with the exceptions of:

Size of farm (control): A higher proportion farmed smaller acreages at the endline (34% farmed between 0.5 and 1 acre at b/l compared with 47% at e/l)

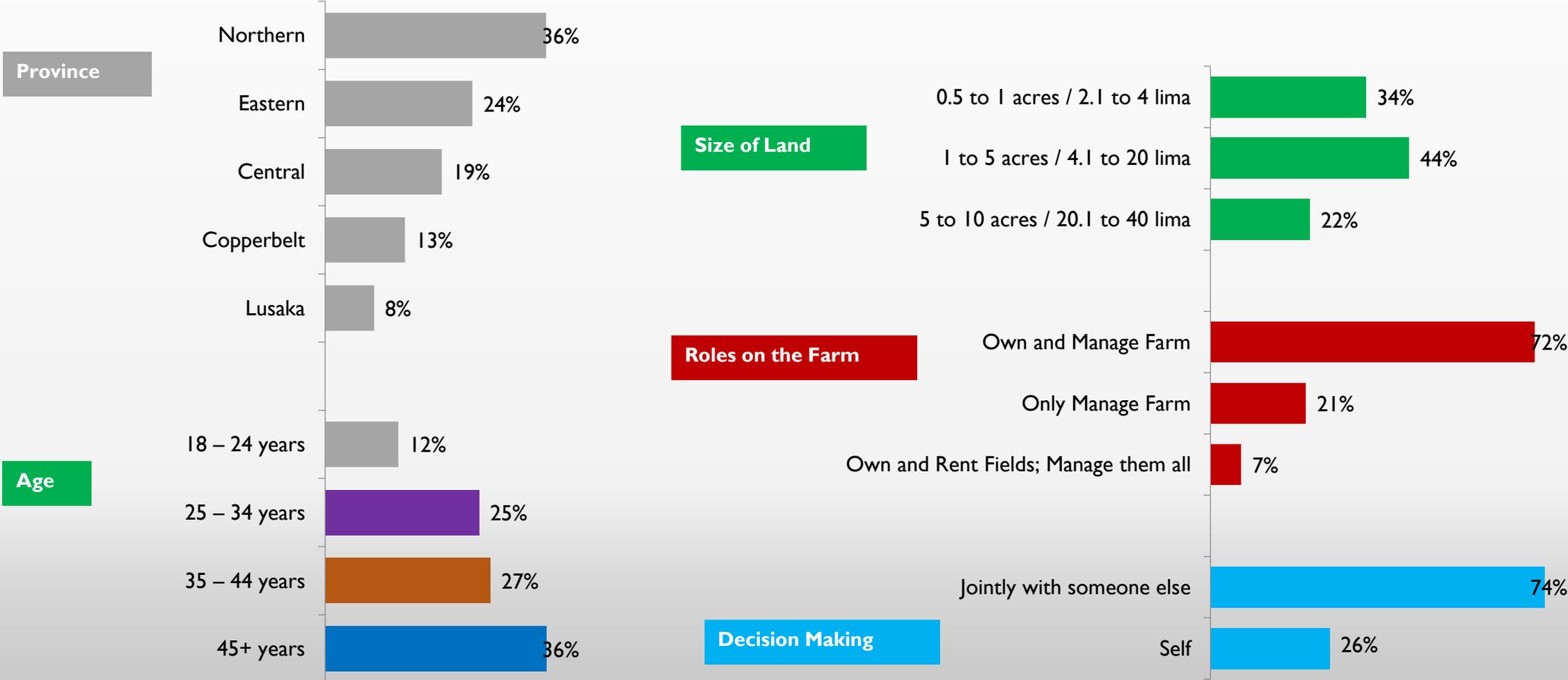
Geography distribution based on farmer distribution: A Slightly higher percentage of smallholder farmers were from Lusaka at the e/l (13%) compared with 8% at b/l

Almost all (99%) smallholder farmers earn their money from growing crops, 4 in 10 from rearing livestock and only 1% from fish or agro-forestry

Equally similar, were the crops grown and animals reared

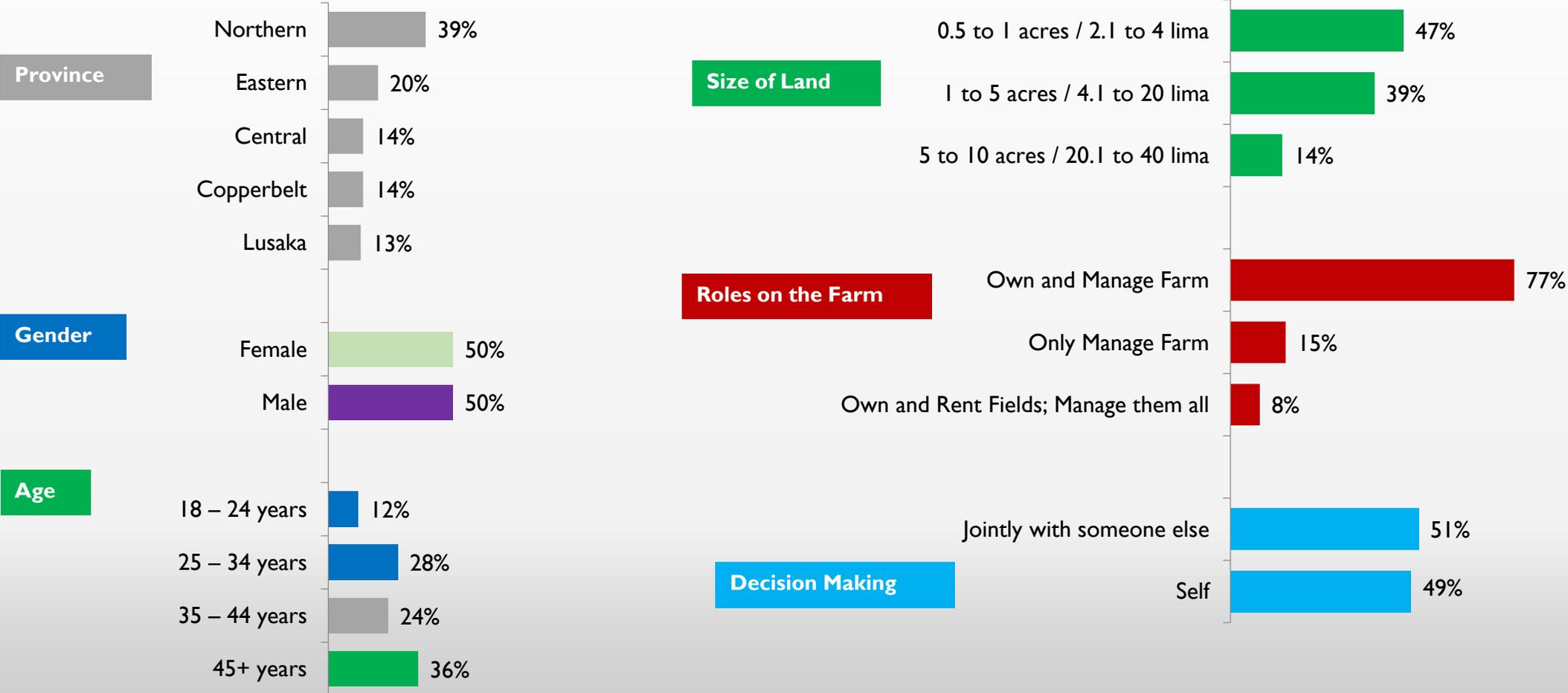


Demographic Profile: Baseline (December 2022)



Base: (n=1050)

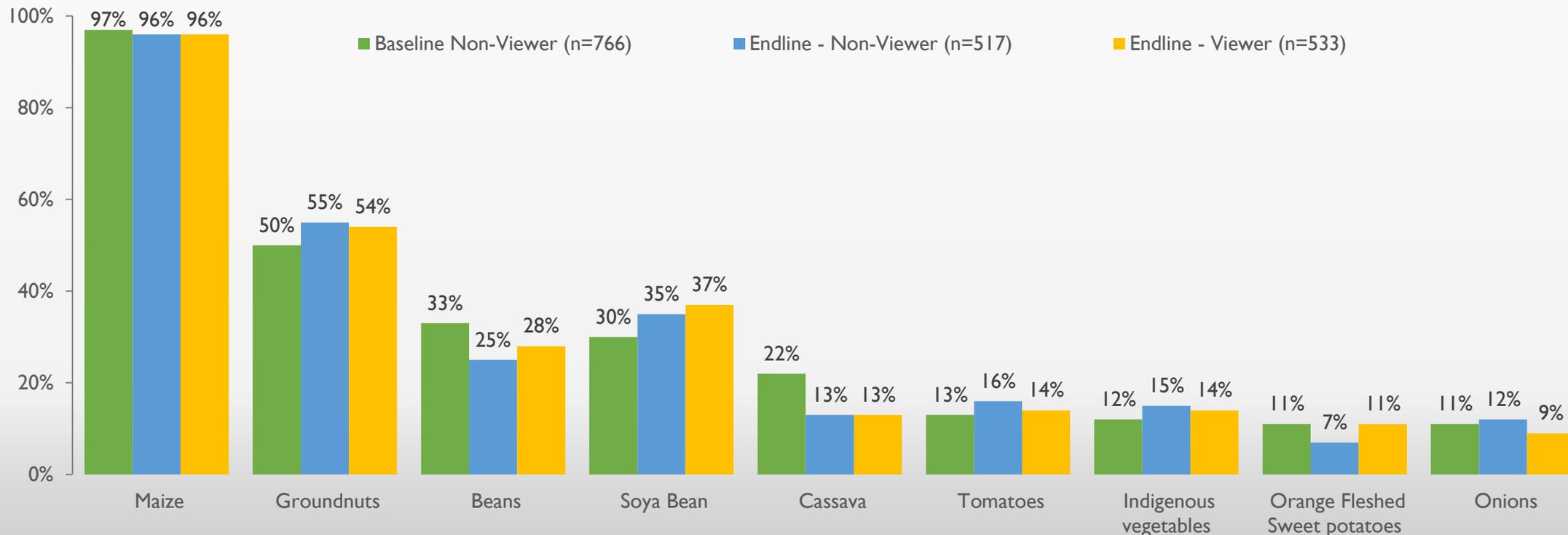
Demographic Profile: Endline (June 2023)



Base: (n=766)

Crops normally grown on the farm

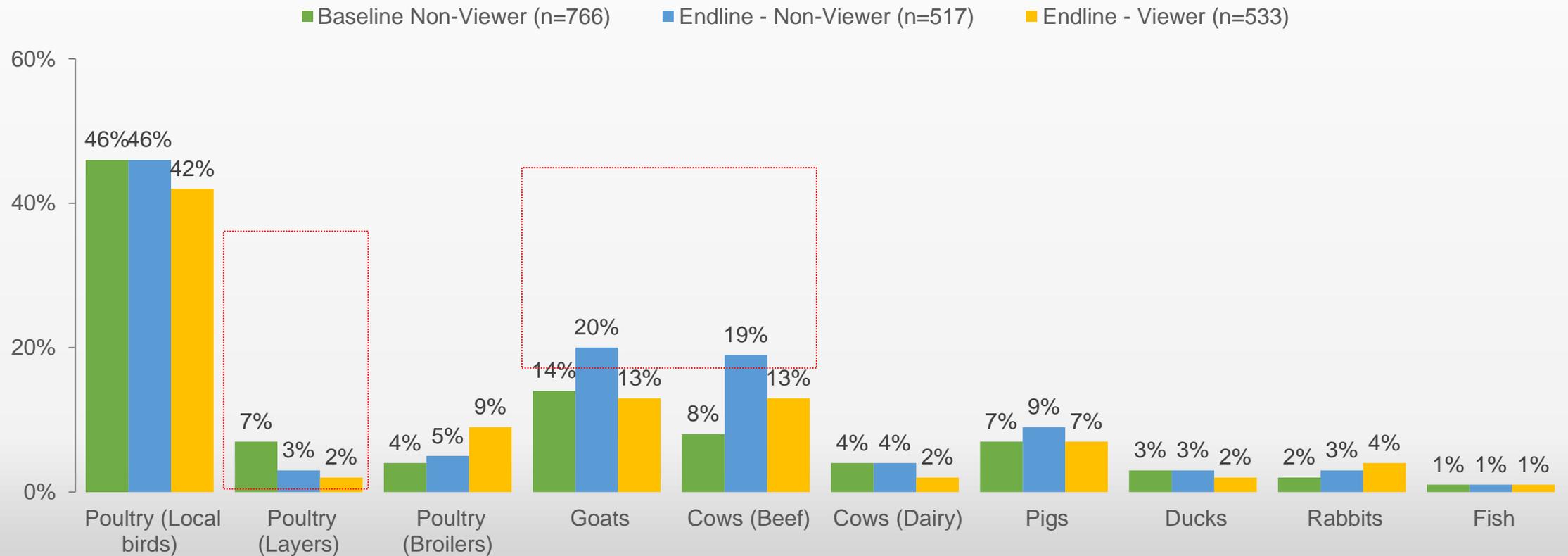
- 98% b/l and 99% e/l farmers earn money from growing crops
- The data show that the sample profiles in terms of crops grown were very similar across the two waves of the study. Maize was grown by almost all of the smallholder farmers surveyed.
- Note: differences are not statistically significant ($p > 0.05$).



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

Animals reared on the farm

- 40% of b/l and e/l farmers earn money from rearing livestock.
- The most commonly reared animals among the samples were local poultry, with all other animals reared by fewer than 2 in 10 of the smallholder farmers surveyed



Q2b. What animals do you have on your farm?



**Media
Behaviour
& sources of
Information
about
Farming**

01.

66% of MMO viewers reported watching TV everyday compared with 45% of non-viewers

02.

Everyday TV viewers' have a significant female skew

03.

More MMO viewers have access to TV at home (83%) than non-viewers (63%)

Key Observations

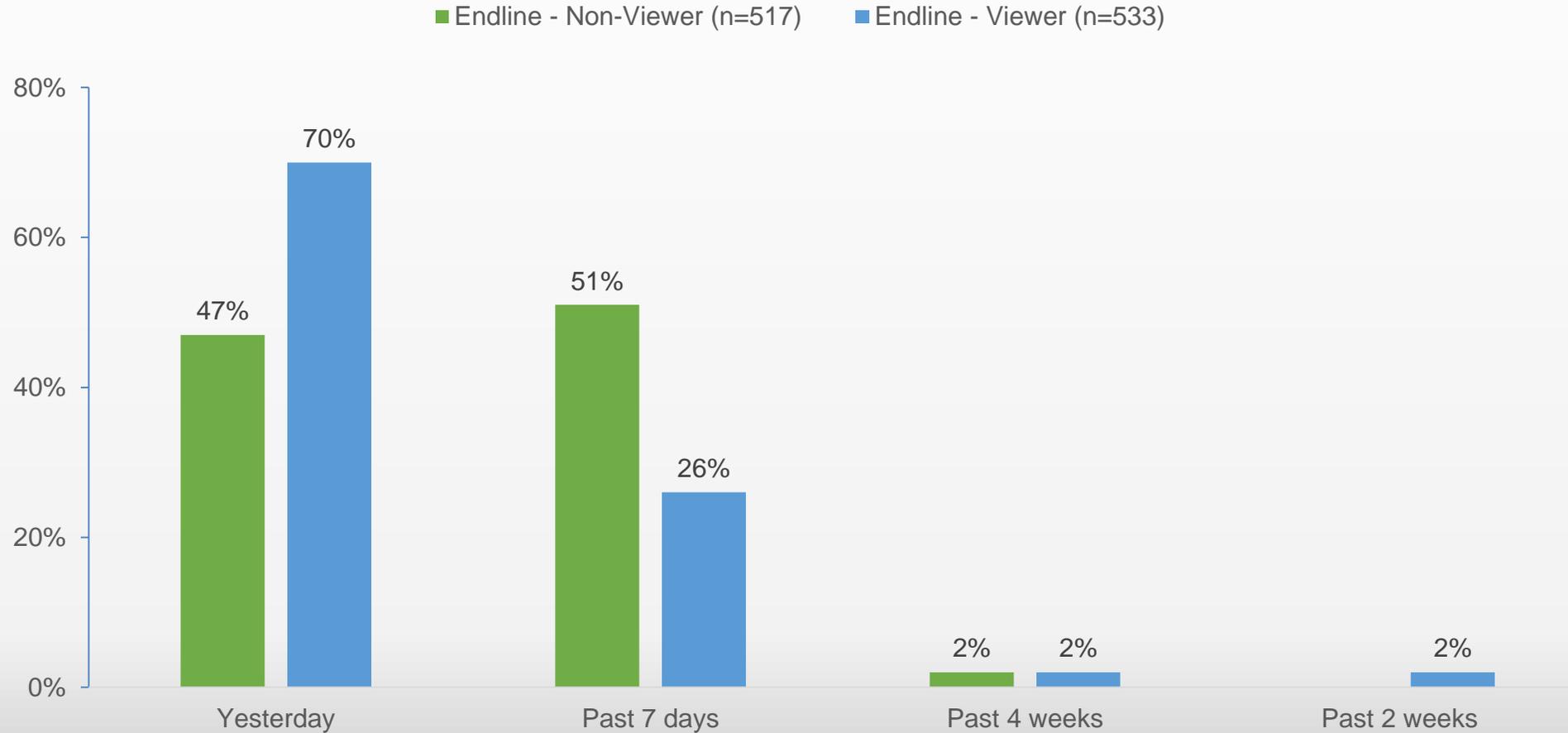
04.

There was no difference between viewers and non-viewers in the Past 4 Weeks of media use of radio, television, social media (TV: 95%; Radio 67%; Social Media 33%). Around one third listened to the radio through a phone but watching TV using a phone was negligible

05.

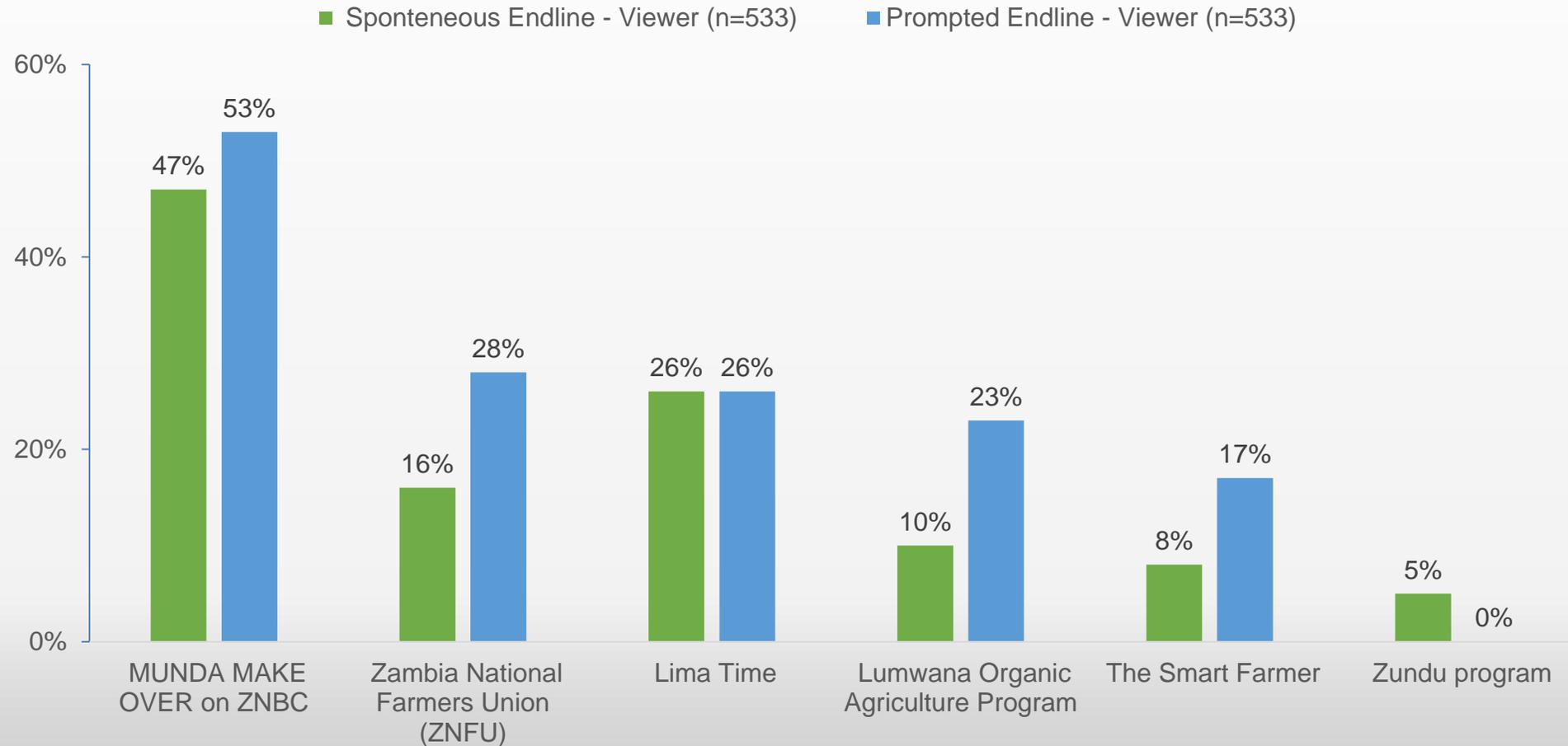
Sharing farming information and advice is common behaviour and four in ten MMO viewers said they had shared information learned from the programme with other people (strong ripple effect)

Television viewing (endline only)



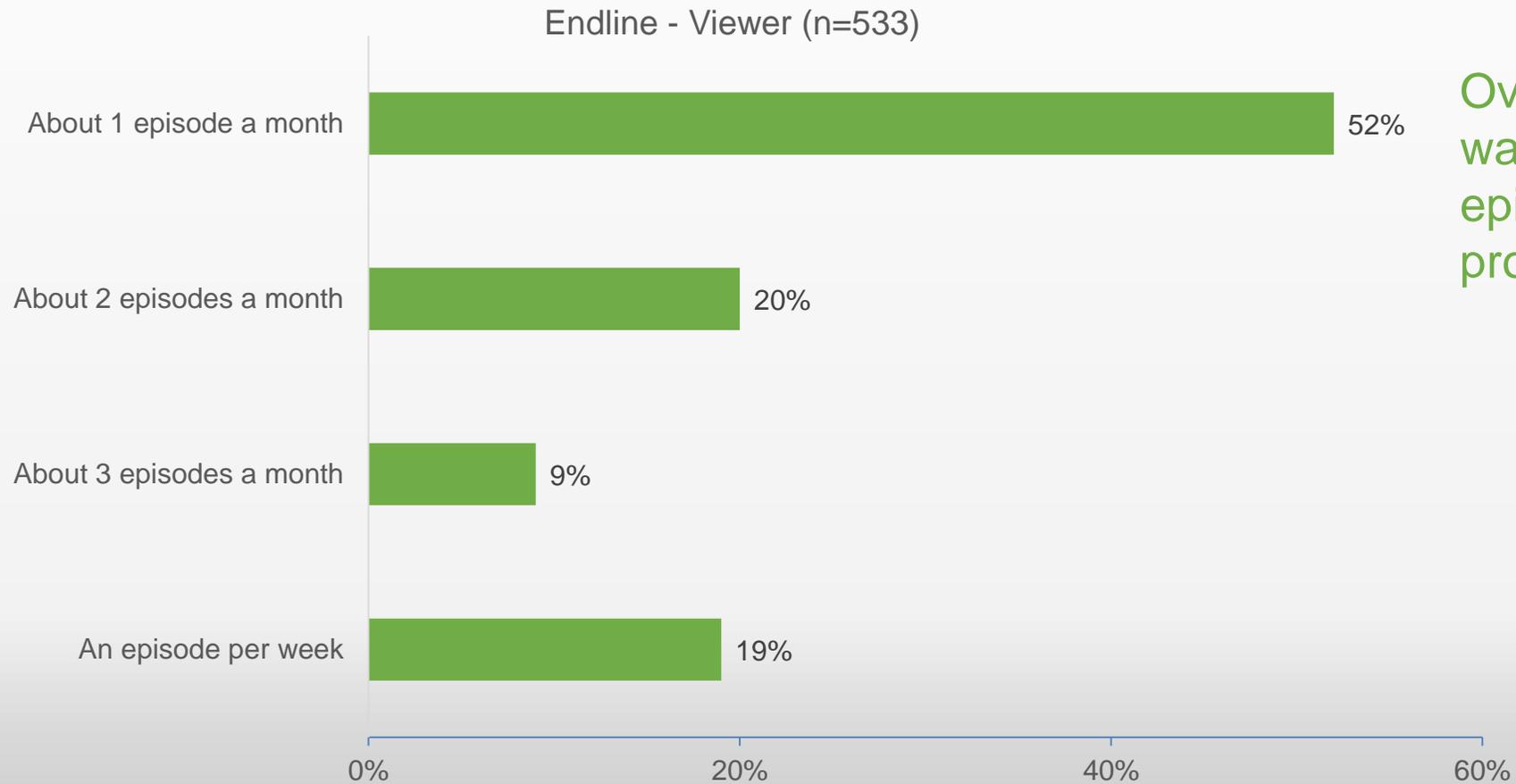
S4b. When was the last time you watched Television?

TV programs on agricultural activities and farm improvement



Q7a. Which TV programs on agricultural activities and farm improvement have you watched at all this year?

Frequency of watching Munda Make Over (endline only)

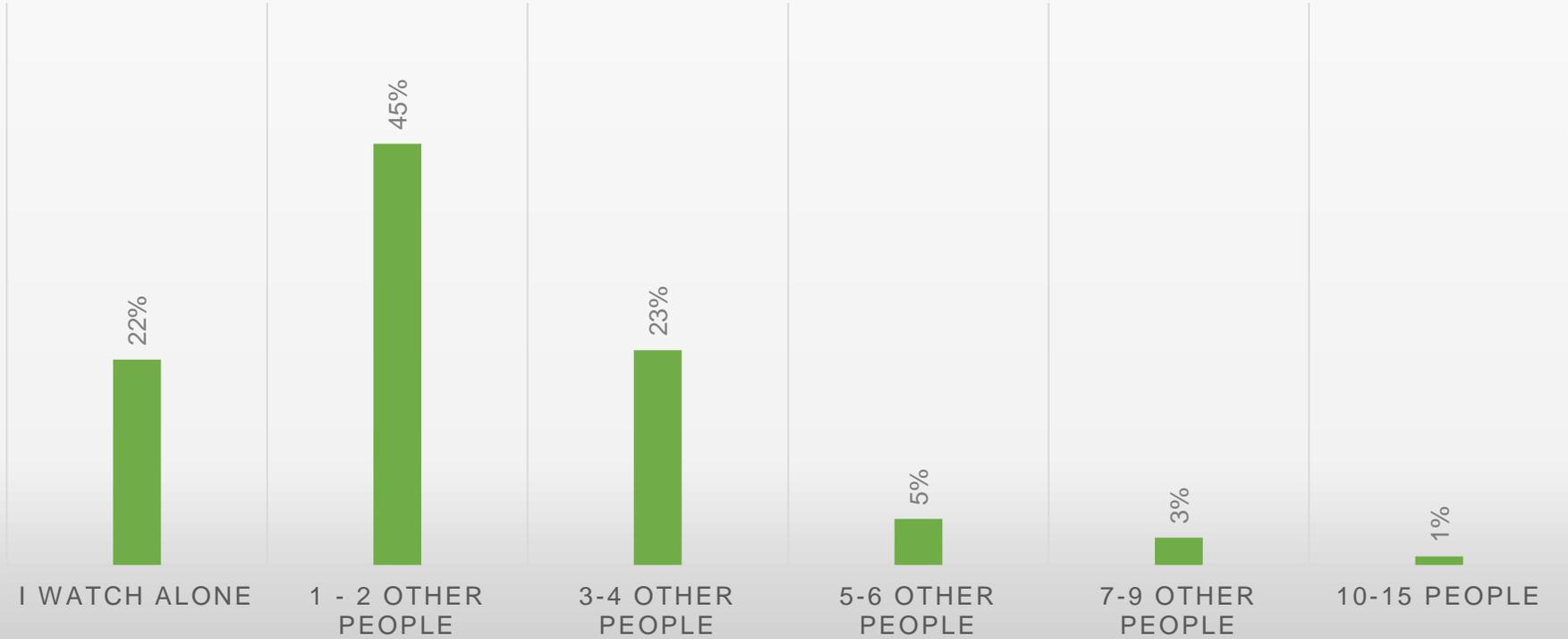


Over half of all viewers watched at least one episode of the programme every month

Q8: How often do you watch Munda Make Over?

How many other people above the age of 18 do you watch MMO with?

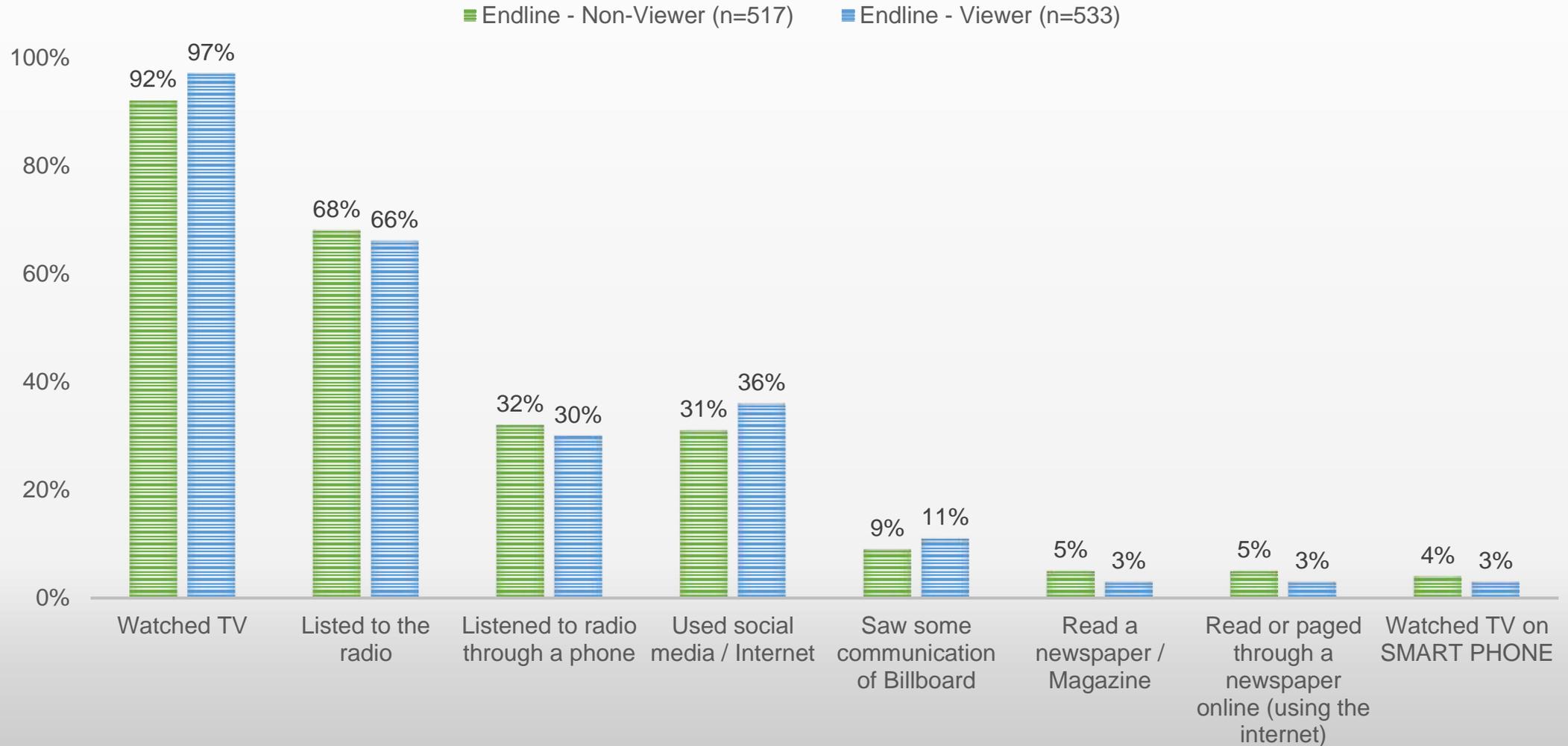
ENDLINE - VIEWER (N=533)



On average about 3 people watched the show together

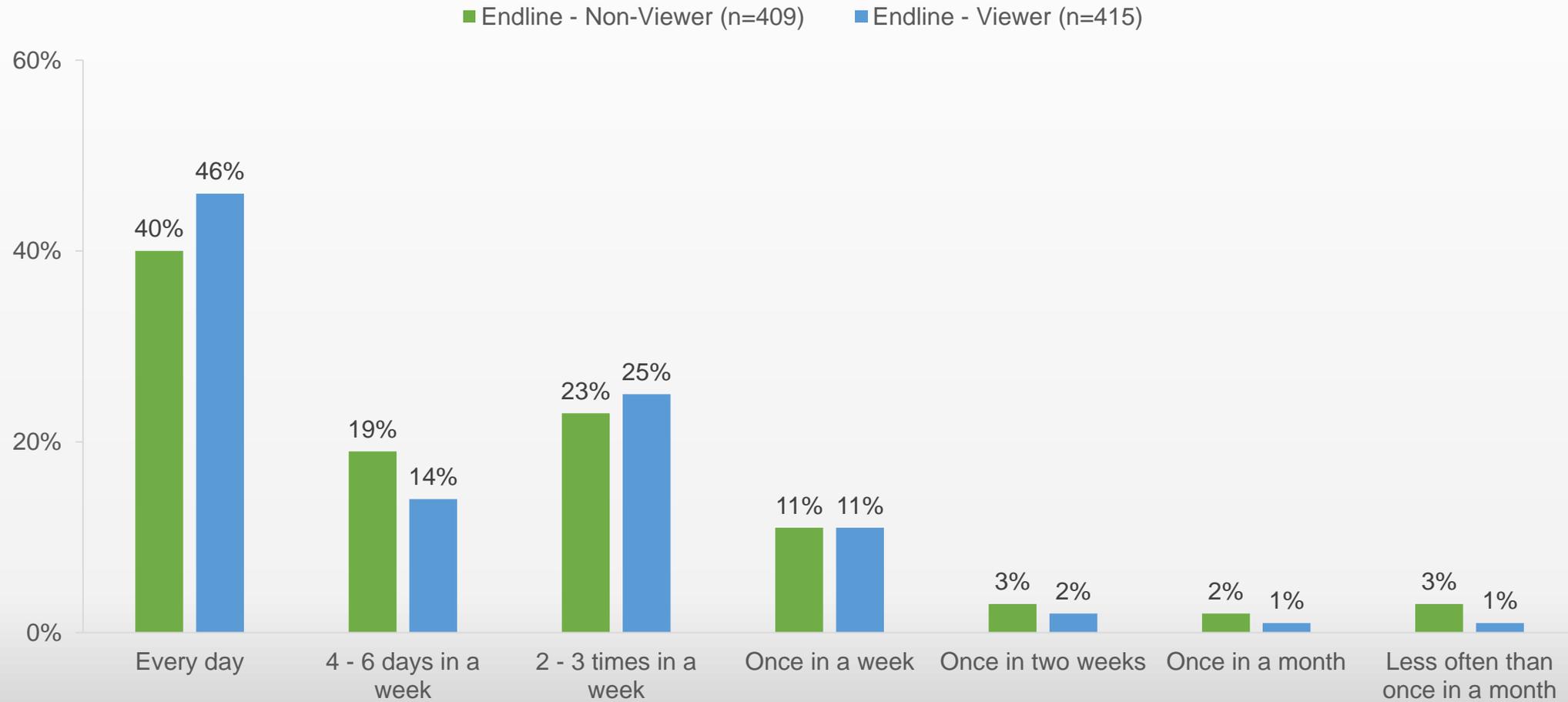
Q9. How many other people above the age of 18 do you watch MMO with?

Media behaviour P4W



QE3: Which of the following have you done in the past 4 weeks?

Frequency of listening to radio



QE4. ASK THOSE WHO LISTENED TO RADIO: How often do you listen to Radio?

Frequency of watching television

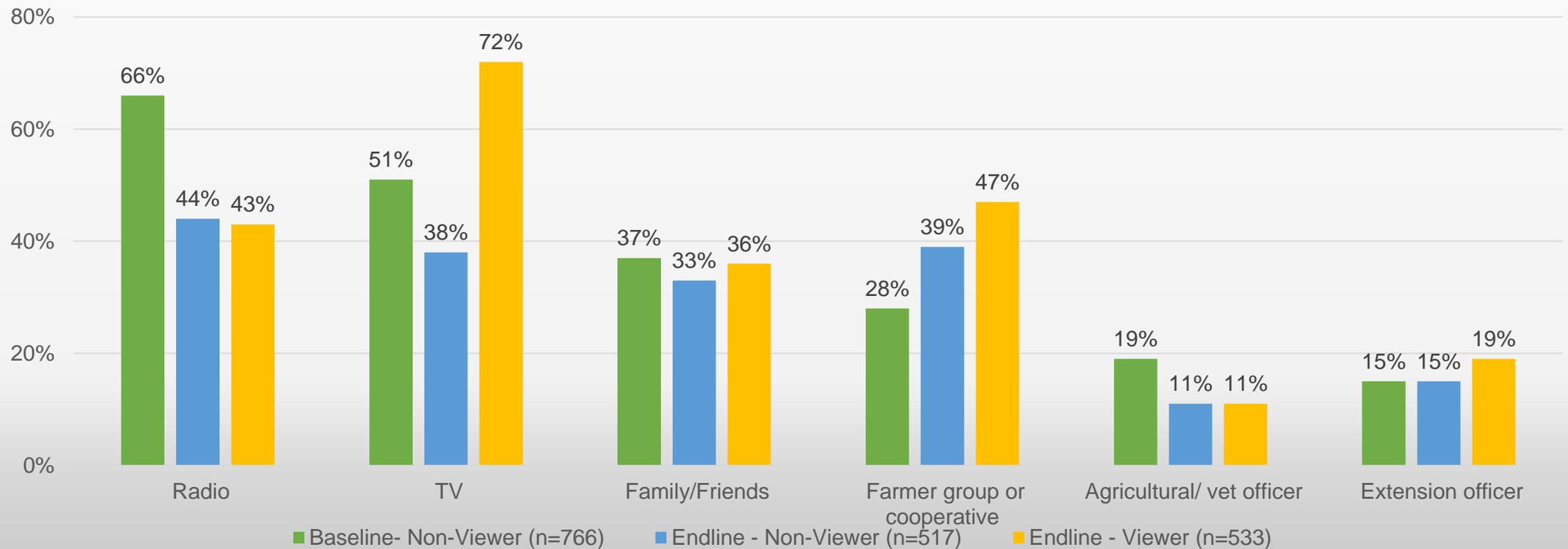
■ Endline - Non-Viewer (n=481) ■ Endline - Viewer (n=518)



QE5. ASK THOSE WHO WATCHED TELEVISION: How often do you watch Television?

Sources of information about farming & agriculture

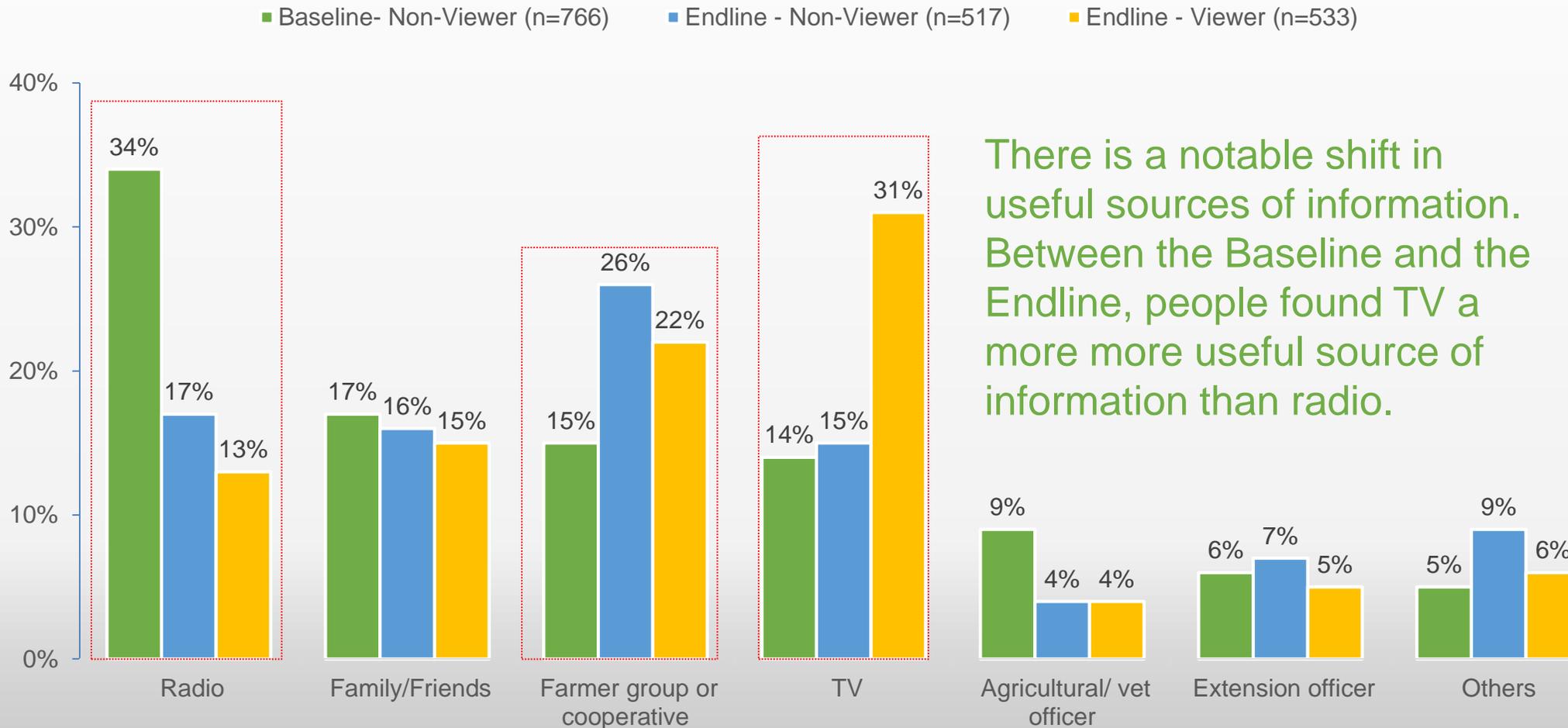
- Comparisons between the baseline and endline show that some sources of agricultural information experienced a decrease in usage while other sources had an increase in agricultural information access.
- Radio as a source of information dropped sharply from 66% to 43% while TV as a source significantly increased from 51% to 72% and farmer groups or cooperatives rose from 28% to 47% among MMO viewers
- Note: These differences are statistically significant ($p < 0.05$).



Q3a. Where do you get information about farming and agriculture from?

Most useful source of information

- The differences are statistically significant ($p < 0.05$).

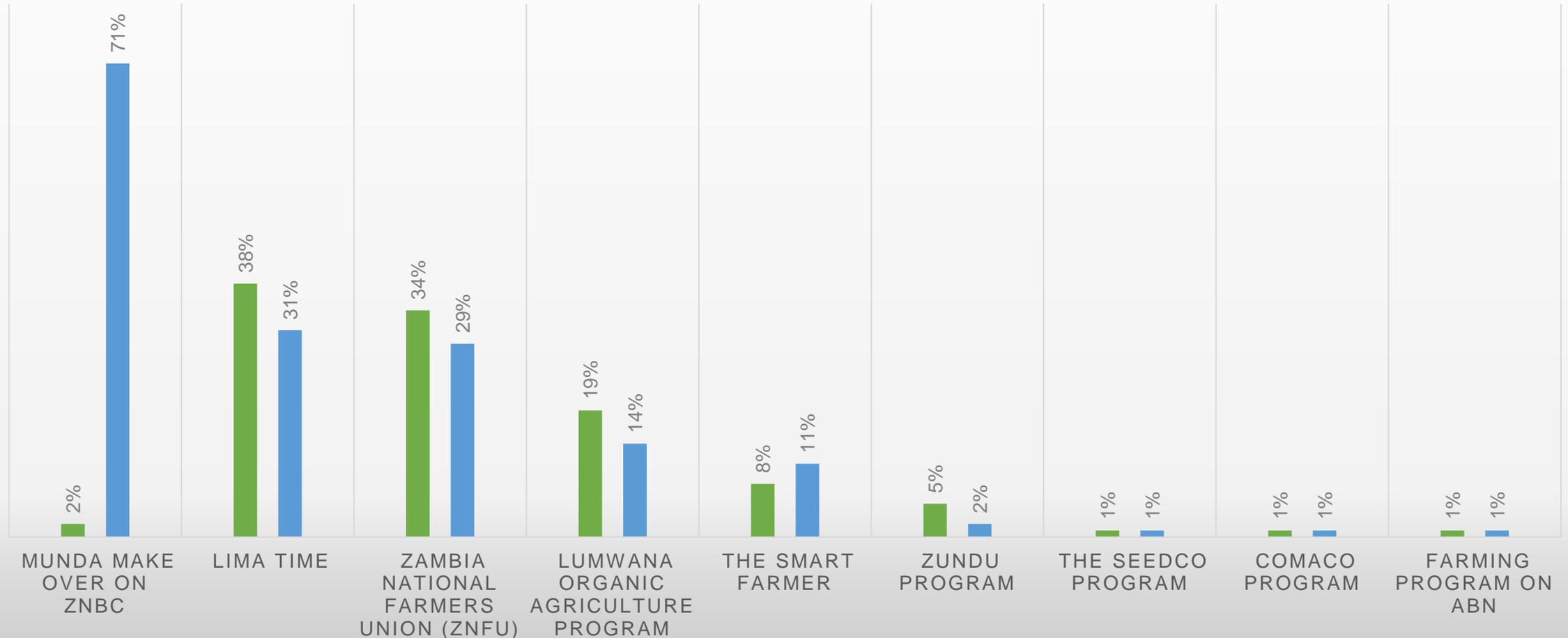


There is a notable shift in useful sources of information. Between the Baseline and the Endline, people found TV a more more useful source of information than radio.

Q3b. Which one do you find most useful?

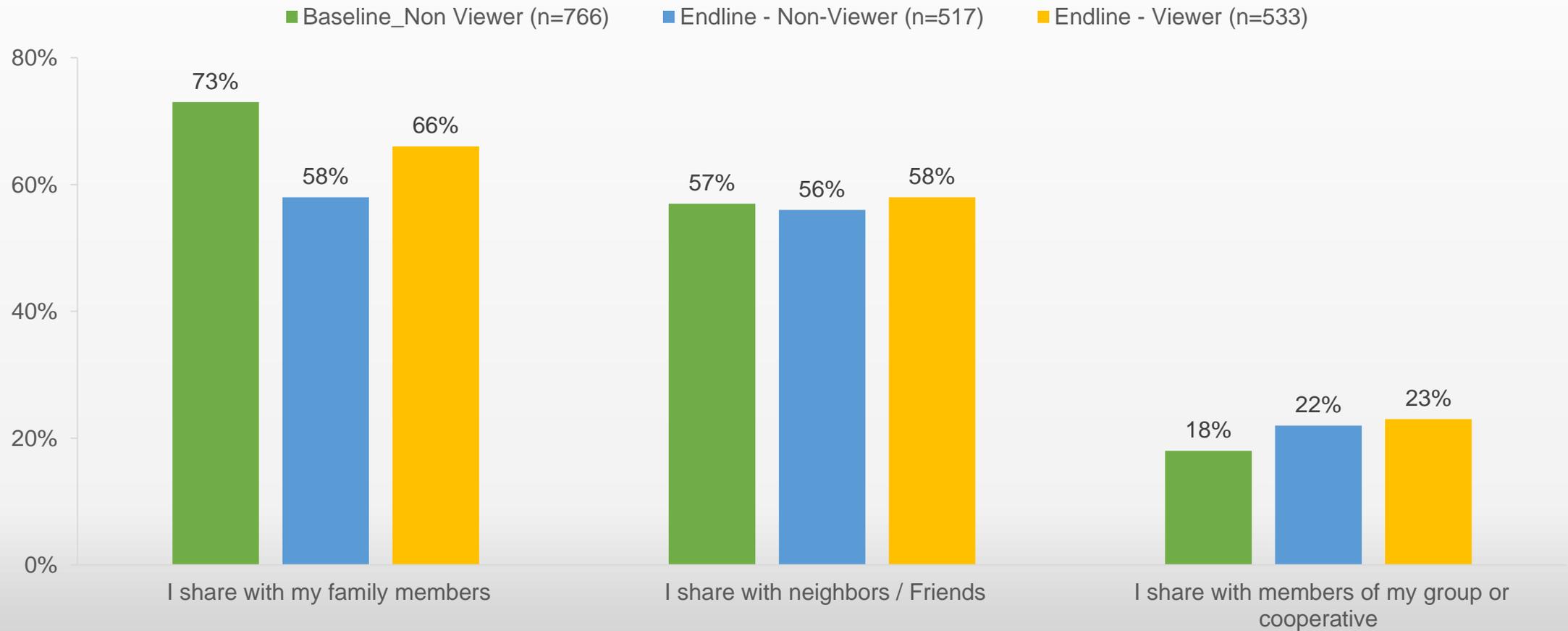
TV programmes used for information on farming and agriculture

■ Endline - Non-Viewer (n=194) ■ Endline - Viewer (n=384)



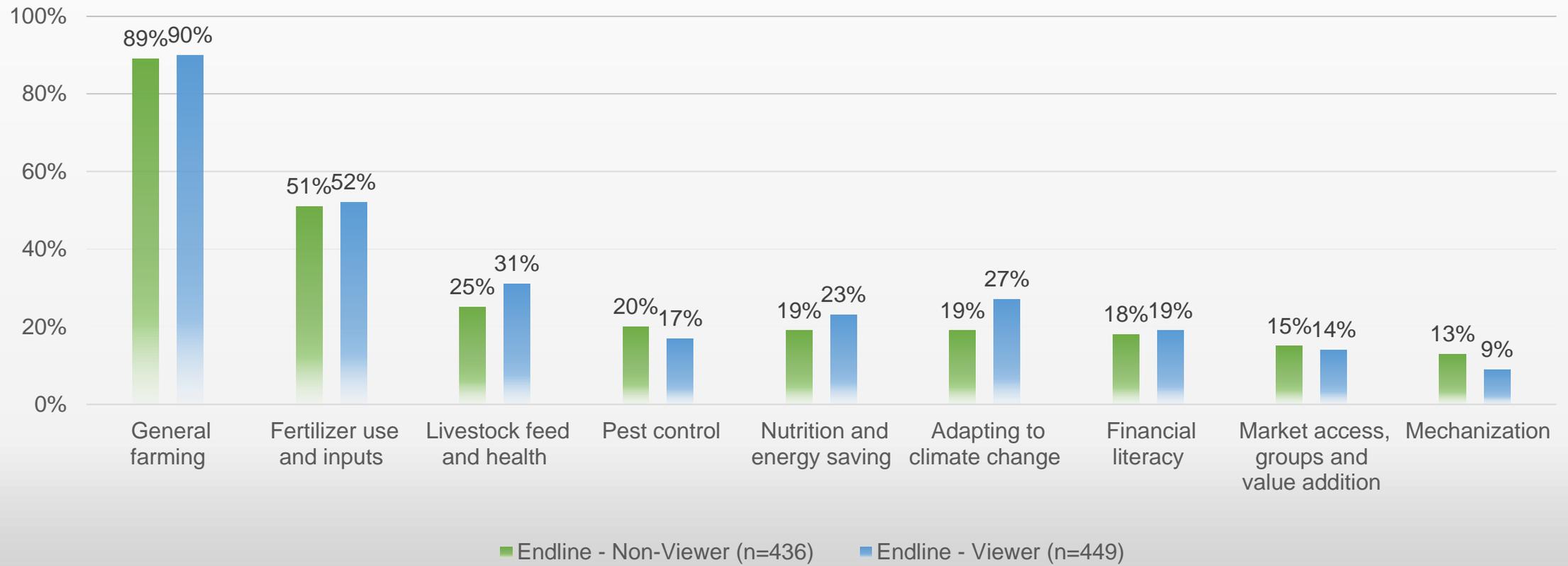
Q3bii. Which specific programs on TV do you get information about farming and agriculture from?

Sharing of farming information



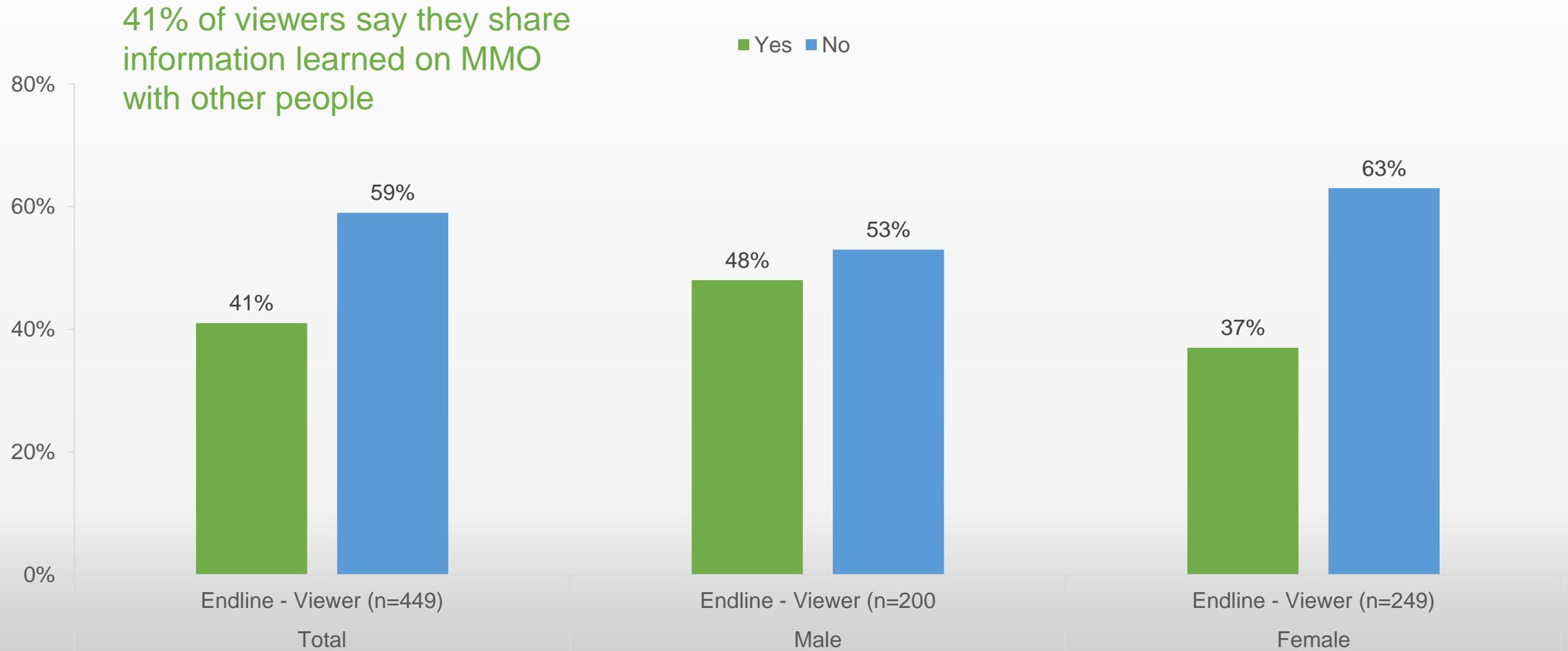
Q3c. Who - if anyone - do you share farming information with?

Farming information shared with other people



Q3di. What kinds of farming information do you typically share with other people?

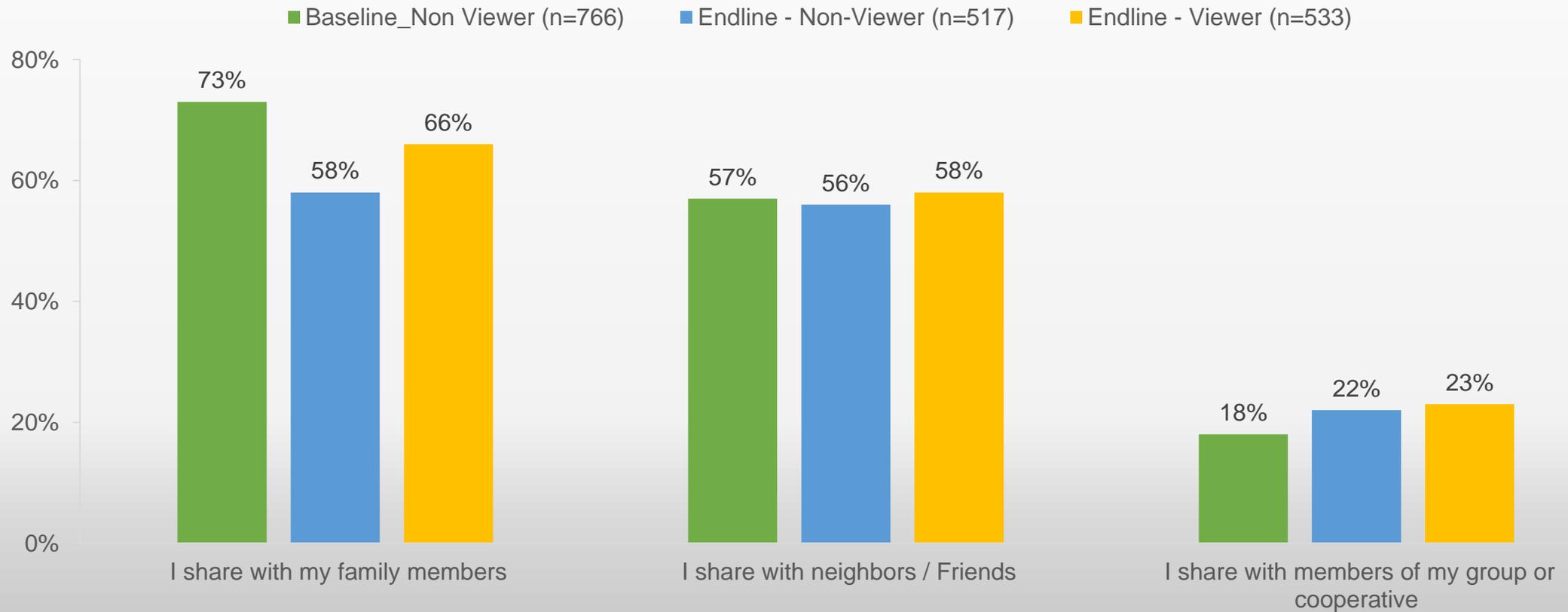
Shared any information learnt from MMO



Q3dii. Have you shared any information that you learnt from watching MMO with other people?

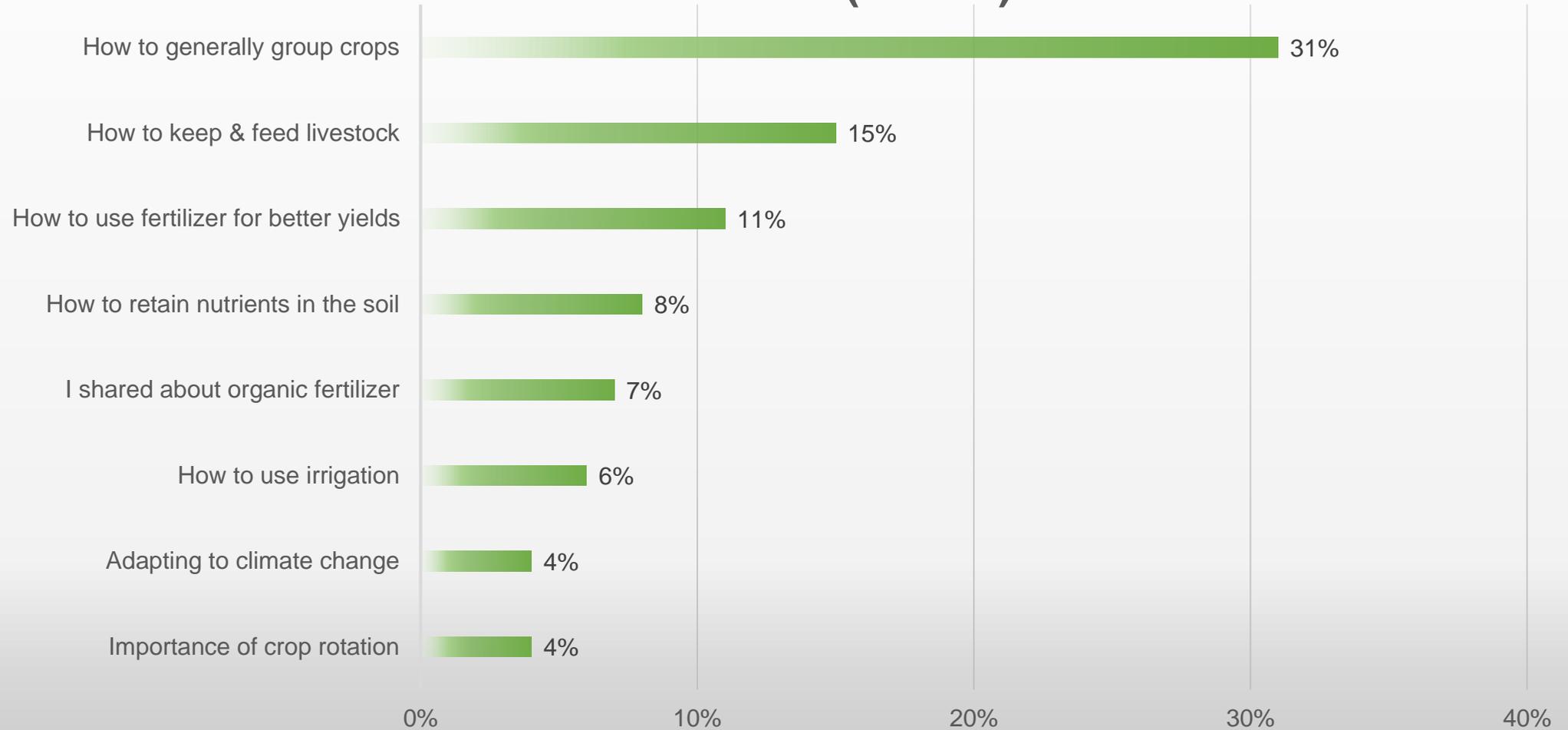
Information sharing

There is considerable sharing of information by farmers with friends and neighbours.



Information shared

ENDLINE - VIEWER (N=186)



3diii. What did you share?

01.

66% of MMO viewers reported watching TV everyday compared with 45% of non-viewers

02.

Everyday TV viewers' have a significant female skew

03.

More MMO viewers have access to TV at home (83%) than non-viewers (63%)

Key Observations

04.

There was no difference between viewers and non-viewers in Past 4 Weeks media use of radio, television, social media (TV: 95%; Radio 67%; Social Media 33%). Around one third listened to the radio through a phone but watching TV using a phone was negligible

05.

Sharing farming information and advice is common behaviour and four in ten MMO viewers said they had shared information learned from the programme with other people (strong ripple effect)

Key Observations

Viewers to Series 1 expressed extremely positive opinions about the series:

60%

gave it a score of 9 or 10 for 'enjoyment'

74%

gave it a score of 9 or 10 for 'recommend others to watch'

71%

gave it a score of 9 or 10 for 'likelihood of watching another series'

64%

gave it a score of 9 or 10 for being 'useful'

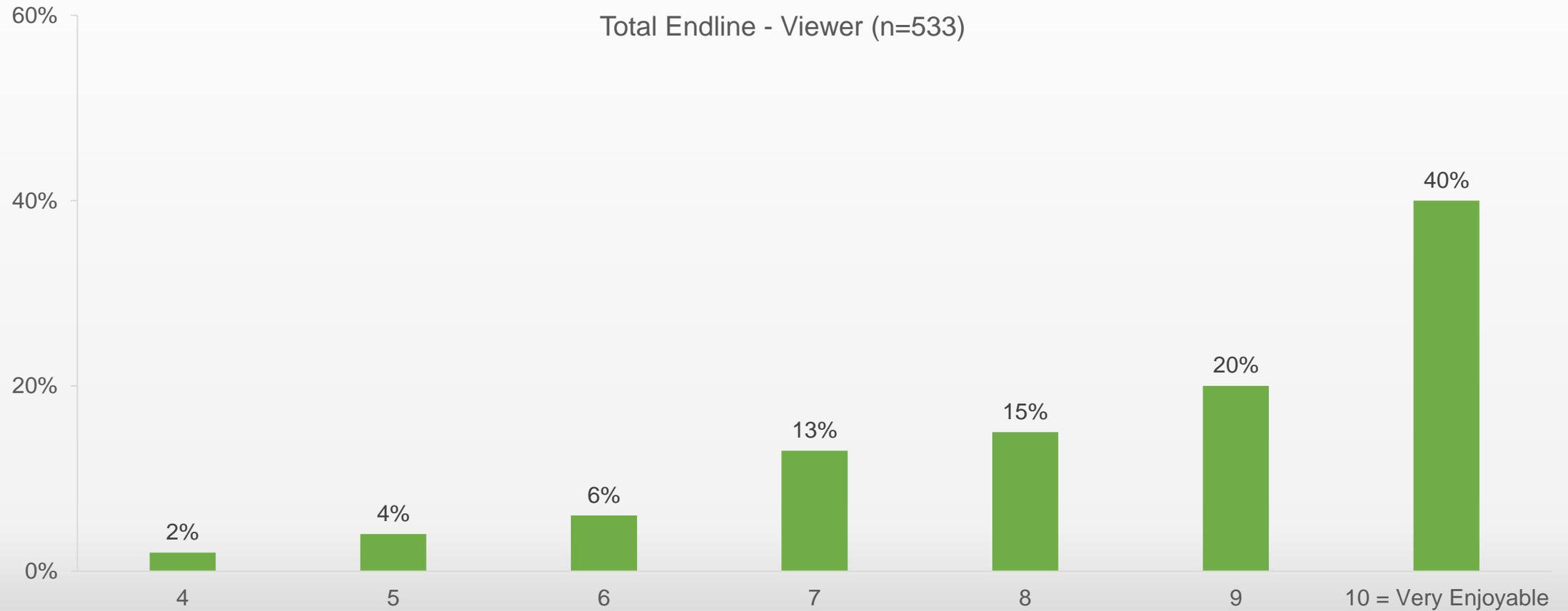
Television viewing (endline only)

■ Endline - Non-Viewer (n=517) ■ Endline - Viewer (n=533)



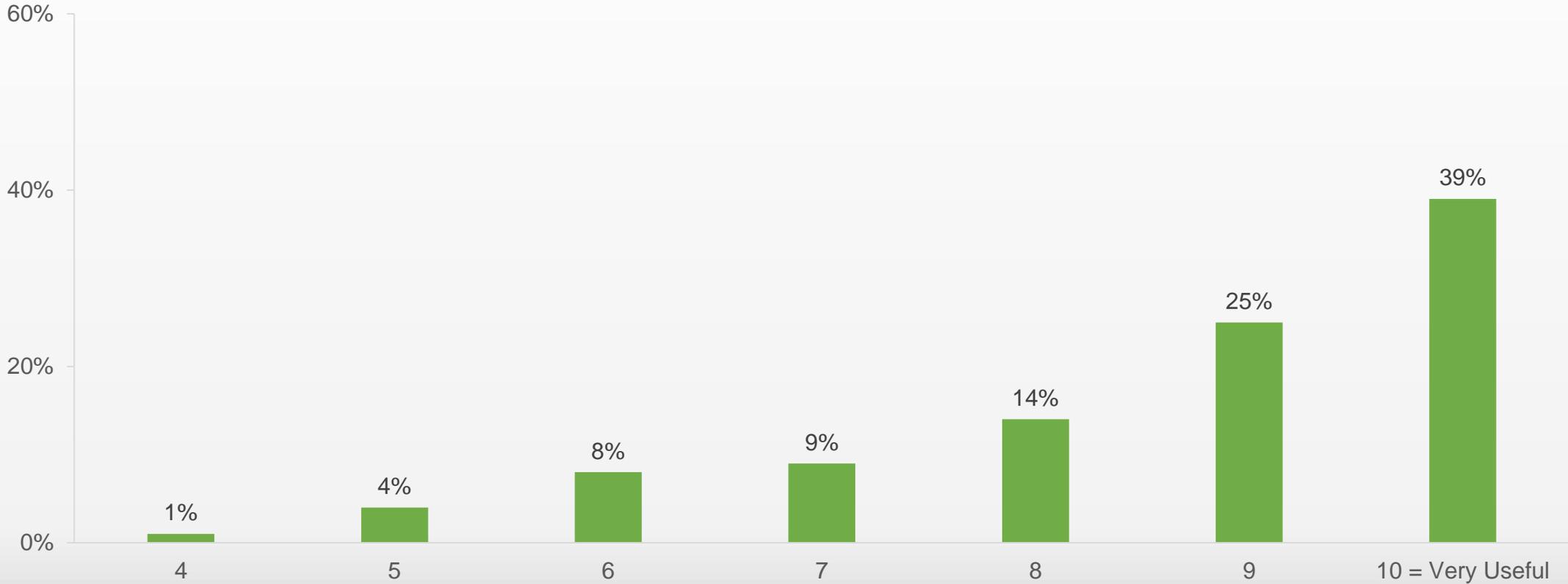
Q4b. When was the last time you watched Television?

Munda Make Over 'enjoyment' rating



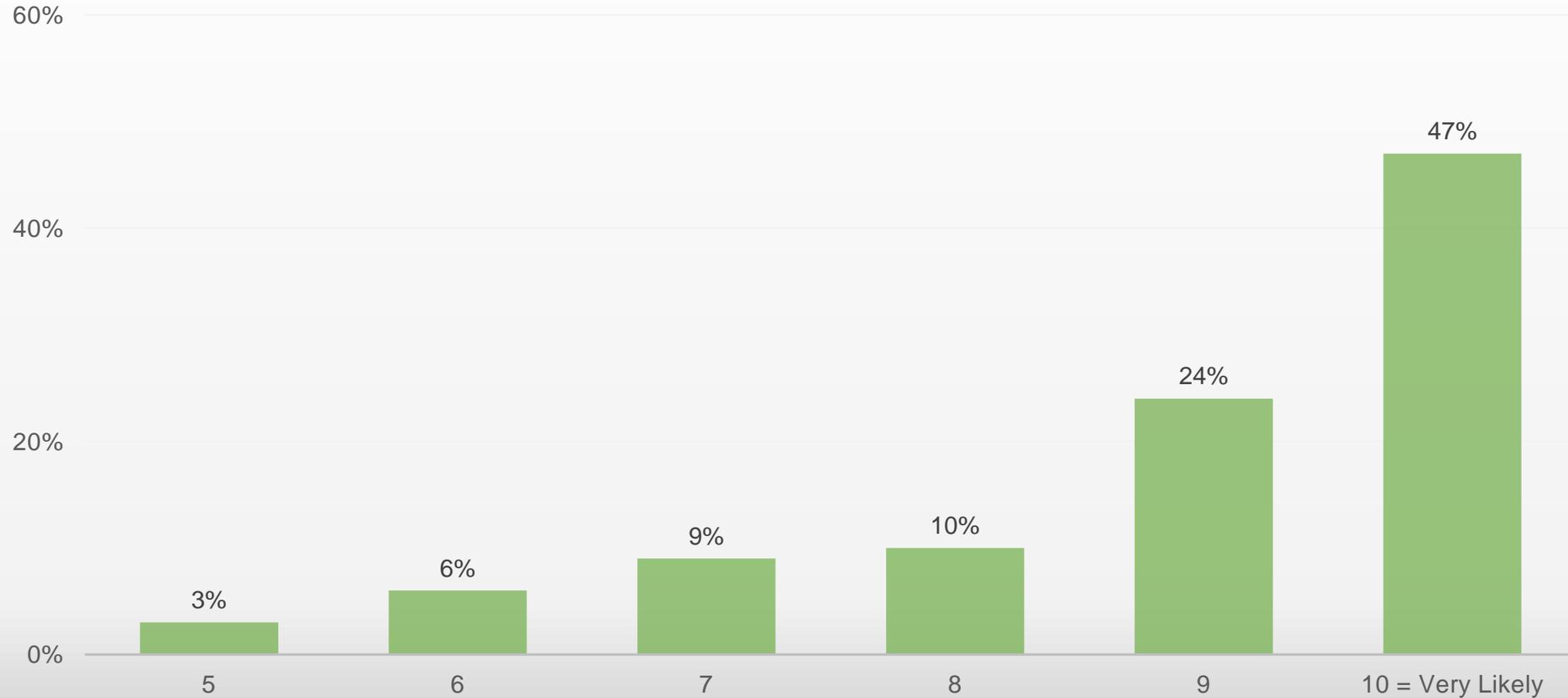
OA1. And finally, thinking of this Munda Make Over program, in a scale of 1 to 10, where 1 is not enjoyable at all and 10 is very enjoyable, how would you rate this program?

Munda Make Over 'usefulness' rating



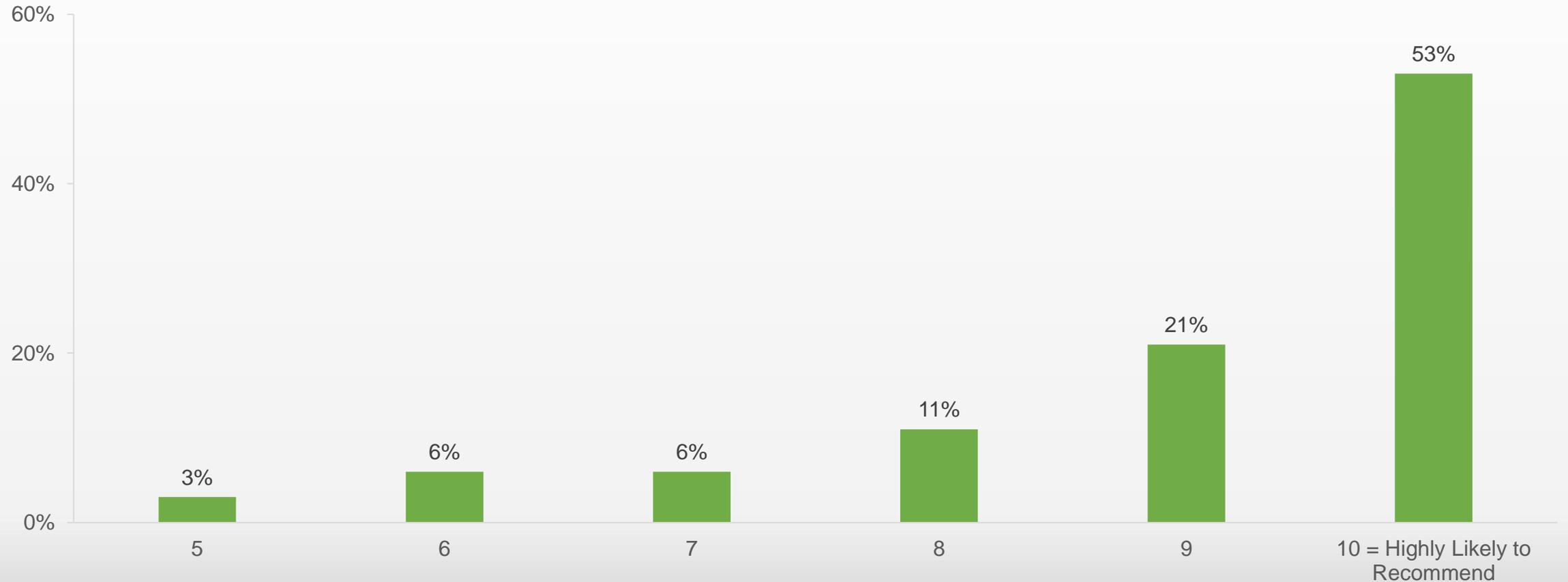
OA2. And thinking of the content of Munda Make Over program, in a scale of 1 to 10, where 1 is not useful at all and 10 is very useful, how would you rate this program?

Likely to watch another series



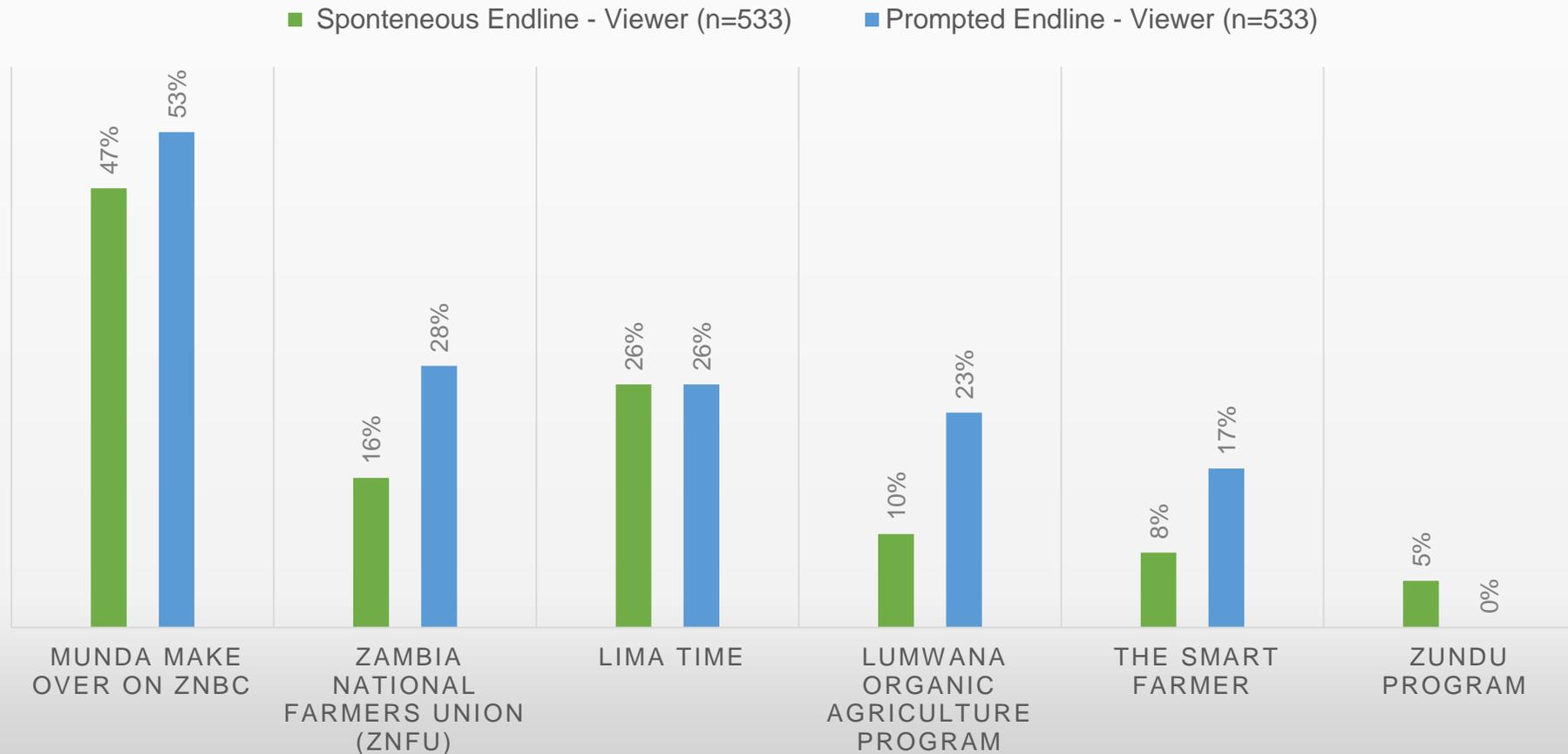
OA3. Thinking of the of Munda Make Over program, in a scale of 1 to 10, where 1 is not likely and 10 is very likely, how likely are you to watch another series of this program?

Likely to recommend the series to others



OA4. Thinking of the of Munda Make Over Program, in a scale of 1 to 10, where 1 you are not likely to recommend and 10 is highly likely to recommend, how likely are you to recommend this program to friends and family?

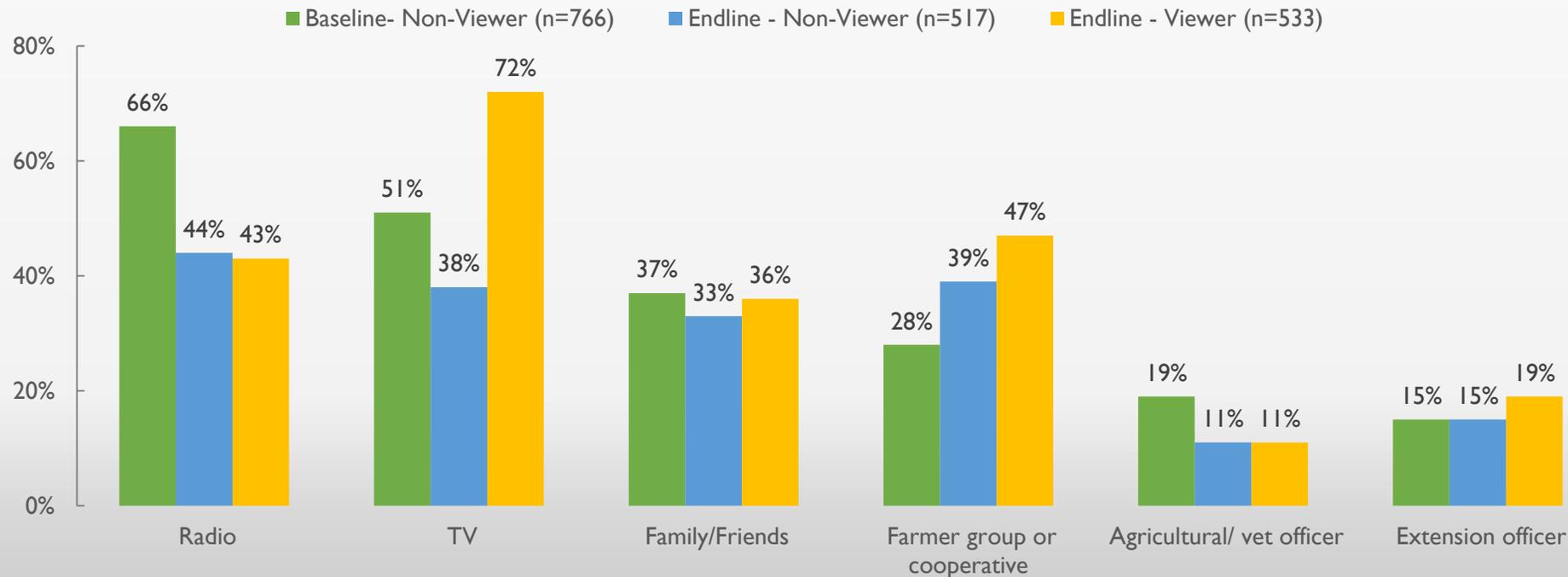
TV programs on agriculture watched in 2023



Q7a. Which TV programs on agricultural activities and farm improvement have you watched at all this year?

Sources of information about farming & agriculture

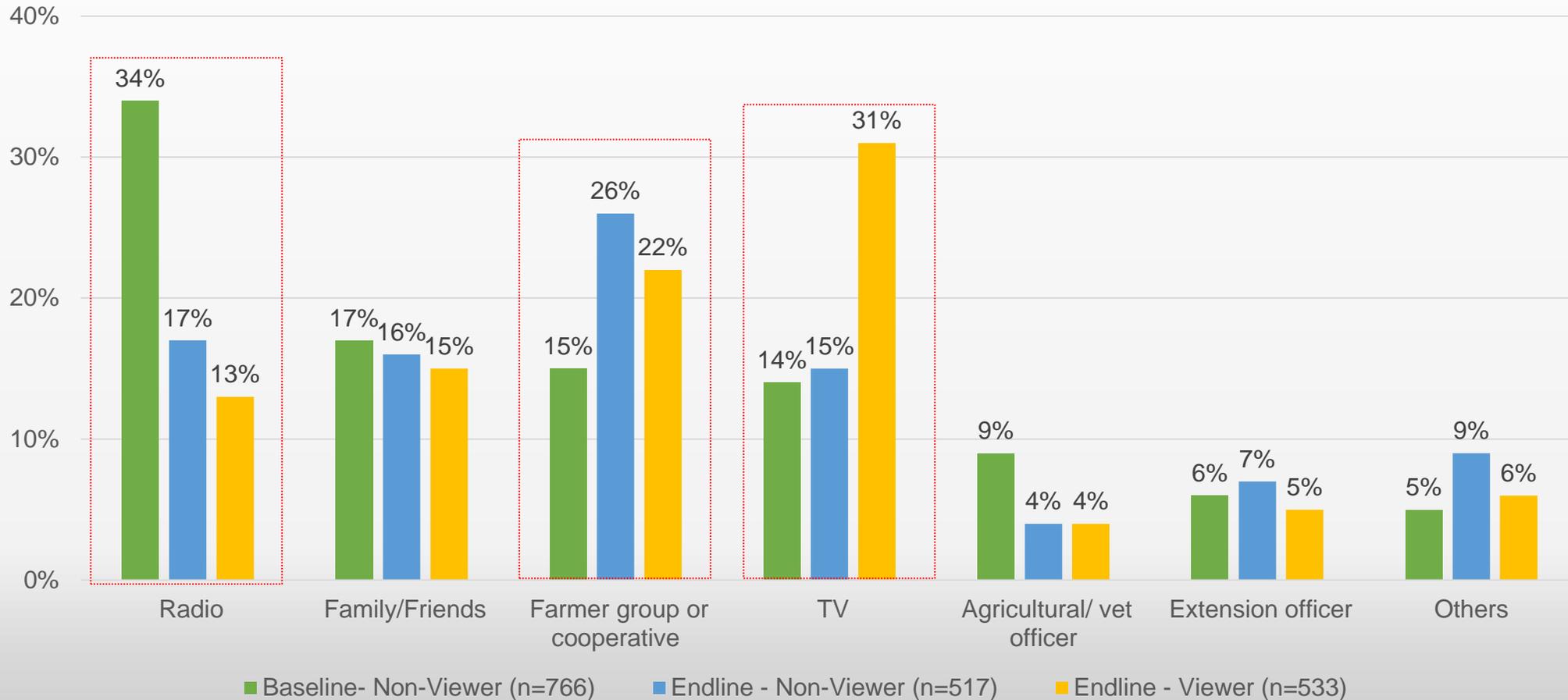
- Comparisons between the baseline and endline show that some sources of agricultural information experienced a decrease in usage while other sources had an increase in agricultural information access.
- Radio as a source of information dropped sharply from 66% to 43% while TV as a source significantly increased from 51% to 72% and farmer groups or cooperatives rose from 28% to 47% among MMO viewers
- Note: These differences are statistically significant ($p < 0.05$).



Q3a. Where do you get information about farming and agriculture from?

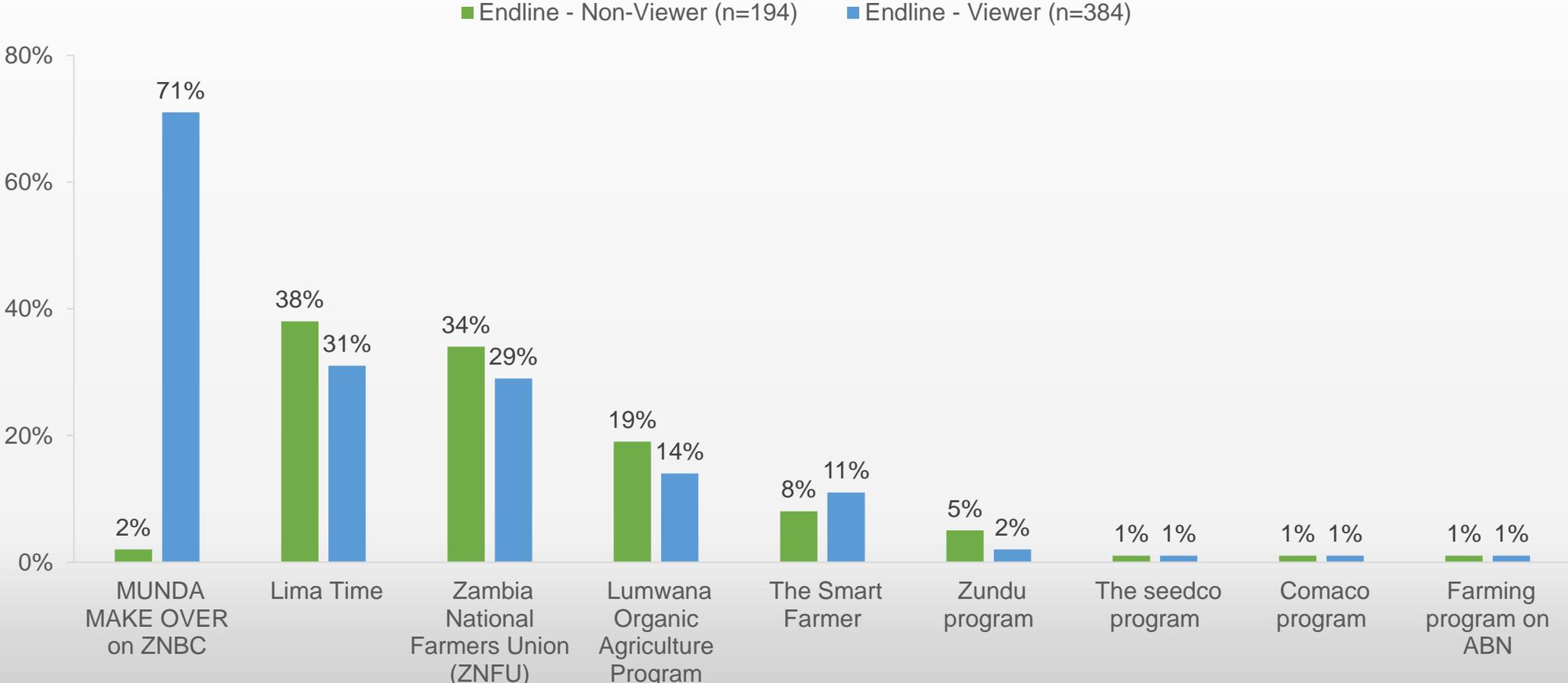
Most useful source of information

- The differences are statistically significant ($p < 0.05$).



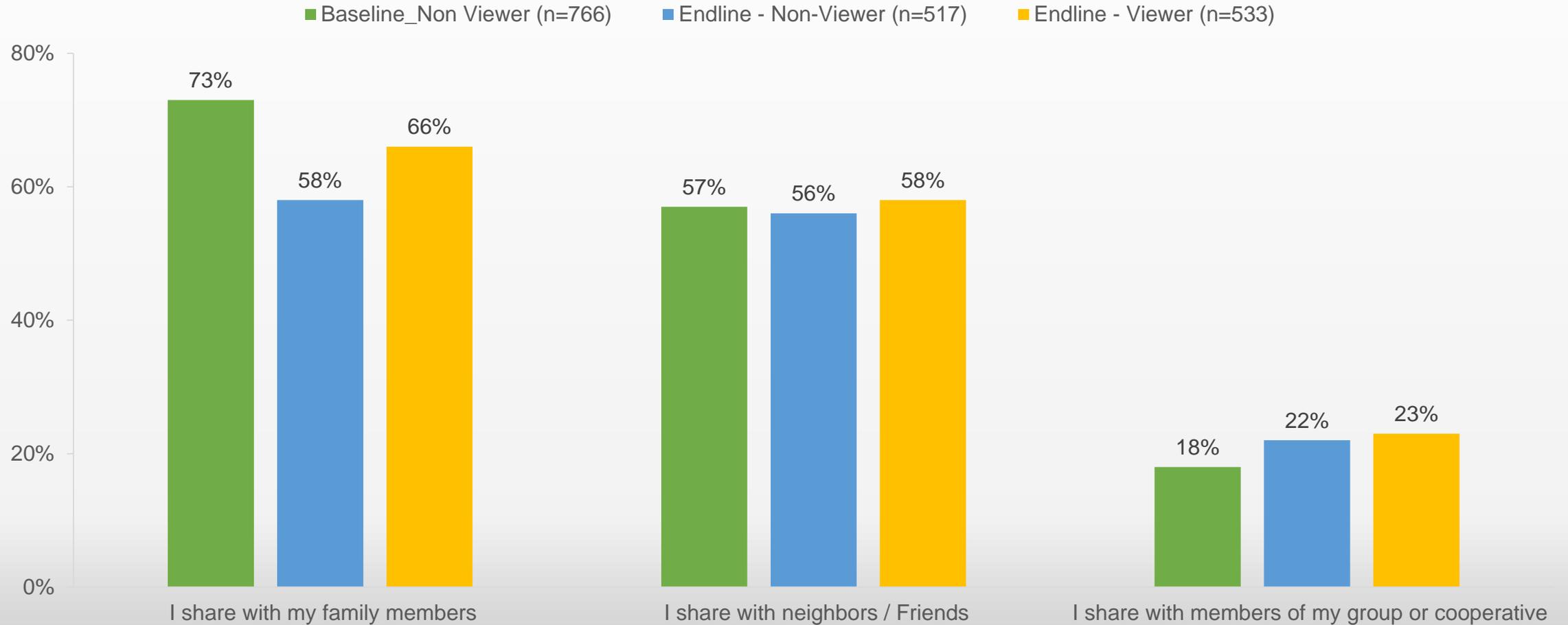
Q3b. Which one do you find most useful?

TV Programmes used for information on farming and agriculture



Q3bii. Which specific programs on TV do you get information about farming and agriculture from?

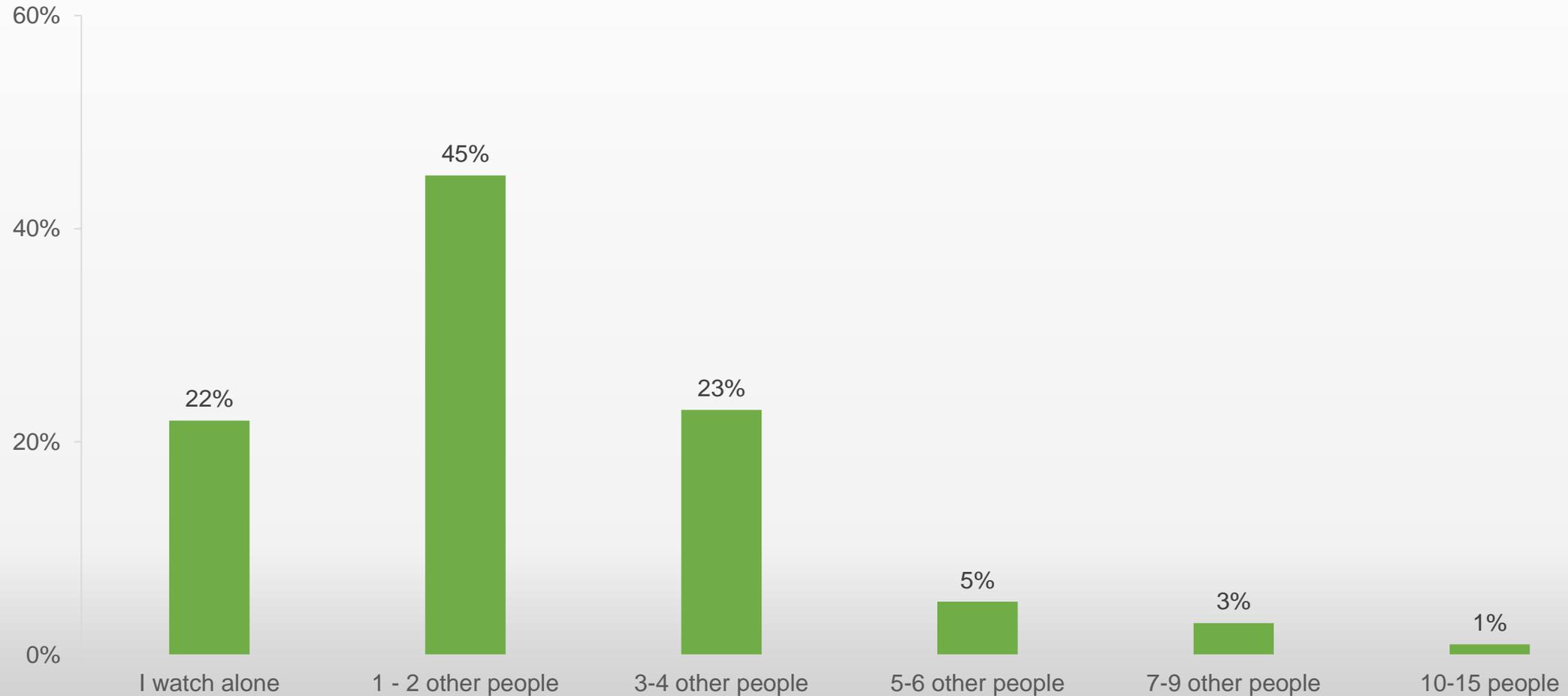
Sharing of farming information



Q3c. Who - if anyone - do you share farming information with?

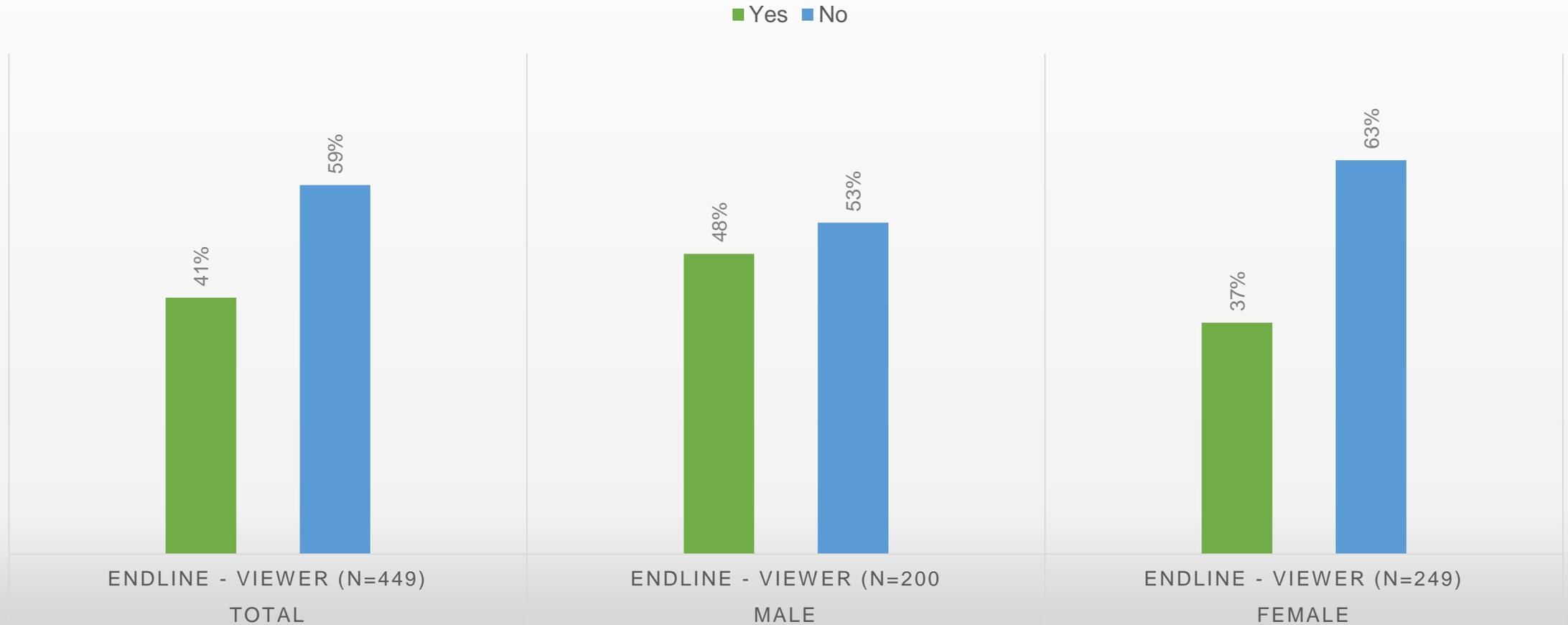
How many other people above the age of 18 do you watch MMO with?

Endline - Viewer (n=533)



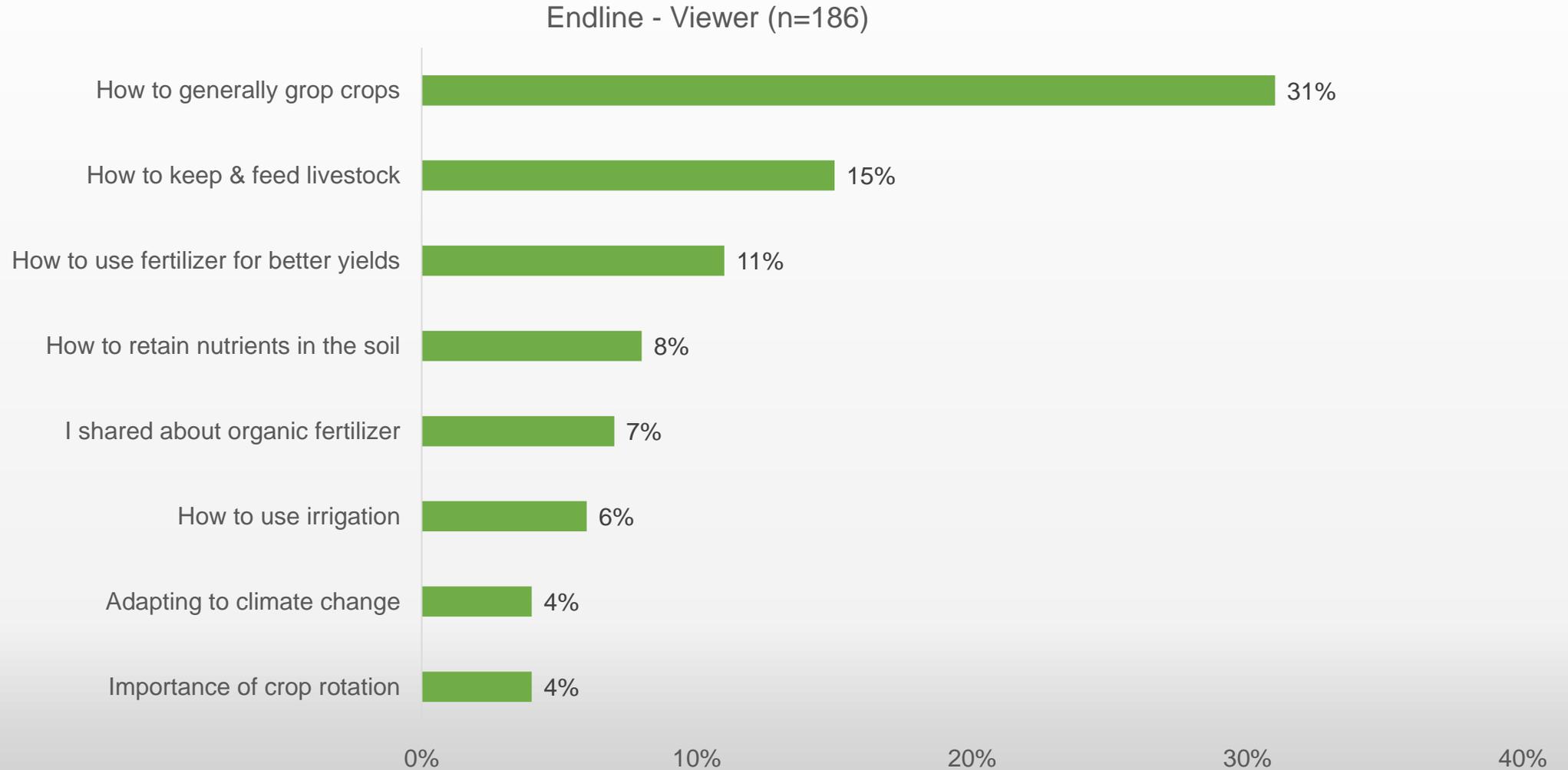
Q9. How many other people above the age of 18 do you watch MMO with?

Shared any information learnt from MMO



Q3dii. Have you shared any information that you learnt from watching MMO with other people?

Information shared



3diii. What did you share?



Main findings: Farming Finances

01.

Zambian smallholder farmers appear to have moderate financial literacy skills and appreciate the benefits of keeping financial records – males and females alike

02.

Just over 50% of viewers said they had learned about farm finances from MMO and most said they had learned about the importance of financial record keeping to know if there is a profit or loss

Key Observations

03.

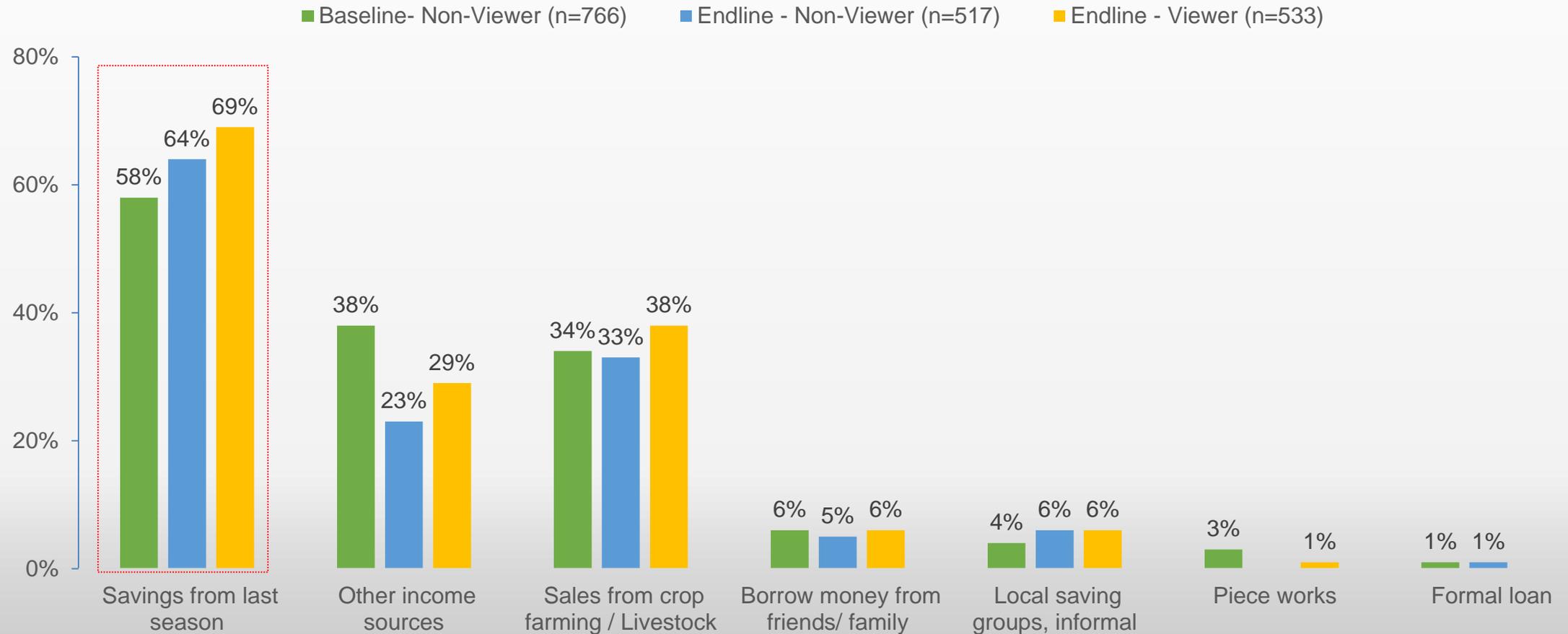
The vast majority (over 95%) do not have any crop or livestock insurance – mainly as a result of a lack of knowledge about it. Likelihood of taking out insurance split evenly between around four in ten who said they were ‘likely to’ and a similar proportion who were ‘unlikely’ or ‘undecided’

04.

The majority (70%) did not change their opinions of insurance after watching MMO

Sources of money to pay for the activities done on farm

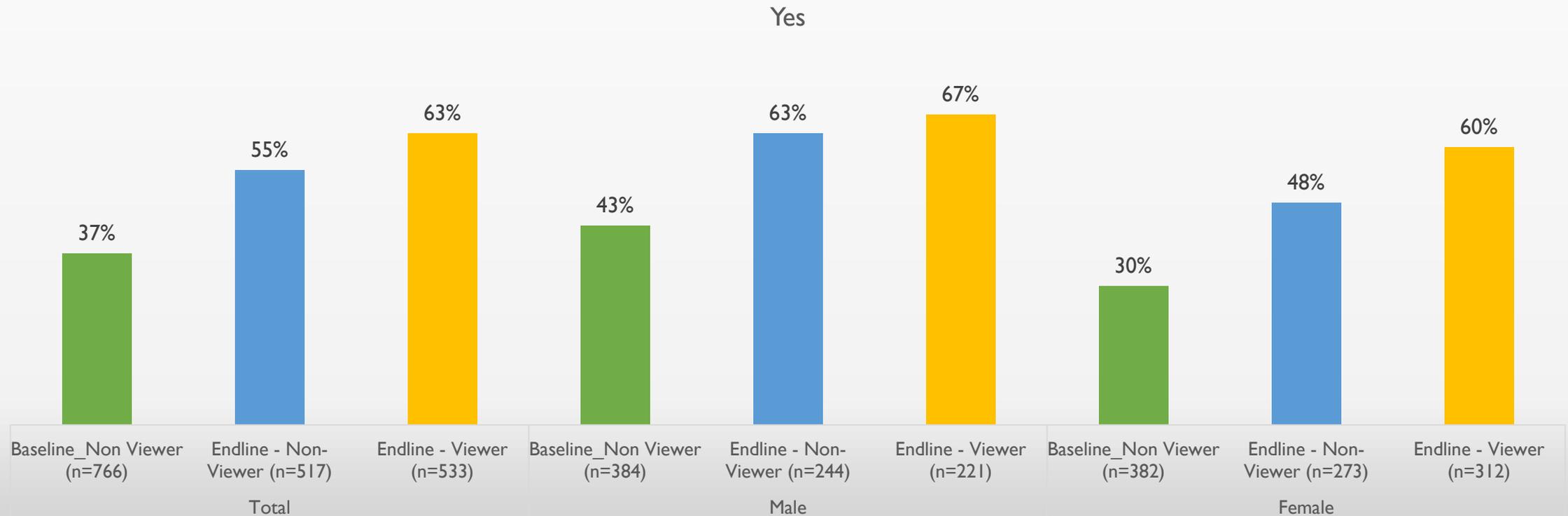
- There is a significant increase of participants who use savings from last season to pay for activities done on the farm ($p < 0.05$).



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

Financial record keeping habits

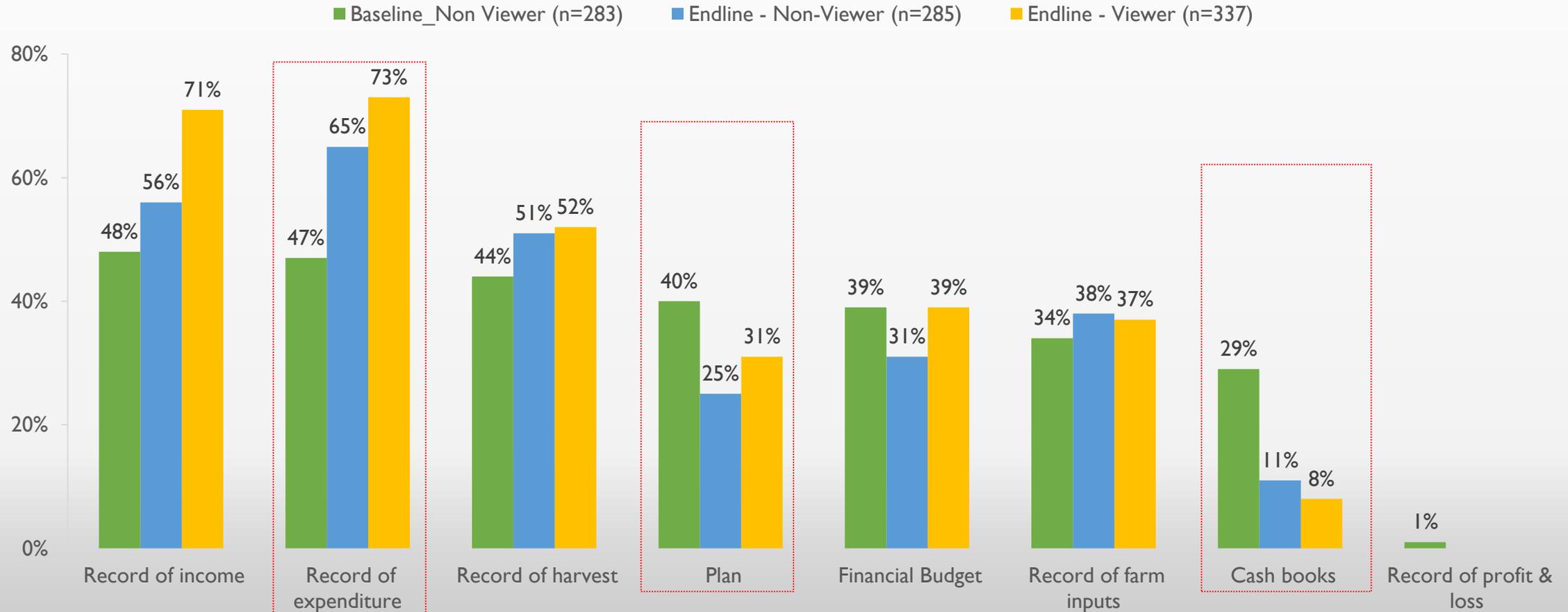
- *There was a significant increase in the proportion of respondents who 'keep written financial records' for their farms between the baseline and the endline, with 63% of viewers maintaining such records compared to 37% of non-viewers at baseline.*
- *Further, there is an impressive increase in record keeping among women who viewed MMO (from 30% b/l to 60% e/l viewers)*
- *Note: These differences are statistically significant ($p < 0.05$).*



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?

Types of financial records kept

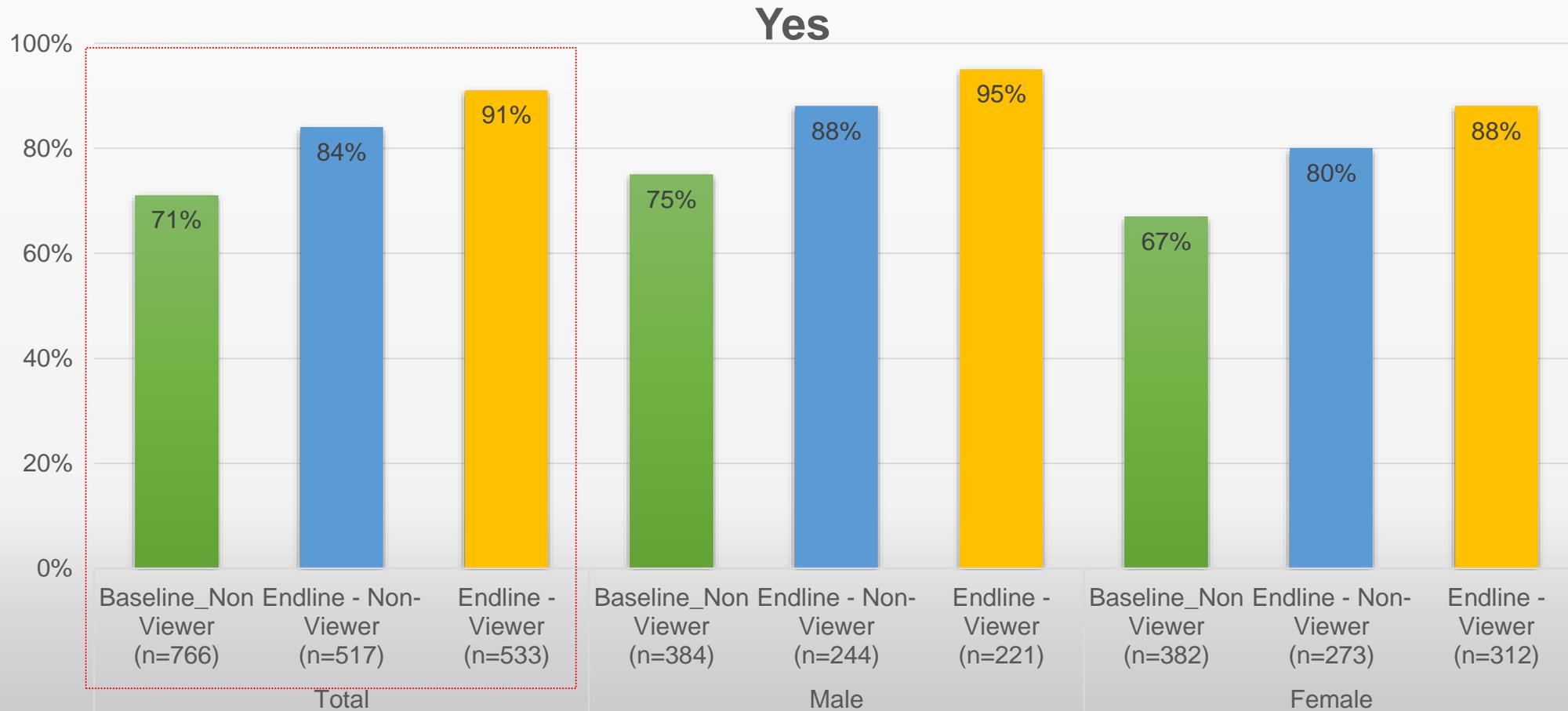
- There was a significant increase in the % of smallholder farmers who keep records of income and expenditure among MMO viewers
- Additionally, there was a significant decrease in those who use cash books and plans ($p < 0.05$).



F2b. Which records do you keep?

Are there benefits of keeping written financial records?

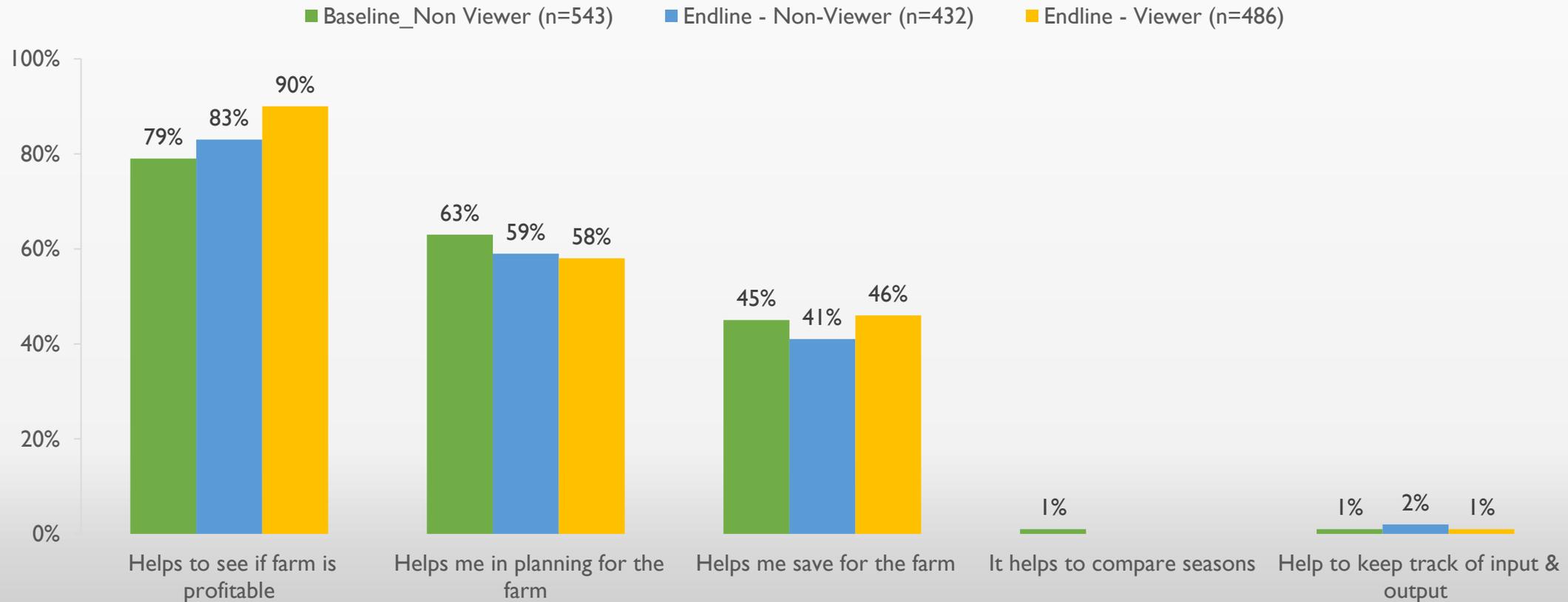
- There is a significant increase among MMO viewers who believe that there are benefits in keeping financial records ($p < 0.05$).
- Almost all MMO viewers thought that there were benefits to keeping financial records – messages clearly resonated well with viewers



F3a. Do you think there are any benefits to keeping written financial records at this farm?

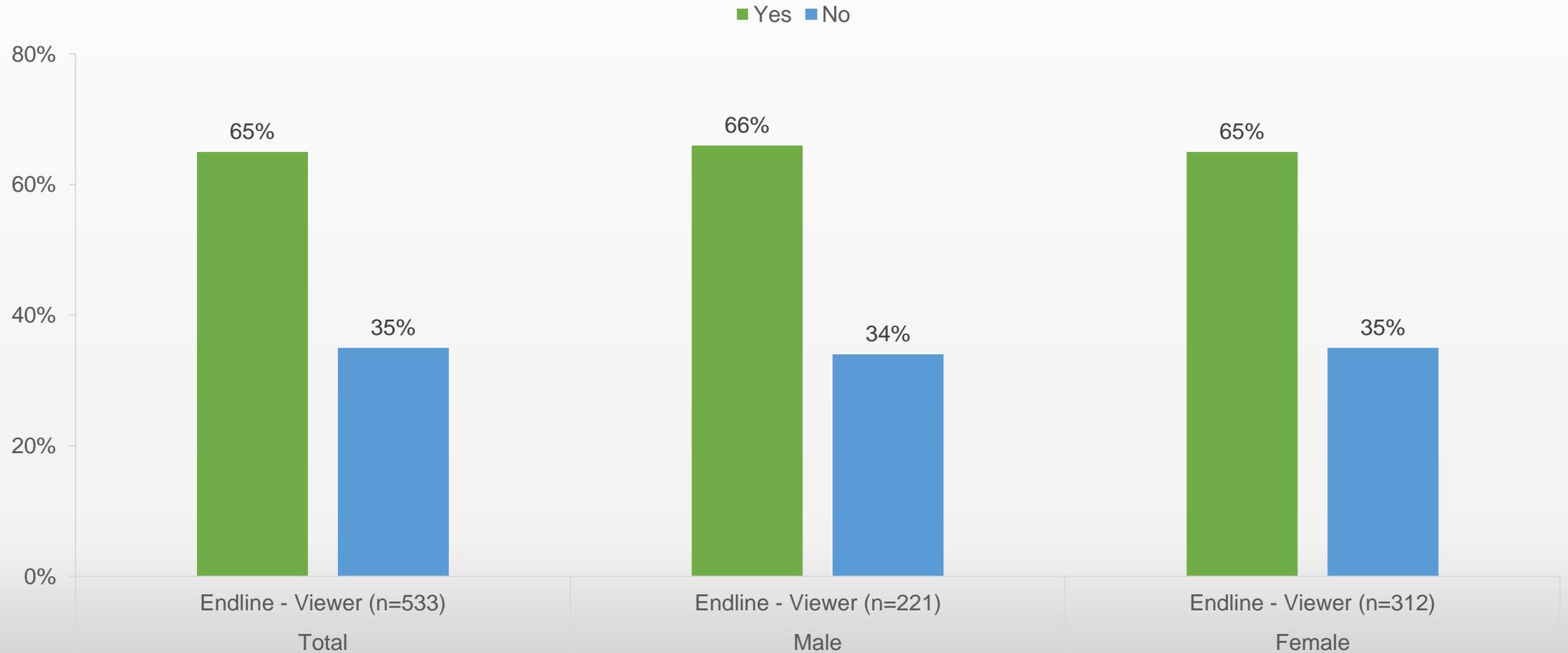
Benefits of keeping written financial records

- The most noteworthy b/l e/l change is in the merits of financial records for helping to see if the farm is profitable
- Note: The differences are not statistically significant ($p > 0.05$).



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

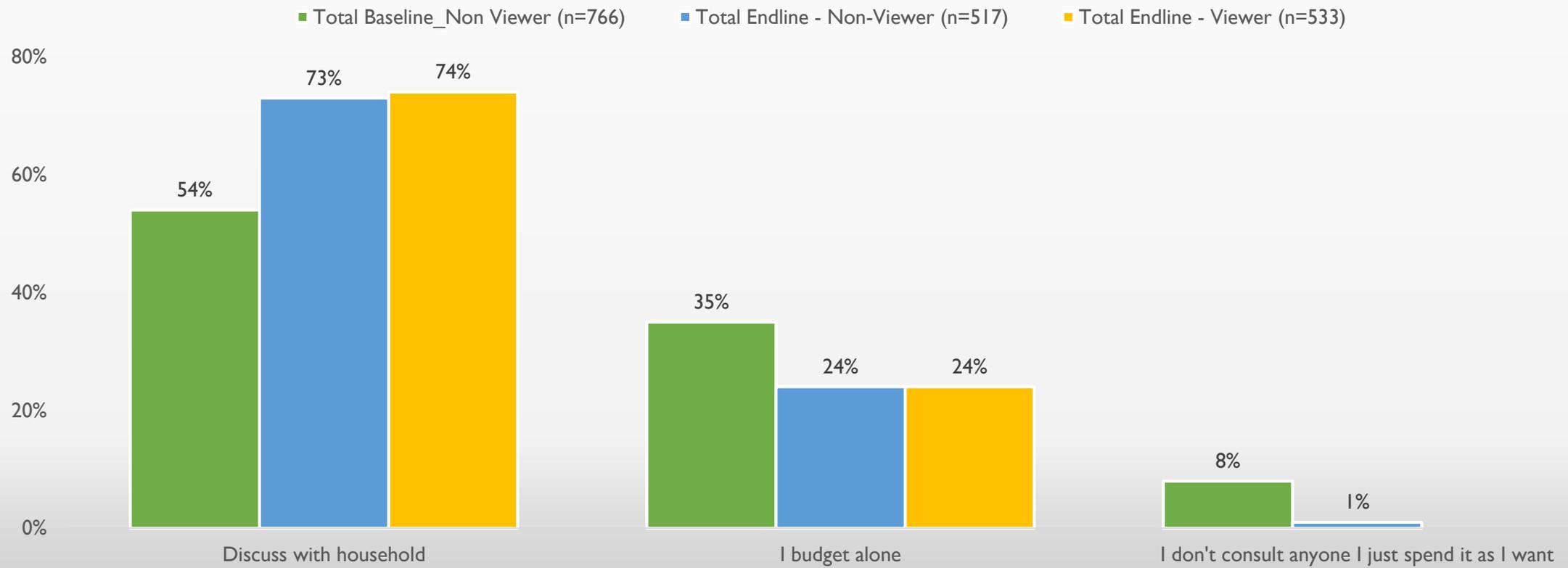
Understanding of profit and loss



Did you understand profit and loss?

Decisions on spending income from farm

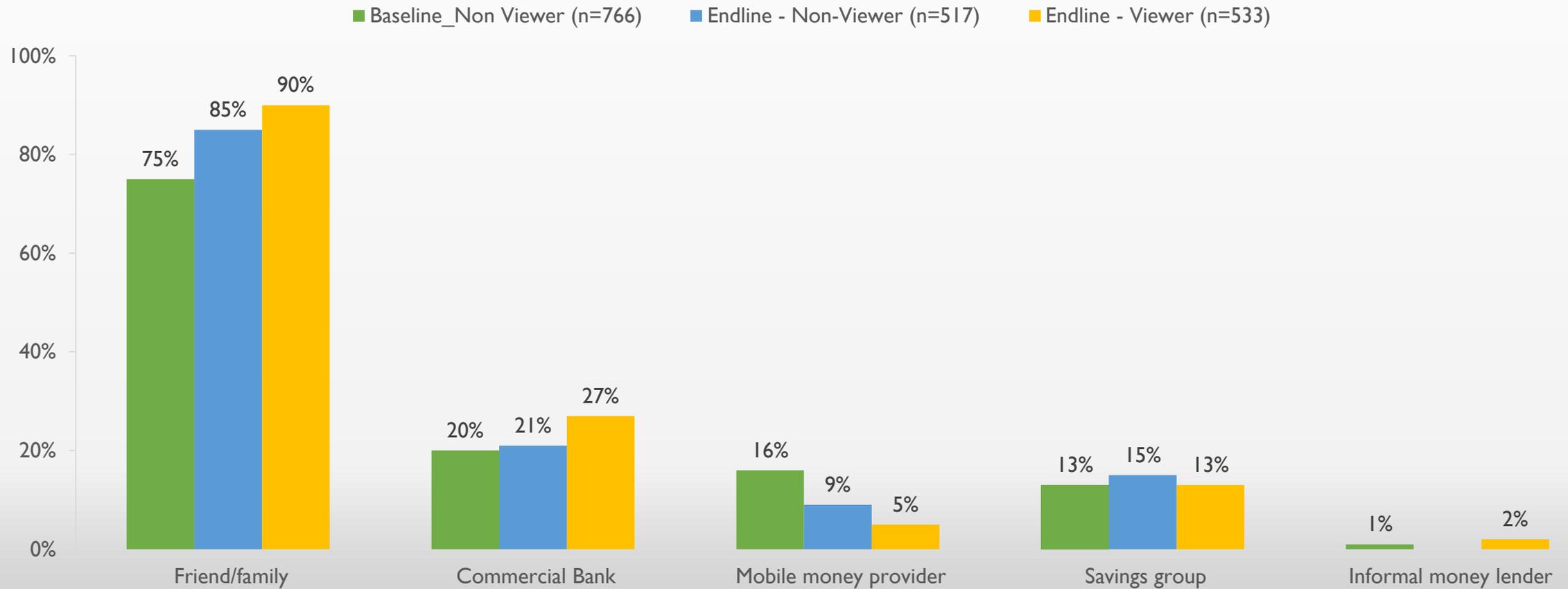
- Household discussions about decision-making on spending rose considerably at the endline among both viewers and non-viewers alike. An indication of the relevance and resonance of the messaging and perhaps of information spreading through word of mouth
- Note: The differences are statistically significant ($p < 0.05$).



F4. How do you decide on spending the income you receive from your farm?

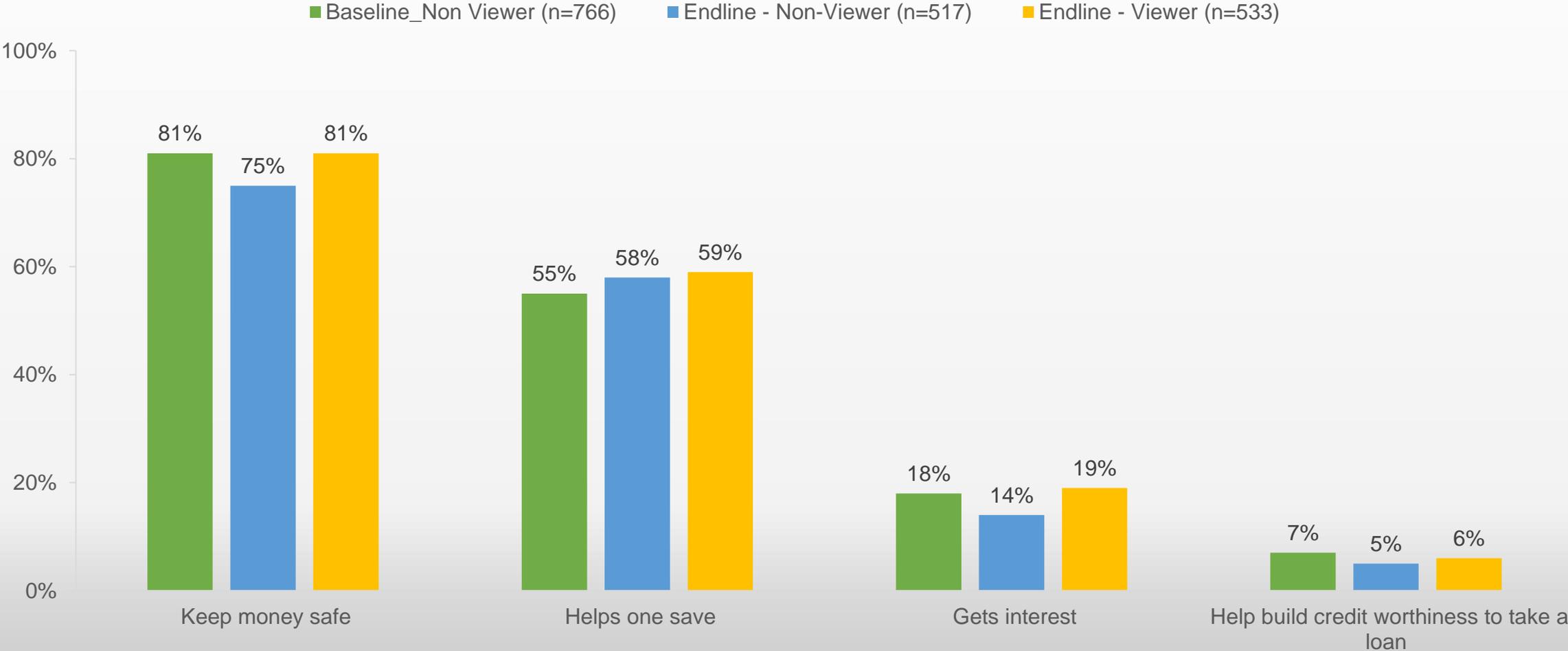
Account ownership

- The differences are statistically significant for friends/family, Commercial Bank and mobile money providers ($p < 0.05$).



F5a. Which of the following do you have an account with if any?

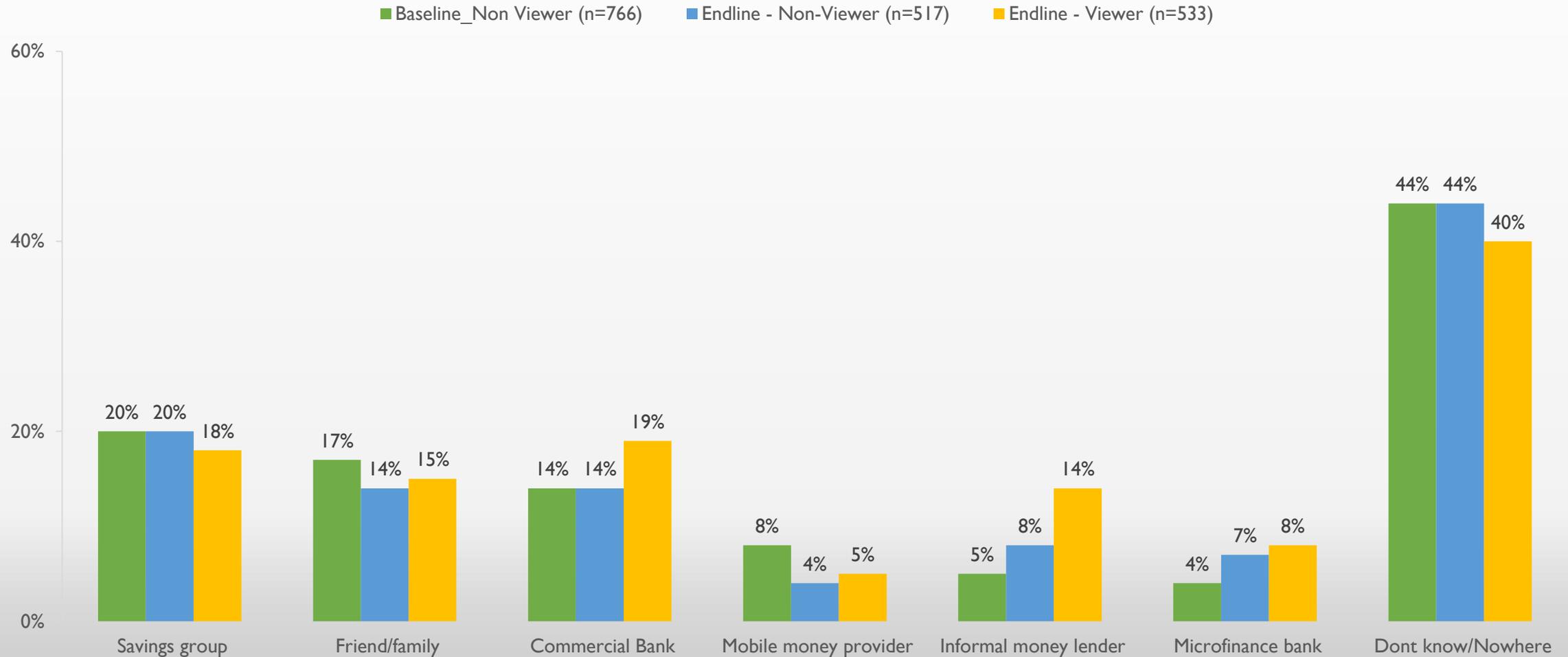
Benefits of having a bank account



F6. What if any, do you think are the benefits of having a bank account?

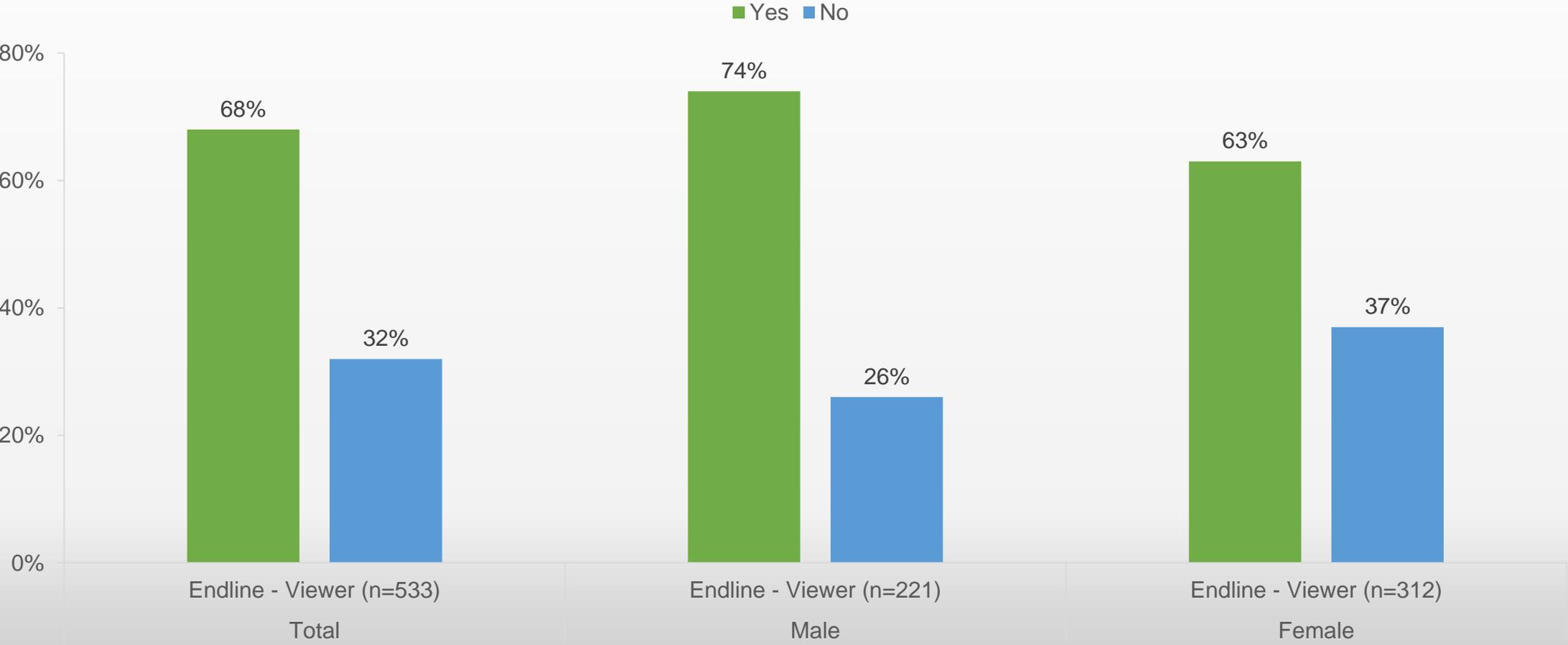
Sources of loans

- The differences are not statistically significant ($p > 0.05$).



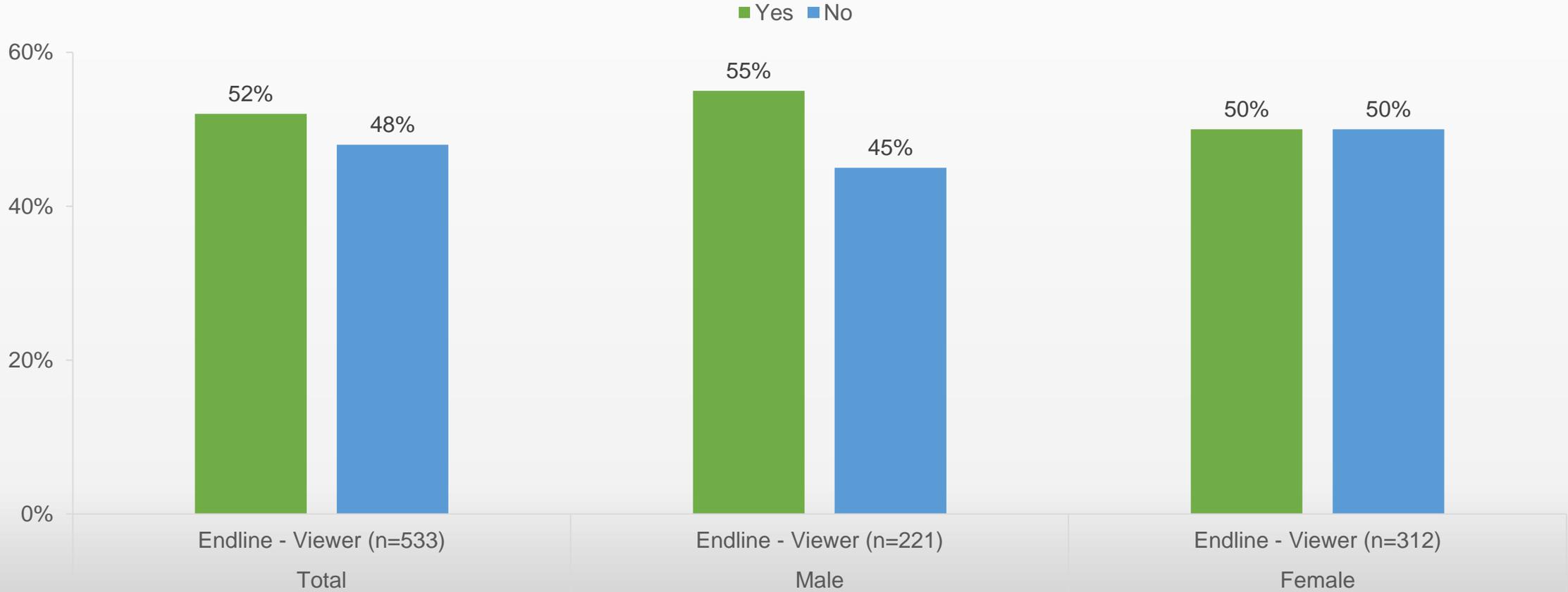
F7. If you needed a loan for this farm, where would you go to get one?

Do you plan to keep financial records?



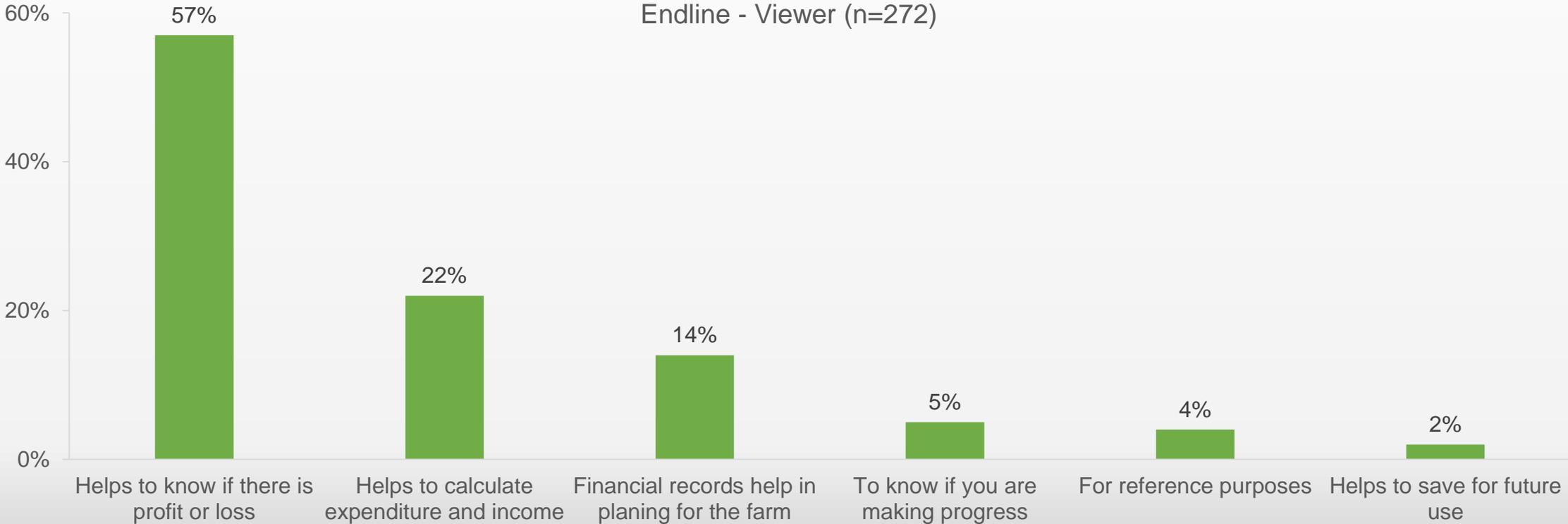
Do you plan to keep financial records?

Did you learn the benefits of keeping financial records from MMO?



Did you learn the benefits of keeping financial records on the show?

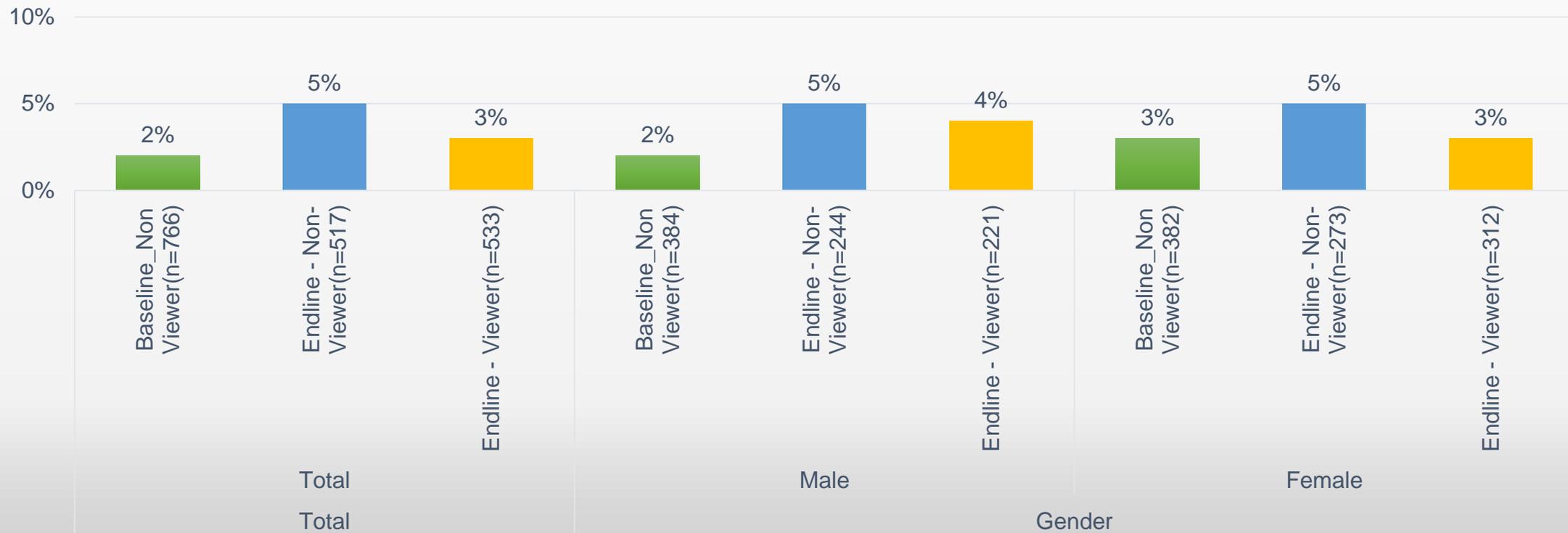
Financial learnings from MMO



F3bii. What did you learn as benefits of keeping financial records from MMO program?

Access to crop or livestock insurance

- The findings indicate that there is a low overall percentage of individuals with crop or livestock insurance, with only 2% of baseline non-viewers, 3% of endline viewers, and 5% of endline non-viewers having such insurance.
- These differences from baseline to endline are not statistically significant ($p < 0.05$).



F8. Do you have any crop or livestock insurance?

Insurance Providers

Insurance Provider	Baseline_ Non Viewer (n=20)	Endline - Non-Viewer (n=14)	Endline - Viewer (n=14)
Insurance company	7	4	9
Commercial Bank	3	3	4
Savings group	8	4	1
Cooperatives	1	2	
From veterinary	1	1	

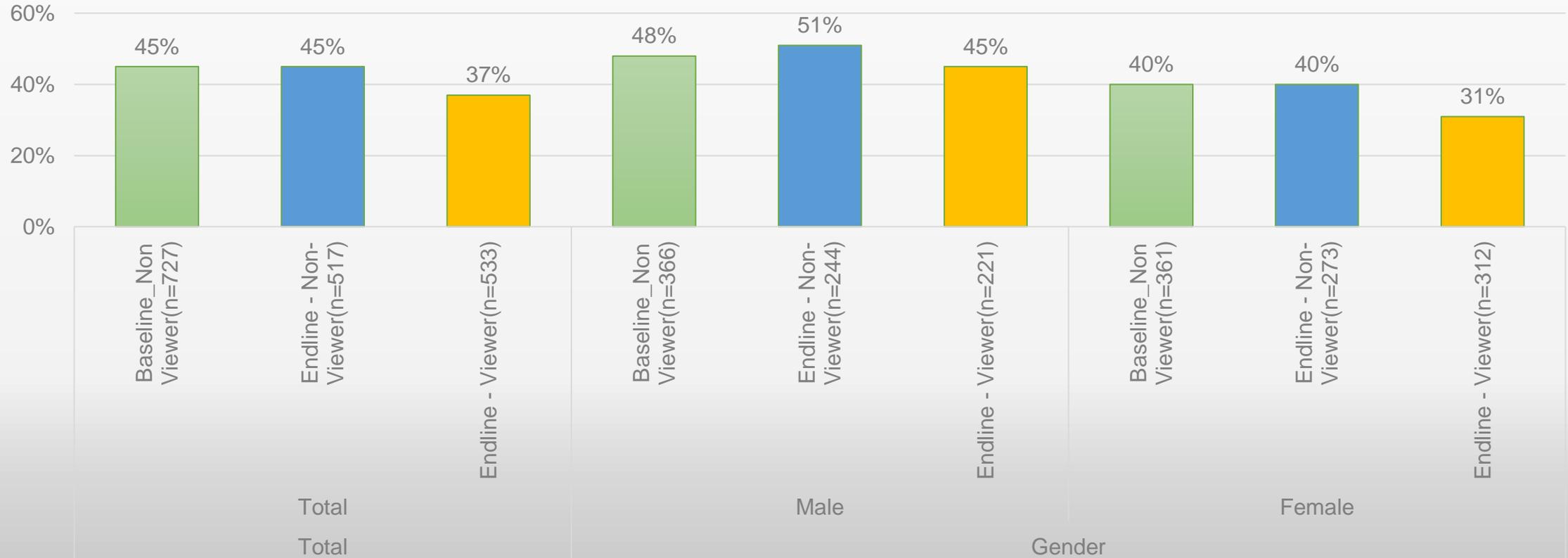
F9. If Yes, who provides your insurance?

Small Base

Likelihood to take out crop or livestock insurance

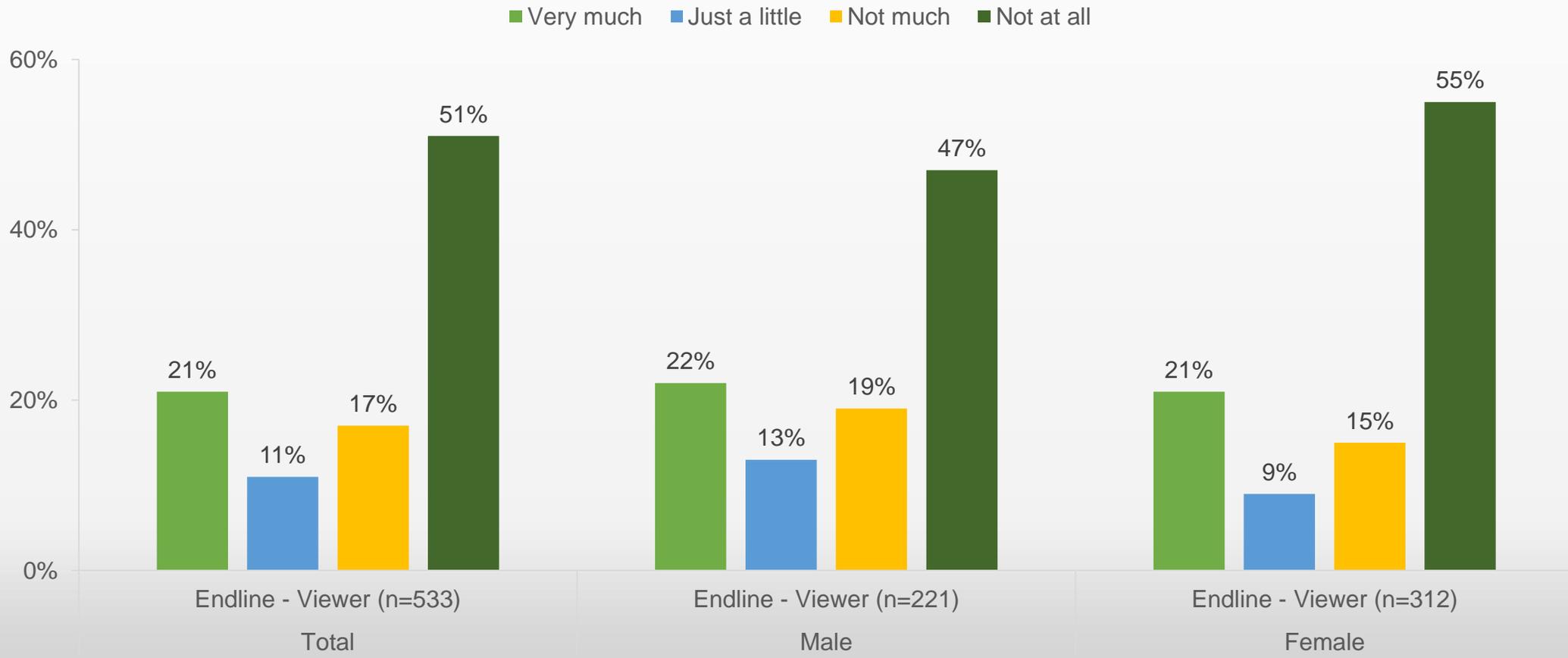
- Although the current take-up of crop or livestock insurance is very low, intentions are reasonably high. It will be interesting to see if these intentions turn into action over time
- Note: The differences are not statistically significant ($p > 0.05$).

Likely



F10. How likely are you to take out crop or livestock insurance in the next one year?

Opinions on crop/ livestock insurance changed by MMO



FIOb. To what extent has MMO changed your opinion on crop and livestock insurance?'



Nutrition & Cooking

01.

Zambian smallholder farmers are knowledgeable about the benefits of eating a balanced diet and most viewers (61%) said that MMO had very much changed their opinion.

02.

The vast majority of viewers said that the information in the series had been 'very useful' (84%) and three-quarters said they were very likely to make changes as a result of what they had learnt

Key Observations

03.

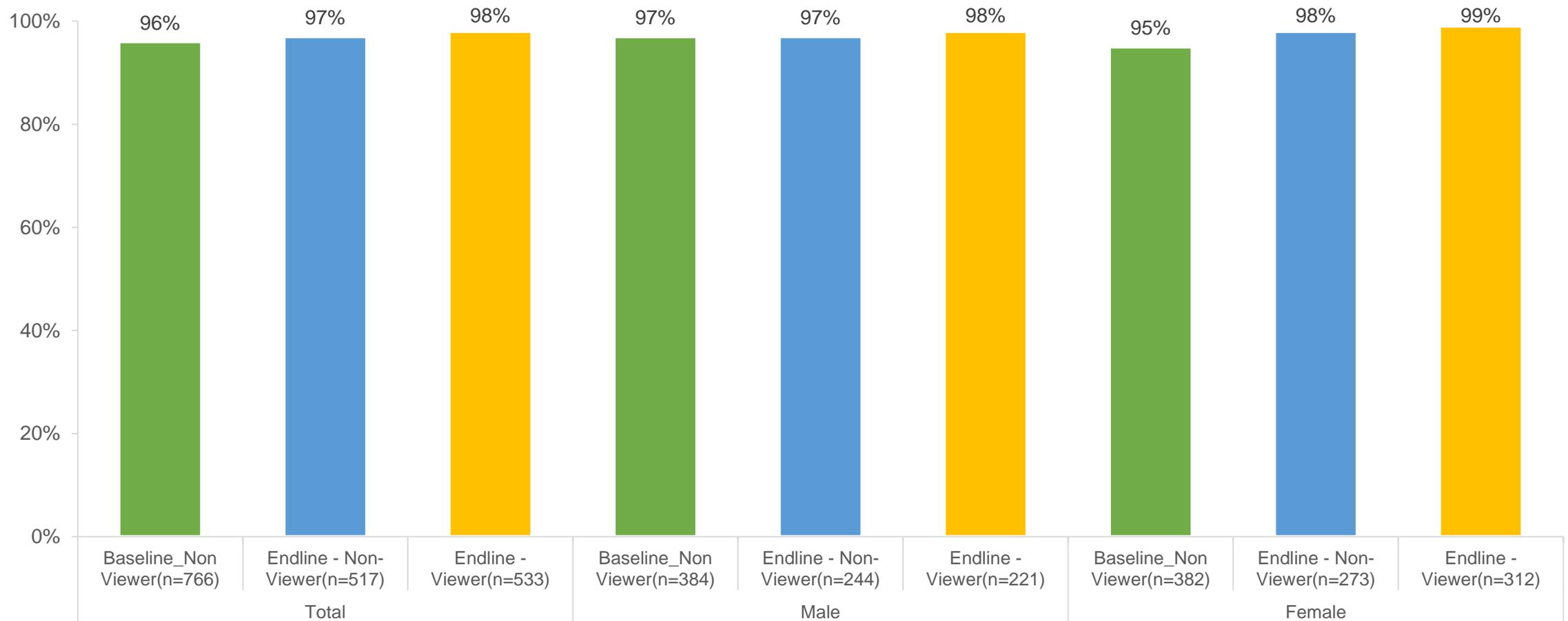
Charcoal and firewood are the main sources of cooking energy, and fewer than two in ten use a clean cooking stove.

04.

Levels of existing knowledge about clean cooking stoves are high (79%). The series was effective at conveying the benefits of clean cooking stoves and many said that they would follow the advice given (although expense may be a barrier to take up)

Importance of eating a balanced diet

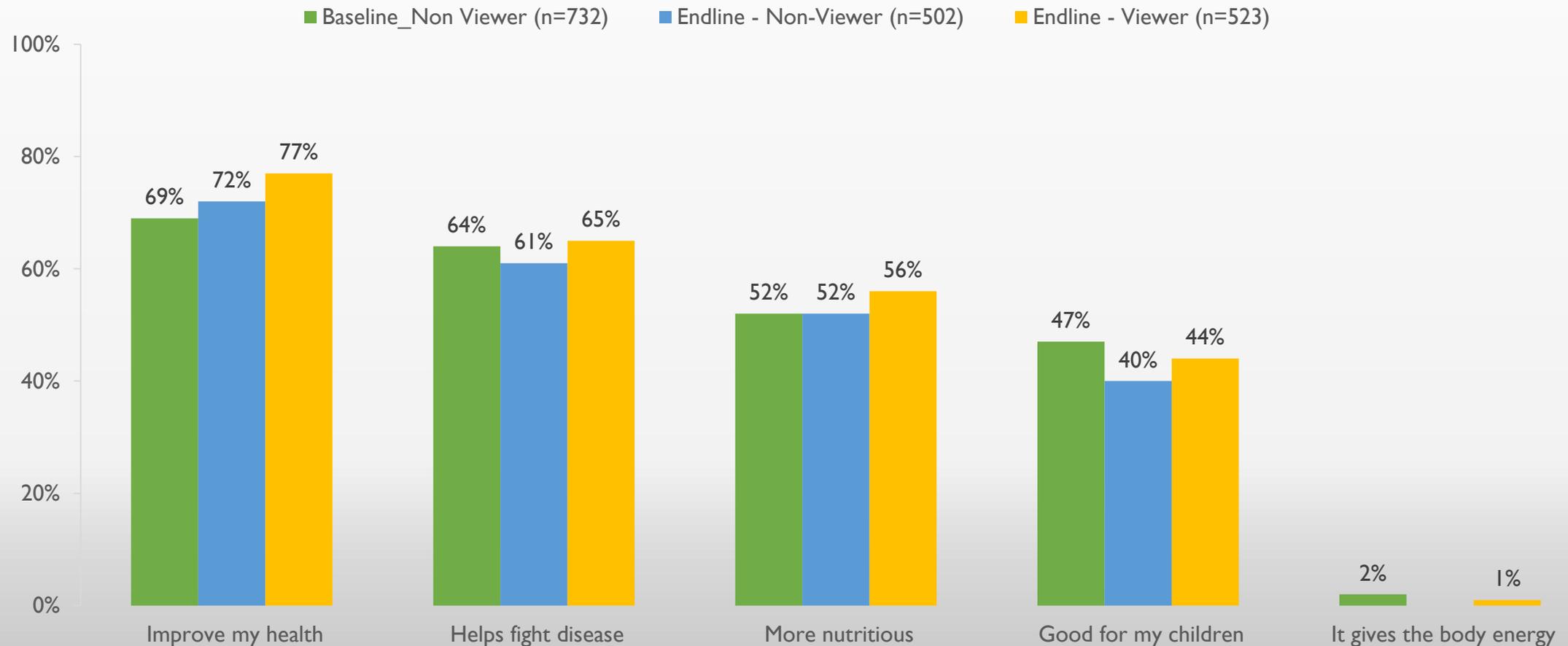
- Regardless of viewing MMO, everyone considers that it is important for their household to eat a good mix of different foods
- Note: The differences are not statistically significant ($p > 0.05$).



N/a. How important is it for your household to eat a good mix of different foods (balanced diet)?

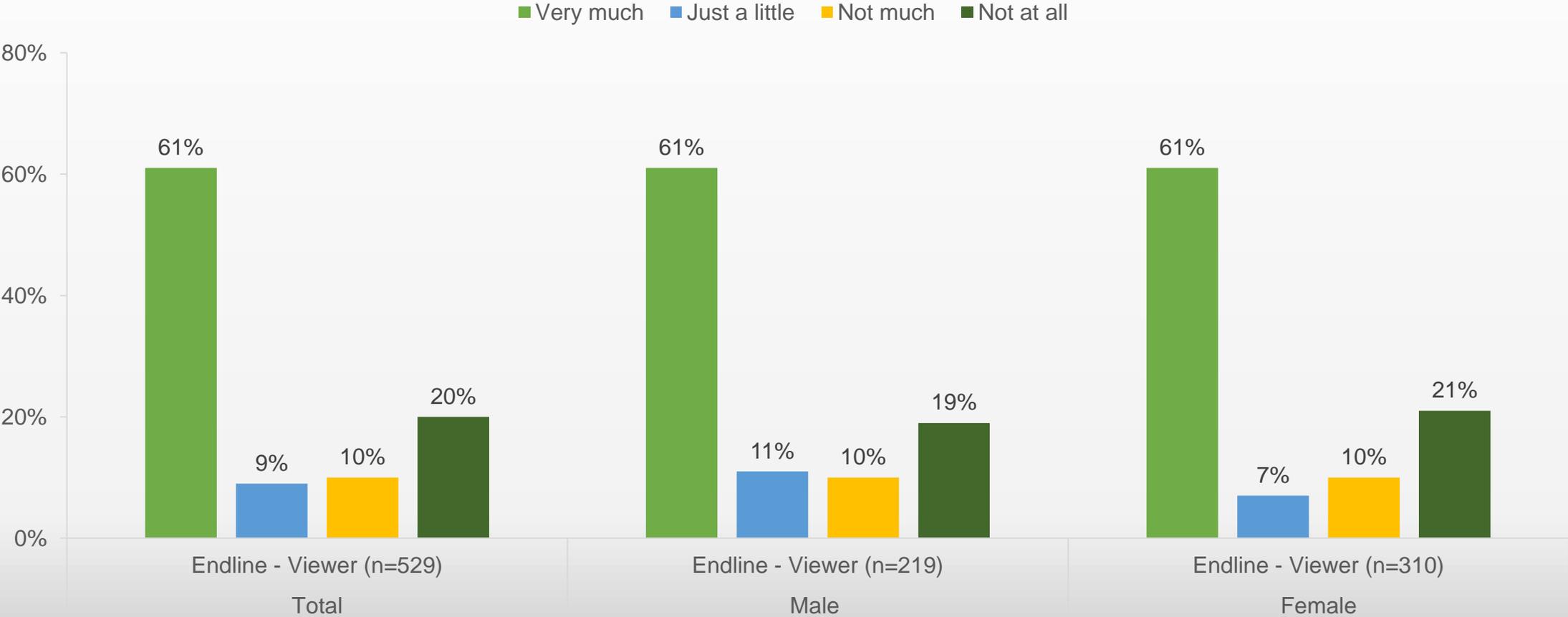
Reasons for eating a balanced diet to household

- The messages about why eating a balanced diet is important are being well communicated and there are some small, positive directional changes among MMO viewers
- Note: The differences are not statistically significant ($p > 0.05$).



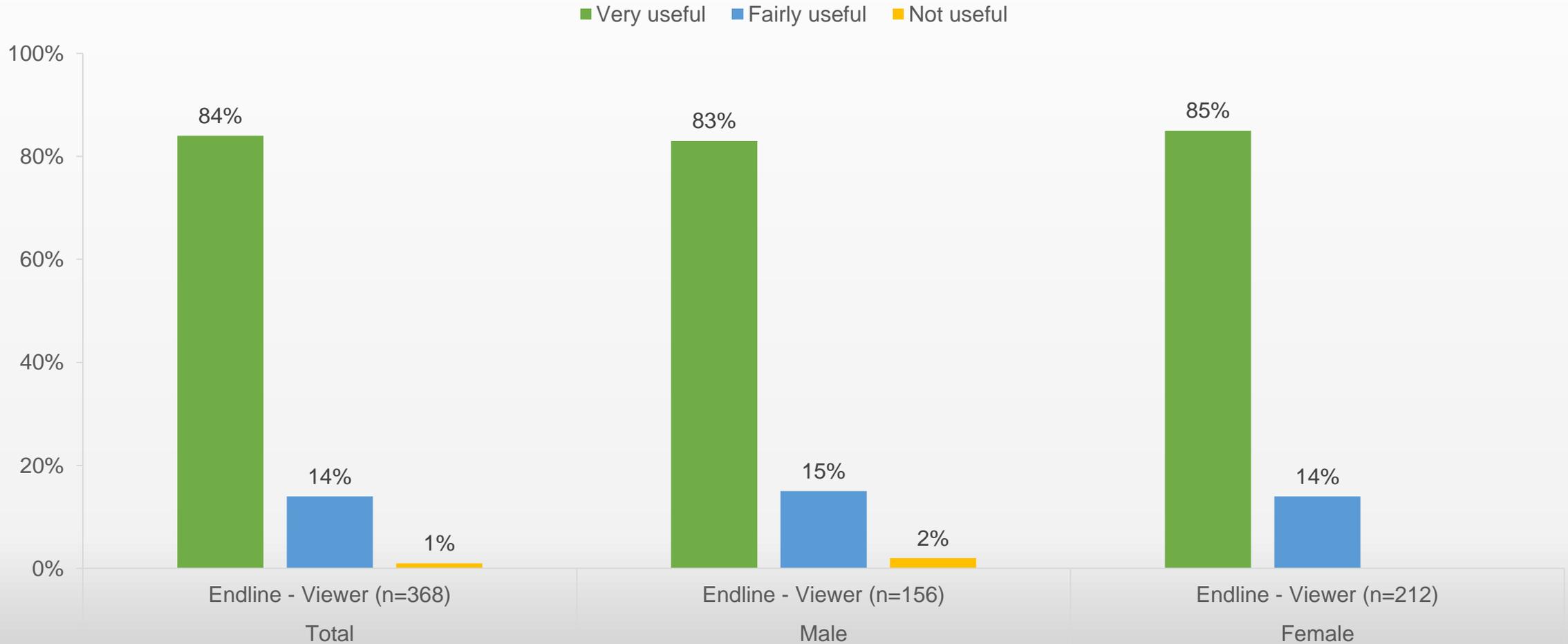
Nlb_1. Why do you think eating a good mix of different foods (balanced diet) is important to you and your household?

Changes in opinions on eating balanced diet from MMO



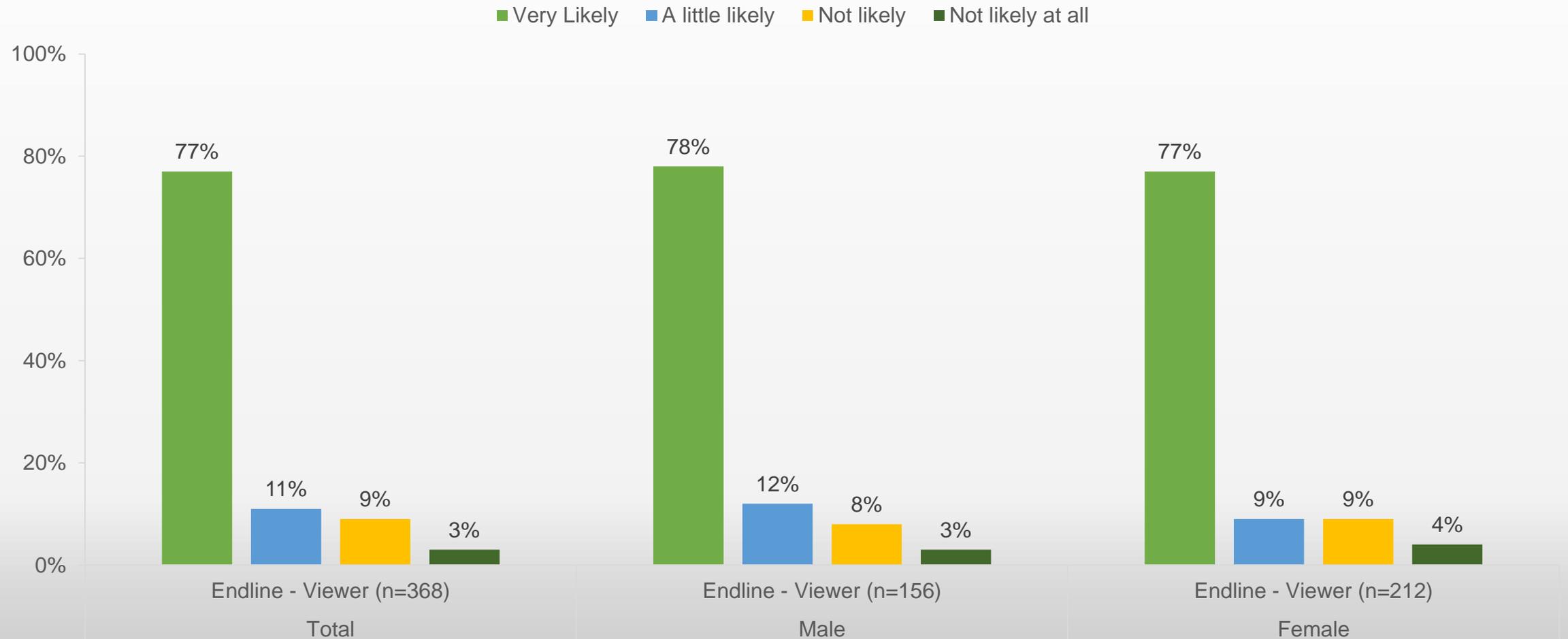
N1c. To what extent has MMO changed your opinion on eating good mix of different foods (balanced diet)?

How useful was the information?



N1d. How useful was that information?

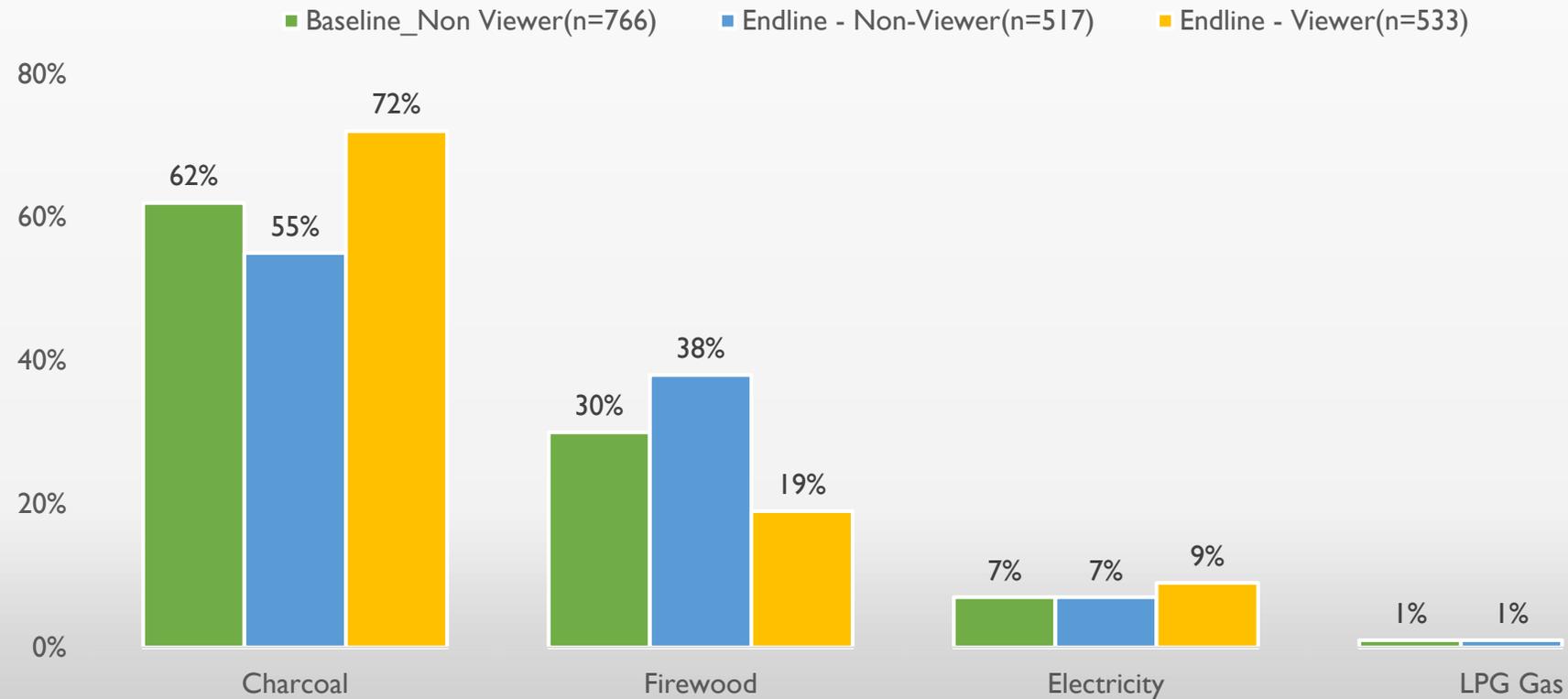
Are you likely to make any changes as a result?



N1e. Are you likely to make any changes as a result?

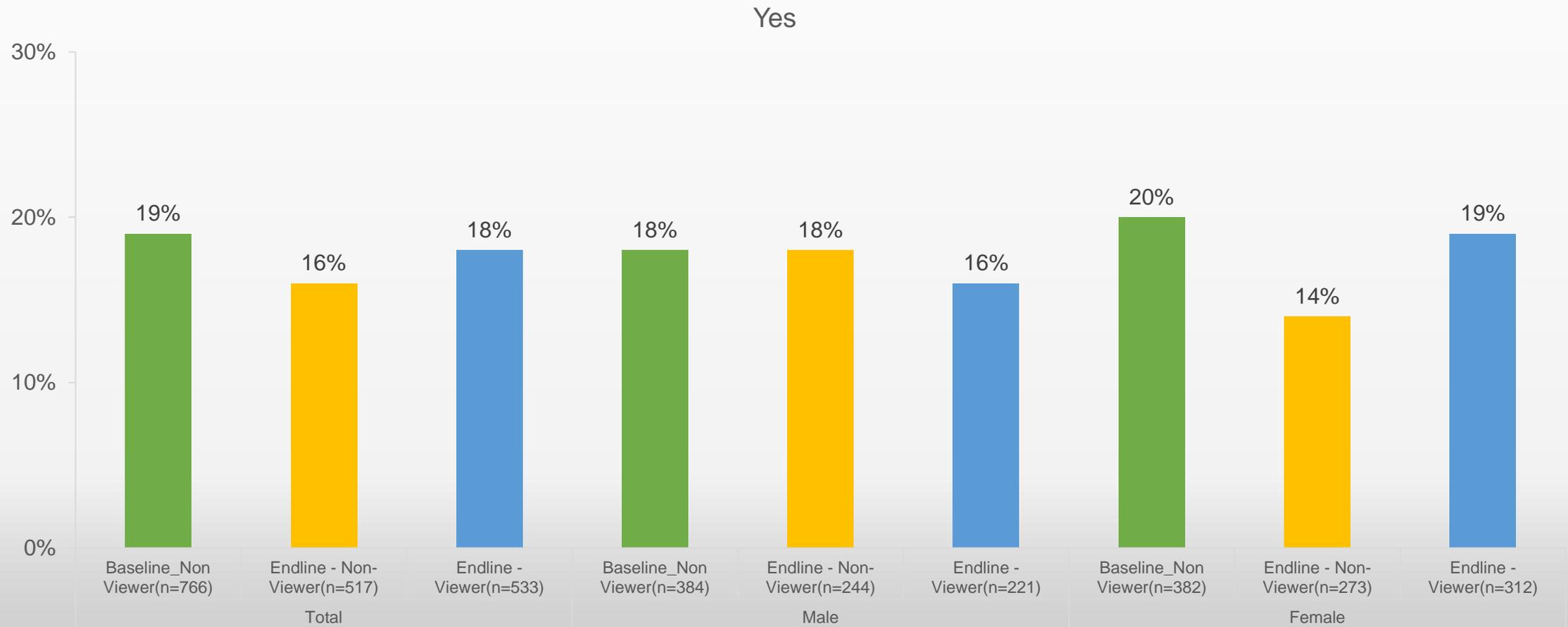
Main source of cooking energy

- Using charcoal as the main source of cooking fuel is significantly higher among viewers and has risen considerably from the baseline while the use of firewood has seen a significant decline
- Note: The differences are statistically significant for charcoal and firewood ($p < 0.05$).



Using clean cook stoves

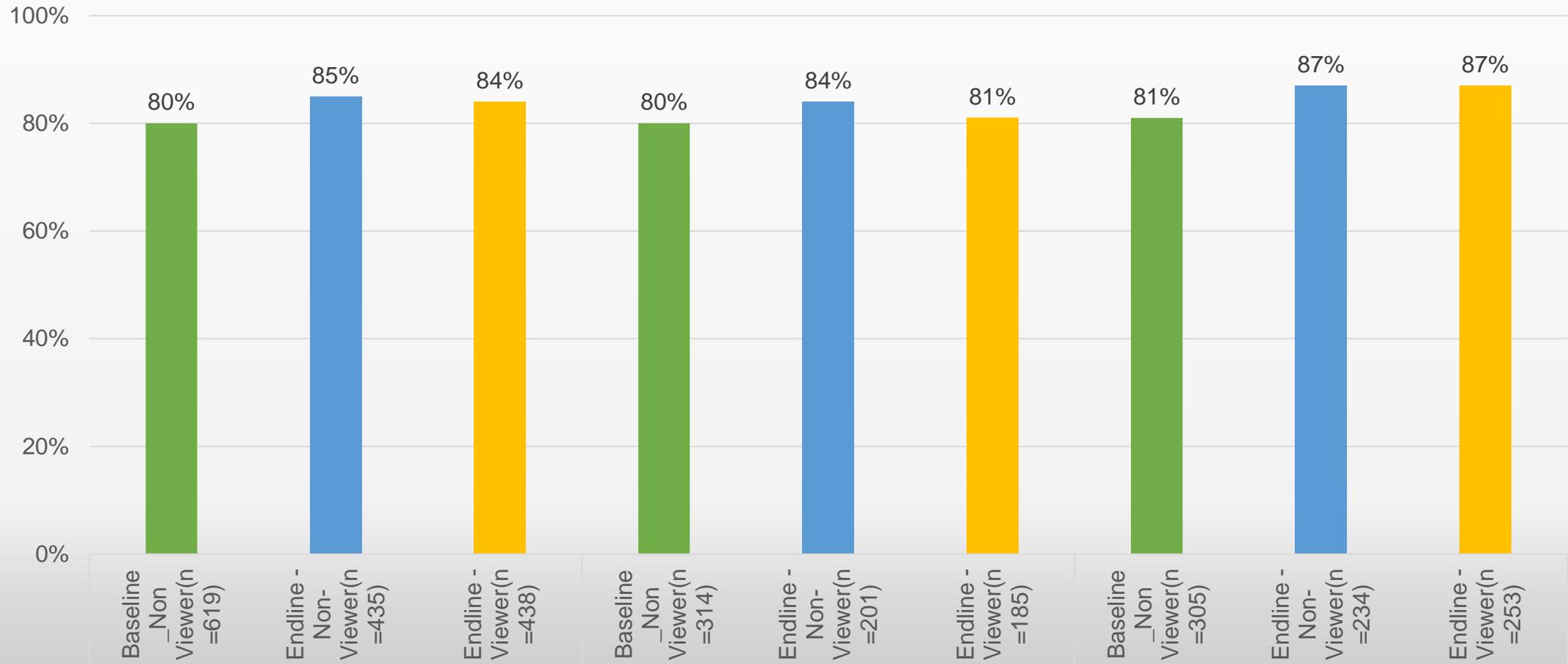
- Only around 2 in 10 reported using a clean cookstove
- Note: The differences are not statistically significant ($p > 0.05$).



N3. Do you use a clean cook stove?

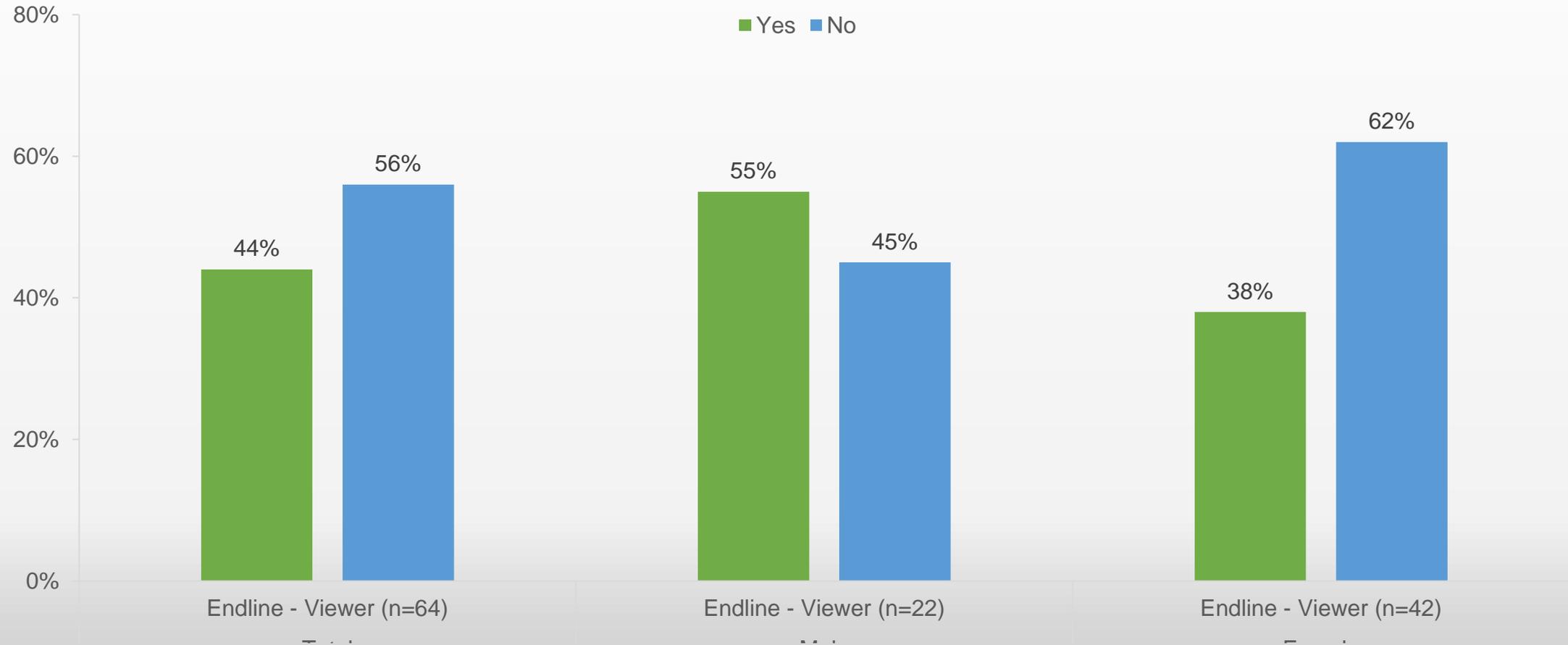
Consider using clean cook stoves

- However, the vast majority of all smallholder farmers said that they would consider using a clean cookstove
- Note: The differences are not statistically significant ($p > 0.05$).



N5. Would you consider using a clean cook stove in the future?

Did you learn anything new about clean cook stoves from MMO?



N6a. Did you learn anything new about clean cook stoves from MMO?



Rearing Cattle

Key Observations

01.

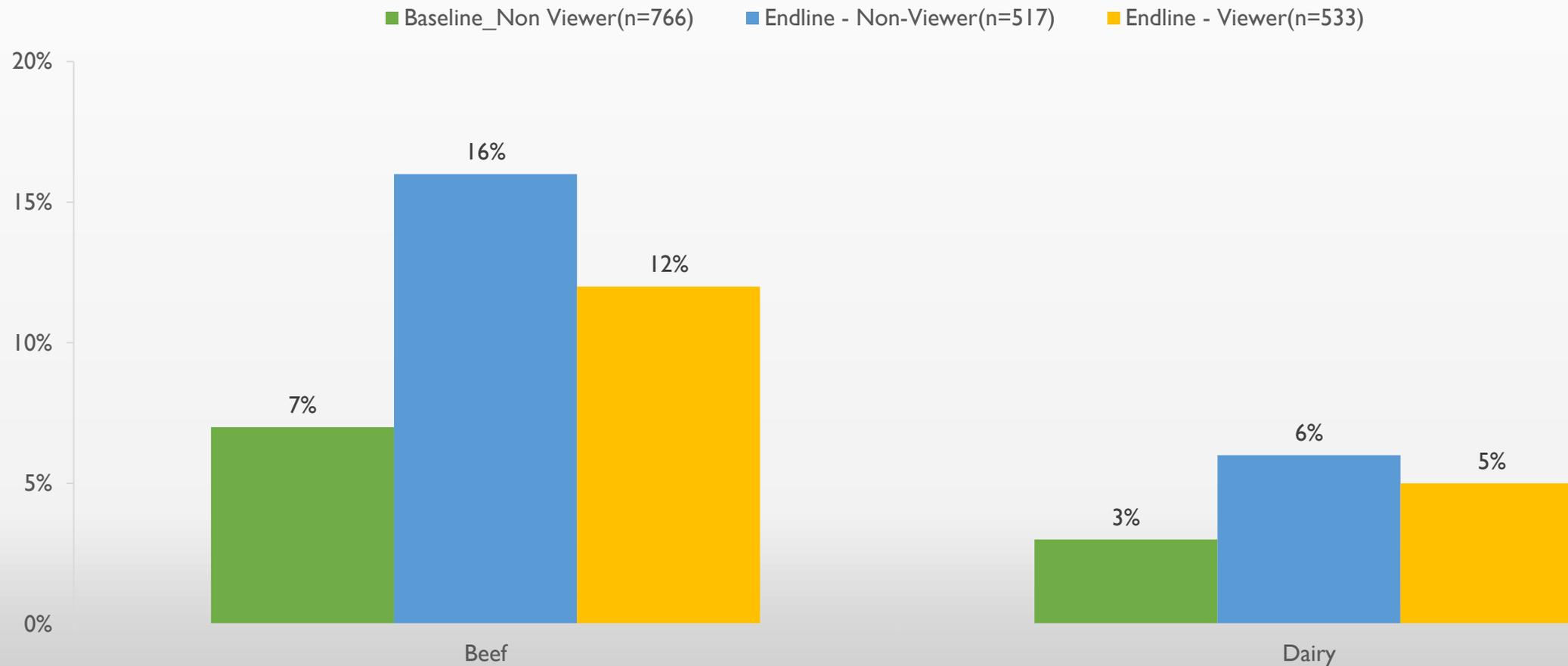
Cattle rearing is a minority farming activity – especially the keeping of dairy cattle (5%)

02.

Most cattle rearing smallholder farmers do not give their cattle supplements and watching MMO did not appear to have any effect on changing this practice

Cattle keeping

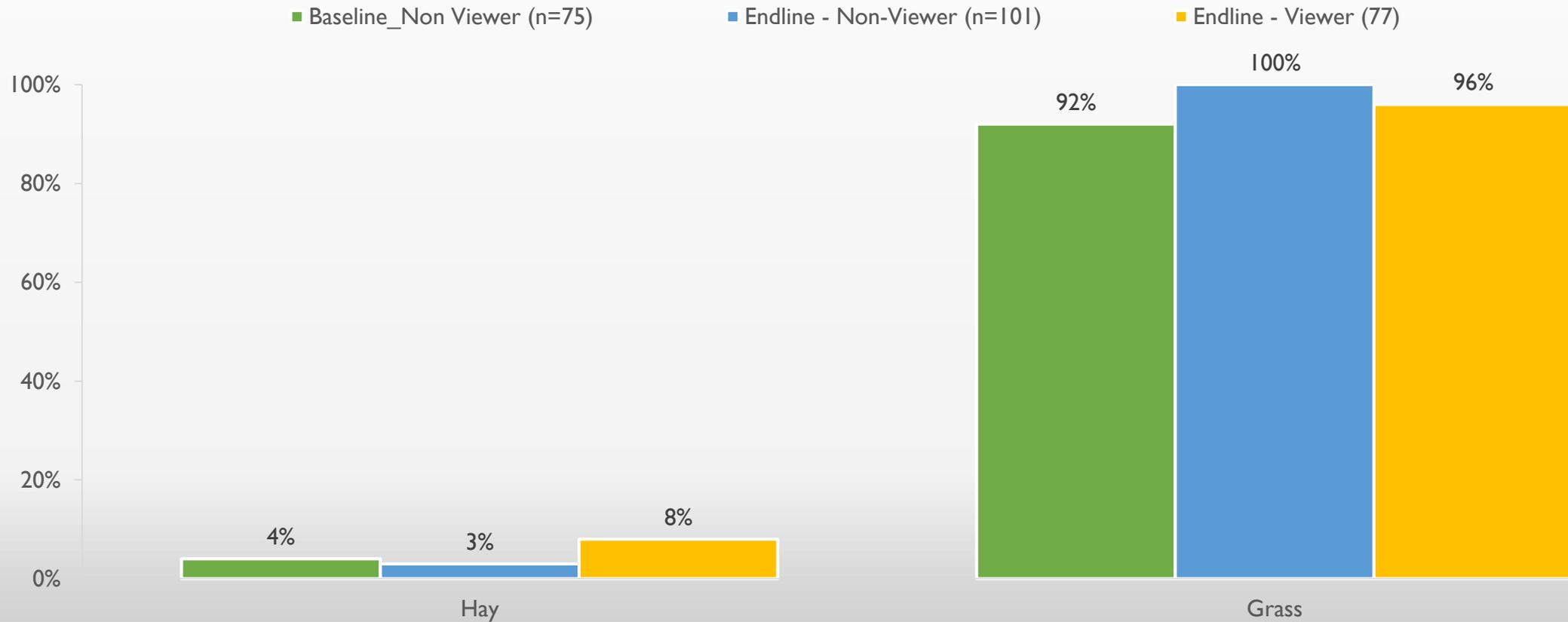
- The differences are statistically significant ($p < 0.05$).



L1. Do you keep beef or dairy cattle?

Cattle feeds

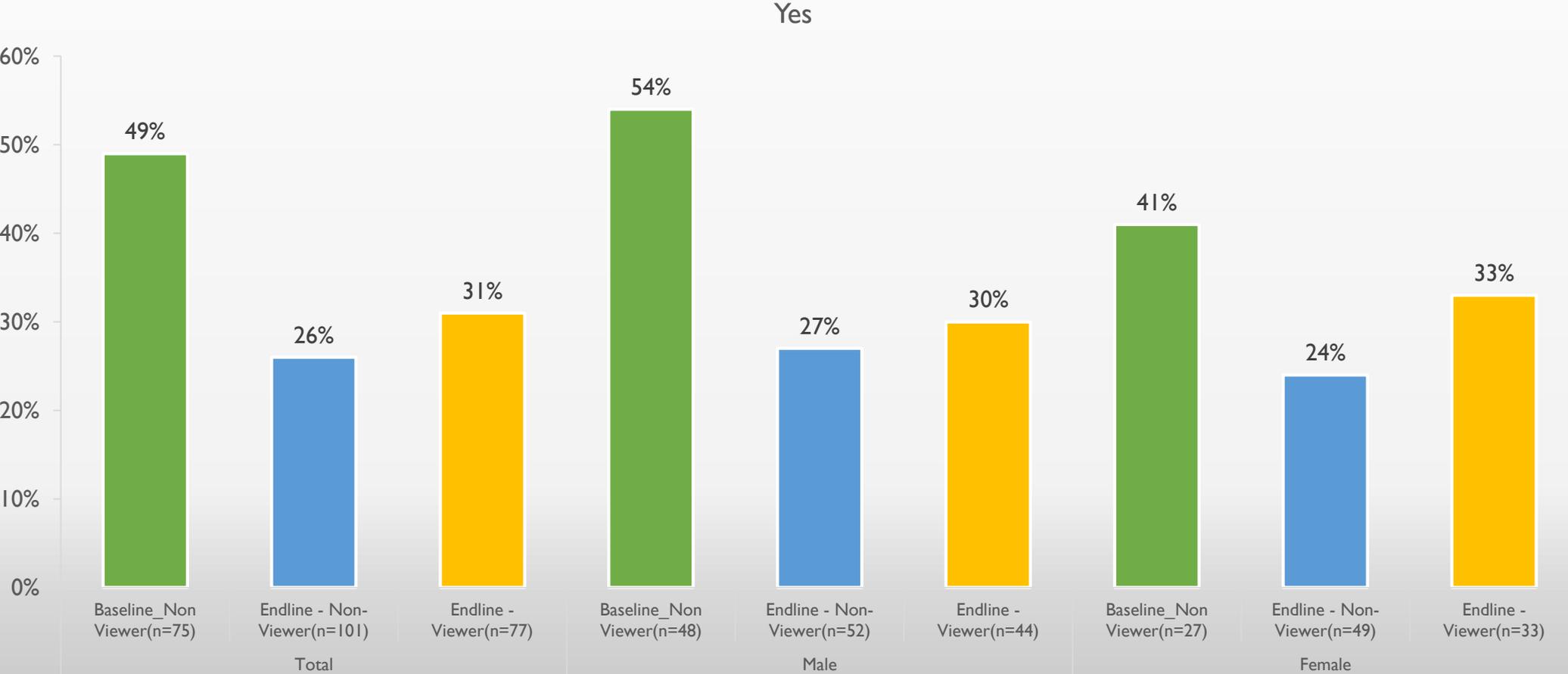
- All of those who rear cattle feed them on grass
- Note: The differences are not statistically significant ($p > 0.05$).



L2. What do you feed your beef and dairy cattle with?

Using cattle supplements

- Generally, viewers were significantly less likely to give their cattle supplements that were non-viewers. This was more true for males than females
- Note: The differences are statistically significant ($p < 0.05$).



L3. Do you give your beef and dairy cattle any supplements?

Beef and dairy cattle supplements

Which supplements do you give them?	Baseline Non Viewer (n=37)	Endline - Non-Viewer (n=26)	Endline – Viewer (n=24)
Salt	25	19	14
Concentrates/Seed supplements	17	6	6
Crop Residues	13	7	10
Molasses	7	6	9
Silage	6	3	3

L4i. Which supplements do you give them?

Small Base

Sources of beef and dairy cattle supplements

Where do you get the supplements from?	Baseline Non Viewer (n=37)	Endline Non-Viewer (n=26)	Endline Viewer (n=24)
Agro-dealer	20	14	14
Pharmacy/ Chemist	14	4	4
Local supermarket	12	6	5
Friends and family	4	5	4
Neighbours	1	5	4
Direct from manufacturer	1	0	1

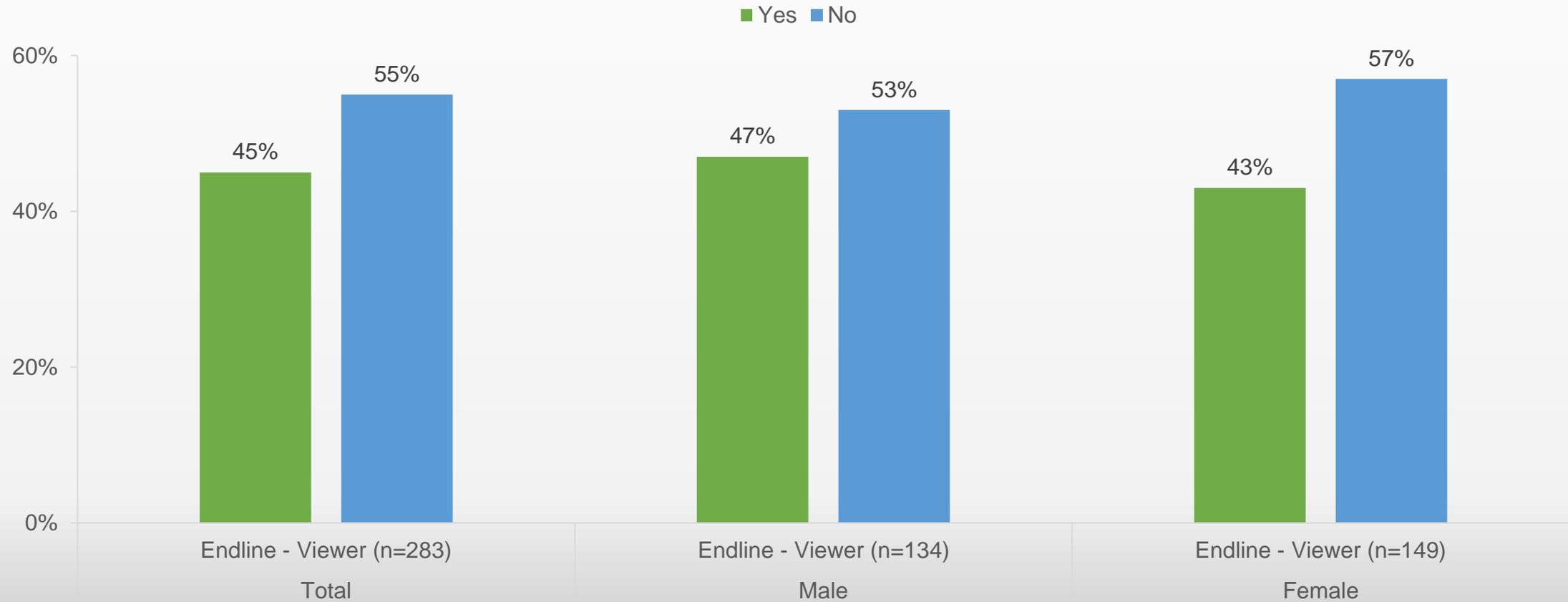
L5i. Where do you get the supplements from?

Small Base

beef and dairy cattle supplements

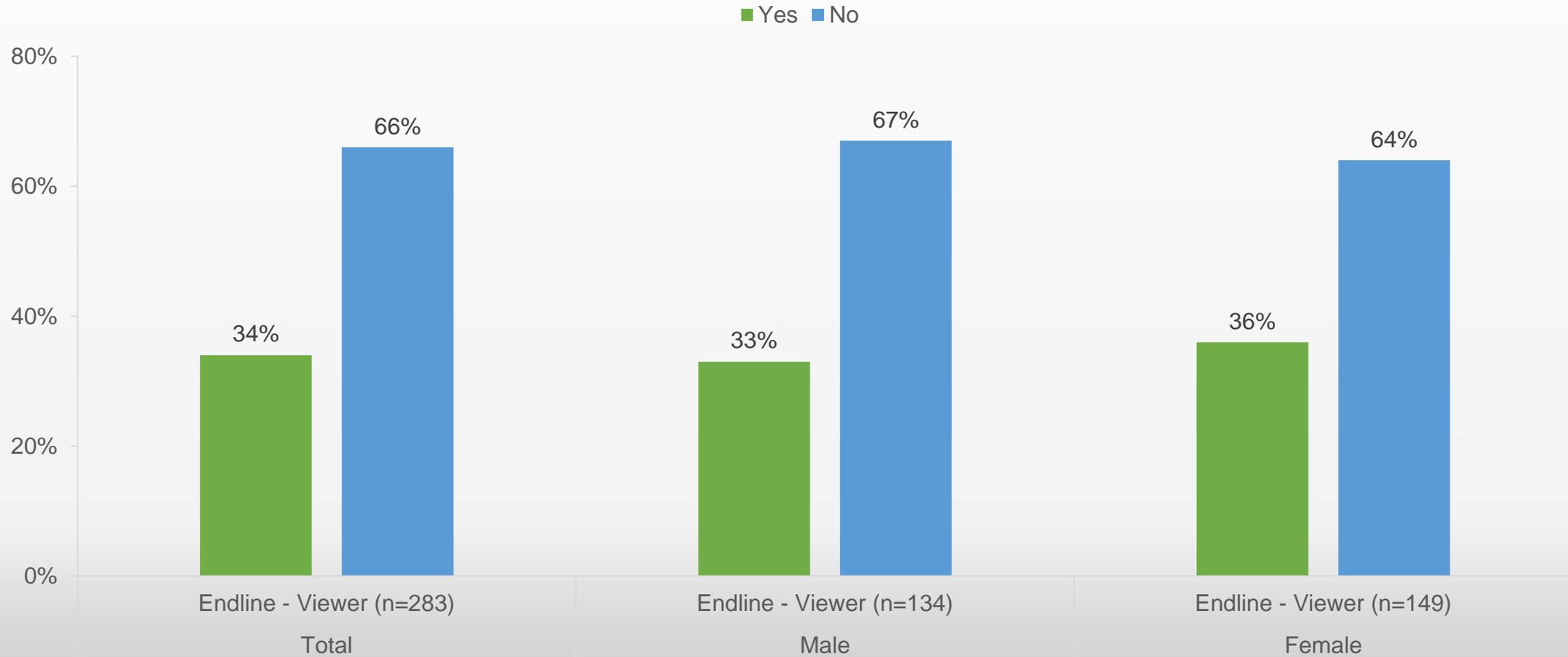
How often do you give supplements to your cattle?	Baseline_ Non Viewer (n=37)	Endline – Non-Viewer (n=26)	Endline – Viewer (n=24)
Daily	5	8	7
Weekly	10	12	13
Monthly	15	5	3
Less often	6	1	1
Only when told by the vet	1	0	0

Did you decide to adopt a new type of feed on your farm after watching MMO?



Did you decide to adopt a new type of feed on your farm after watching?'

Did you learn anything new about farm feeds from the show?



Did you learn anything new about Farm Feeds from the show?



Poultry

01.

Chicks are typically sourced from neighbours and local markets

02.

Those who buy chicken feed typically buy maize bran from a local chigayo

Key Observations

03.

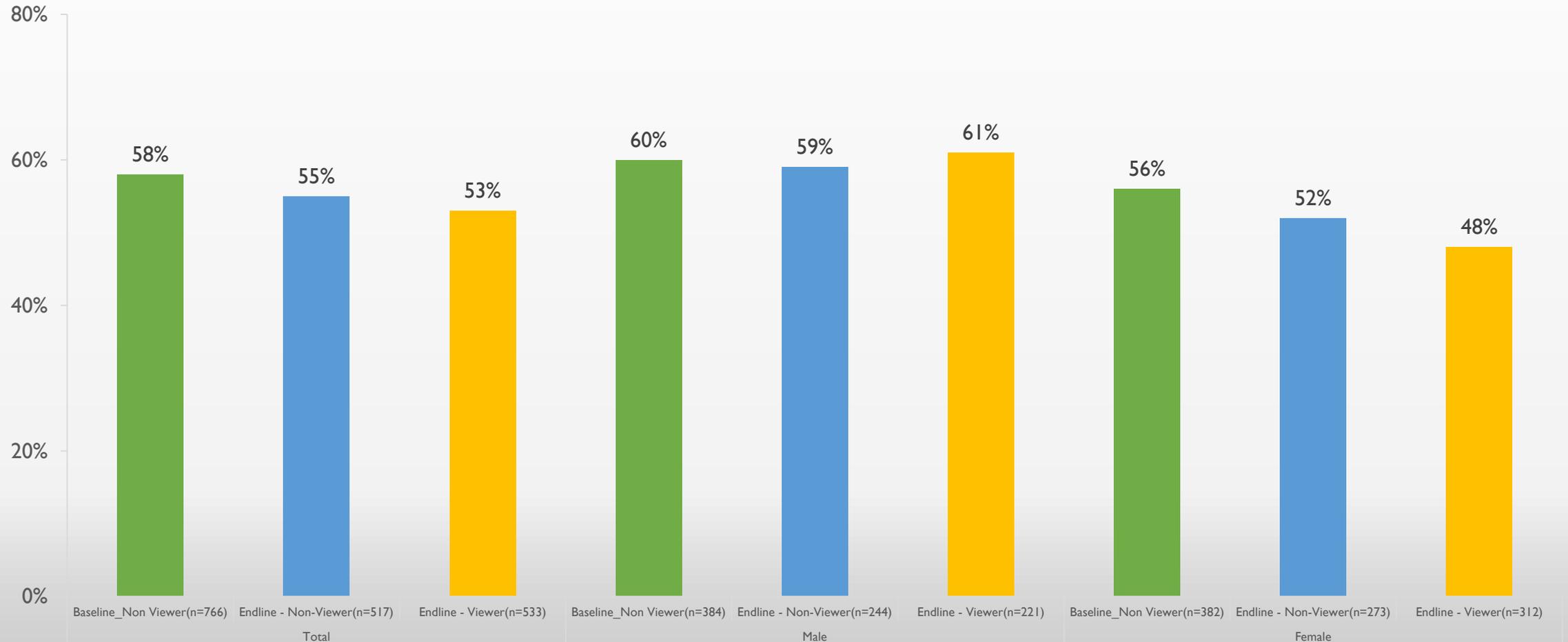
Around a third of those who buy chicken feed buy it from Novatek Animal feeds Zambia

04.

Just over one half (54%) MMO viewers said they had learnt something new about chickens from the series and that they had decided to adopt a new form of chicken feed (45%)

Chicken keeping

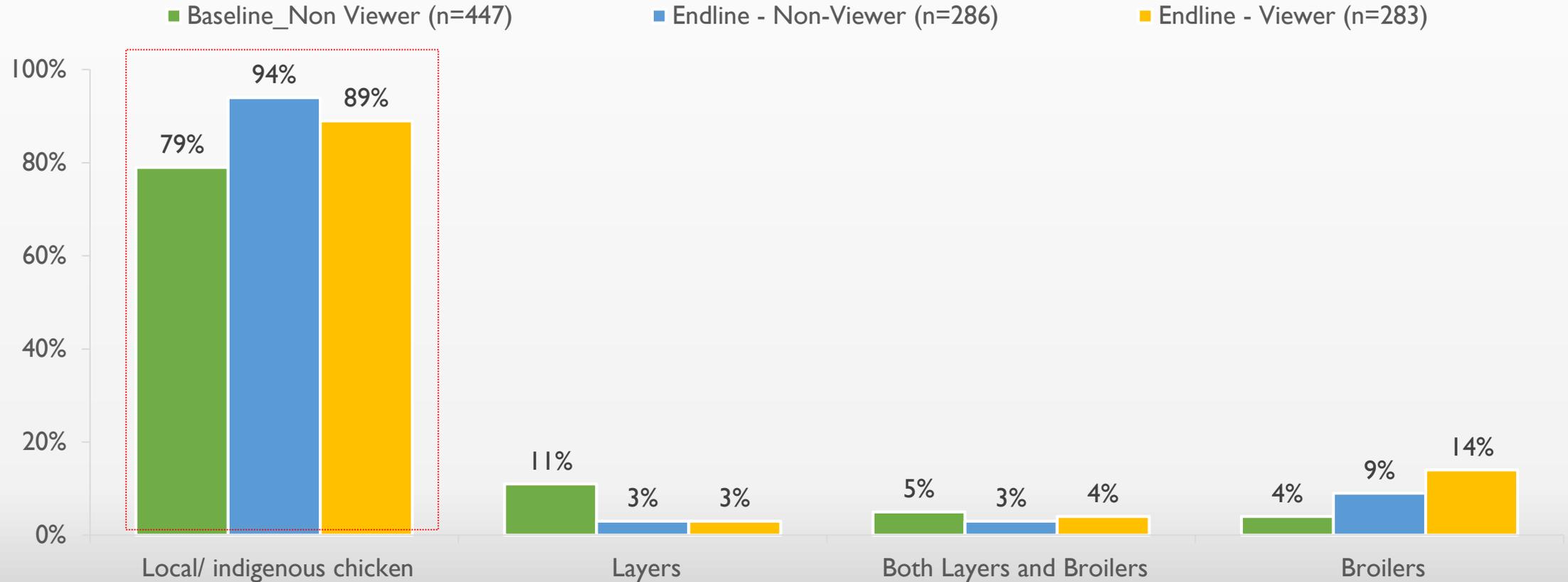
- The differences are not statistically significant ($p > 0.05$).



L7. Do you keep chickens on this farm?

Type of chicken

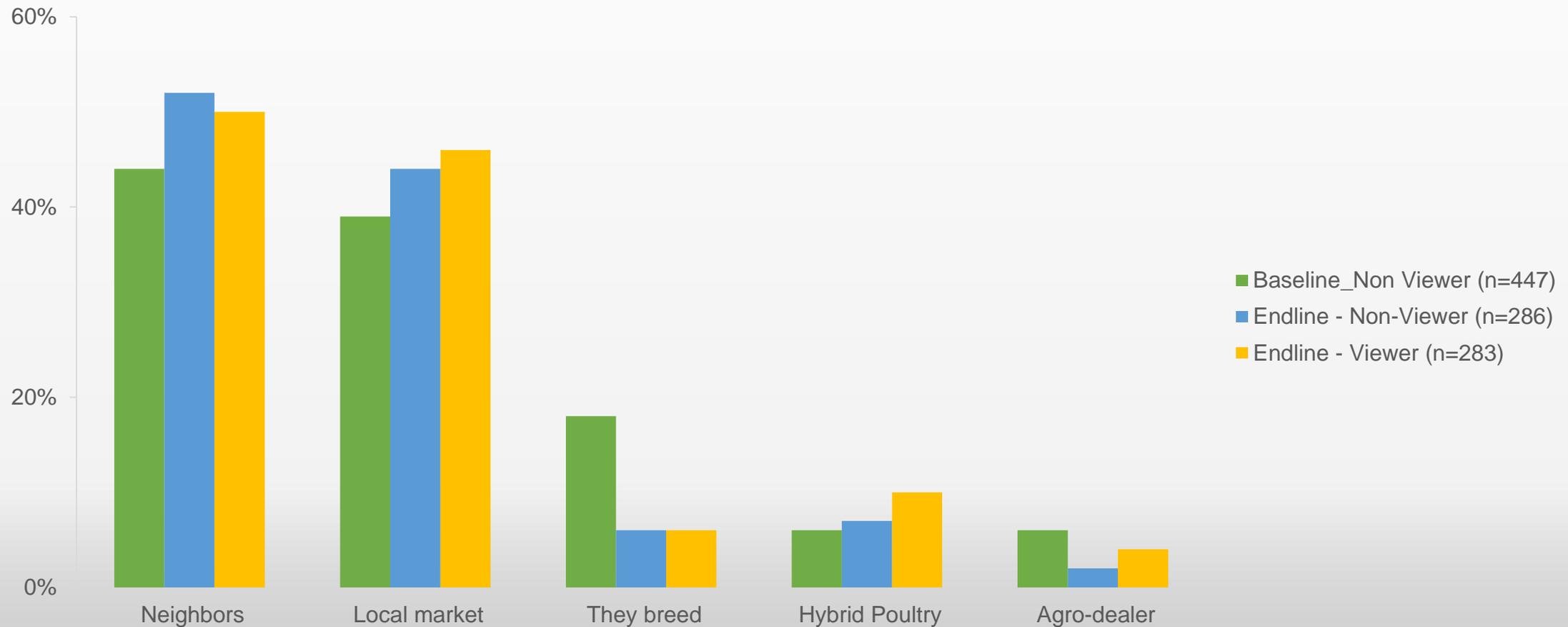
- The increase in the number of local/ indigenous chicken is statistically significant ($p < 0.05$).



L8. Which type of chickens do you keep on this farm?

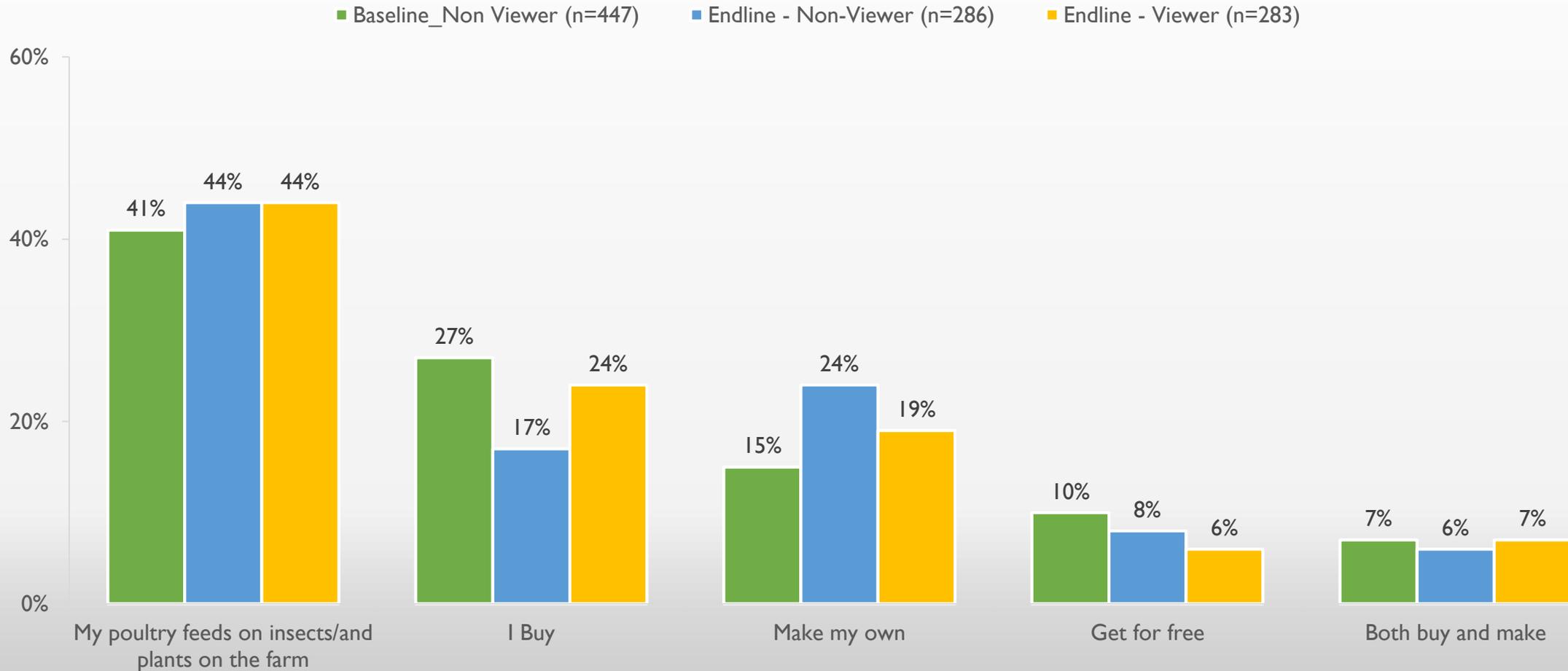
Source of chicks

- Chicks tend to be sourced from neighbours and/ or the local market.
- Note: The differences are not statistically significant ($p > 0.05$).



Chicken feed

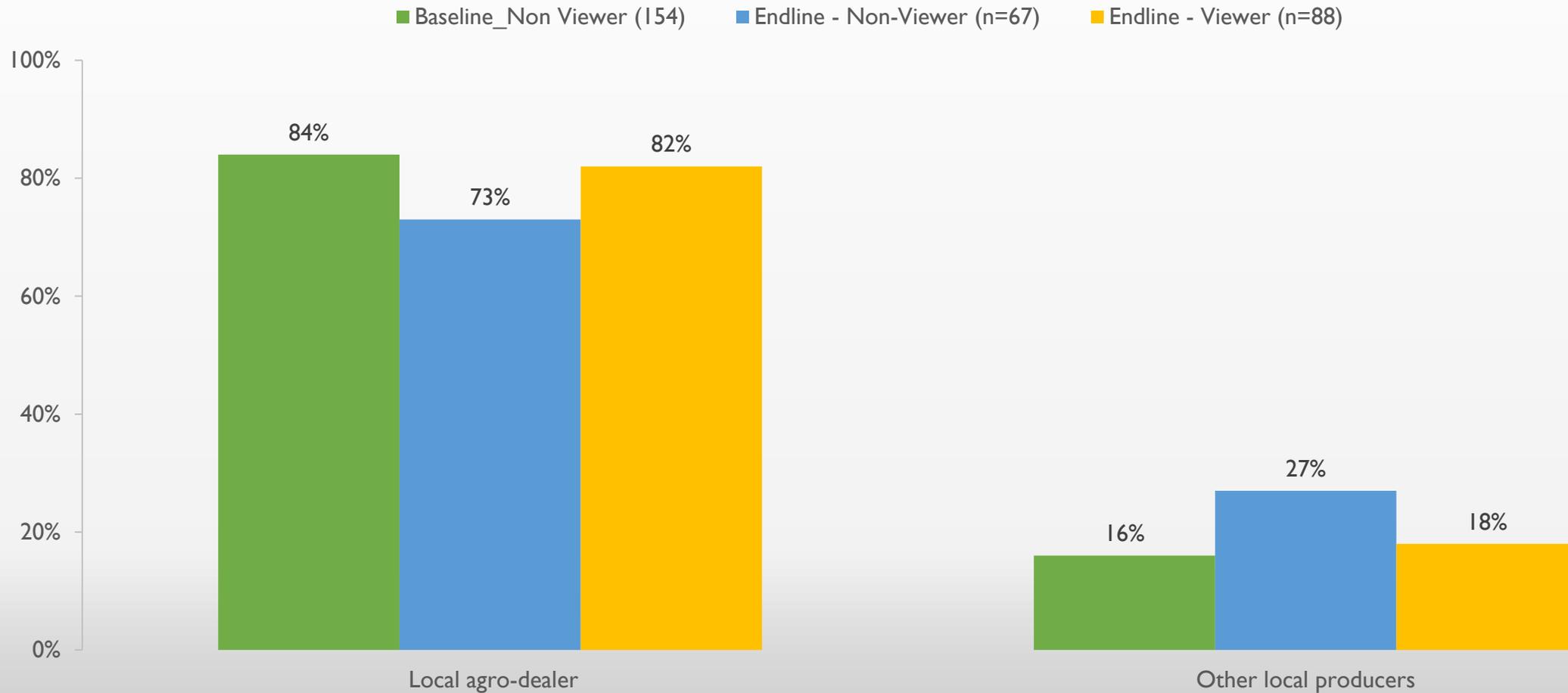
- The decrease in participants who buy chicken feeds and the increase in those who make their own feeds is statistically significant ($p < 0.05$).



L10. Do you buy or, make your own chicken feed?

source of chicken feed

- The differences are not statistically significant ($p > 0.05$).



L11. If you buy your chicken feed where do you buy it from?



Soil



01.

Levels of knowledge about soil testing were generally quite high (around 30%) with a noticeable uplift among MMO viewers (46%). However, the overwhelming majority (78%) had never carried one out.

02.

The main reasons for not soil testing is a lack of information about how to go about it and the perceived expense

Key Observations

03.

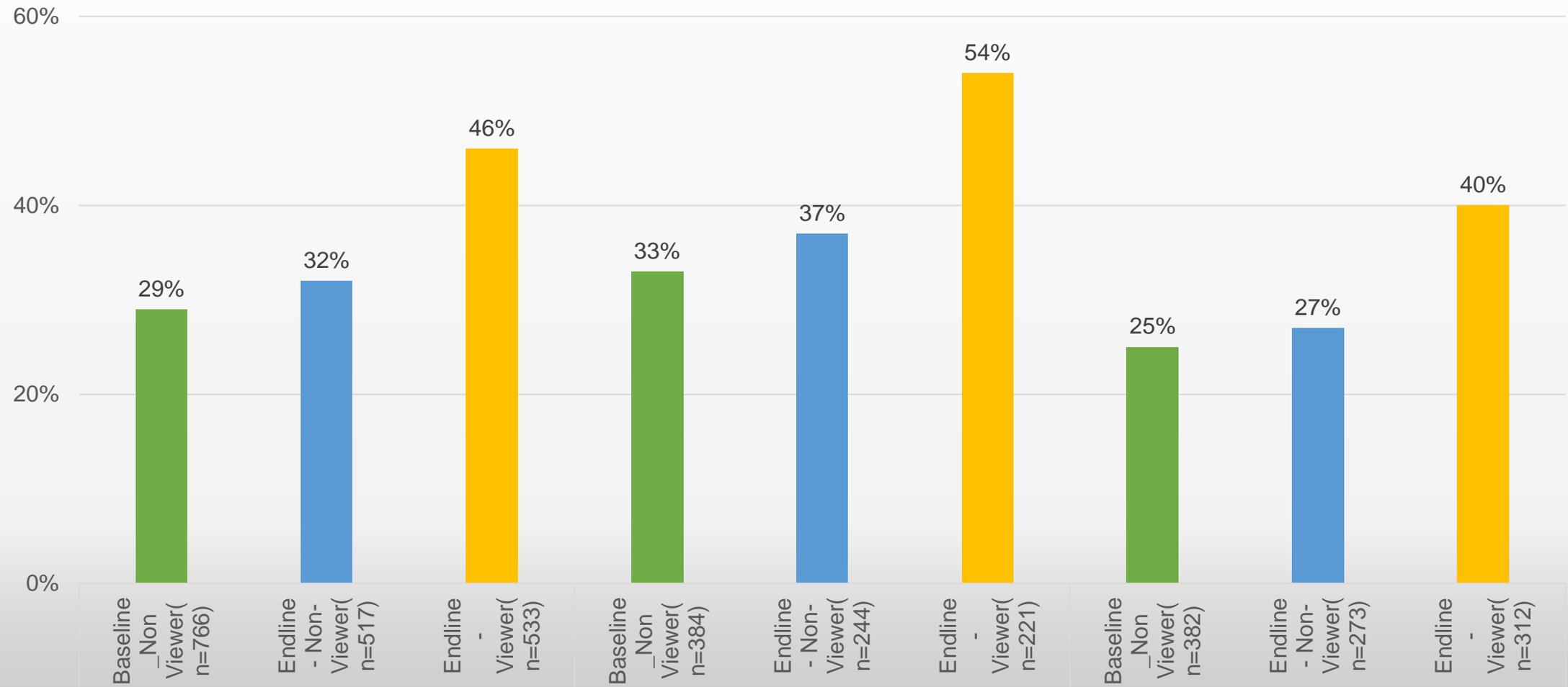
The very small numbers who did carry out a soil test said that they made changes as a result and saw an increase in yields.

04.

After watching MMO just under half said they would now do a soil test, with over half saying they would not

Knowledge on soil testing

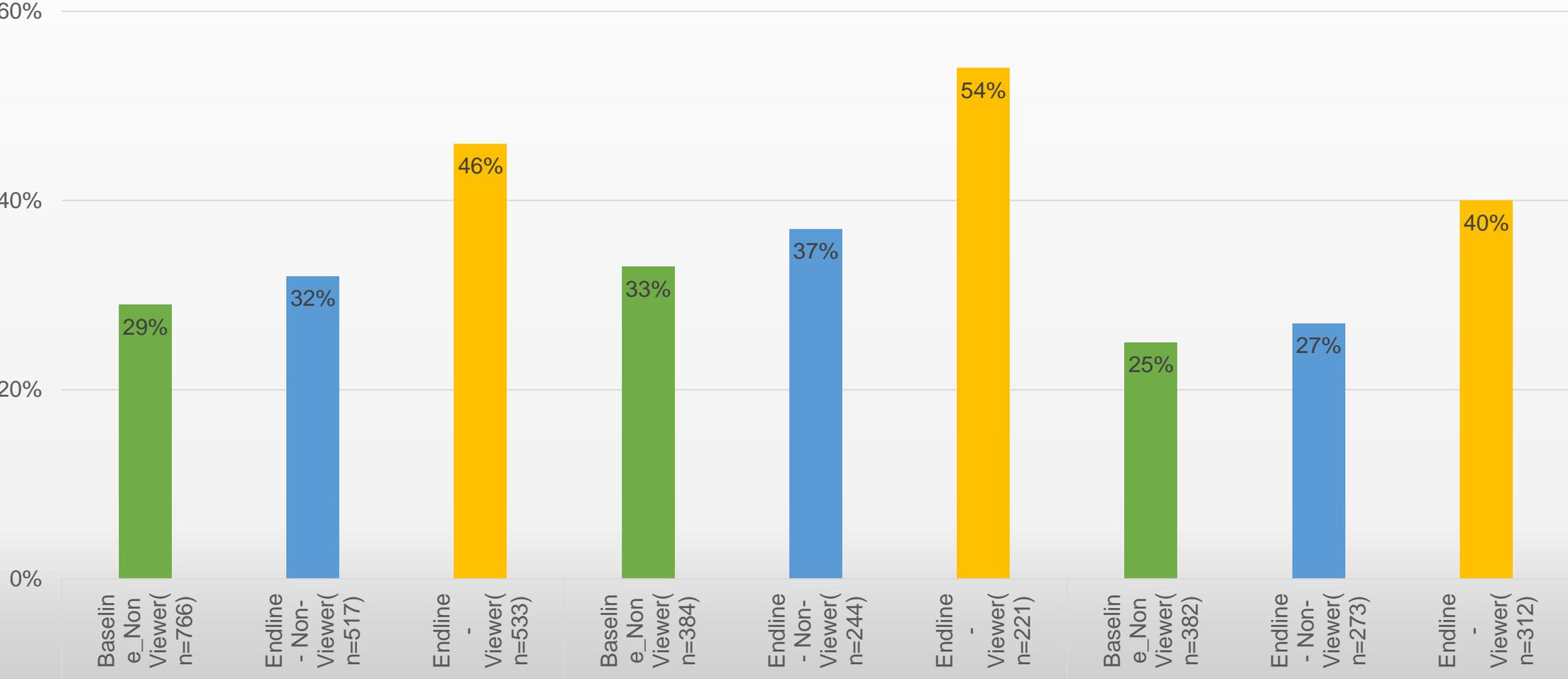
- Knowledge about what a soil test is significantly increased among MMO viewers, for both males and females
- Note: The differences are statistically significant ($p > 0.05$).



QT1. Do you know what a soil test is?

Knowledge on soil testing

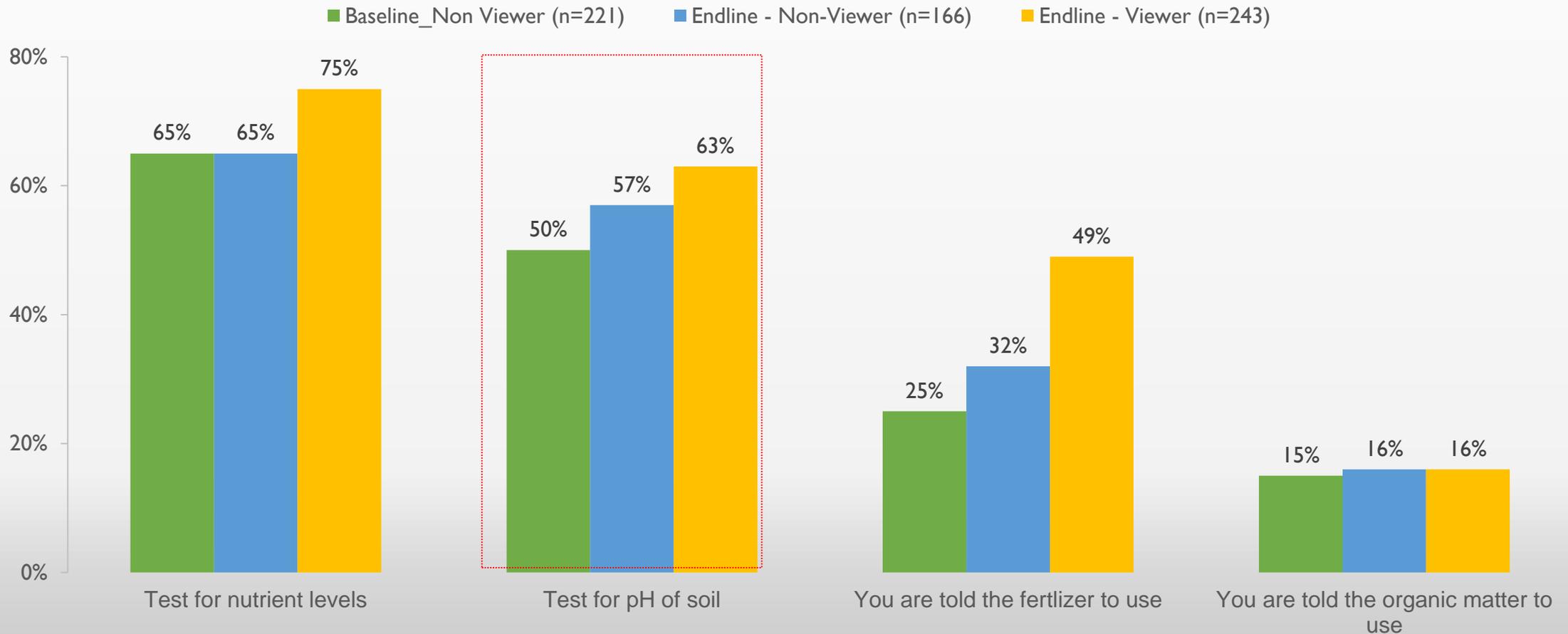
- Knowledge about what a soil test is significantly increased among MMO viewers, for both males and females
- Note: The differences are statistically significant ($p > 0.05$).



QT1. Do you know what a soil test is?

Knowledge on soil testing

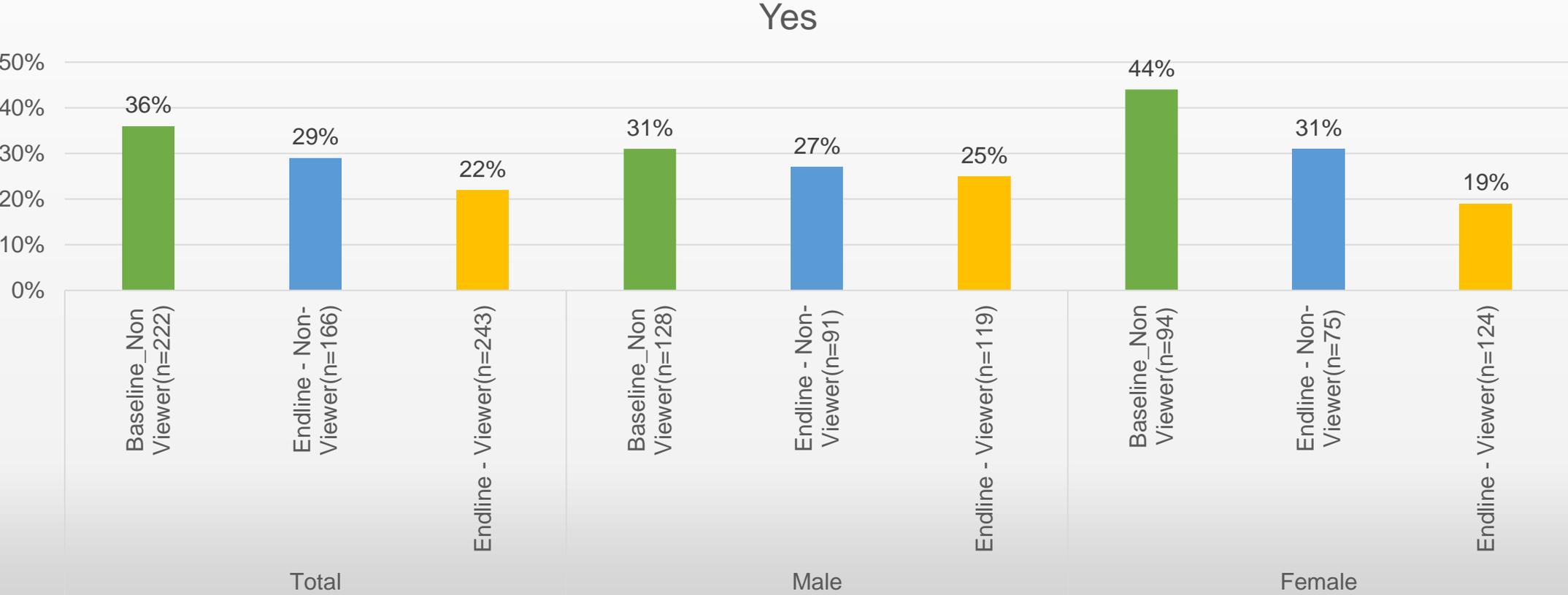
- Equally, there are much higher levels of knowledge about what a soil tests involves among MMO viewers
- Note: The differences are statistically significant ($p < 0.05$).



QT2. What does the soil test involve?

Ever done soil testing

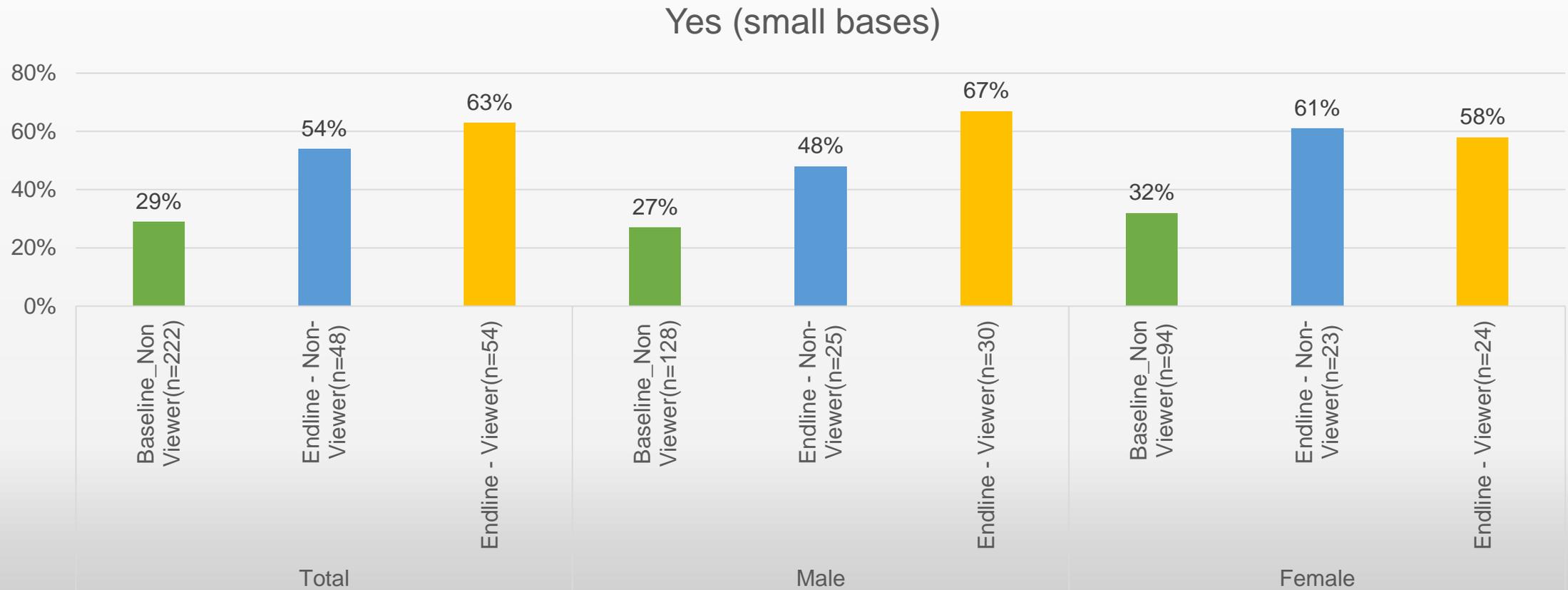
- Between 2 and 3 in ten claim to have done a soil test, with significantly lower proportions of viewers than non-viewers claiming to have ever conducted a test
- Note: The differences are statistically significant ($p < 0.05$).



ST3a. Have you ever done a soil test on this farm?'

Made changes after soil testing

- The differences are statistically significant ($p < 0.05$).



ST4a. Did you make any changes after your soil test results?



Climate Adaptations

01.

Around half of the smallholder farmers surveyed said they had made changes on their farms due to climate and weather changes. Three quarters said they were using improved seeds and a third said they were using drought resistant crops. Almost all of those who had made changes had seen changes – increased crop yields (90%) the availability of water (35%) and less soil erosion (20%)

02.

Half of MMO viewers said they learnt something new about seeds from the series; half did not

Key Observations

03.

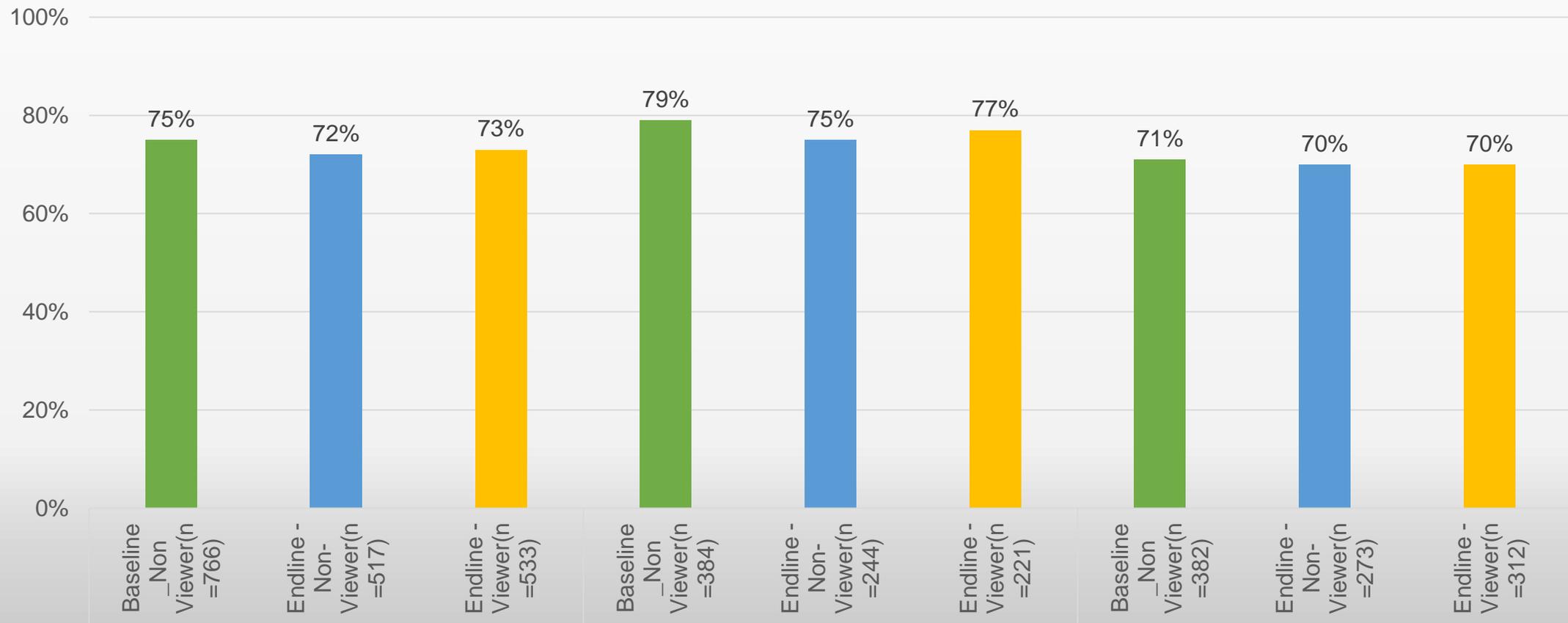
Some of the advice that MMO viewing farmers said they will follow in the future included: planting early maturity seeds (26%), planning to practice crop rotation (16%) and planting trees (10%)

04.

Overall, the information about climate adaptation in the series was thought to be very useful (58%) and very likely to be shared (57%)

Noticed changes due weather / climate change

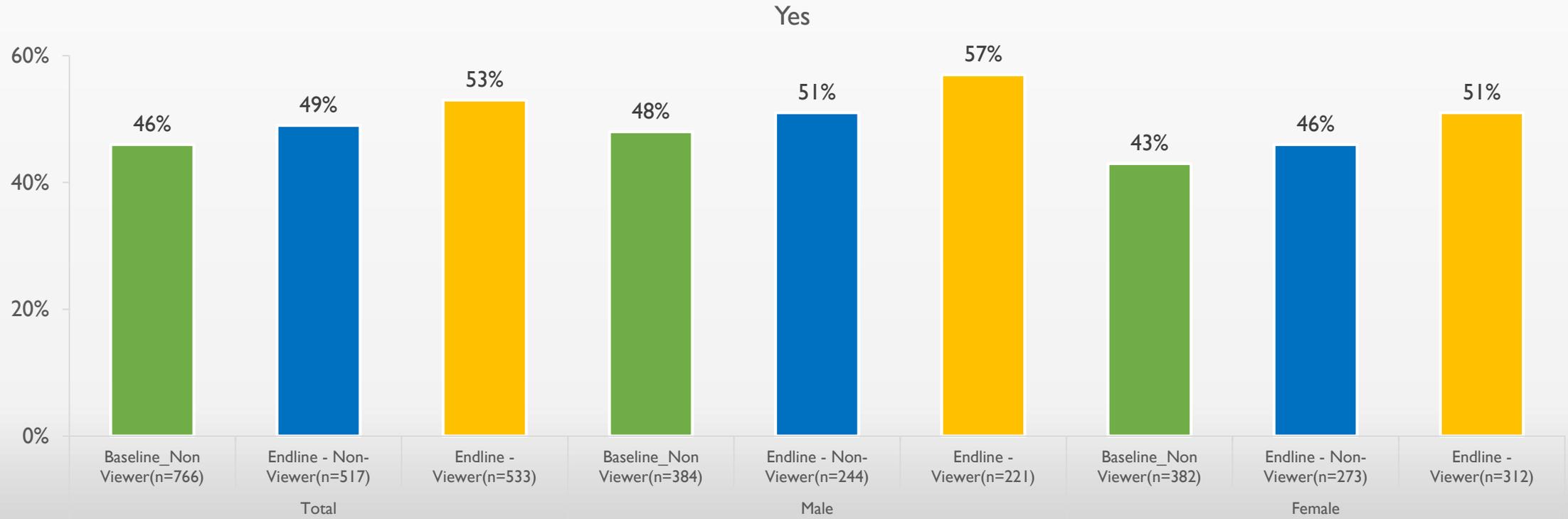
- Around three quarters of these smallholder farmers have noticed changes due to changes in the weather, regardless of whether or not they had viewer MMO
- Note: The differences are not statistically significant ($p>0.05$).



AD1. Have you noticed any changes on your farm due to the weather / climate change?

Made changes on the farm as a result of climate change

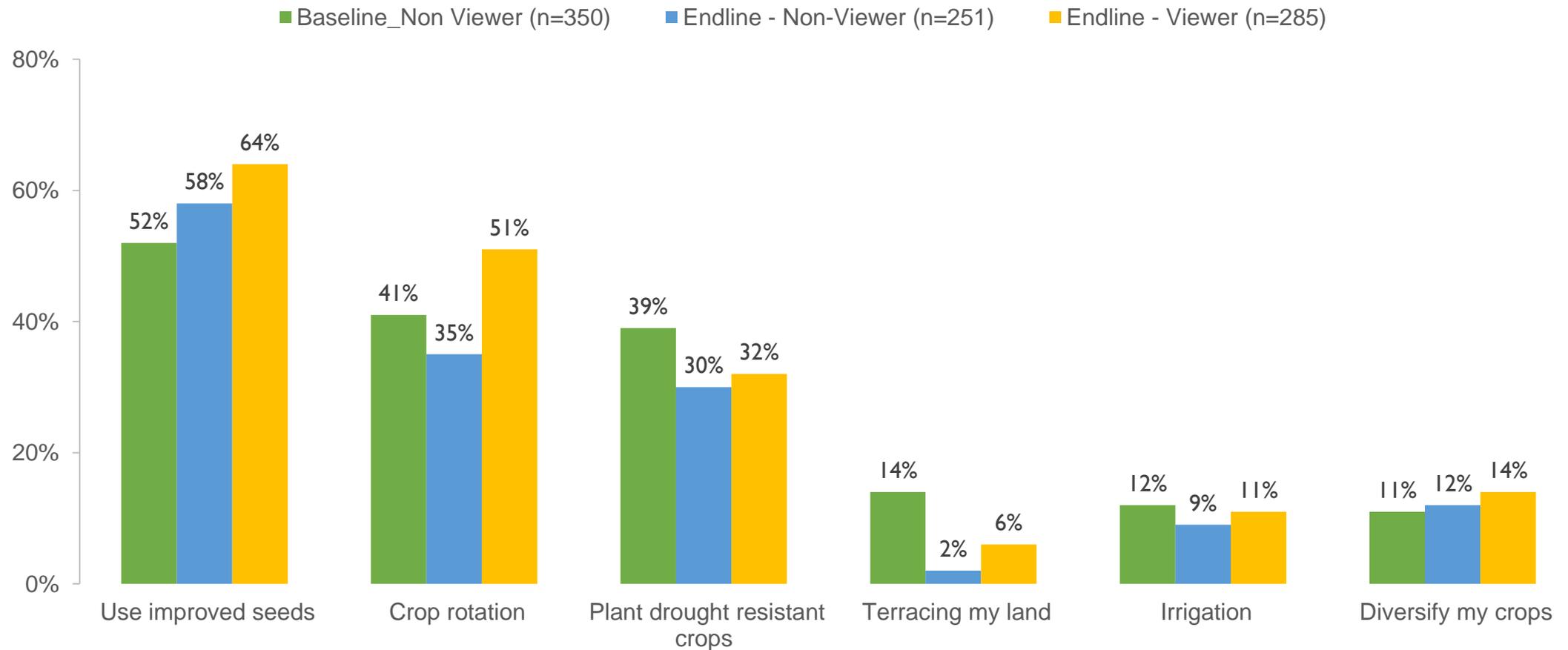
▪ The differences are statistically significant ($p < 0.05$).



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

Changes made on the farm as a result of climate change

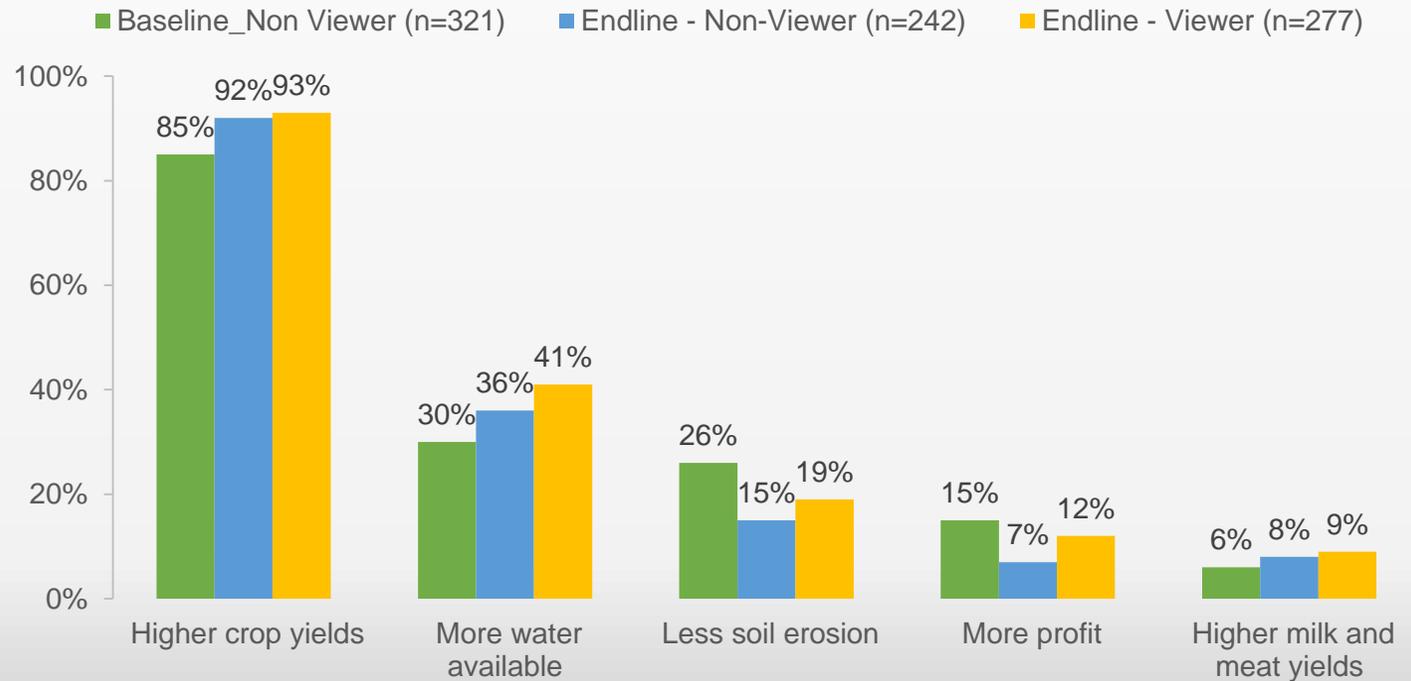
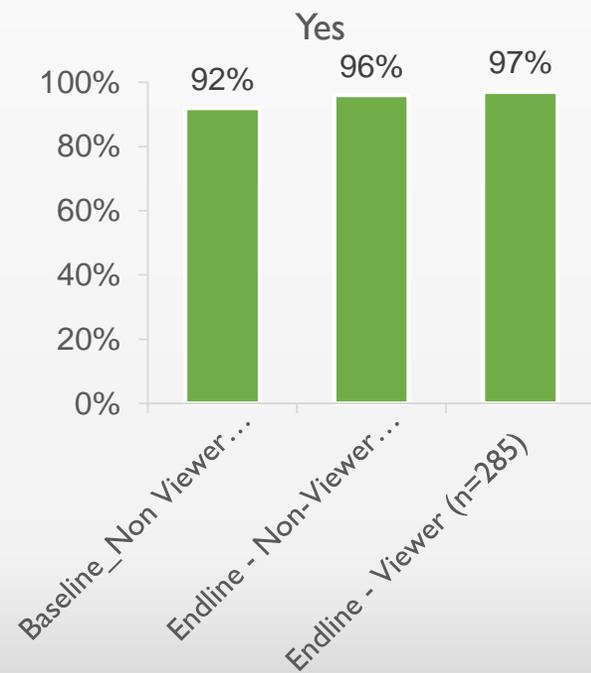
- The differences are statistically significant ($p < 0.05$).



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

Differences as a result of change in farming practices

- The differences are statistically significant ($p < 0.05$).

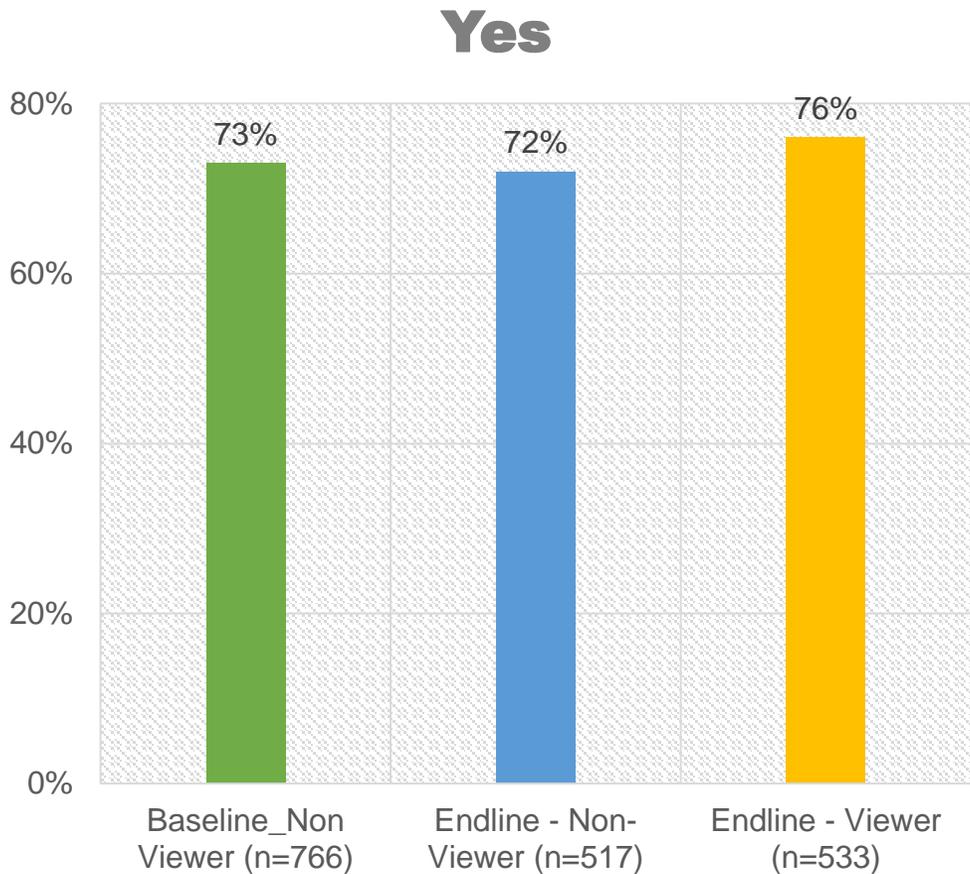


AD5: IF YES, What changes have you seen?

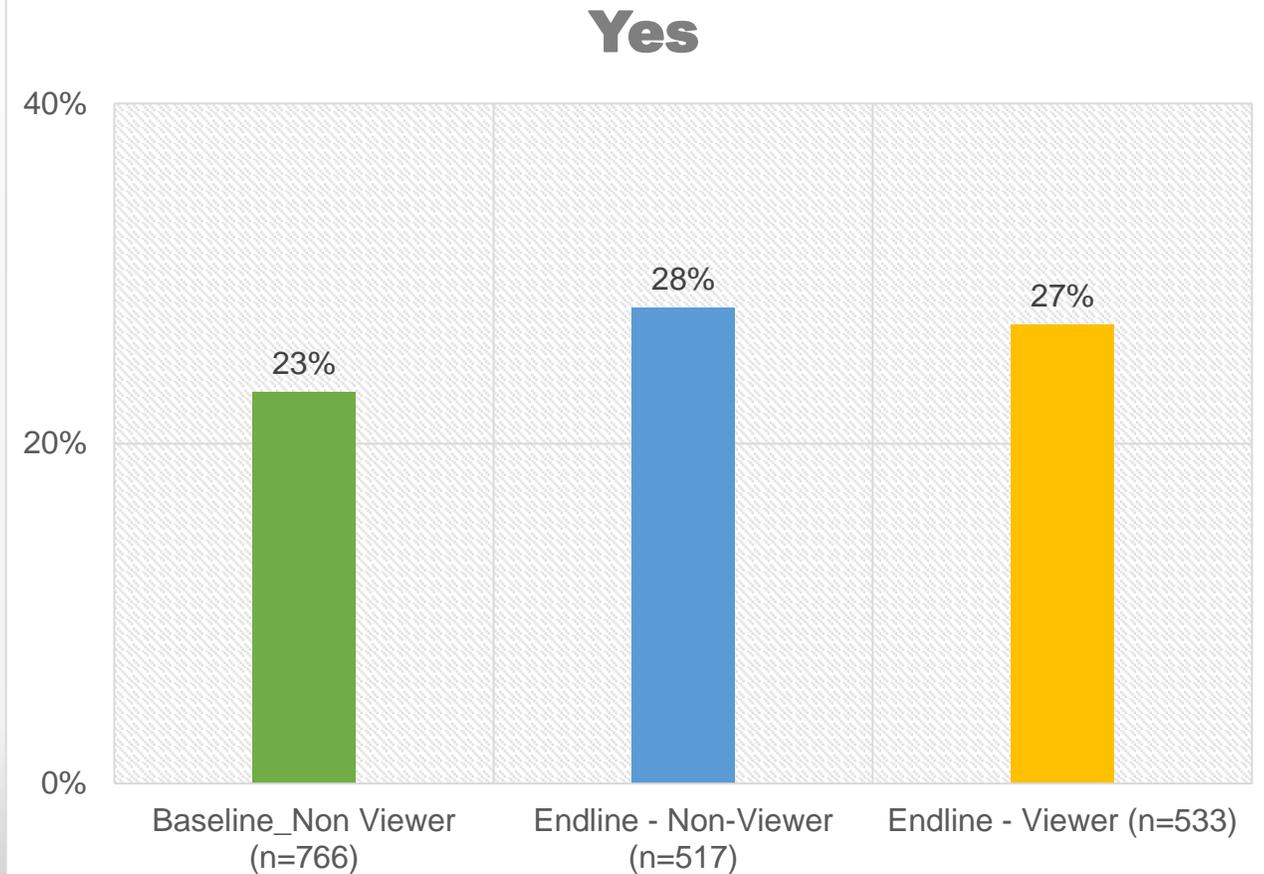
AD4. As a result of changes you have made because of climate change, have you seen any differences in your farming?

Using new varieties of seeds

- The differences are not statistically significant ($p > 0.05$).



AD6. Have you ever used new varieties of seed to help you adapt to changing weather conditions?



F1. Have you ever planted a Gliricidia tree?



Fertilizers & Irrigation

01.

Fertilizer use is widespread and more MMO viewers than non-viewers said they bought it from Omnia (53% vs 42%)

02.

Two thirds of smallholder farmers do not irrigate any of their land – this was consistent across both waves of the survey and among viewers and non-viewers

03.

Irrigation is not a widespread practice because of the reliance on rainwater and, for a third, a lack of water

Key Observations

04.

Those who do irrigate some of their land, fetch water manually. There was a very marked difference in this behaviour between the baseline (31%) and endline (70%) which may be a result of the time of year when the data were collected

05.

Ownership of pumps for water is very low (less than two in ten)

06.

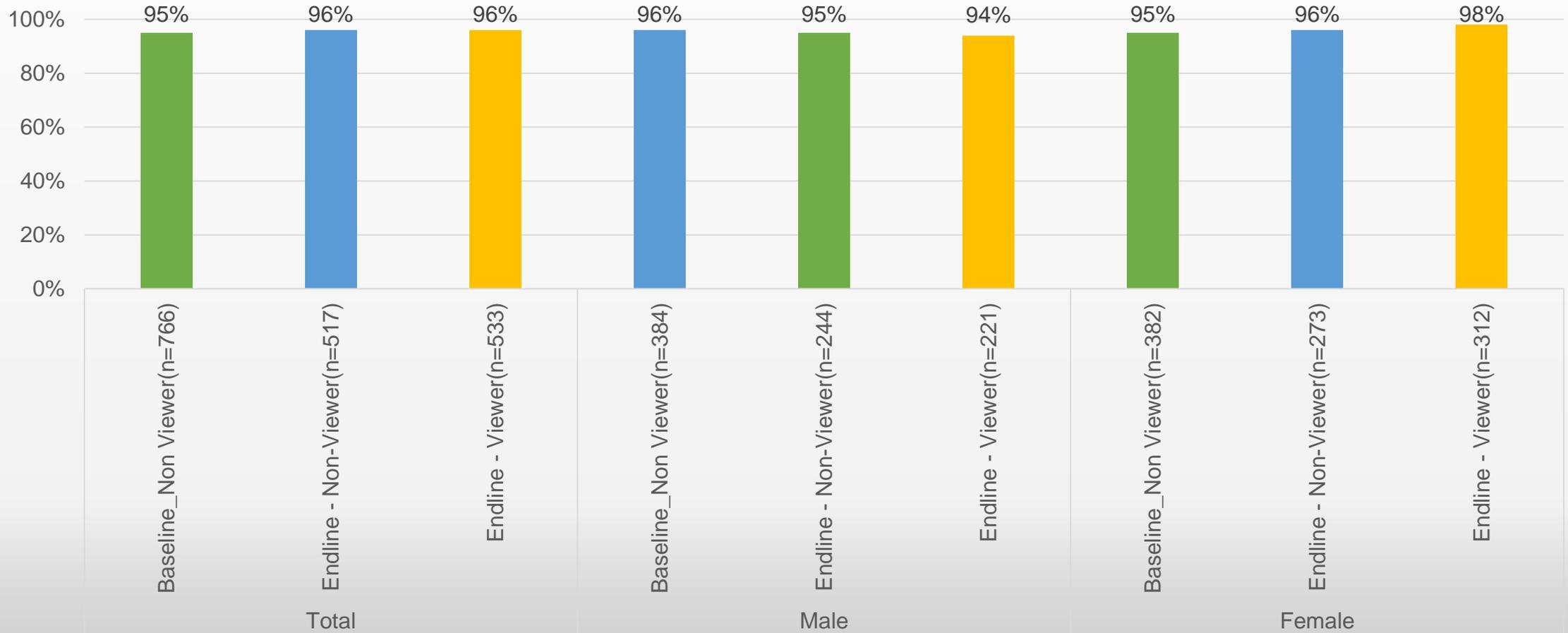
Just under one half of MMO viewers said they knew more about solar water pumps after watching and two thirds thought that a solar pump would save them money

07.

The key learning about solar pumps from MMO was their 'cost-effectiveness by using free sunlight'

Fertilizer usage

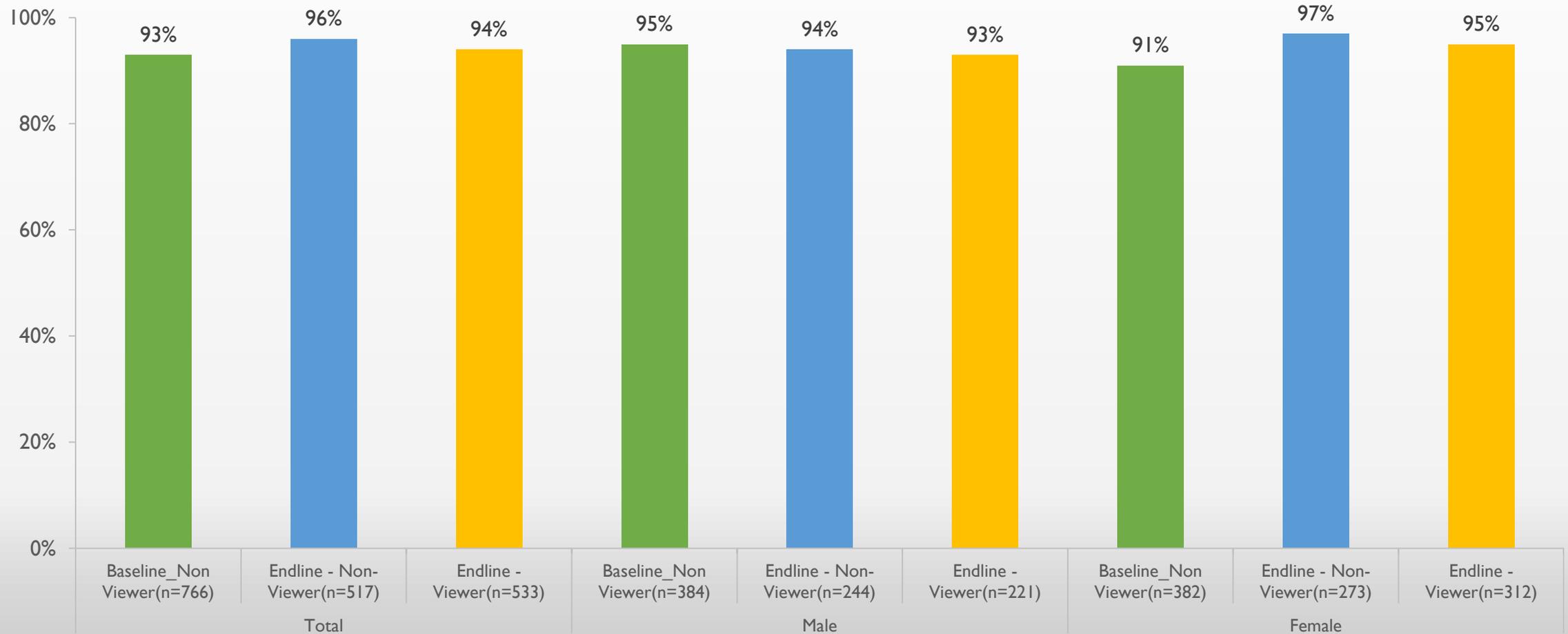
▪ The differences are not statistically significant ($p > 0.05$).



F2. Do you use fertilizer on your farm?

Fertilizer usage last season

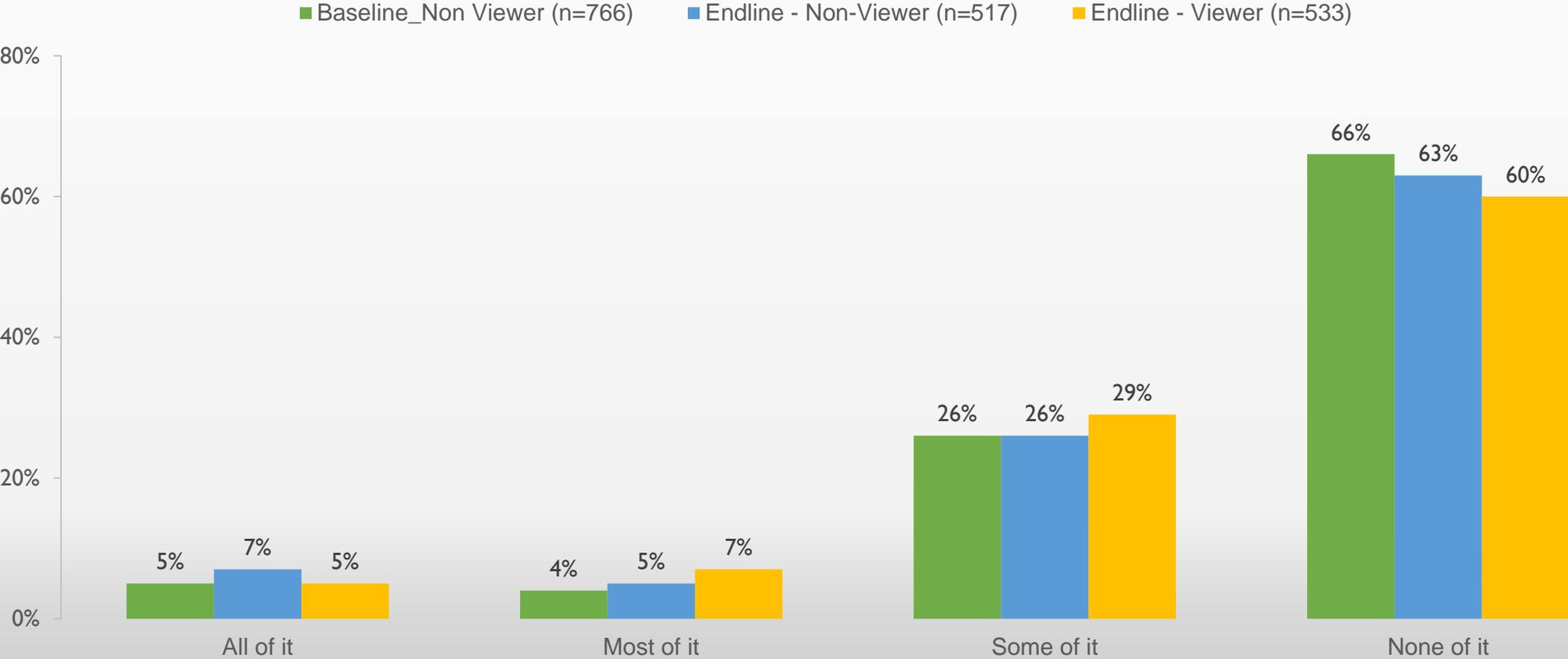
- The differences are not statistically significant ($p > 0.05$).



QT7. Did you use fertilizer on your farm last season?

How much of your land do you irrigate?

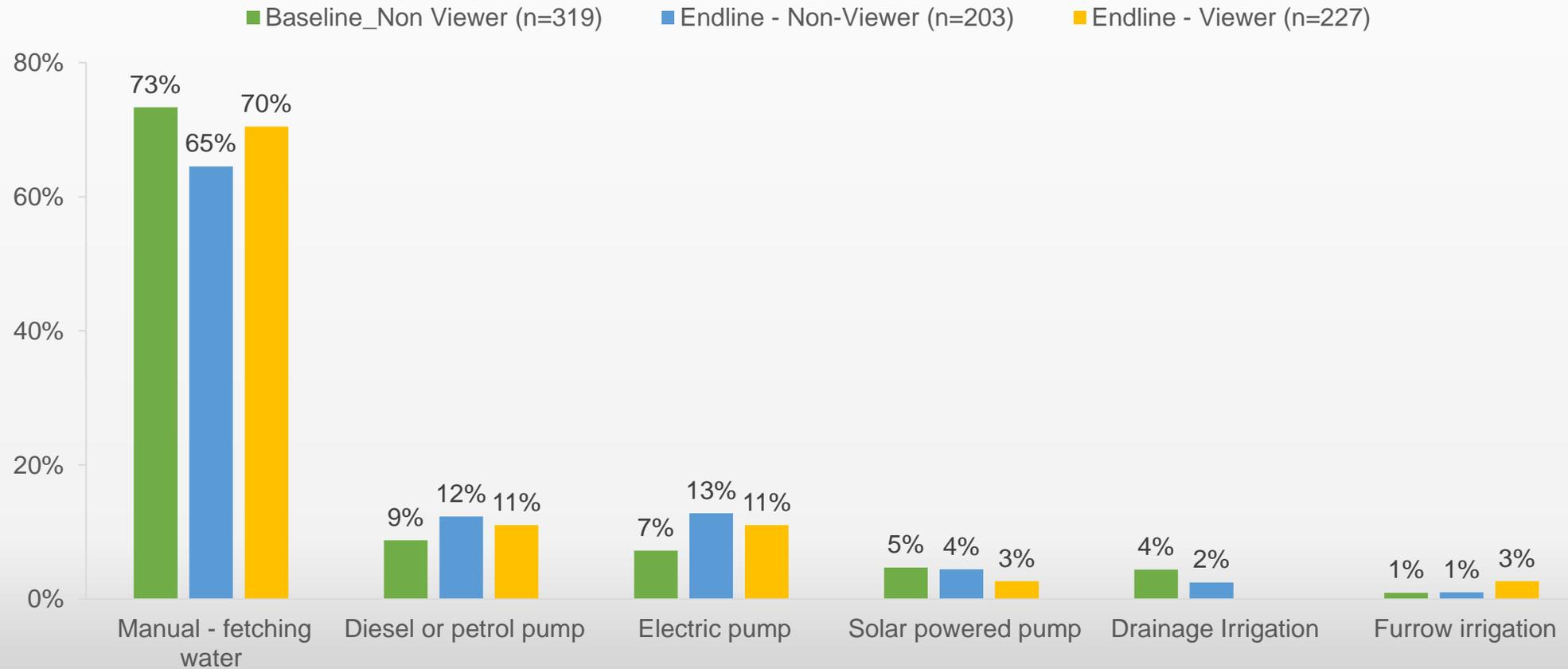
▪ The differences are not statistically significant ($p > 0.05$).



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

Means of irrigation

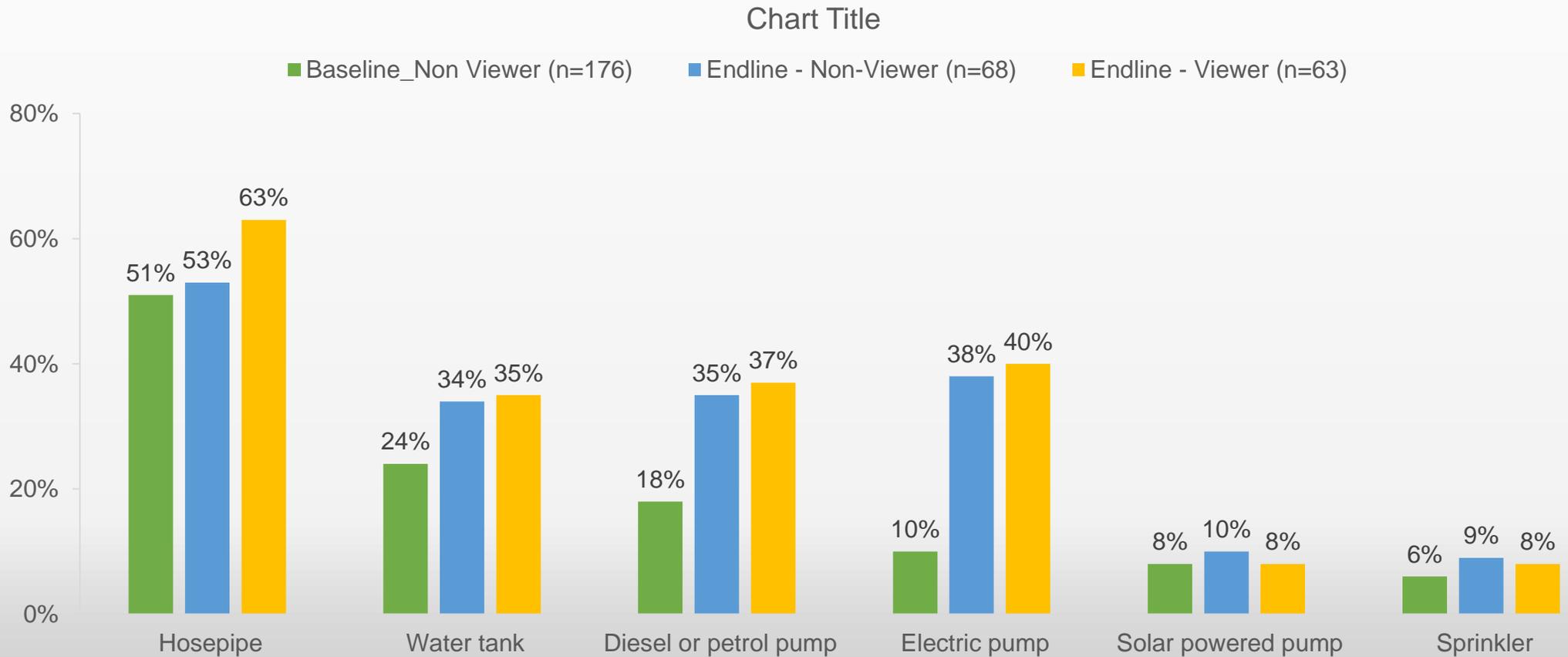
- The differences are not statistically significant ($p > 0.05$).



IR3. If you do irrigate, which of the following do you use?

Ownership of irrigation systems

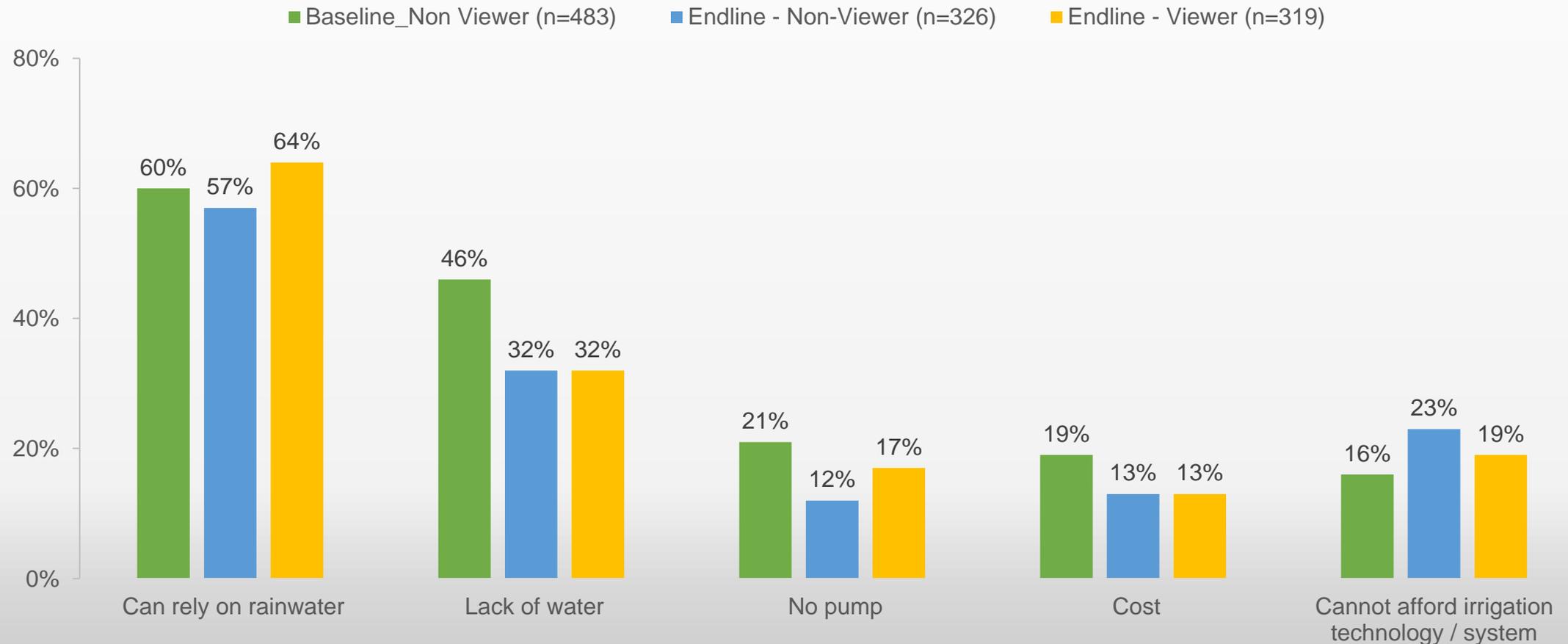
▪ The differences on diesel/ petrol and electric pumps are statistically significant ($p < 0.05$).



IR4 Which of the following, if any, do you own?

Reasons for not doing irrigation

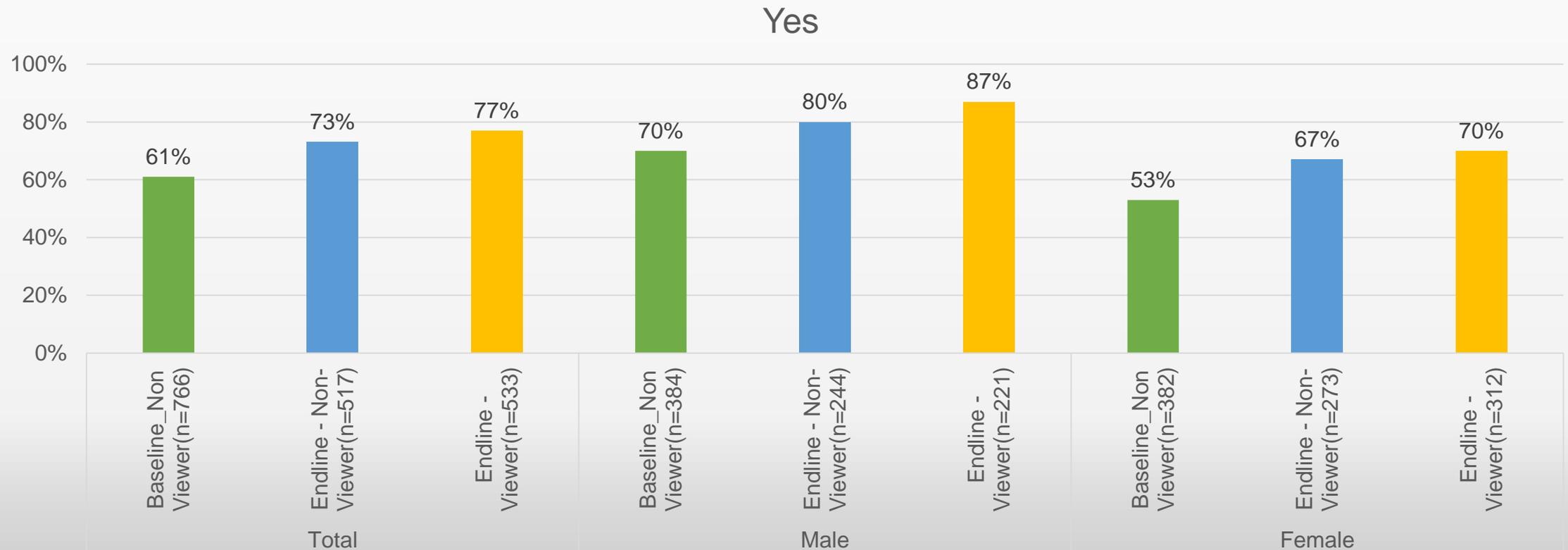
- The differences on lack of water, no pump and cost are statistically significant ($p < 0.05$).



IR2. If you do not irrigate, why not?

Awareness of solar pumps as an irrigation system

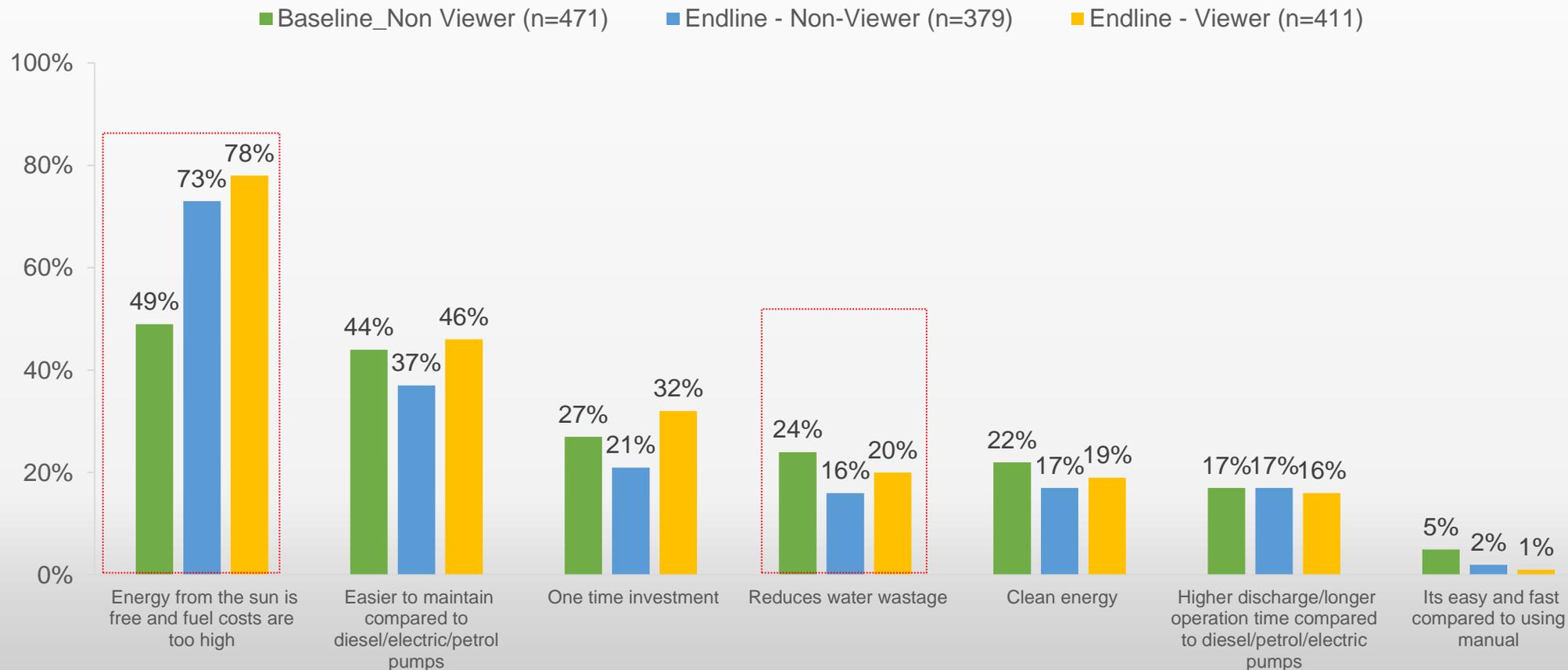
- The differences are statistically significant ($p < 0.05$).



QPI. Have you heard of a method of irrigation called solar pumps?

Benefits of using solar pump irrigation

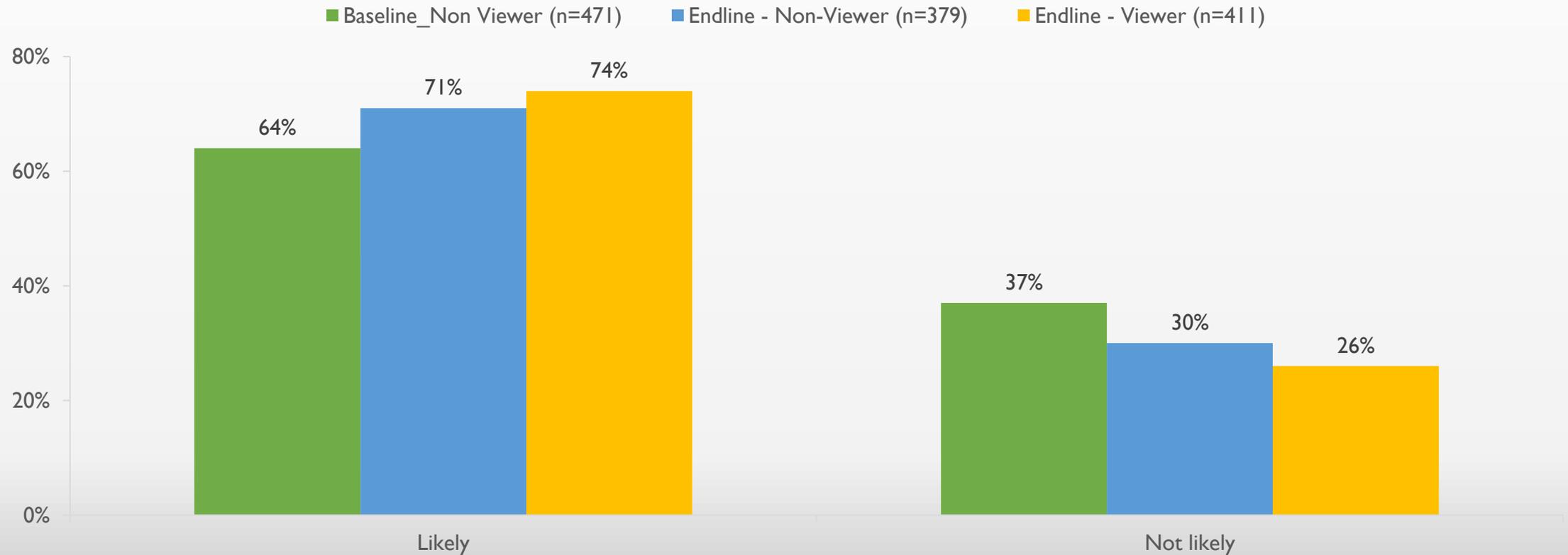
- The differences on energy from the sun and reduces water wastage responses are statistically significant ($p < 0.05$).



QP2. What do you think are the benefits of using solar pump irrigation?

Likelihood of buying a solar pump

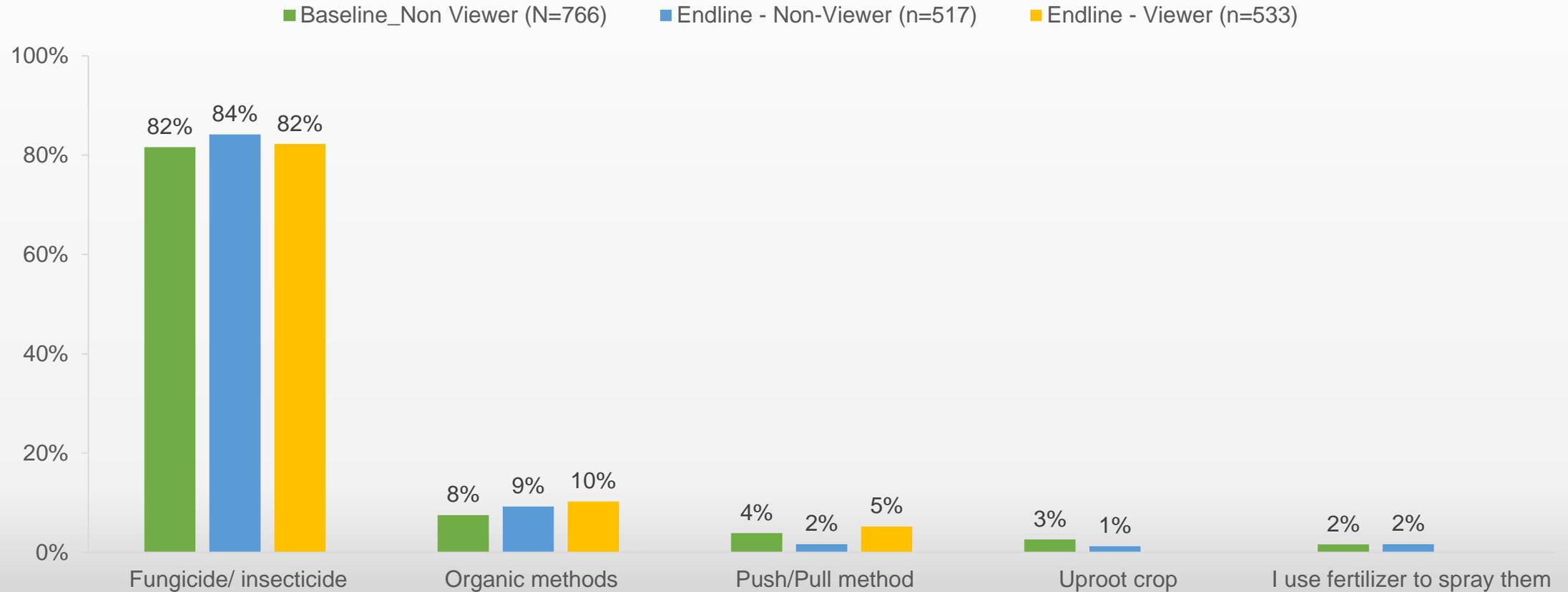
- The likelihood of buying a solar pump is statistically significant ($p < 0.05$).



QP3. How likely are you to buy a solar pump within the next pump within the 12 months?

How pests are controlled

- The differences are not statistically significant ($p > 0.05$).



PC1. How do you control pests on your farm?



Farm mechanisation & selling produce

Key Observations

01.

Around a third of smallholder farmers surveyed said they used some form of mechanization on their farms – slightly higher for males than females

02.

Ploughs are used by around seven in ten with tractors and rippers each being used by around two in ten

03.

Expense is a barrier to mechanization and tractors would be the equipment of choice

04.

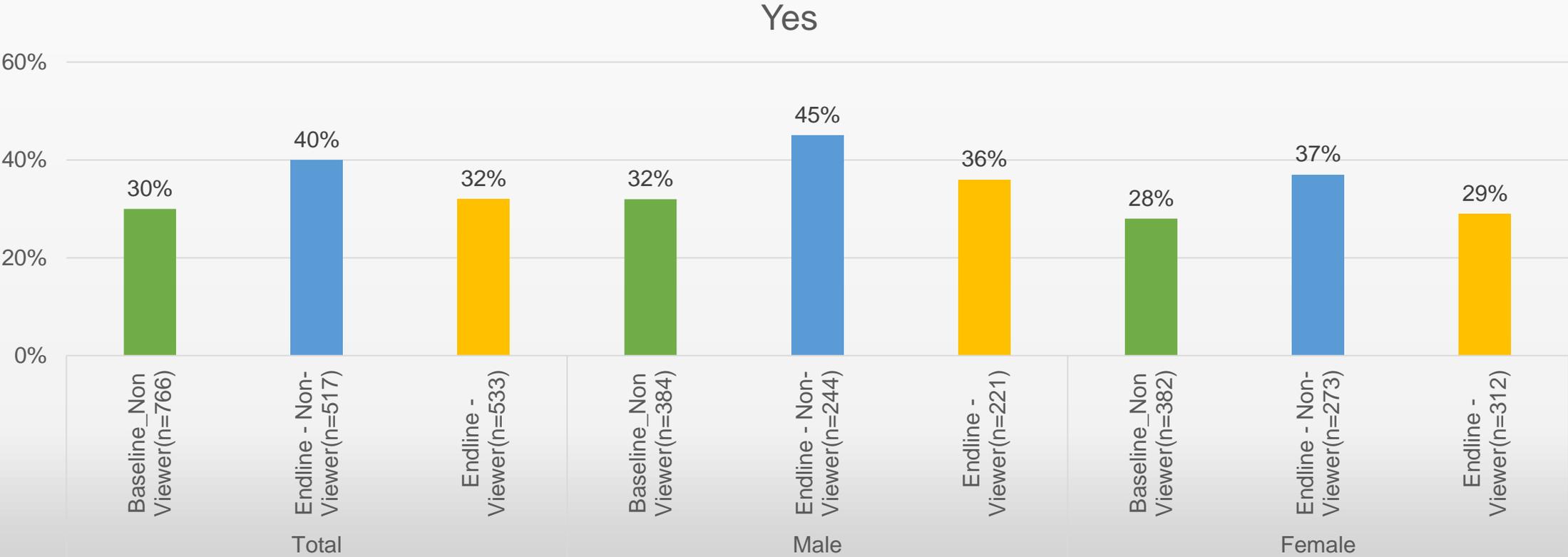
Around one quarter of viewers said they learnt something about mechanization from the show

05.

These farmers sell their produce at the local market and their biggest challenge is information about Prices and knowing how they can get better prices

Use of farm mechanization

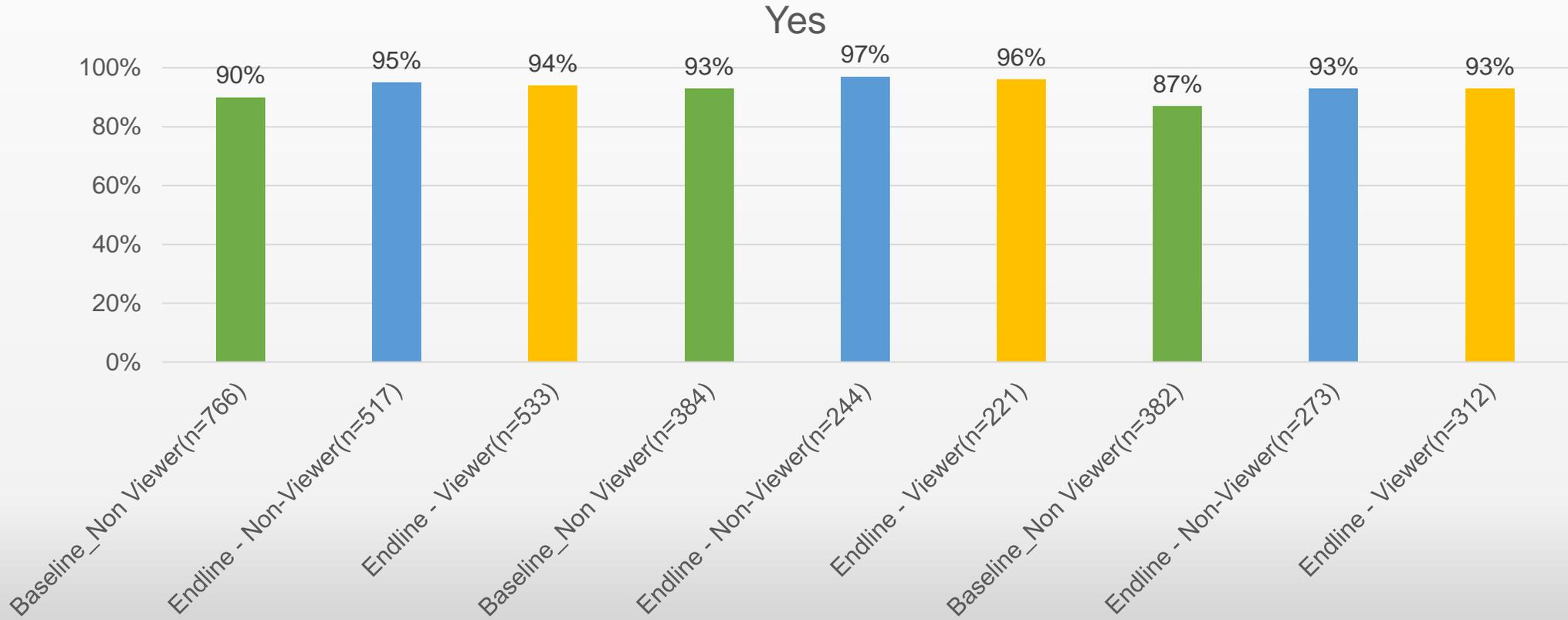
The differences are statistically significant ($p < 0.05$).



MC1: Do you use any mechanization on your farm?

Sale of farm produce

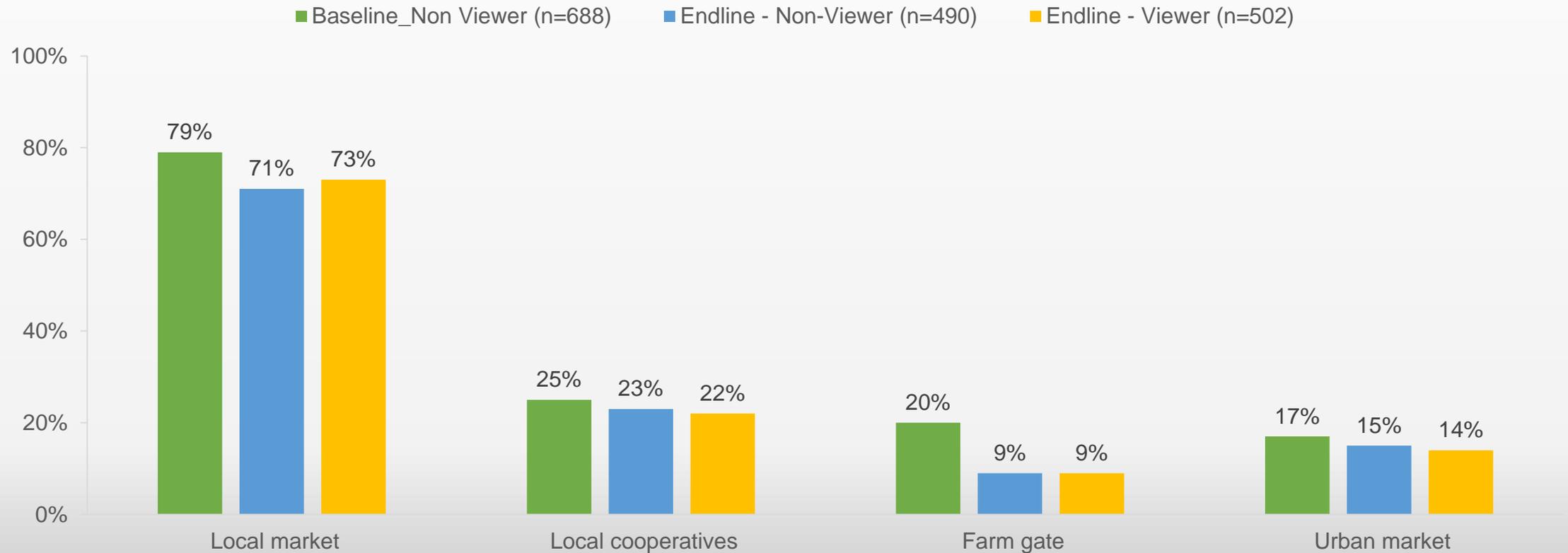
▪ The differences are statistically significant ($p < 0.05$).



MA1: Do you sell your farm produce?

Where farm produce is sold

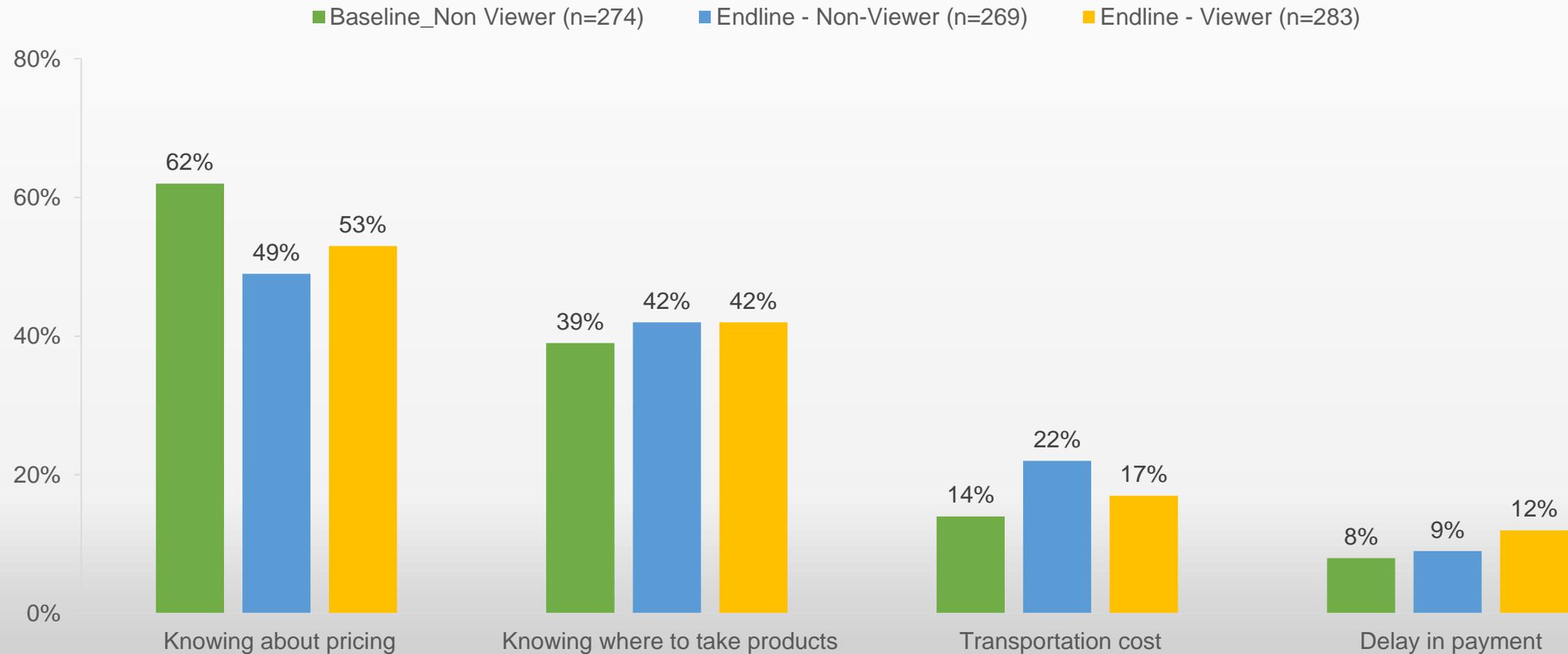
- The differences are not statistically significant ($p > 0.05$).



MA2: IF Yes, Where do you mainly sell your farm produce?

Challenges when selling farm produce

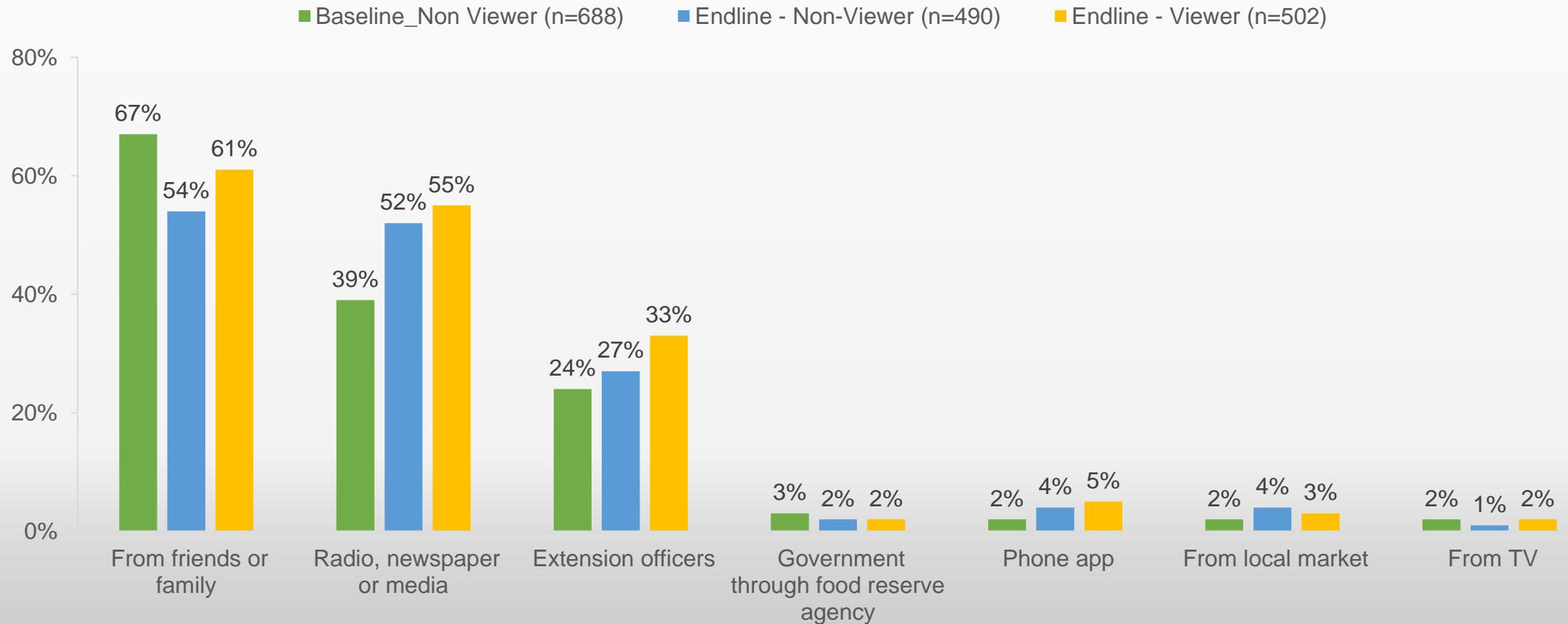
- The differences for those reporting challenges on knowing about pricing are statistically significant ($p < 0.05$).



MA4: What are the main challenges you face when selling farm produce?

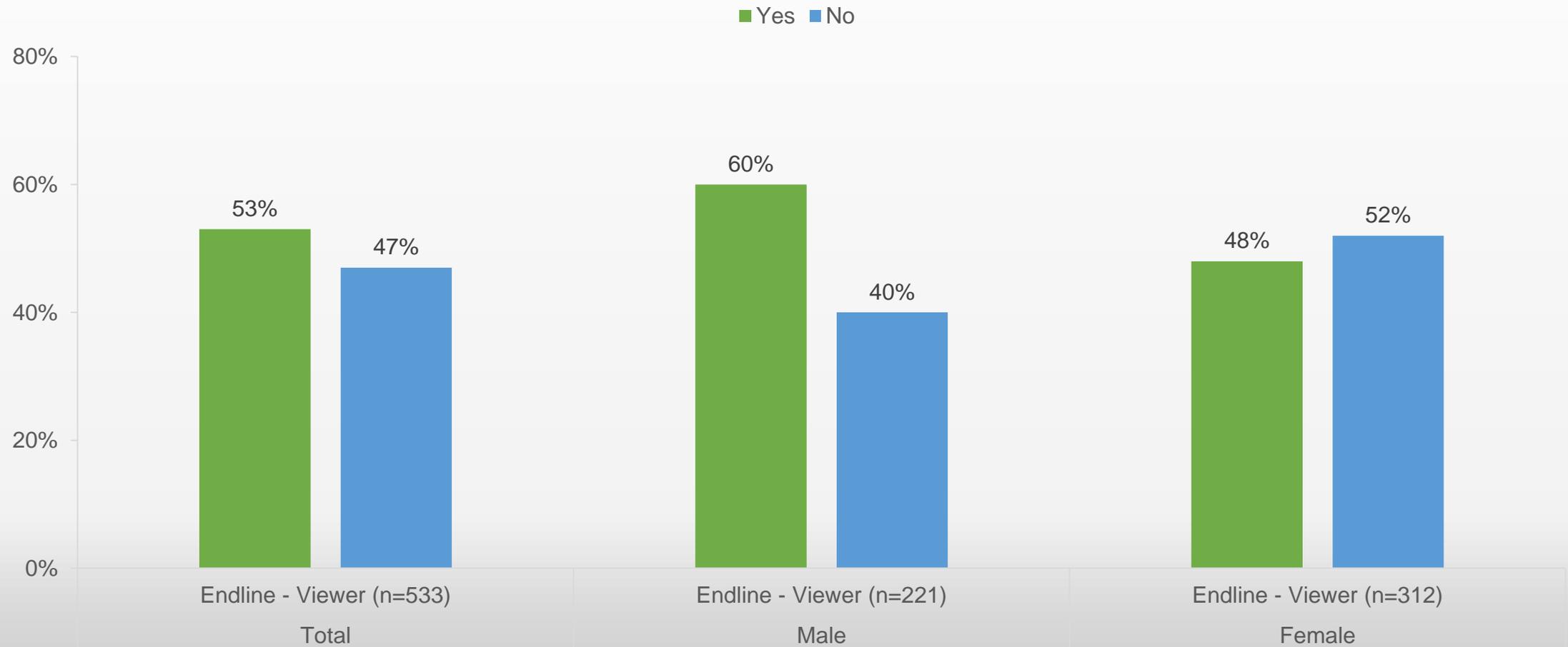
Source of information about pricing to sell products

- The differences are statistically significant ($p < 0.05$).



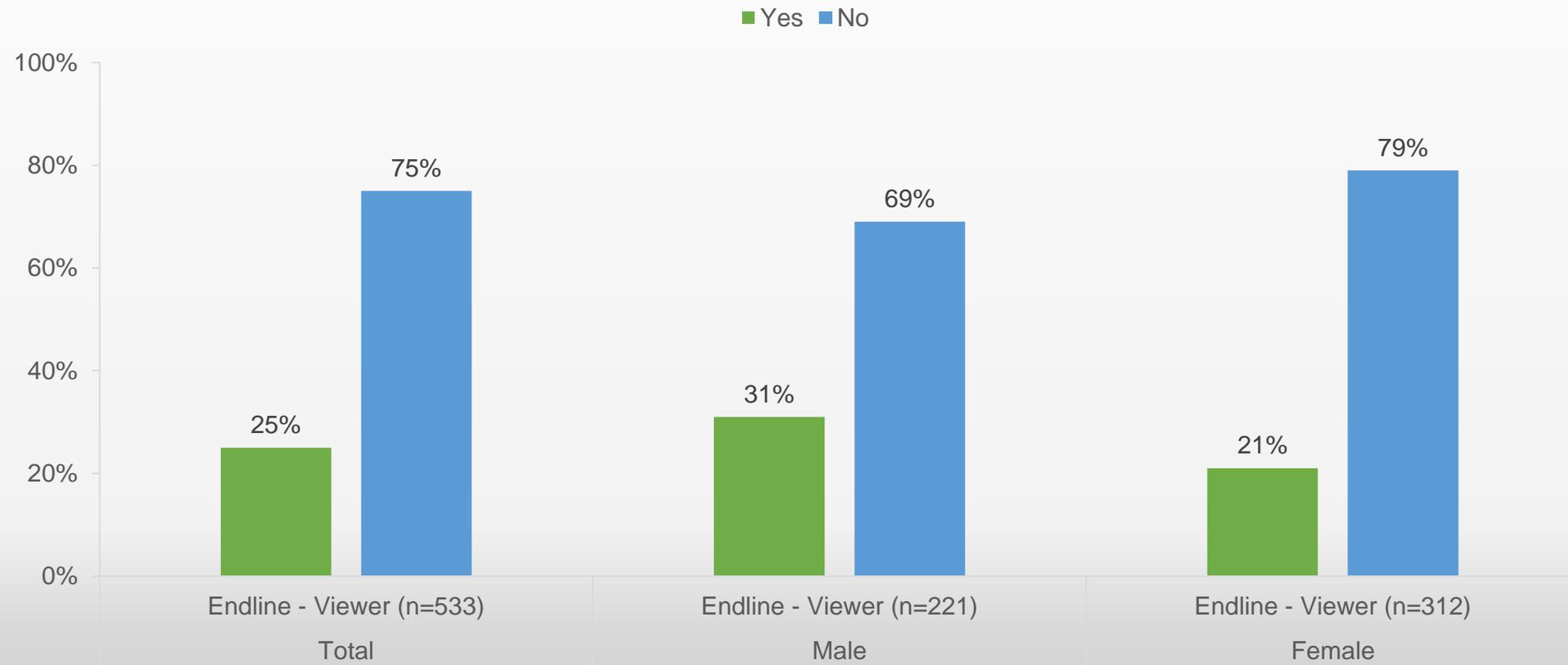
MA9: Where do you get information about pricing to sell your products at the best price?

Intention to use machines/ technology after watching MMO



Will you use any machines or technology on your farm after watching?

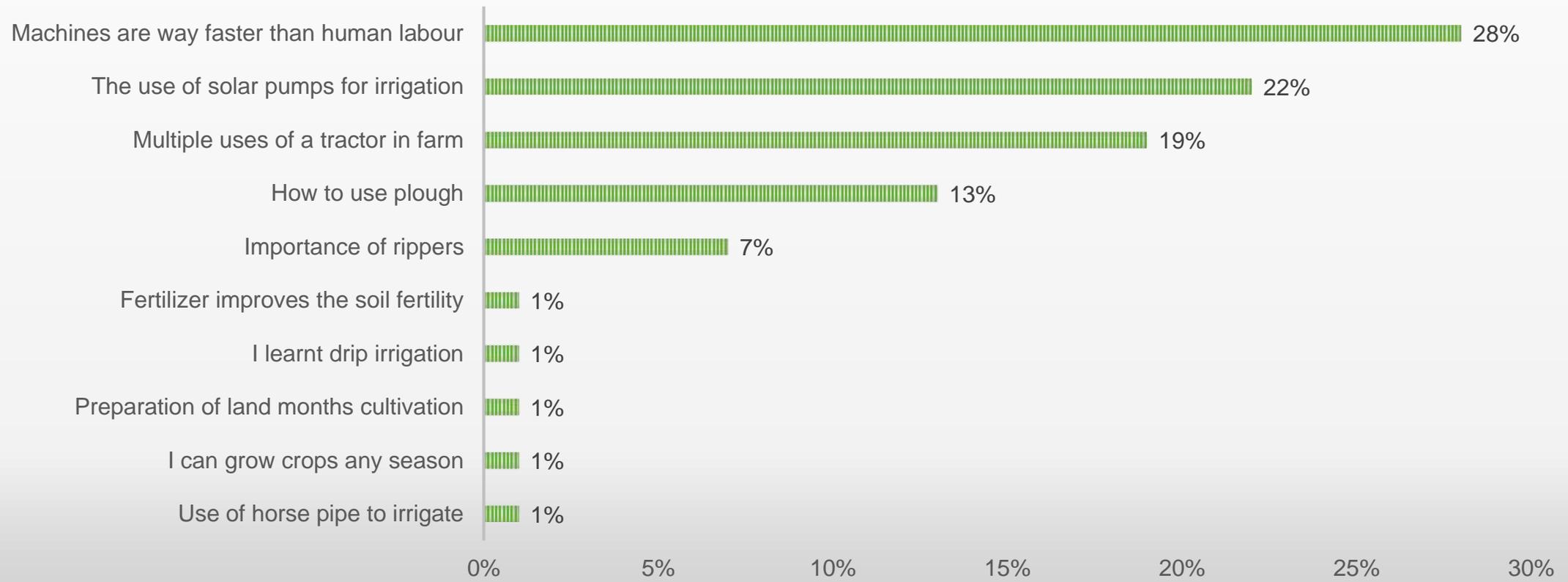
Learnt anything about new technology to improve farming from MMO



Did you learn anything about new technology you can get to improve your farming on the show?

Advantages of using technology learnt from MMO

ENDLINE - VIEWER (N=135)



MC9b. What did you learn about new technology you can get to improve your farming on the show?



Farmers' Groups

Key Observations

01.

Reasons for not being a member are either not 'knowing about them' or the groups being 'far away'

02.

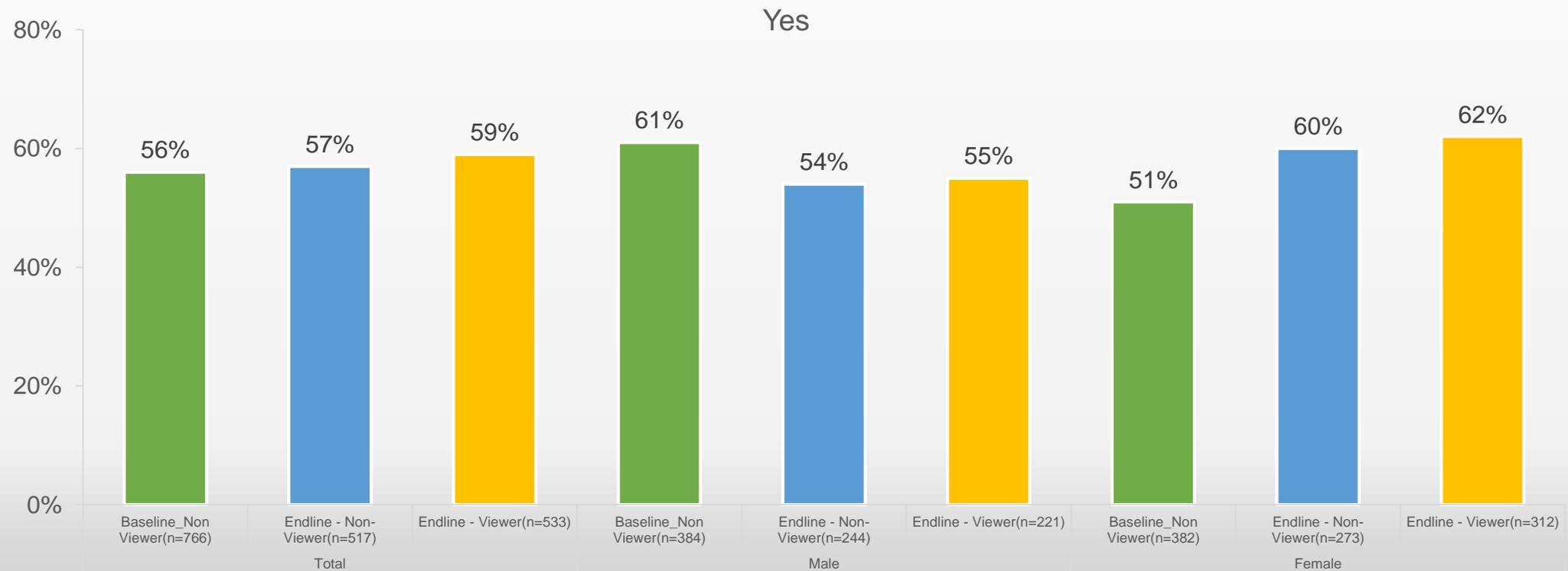
Most of the smallholder farmers interviewed (60%) said they belonged to a farmers' group or network – information sharing is the main advantage

03.

Information about prices is shared among friends, sourced from the radio and extension officers

Belonging to a farmers' group/network

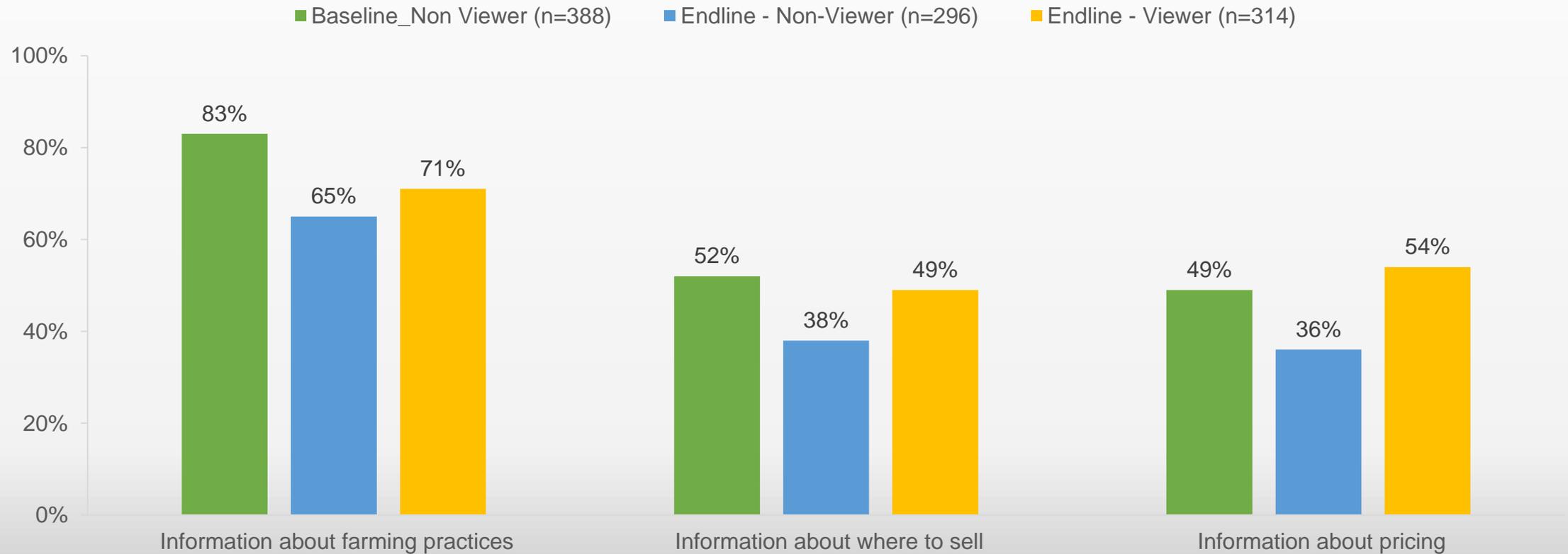
- The differences are not statistically significant ($p > 0.05$).



MAG: Are you part of a farmers group/network?

Benefits of farmers' group/network

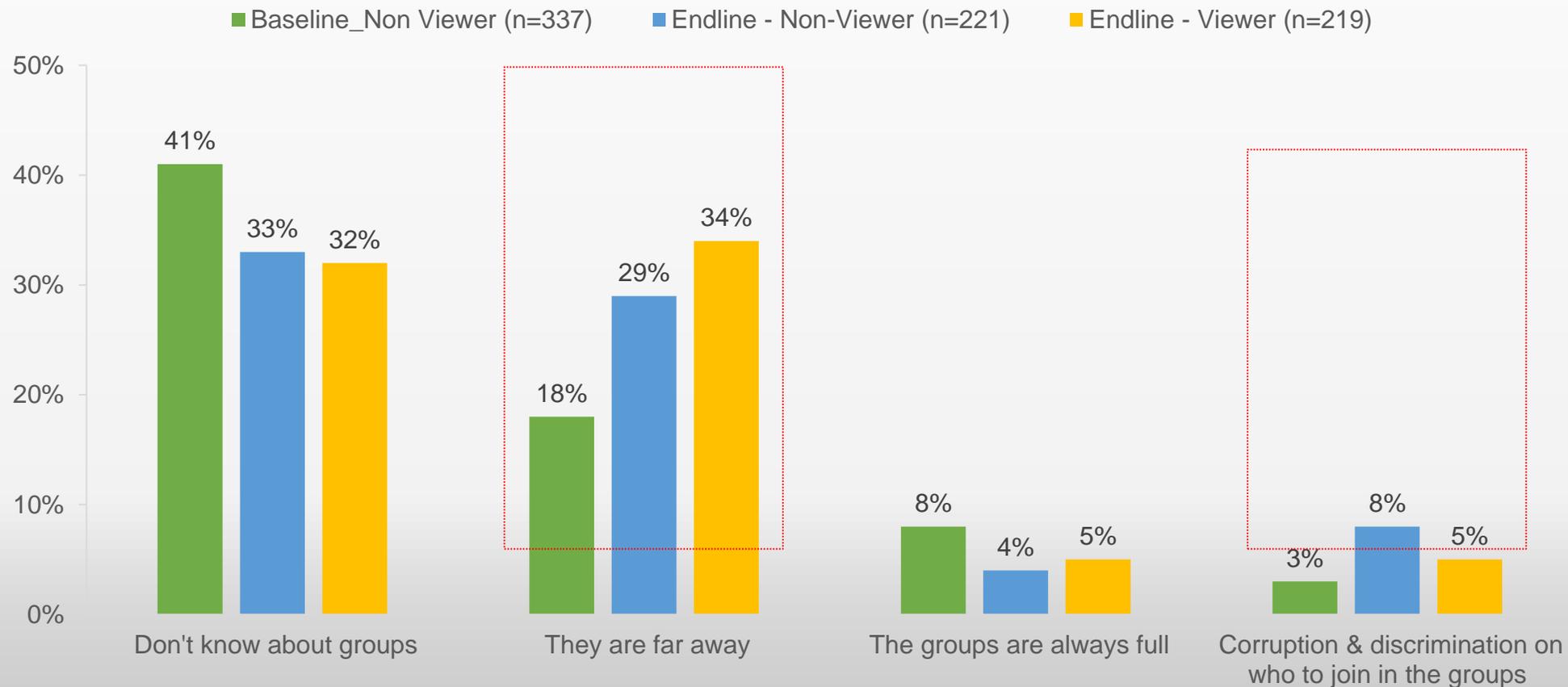
- The differences are statistically significant ($p < 0.05$).



MA7: If you are in a farmers group/network what are the main benefits?

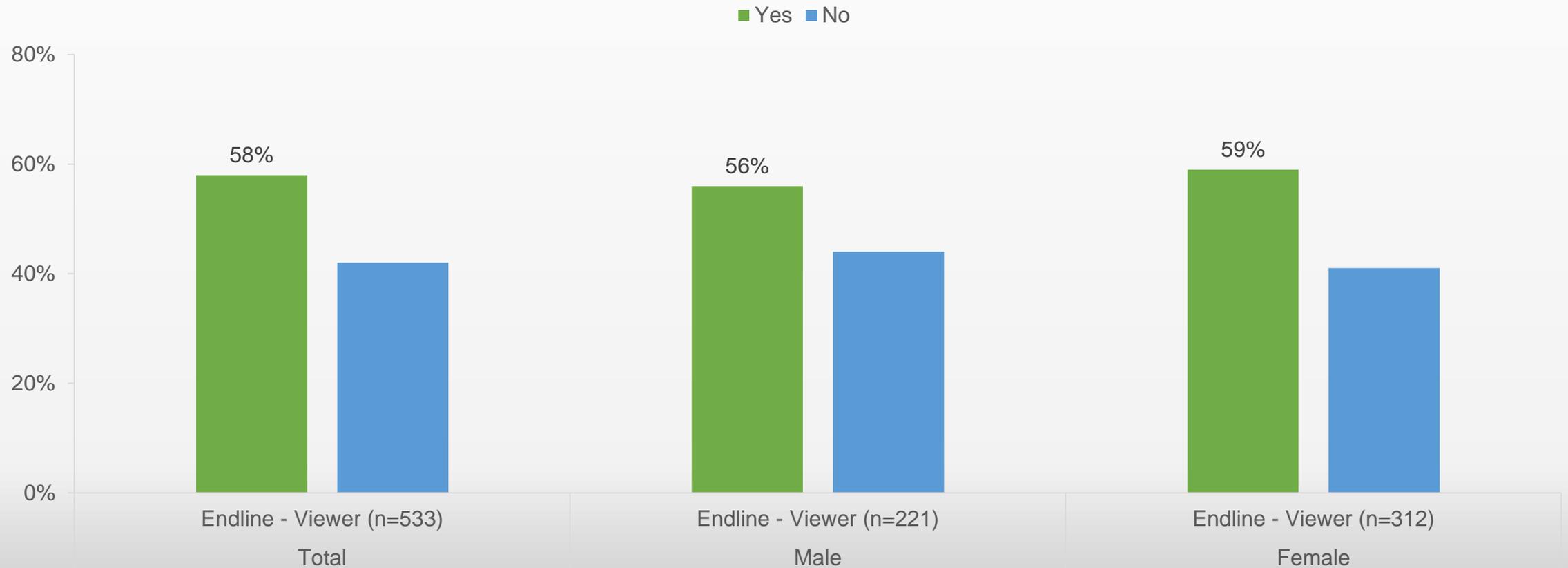
Reasons for not being part of farmers' group/network

- The differences on distance and corruption issue are statistically significant ($p < 0.05$).



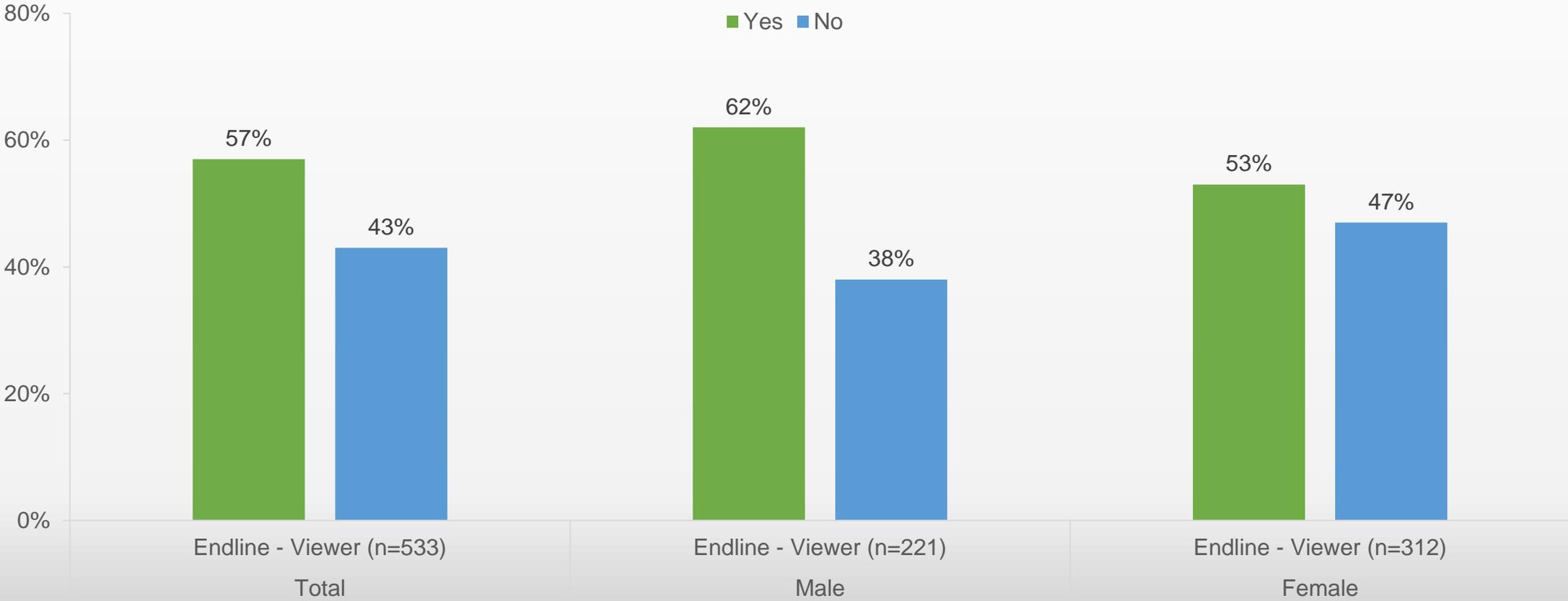
MA8: If you are not part of a farmers' group/network, why is that?

Membership of a group/ cooperative before watching MMO



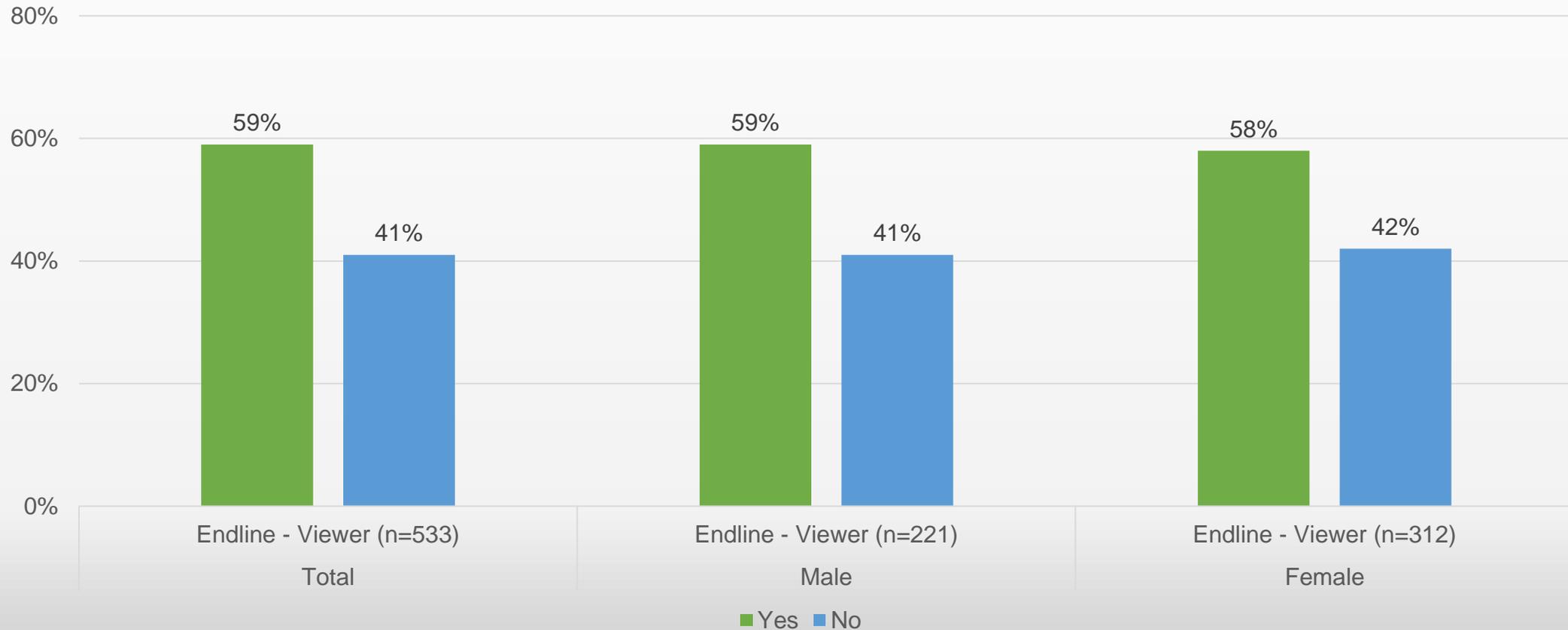
Were you a member of a group or cooperative before watching the show?

Intention to join group / cooperative after watching MMO



Will you join a group or cooperative after watching the show?

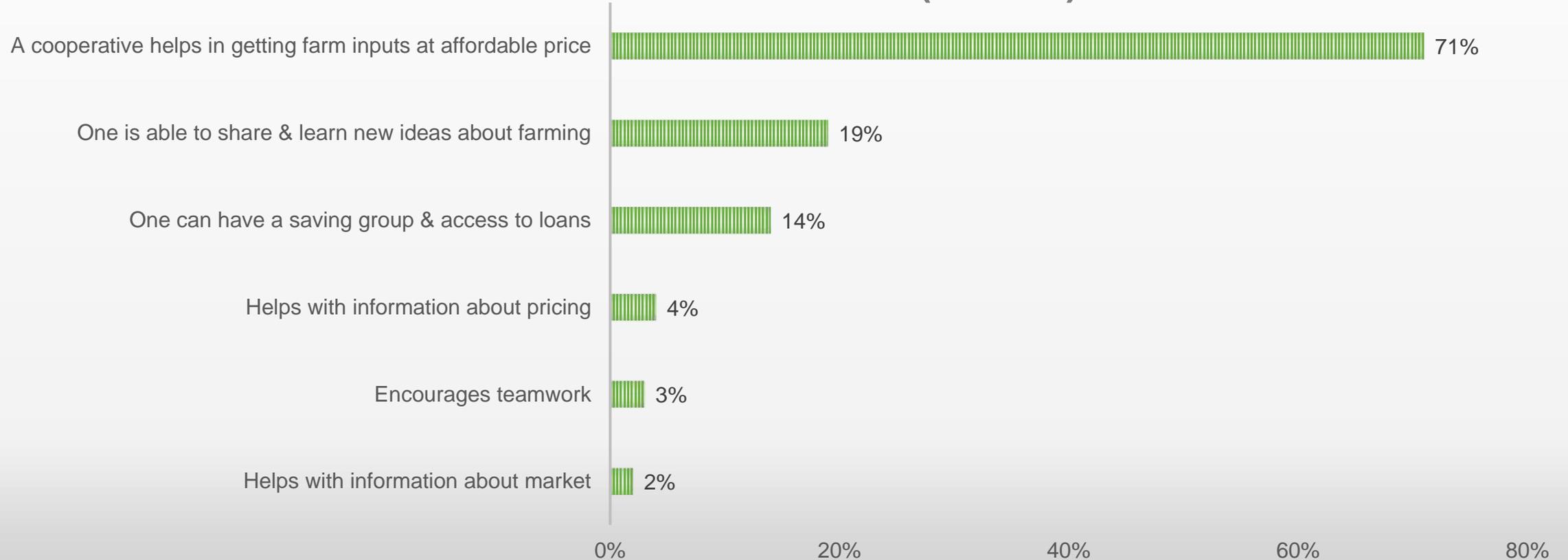
Opinions of joining a group / cooperative to save money



Do you think joining a cooperative can save you money?

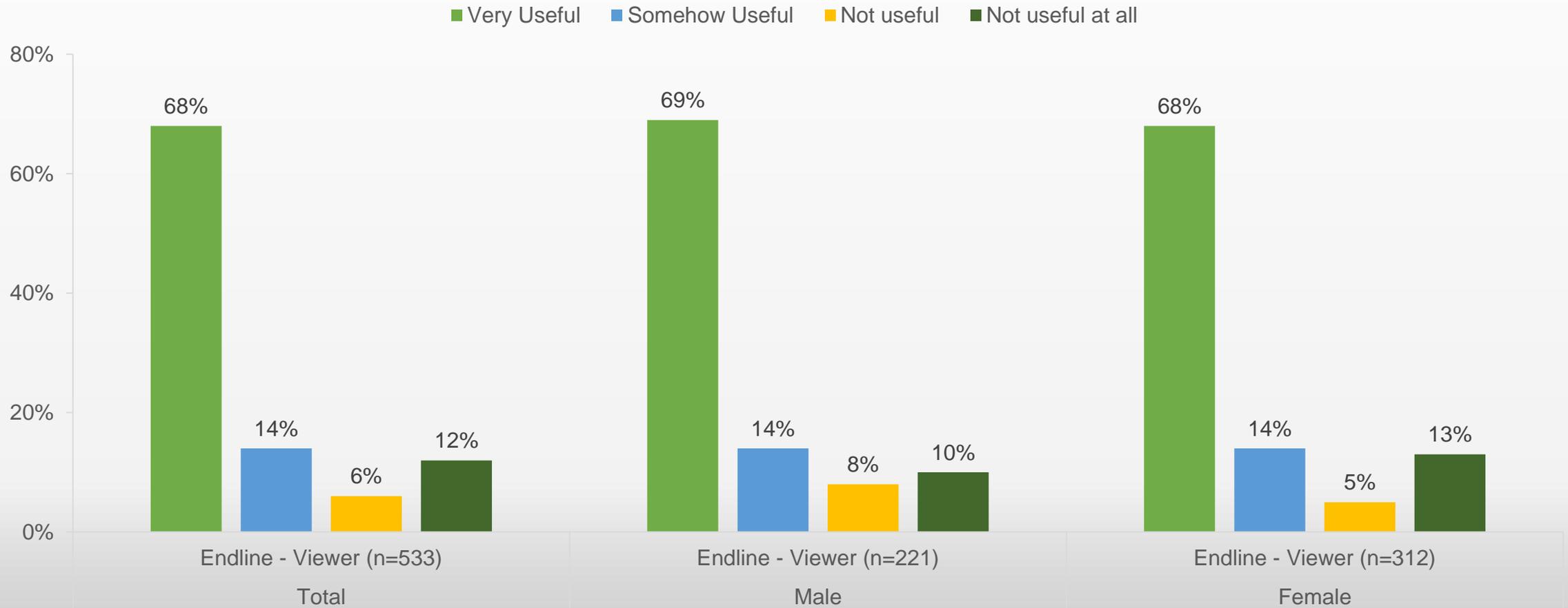
Advantages of joining a group or cooperative

ENDLINE - VIEWER (N=313)



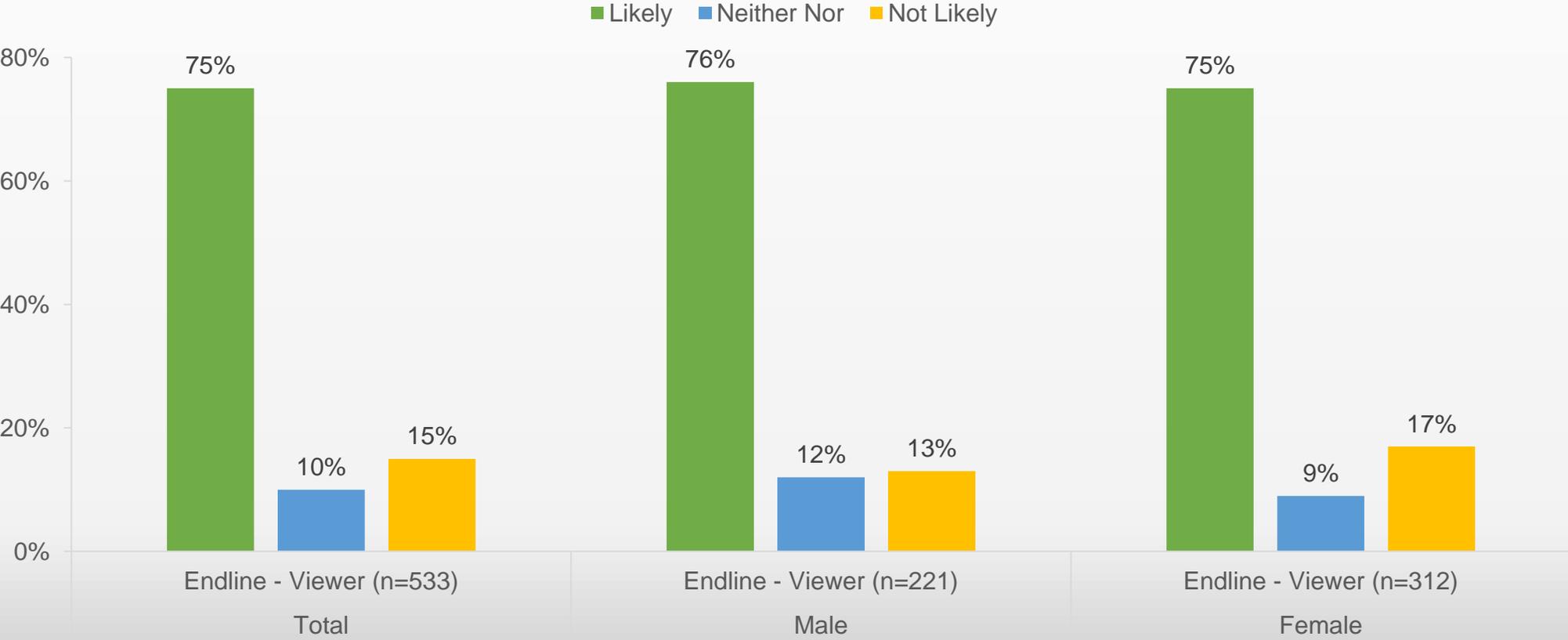
MA10b. How do you think joining a cooperative can save you money?

How useful was the information about group or cooperative



MA10c. How useful was the information?

Likelihood to follow the group or cooperative information in future



MA10d. How likely are you to follow the information in the future?

Conclusion



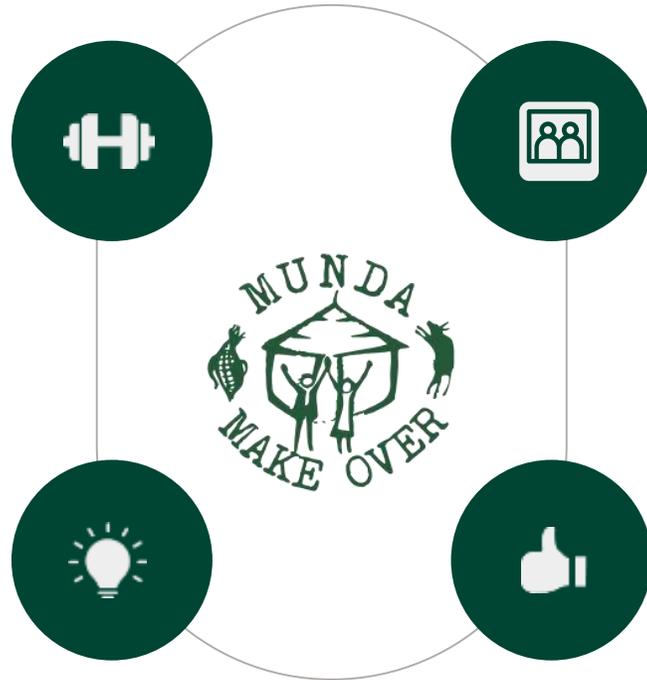
Series performance

STRONG PERFORMANCE

MMO Series 1 performed well (30% farmers watched); the audience built over time and MMO considerably out-performed other television programmes on farming matters

STRONG AMPLIFIER EFFECT

Smallholder farmers watched in the company of others (average 3) and shared the information they learnt with other people (4 in 10)



RE-FRAMED TV

As an important source of farming information: For three-quarters of viewers, television became their main source of information about farming and for a third it became their 'most useful' source

HIGHLY APPRECIATED

On four key dimensions of enjoyment, usefulness, likelihood of watching another series and recommendation the first series of MMO performed extremely highly



Key Indicators

1

Financial management and record keeping: Knowledge about and practices with regards to financial record keeping and the understanding of financial concepts all improved as a result of watching MMO

2

Insurance: Take up and opinions of crop and livestock insurance are low and remained largely unchanged as a result of MMO

3

Balanced diet: MMO had a very positive effect on changing smallholder farmers' knowledge and opinions of the importance of eating a balanced diet and strongly influenced behaviour-change

4

Clean cook stoves: Current use is low but intentions are high, largely unchanged by MMO

5

Feeding cattle/poultry: No evidence that watching MMO had any impact on behavior with regard s to feeding cattle or poultry

6

Soil testing: MMO contributed to increasing knowledge about soil testing, but not to increasing take-up

7

Climate adaptation: Modest evidence that MMO influenced the use of improved seeds and crop rotation to counter the effects of climate change

8

Fertilizers and irrigation: Most smallholder farmers use fertilizers and few irrigate their land. MMO increased the awareness and the benefits of using solar pumps

9

Farmers' groups: Slight indication that MMO may influence non-members to join as a cooperative is seen to help achieve better prices for farm inputs





Ukama Ustawi:
Diversification for Resilient
Agribusiness Ecosystems in
East and Southern Africa



AICCRA
Accelerating Impacts of CGIAR
Climate Research for Africa



We acknowledge the funding from the International Development Association (IDA) of the World Bank to the Accelerating Impact of CGIAR Climate Research for Africa (AICCRA) project



Thank you

*for your great support which enabled us
to launch Series II!*

