



MUNDA MAKE OVER — SERIES 3

Knowledge, Attitudes and Practices Report

Prepared for Mediae · August 2026

Executive Summary

Across this study, which was designed to compare differences in the knowledge, attitudes and behaviours of Munda Make Over series 3 (MMO 3) viewers and non-viewers, viewers differed from non-viewers in a clear, consistent pattern in terms of levels of trust in media sources and with other specific and significant gains in knowledge. Uptake of specific practical farming behaviours was more modest.

The findings are based on a quantitative, cross-sectional survey of smallholder farmers across seven Zambian provinces, comparing self-identified MMO 3 viewers with a matched sample of non-viewers. The two groups were closely aligned on household assets, gender and age, which strengthens confidence that the differences reported in this document reflect the influence of the programme rather than pre-existing differences between the groups. Because exposure to the series was self-selected rather than randomly assigned, the findings should be read as strong, consistent association rather than definitive proof of causation or attribution.

MMO 3 viewers were significantly more likely to name television generally as their most-trusted source of agricultural information (by a significant 30 percentage points), and trust in MMO's radio companion content was 26 points higher among viewers. This trust in television and radio to provide information on agricultural information among MMO 3 viewers came with a corresponding and significant decline in reliance on informal sources such as family, friends and neighbours.

Apart from the clear media metrics differential, the programme's effective messaging was seen across soil health, Conservation Agriculture, water harvesting, pest and disease management, climate adaptation, farm-business behaviour and household food security. The consistent patterns in the data are that attitudes and specific knowledge move first and most reliably, with the 'harder to change' more ingrained farming practices showing little to no movement.

This knowledge-ahead-of-behaviour pattern is consistent across most of the topic areas. Viewers were markedly better able to describe what a soil test is (+21 percentage points) but no more likely to have actually had one done. They cited significantly more benefits of water harvesting and rated it more important, yet awareness of specific harvesting methods and reported current use were unchanged. The same patterns appeared in climate change coping strategies, formal credit uptake, and poultry feed practices versus vaccination protocols. The data show a consistent pattern with the early broadcasts in both Kenya and Uganda and demonstrate that attitudes and specific knowledge change first and most reliably, while the harder, more habitual behaviours take longer to follow.

Conservation Agriculture was the clear exception to this pattern, and the standout success story of the series. It was the one topic where knowledge, attitude and reported behaviour all moved together: 88% of viewers rated at least one Conservation Agriculture practice as very important, compared with 77% of non-viewers, and actual reported use of intercropping, mulching, minimum tillage and crop rotation was significantly higher among viewers too, with intercropping showing the largest gap (+9 percentage points).

Elsewhere, the data point to a series of smaller but genuine behaviour changes. Sixty-five percent of viewers say they have changed a farming practice because of something they learned from MMO 3, and of those, 84% reported higher yields and 55% report healthier soil as a result. Use of pest-resistant seed varieties was significantly higher among viewers (37% vs 22%), as was uptake of Integrated Pest Management practices more broadly. Viewers were also more likely to be registered members of a farmer group or co-operative (50% vs 38%) and to keep written financial records (49% vs 40%). Perhaps most strikingly, 45% of viewer households reported having enough of their preferred food for all twelve months of the year, compared with 28% of non-viewer households.

Biochar stood out as the one topic where the programme has raised awareness of the term 'biochar' (+6 percentage points) without successfully teaching what it actually does and further, every one of the seven specific benefits tested was cited less often by viewers than by non-viewers, including a 20-point reversal on the core benefit of helping soil retain moisture. More formal, infrastructure-dependent behaviours including access to credit, uptake of hermetic storage, engagement with government support programmes, and adherence to poultry vaccination schedules also remained flat between the two groups, suggesting these are less about the messaging itself and more a function of cost, access and habit that television content alone is unlikely to shift.

KEY FIGURES AT A GLANCE

MEDIA TRUST

+30pp

75% vs 45% — viewers naming TV as most-trusted source

SOIL-TEST KNOWLEDGE

+21pp

70% vs 50% — viewers who can describe a soil test

CONSERVATION AGRICULTURE

+11pp

88% vs 77% — rate at least one CA practice "very important"

HOUSEHOLD FOOD SECURITY

+17pp

45% vs 28% — households food secure all 12 months

FARM BUSINESS BEHAVIOUR

+12pp

50% vs 38% — belong to a farmer group or co-operative

PEST MANAGEMENT

+15pp

37% vs 22% — use pest-resistant seed varieties

Notes on the report

Throughout this report reference is made to 'significant differences' and 'directional differences' when comparing the findings between the MMO 3 viewer sub-group and the non-viewers. A "significant" finding is a viewer/non-viewer gap that has been formally tested and confirmed at $p < 0.05$; a "directional" finding is a gap that appears in the data but has not been confirmed by a formal test at that threshold but which fell short of significance.

For ease of reference tables summarising significant and directional changes are included, as appropriate, in each section.

On every table in the report the question number, question wording and the sample sizes are stated.

1. Introduction

1.1 Series Overview

The third television series of Munda Make Over (MMO 3), comprising 18 episodes, was broadcast on ZNBC1 between November 2025 and June 2026, airing in three main languages across the week: English (Sunday, 18:30), Bemba (Sunday, 15:30), Nyanja (Friday, 17:30). Each 25-minute episode typically covered four topics spanning seasonal crop issues (soil health, planting and seed selection), livestock and poultry management (deworming, feeding), Climate Smart Agricultural Practices, and Technologies and Climate Information Services.

The overriding focus areas for MMO 3 were climate change adaptation, farming as a business, and improved livelihoods. Delivery partners IWMI, AICCRA, CIAT, Total LandCare, One Acre Fund, ILRI and Solidaridad were featured as examples of support and future development. The television broadcasts were supported by social media packages on Facebook and YouTube and there were short radio episodes broadcast in May and June 2026.

The key target audience for the series was smallholder farmers in Zambia who are either the main, or at least joint decision-makers, on their farms and who have sufficient means to implement or at least consider implementing the practices recommended, this might include buying inputs such as fertiliser or investing in solar technology, having funds in a savings account or considering running their farms as small businesses. These are not affluent smallholder farmers, but nor are they the poorest.

Having access to television, and therefore a source of electricity, has been shown to be one of the key defining factors. Mediae's extensive evidence, based on many years of working with smallholder farmers and conducting research is fairly conclusive in demonstrating that those most likely to benefit from the communication messages in Shamba Shape Up and Munda Make Over are those who are not among the poorest and most economically constrained households, but have some level of income or resources, whether regular or irregular. Evidence also suggests that knowledge and practices then cascade downwards to more resource-constrained and risk-averse groups through practical example and word of mouth.

The data in the table below illustrates the types of household assets available to this target group of smallholder farmers and illustrates little difference in the two sub-samples of MMO 3 viewers and MMO 3 non-viewers in this regard. Over two-thirds of the smallholder farmers in this study had household access to: solar or electricity, a radio set, a feature phone, and a television set. Roughly half had a smartphone, storage facilities and a source of water (such as a borehole). So, in short, they are not representative of the smallholder farmer population across Zambia.

SE1. Which of these, if any, do you have in your household?

Base: Non-viewers n=428 | Viewers n=438

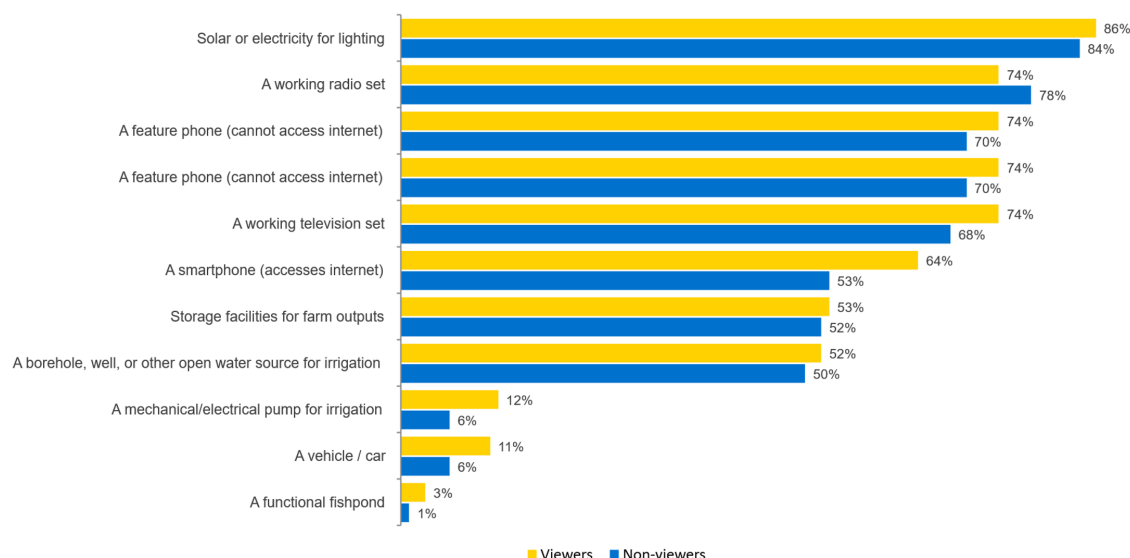


Table 31

FIGURE 1.1

SE1: household assets owned. Little difference between viewers and non-viewers, confirming the two groups are well matched demographically.

1.2 Study Objectives, Methodology and Limitations

1.2.1 KEY OBJECTIVES

- Measure changes and differences in knowledge attitudes and practices of the specific agricultural practices and messages in MMO series 3 between viewers of MMO 3 and non-viewers.
- Assess attitudes towards recommended farming practices.
- Measure current practices and intentions to adopt promoted practices.
- Compare key indicators between viewers and non-viewers.
- Test whether observed differences between the two groups were statistically or directionally significant.

1.2.2 RESEARCH DESIGN

The study used a quantitative, cross-sectional survey design. Data were collected from two analytical groups: respondents classified as MMO 3 viewers and respondents classified as non-viewers. The design supports comparison of proportions and mean outcomes between the two groups, while recognising that the results show association rather than definitive causal impact because exposure was self-selected rather than randomly assigned.

The original design targeted 400 respondents in each group, giving a planned total of 800. This sample size was based on Cochran's formula at a 95% confidence level, a 5% margin of error and an assumed proportion of 0.5. It was optimised to the resources available to Mediae to provide MMO 3's partners and the production team with the information on the effectiveness of the key communication messages.

The achieved sample size was 868 made up of 438 MMO 3 viewers and 428 non-viewers.

1.2.3 GEOGRAPHIC COVERAGE

The survey covered seven provinces with substantial smallholder-farming populations: Eastern, Lusaka, Central, Copperbelt, Luapula, Northern and Muchinga. The selected districts within these provinces were Lundazi, Chongwe, Chibombo, Luanshya, Ndola, Mansa, Kasama and Mpika.

1.2.4 ELIGIBILITY CRITERIA

To qualify, a respondent had to satisfy all of the following criteria.

- Male or female, aged 18 years or older.
- A smallholder farmer cultivating between 0.5 and 10 acres.
- Farming was the respondent's main source of income.
- A key decision-maker in relation to the farm and farming activities.
- Access to television and had watched television in the preceding week, either online or through a television set.
- Had not participated in another survey during the previous six months.

Because the intervention was delivered mainly through television, the sampling approach focused on locations with access to a reliable power source, including grid electricity or meaningful solar mini-grid coverage, designed to reduce any structural differences in the opportunity to be exposed.

1.2.5 SAMPLE DESIGN

The sampling framework drew on the Zambia Census and Household Survey 2022 agricultural household information. A stratified design was used, with allocation by province and district proportional to each stratum's share of the target population, so that the number of enumeration points assigned to each district reflected its weight in the smallholder-farming population.

1.2.6 HOUSEHOLD SELECTION

- A random starting point was identified within each selected sampling area, such as a school, church or other fixed landmark.
- The random-walk approach was used to identify households.
- One respondent was interviewed per household.

1.2.7 SAMPLE CONTROL

To minimise any demographic differences between the two sub-sample groups of viewers and non-viewers, soft quotas were used. The target controls were gender at 50:50 and age at 30% aged 18-34, 30% aged 35-44 and 40% aged 45 years or older.

1.2.8 RESPONDENT SELECTION AND EXPOSURE CLASSIFICATION

After household and respondent eligibility had been confirmed, exposure to MMO 3 was determined using both unaided and aided measures. A respondent was classified as a viewer if either of the following applied:

- The respondent spontaneously mentioned MMO when asked which farming or agricultural television programmes they had watched in the previous six months.

- The respondent correctly recognised the programme when prompted by the MMO 3 jingle.

1.2.9 STUDY LIMITATIONS

The data in this report are based on a cross-sectional in-home survey with the following methodological limitations:

The two samples of MMO 3 viewer MMO farmers and non-viewing farmers were self-selecting which does not allow for causal conclusion around attribution. The design is not that of an impact or evaluation study, but a study design to inform underlying differences and patterns between the two groups of 'exposed to MMO 3 content' and 'not exposed'.

The sample sizes of 438 viewers and 428 non-viewers are modest and allow for relatively few demographic or other sub-group analyses. The minimum sample size used for comparisons in this report and the accompanying set of charts is 50.

The limited resources available for this piece of research limited the design to endline only with no baseline data for comparative purposes.

ALL OF THE DATA ARE BASED ON 'CLAIMED' KNOWLEDGE AND INTENDED BEHAVIOUR.

Viewers in this report include heavy viewers (12% watched around 4 times a month), occasional viewers (41% watched 2-3 times a month) and light viewers (once a month or less often). The data are available should an analysis by viewing frequency be of interest.

1.3 TV Viewing

While all study respondents were selected to be TV viewers who had viewed television in the past 7 days (P7D), the study evidenced significant differences in television viewing frequency between MMO 3 viewers and non-viewers. MMO 3 viewers were much more likely to be regular TV viewers than their non-viewing counterparts. Around one half of MMO 3 viewers said they watched TV every day or most days (48%) compared to a third (31%) of non-viewers. Conversely, non-viewers were significantly more likely to report infrequent TV viewing. There was no particular demographic group driving the differences in viewing frequency between MMO 3 viewers and non-viewers.

The implication of this for the overall study findings is that MMO 3 viewers were considerably more likely to be exposed to television content on farming and other related matters, such as television news and weather and other programmes related to current issues in Zambia and more likely to be positively predisposed to learning and seeking information from television. As will be illustrated later, MMO 3 viewers expressed high levels of trust in news and information from TV – much higher than their non-viewing equivalents.

S2. On how many days in a week do you watch Television?

Base: Non-viewers n=428 | Viewers n=438

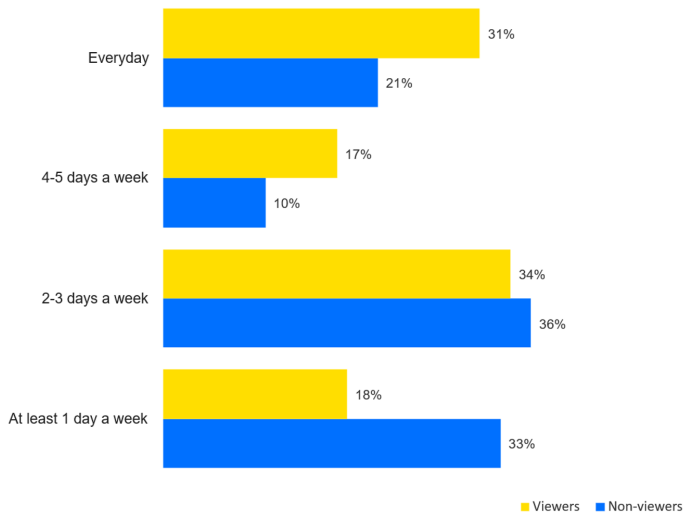


Table 2

FIGURE 1.2

S2: days per week spent watching television. Viewers are markedly more frequent TV viewers than non-viewers.

However, although MMO 3 non-viewers were less frequent TV viewers they were not a media-free group and claimed to watch number of agricultural programmes on TV. While as many as one half (47%) of non MMO 3 viewers claimed not to have watched any agricultural TV programmes at all in the past 6 months, almost a third claimed to have viewed Lima TV, with smaller numbers exposed to Climate Check and Let's Go Farming.

The differing levels of exposure to TV content and, more specifically, levels of exposure to agricultural TV content are important to bear in mind when interpreting the specific changes viewers attach to MMO 3.

S7A. Which, if any, of these TV programs have you watched in the past 6 months?

Base: Non-viewers n=428 | Viewers n=438

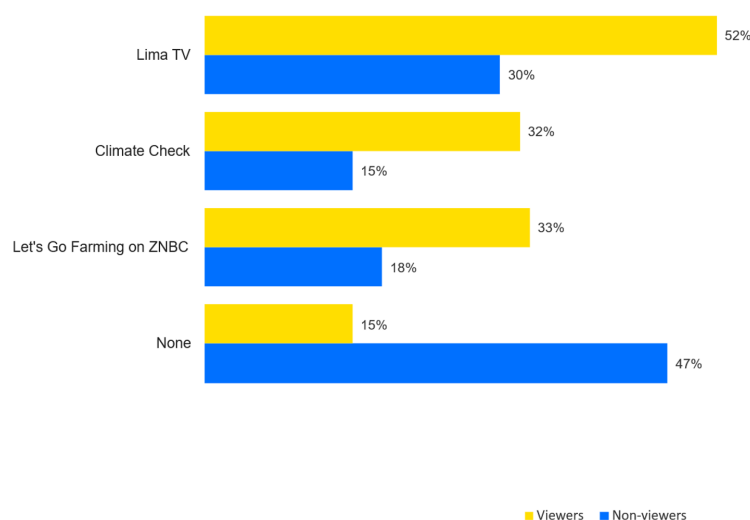


Table 7

FIGURE 1.3

S7A: agricultural TV programmes watched in the past six months.

2. Viewers' Engagement with MMO 3 Content

This section of the report is descriptive in nature as there are no non-viewer comparisons to draw. It is designed to answer the question “How deeply are viewers engaged with the content and what effects did it have?”

2.1 Recall and Take-aways.

Almost all MMO 3 smallholder farmer viewers (97%) who claimed to have been exposed to MMO in the past six months watched it on television (compared with 9% on YouTube and 2% who viewed the programme promotions on TikTok) – confirming that TV broadcasting remains overwhelmingly the primary channel. The language split was broad-based: Bemba (41%), English (31%) and Nyanja (27%). Derived from a question about how long viewers have been viewing MMO (with the caveat of recall) the findings suggest a relatively new but growing audience base – which is exactly the performance expectations of a TV series which generally starts slowly and grows over time from one series to the next. Around half (49%) of the smallholder farmers in this study claimed to have watched MMO for less than one year, 30% for one year, 14% for two years and only 4% for the full three years.

The ‘viewer’ in this study is self-defined and includes a range of light and heavy viewers based on their recall of the frequency with which they watched the latest series. Among viewers in this study, 47% described themselves as infrequent (once or less per month), 41% as occasional (2–3 times per month), and 12% as regular viewers (4+ times per month).

According to this sample of viewers, the topics with the highest levels of recall and overall usefulness were.

- Conservation Agriculture and sustainable practices with 52% recall and 39% utility
- Healthy soil practices with 50% recall and 31% utility
- Planting and crop establishment with 48% recall and 31% utility

Q5. Thinking about the last 6 months, what specific topics, messages, or farming practices do you remember being covered?

Base: Viewers only, n=438 — question not asked of non-viewers

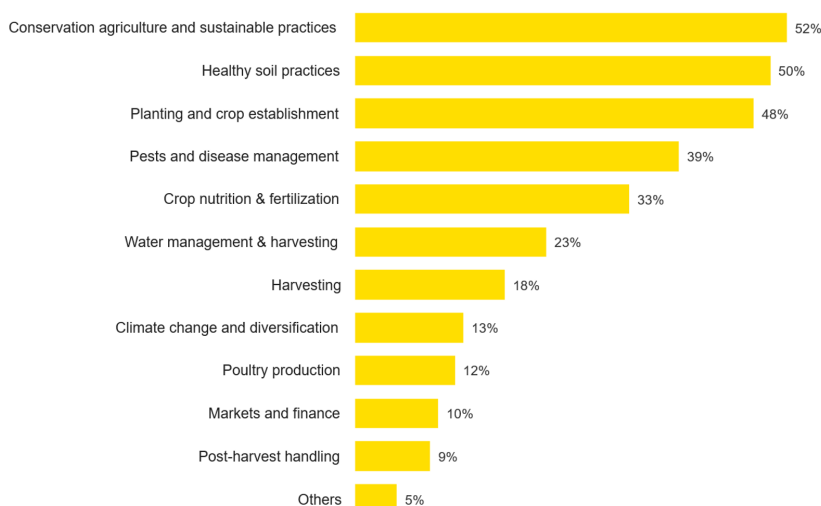


Table 17

FIGURE 2.1

Q5: topics recalled from the past 6 months of viewing. Conservation agriculture (52%) and healthy soil practices (50%) are the two most-recalled themes.

2.2 Behaviour Change and Outcomes

A very impressive two thirds (65%) of these smallholder farmer viewers said they had made a change to their farm because of something they learned from watching MMO 3. Among those who changed something, 70% changed planting practices, 59% adopted Conservation Agriculture practices, and 43% changed fertiliser use.

Further, the study illustrates the very positive effects of making the changes recommended by MMO 3. The vast majority (84%) reported higher yields which inevitably leads to livelihood improvements and over half (55%) reported healthier soil.

Q9. What effects, if any, did you notice as a result of those changes you made?

Base: Viewers only, n=286 — question not asked of non-viewers

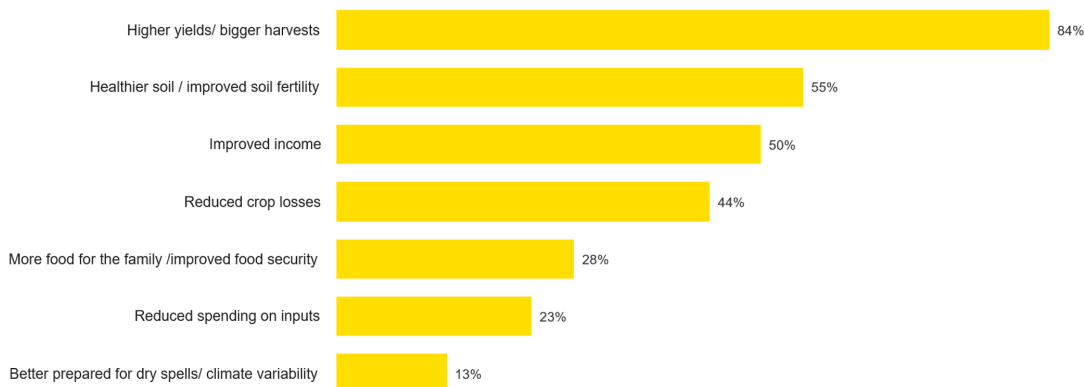


Table 21

FIGURE 2.2

Changes made to farm practices and outcomes reported by viewers as a result of watching MMO 3.

In addition to improving the farming practices, a key objective of the MMO series is to improve the well-being and livelihoods of small-holder farmers and there is strong evidence to suggest that this is happening – even after as few as three series. In answer to a question about actual changes in their income as a result of watching MMO 3 as many as two thirds (63%) of viewers say their income has improved “a great deal” and, 8 in 10 said they were “extremely interested” in watching another series.

2.3 iMunda Digital Advisory Service

Reporting on iMunda is limited by low awareness of it among both viewers (14%) and non-viewers (4%) resulting in low base sizes. This is a new service and promotional activity through the TV series and online should boost its awareness and use in the future.

3. Trusted Information Sources

One of the most statistically significant findings in the study was the stark difference between MMO 3 viewers and their non-viewing counterparts in who they most trust as a source of information on farming and agriculture. As illustrated in the table below MMO 3 viewers way outscore non-viewers in trusting TV by as many as 30 points (75% to 45%), and this is accompanied by a significant 10-point fall in reliance on family and friends as a trusted source. In effect, MMO 3 viewers are now substituting television sources for the traditional, informal word-of-mouth networks.

Of all the mainstream media platforms asked about in the study radio was named as the most trusted source by higher proportions of women and older farmers (aged 45+).

Q15. What are your most trusted sources of information on agriculture?

Base: Non-viewers n=428 | Viewers n=438

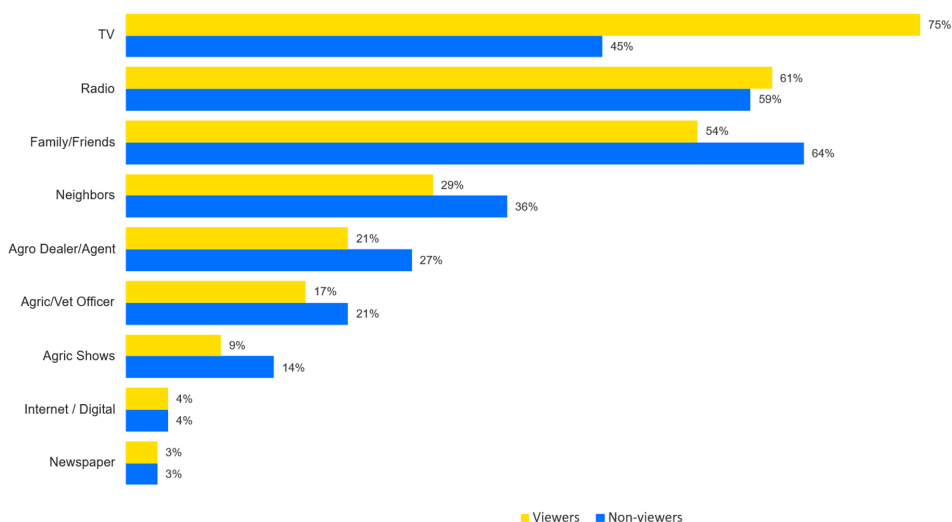


Table 27

FIGURE 3.1

Q15: most-trusted sources of information on agriculture. Television leads by 30 points among viewers.

When asked which agricultural TV programme they trust most, 54% of viewers named Munda Make Over, against roughly 1% of non-viewers.

Q16. Which agricultural TV programmes do you trust most?

Base: Non-viewers n=193 | Viewers n=327

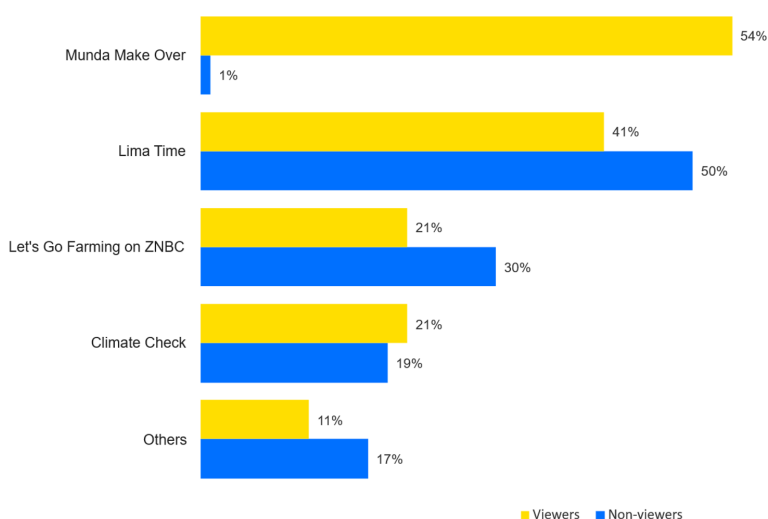


Table 28

FIGURE 3.2

Q16: most-trusted agricultural TV and radio programmes. Munda Make Over is named by over half of viewers.

When it comes to the Internet, MMO 3 viewers were 22 points more likely to say they ‘trust no internet site or social platform for agricultural information’ (59% vs 37%). Read alongside the strong TV/radio trust results, it would appear that MMO 3 viewers and non-viewers are both broadcast-first audiences with a default trust in TV and radio far ahead of digital substitutions.

4. Soil Health and Testing

The headline finding in this section is that significantly more MMO 3 viewers understood what a soil test is than non-viewers, but this has not translated into more farmers actually doing one.

4.1 Knowledge of Soil Testing

As illustrated below significantly more MMO 3 viewers gave the correct description of a soil test (71pp). As many as 7 in 10 viewers were able to give the correct description compared with half of non-viewers, suggesting a considerable knowledge gain from watching the programme. The gain in knowledge was greatest among men and older (45+) viewers.

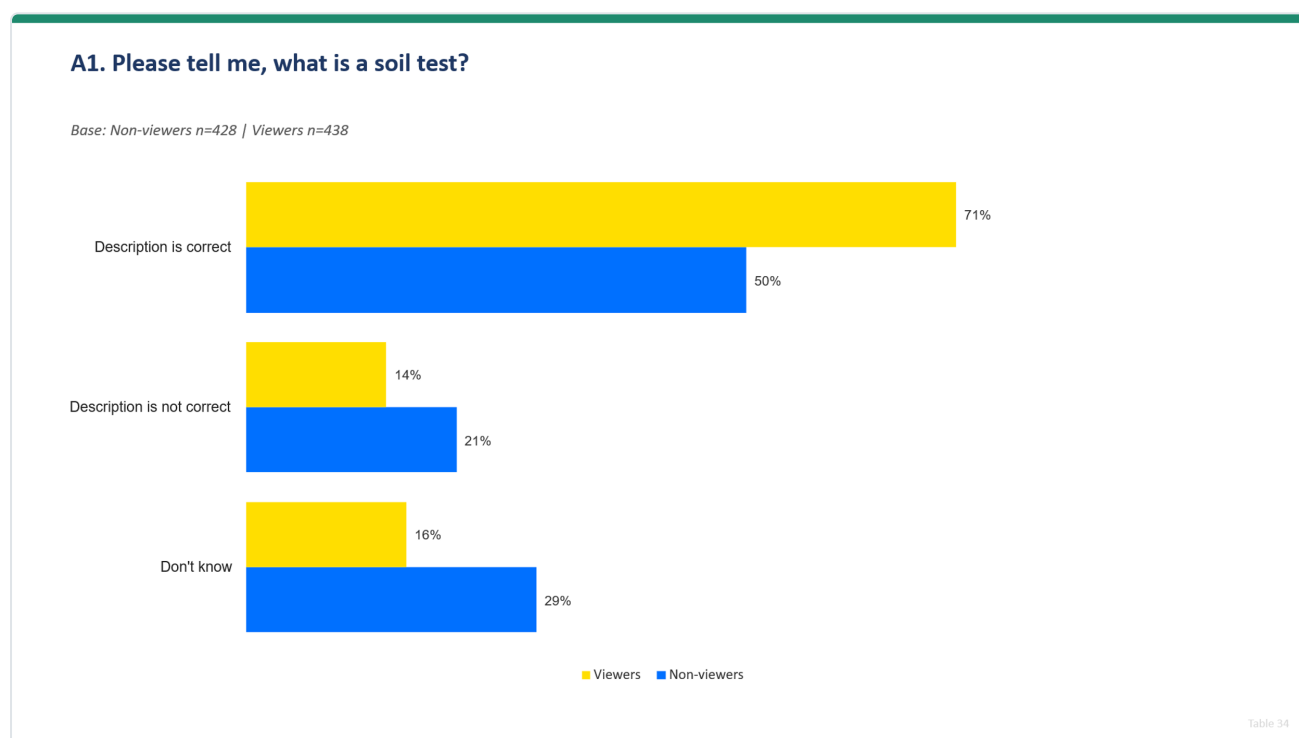


FIGURE 4.1

A1: correct description of a soil test.

However, while there was evidence of clear knowledge-transfer on what a soil test is this did not translate into whether a soil test has ever been done, or the importance of conducting regular soil tests. So, the conceptual understanding of what a test is has been well communicated but the practical act of testing has not. Further, when asked specifically what a soil test reveals, MMO 3 viewers were significantly less likely (69% vs 83%) to cite “understand soil health / acidity levels” as a benefit. Viewers were, however, somewhat more likely to cite the more practical “saves money on fertiliser” benefit (38% vs 26%). These findings suggest that messaging and content around the specific benefits of soil testing and regular testing could be given greater emphasis.

A5. What are the benefits, if any, of doing a soil test on your farm?

Base: Non-viewers n=65 | Viewers n=101



Table 37

FIGURE 4.2

A5: benefits of doing a soil test on your farm.

4.2 Use of Compost, Manure and Fertiliser

There were no significant differences in the use of different types of compost, manure and fertiliser between MMO 3 viewers and non-viewers and little opportunity for change since over 90% of all of the farmers in the study use some form of fertiliser and most (around 80%) use Basal and Top Dressing.

Irrespective of their viewing behaviour the majority of farmers know what the benefits of using compost, manure and fertiliser are and the vast majority (over 90%) intend to continue with the practice.

A10. What are the benefits, if any, of using compost, manure and fertilizer?

Base: Non-viewers n=428 | Viewers n=438

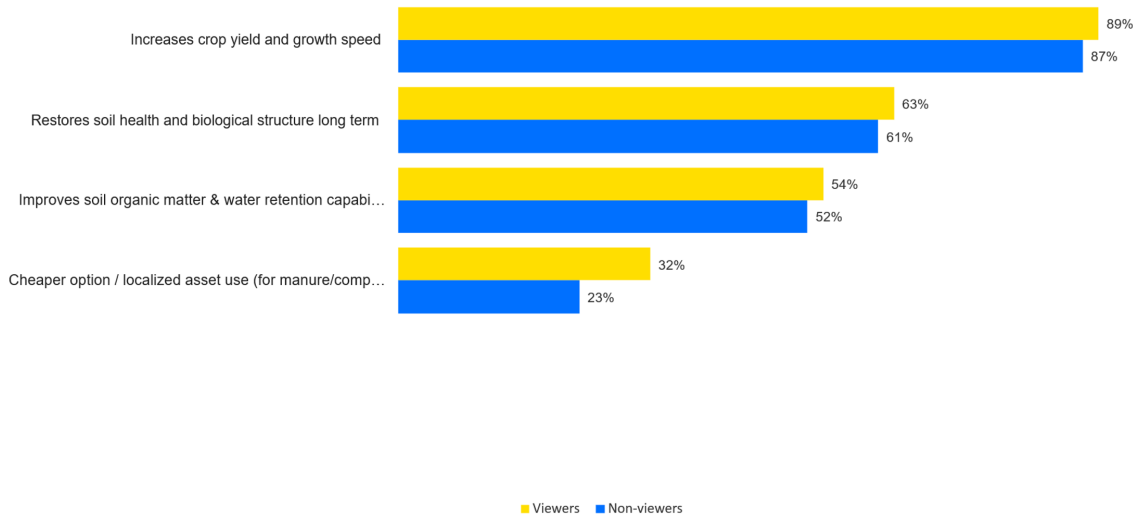


Table 42

FIGURE 4.3

A10: benefits of using compost, manure and fertiliser.

5. Conservation Agriculture

The headline finding in this section is that Conservation Agriculture is the one topic in the study where knowledge, attitudes and practice all moved in the same direction. A huge majority (88%) of viewers rated at least one CA practice as “very important” for a smallholder farmer to practice, compared with 77% of non-viewers.

5.1 Attitudes towards Conservation Agriculture

All of the farmers surveyed knew of the importance of conservation agriculture with significant differences in the degree of importance between MMO 3 viewers and non-viewers (+11pp) – indicating that MMO contributed to an uplift in positive attitudes towards the practices and approaches required to practice this form of agriculture.

B-KN1. In your view, how important, if at all, is it for a smallholder farmer to use at least one conservation agricultural method?

Base: Non-viewers n=425 | Viewers n=438

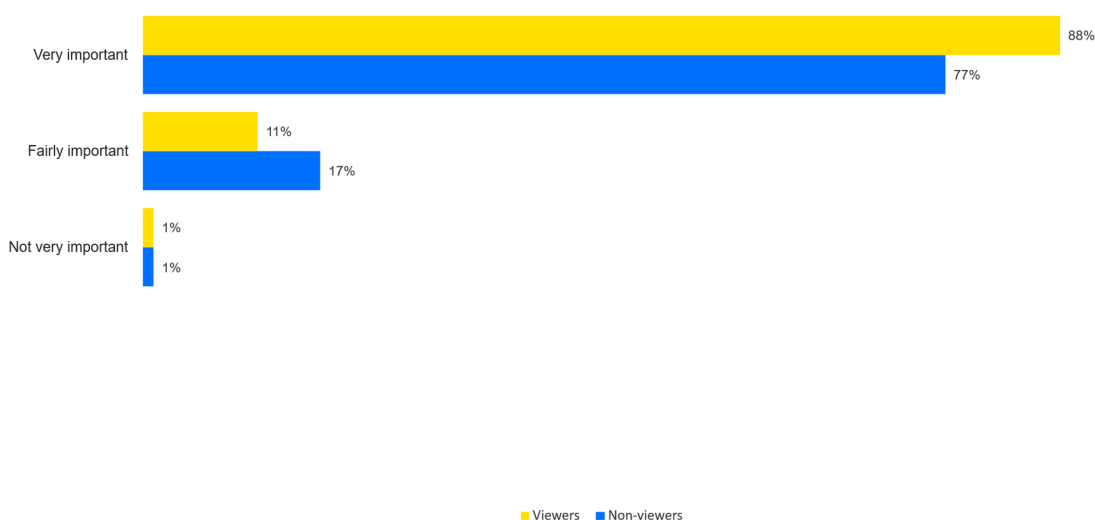


Table 52

FIGURE 5.1

B-KN1: importance of using at least one Conservation Agriculture method.

5.2 Awareness of Specific Practices

Awareness of minimum tillage, mulching and CA as a combined named approach are all significantly higher among viewers. And unlike with soil-testing actual reported use of intercropping, mulching, minimum tillage and crop rotation were all significantly higher too, with intercropping showing the largest use gap at +9 pp.

The two summary tables below show awareness and use of the most common conservation agriculture approaches and illustrate the positive significant and directional changes between MMO 3 viewers and non-viewers.

AWARENESS OF CA APPROACHES

Category	Non-viewers	Viewers	Gap	Confidence
Heard of minimum tillage	72%	80%	+8 pp	Significant
Heard of mulching	70%	77%	+7 pp	Significant
Heard of CA as a combined approach	71%	79%	+8 pp	Significant
Heard of crop rotation	93%	96%	+3 pp	Directional
Heard of intercropping	90%	93%	+3 pp	Directional

REPORTED USE, LAST GROWING SEASON

Category	Non-viewers	Viewers	Gap	Confidence
Used intercropping	60%	69%	+9 pp	Significant
Used mulching	31%	36%	+5 pp	Significant
Used minimum tillage / hand hoe planting	48%	52%	+4 pp	Significant
Used crop rotation	73%	75%	+2 pp	Significant
Used mechanized ripping	31%	34%	+3 pp	Directional

5.3 Barriers to Practising Conservation Agriculture

MMO 3 viewers were significantly more likely to cite “cost of equipment or inputs” as the main barrier stopping them practising CA (27% vs 17%). It may be that viewers who understand CA better were also more accurately identifying what is inhibiting wider adoption. Awareness of the barriers, and especially the ‘cost’ barrier was led by 18-24 year olds and women, suggesting a more realistic and cost-conscious group of the audience.

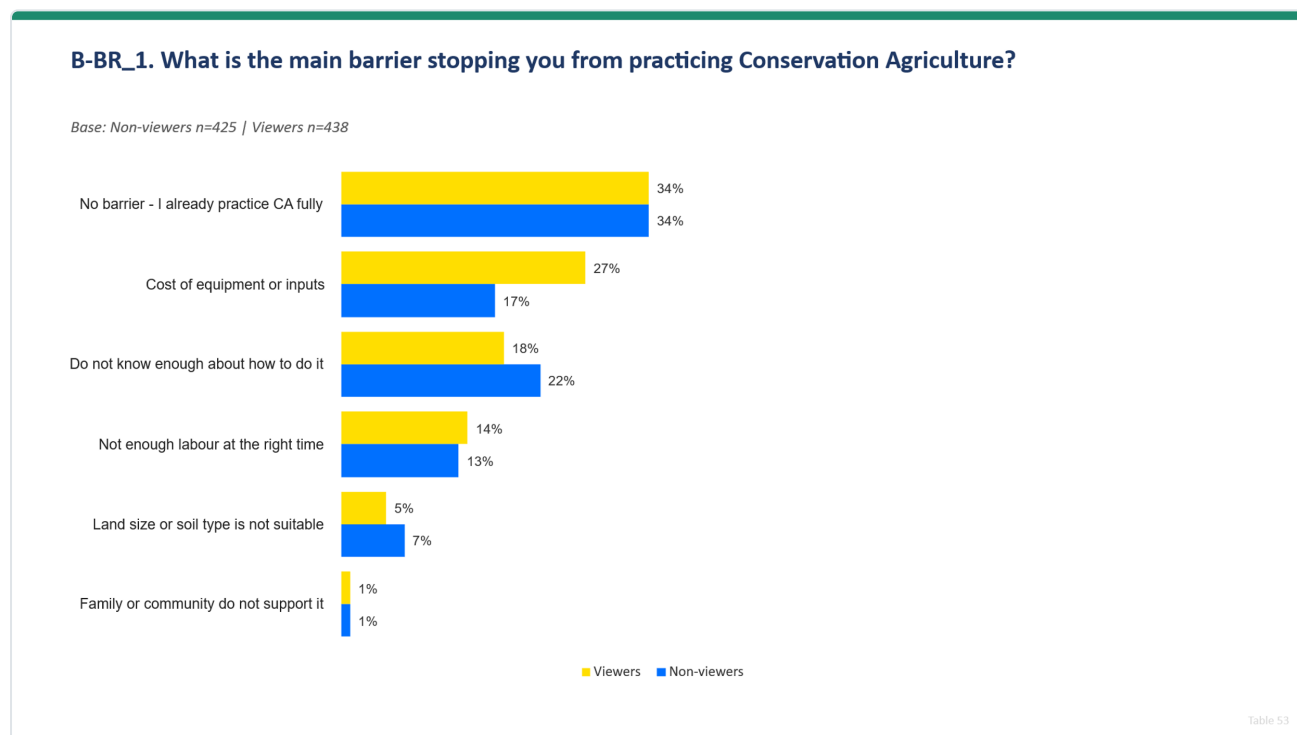


FIGURE 5.2

B-BR_1: main barrier to practising Conservation Agriculture.

6. Planting Practices

Planting-time decisions tend to be driven by weather patterns and more specifically when the rains start. There was a significant difference between MMO 3 viewers and non-viewers with viewers more influenced by the rains than relying on past experience. Overall though there was very little difference between viewers and non-viewers in relation to planting practices.

C1. How do you decide when to plant?

Base: Non-viewers n=428 | Viewers n=438

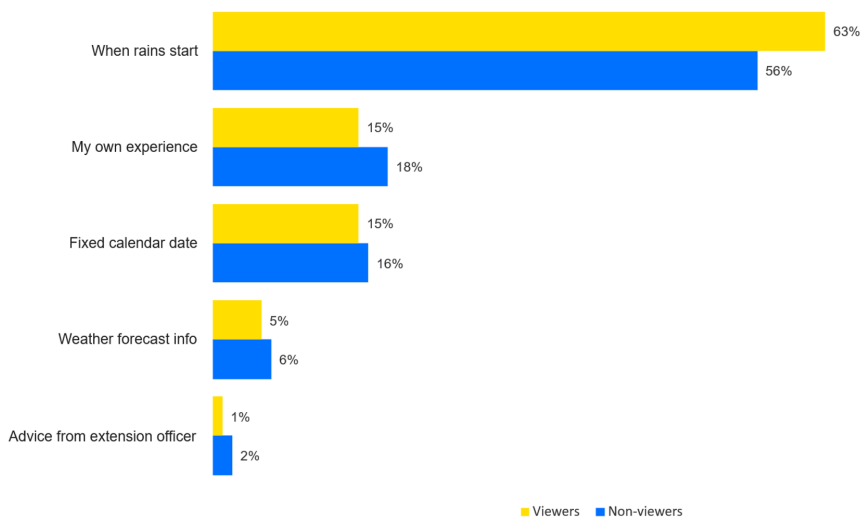


Table 54

FIGURE 6.1

C1: how respondents decide when to plant.

Other significant differences in planting behaviour between MMO 3 viewers and non-viewers were in the application of basal fertiliser (72% vs 61%) alongside a matching, significant rise in mulching around seedlings. Notably, plant spacing, and reliance on extension-officer advice or weather forecasts as planting cues showed no meaningful gap in either direction.

Category	Non-viewers	Viewers	Gap	Confidence
Applies basal fertilizer at planting	61%	72%	+11 pp	Significant
Mulches around seedlings after planting	36%	44%	+8 pp	Significant
Mulching rated “very important”	54%	63%	+9 pp	Significant
“Very likely” to mulch next season	49%	57%	+8 pp	Significant
Decides planting time by “when rains start”	56%	63%	+7 pp	Significant

7. Field Management and Water Management

The headline finding in this section is that viewers understand the benefits of water harvesting substantially better than non-viewers, and rate it as more important. However, knowledge of specific harvesting methods, and actual current use, has not moved.

7.1 Water Management

Viewers understood the benefits of water harvesting substantially better than non-viewers and rated it as more important. However, knowledge of specific harvesting methods, and actual current use did not move.

The data are strong and internally consistent and show a knowledge rich, but behaviour light performance. Six distinct, correct benefits of water harvesting were all cited significantly more often by viewers, alongside significant gains in both importance rating and future intent. However, two directly related questions namely, which water harvesting methods respondents actually know about, and whether they currently use any water harvesting method at all showed no significant difference between viewers and non-viewers. This is the clearest example in the report of the knowledge/behaviour split and suggests that MMO 3 has taught why water harvesting matters in real depth, but has not yet clearly taught, or measurably shifted use of, the specific how to practice and implement good water management practices.

D9. What are the benefits, if any, of water harvesting?

Base: Non-viewers n=428 | Viewers n=438

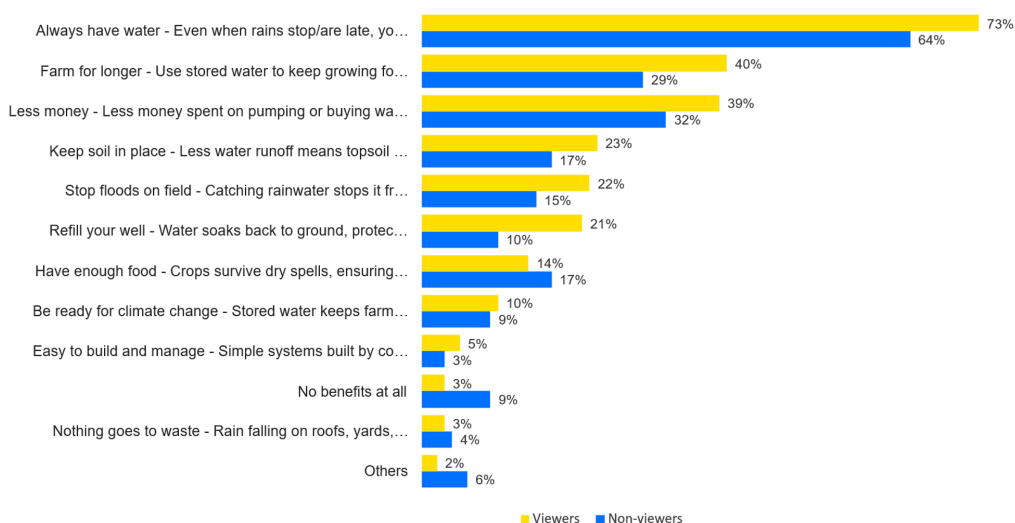


Table 70

FIGURE 7.1

D9: benefits of water harvesting.

Benefits of water harvesting. Five distinct correct benefits were cited significantly more often by viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Benefit: refill your well / recharge groundwater	10%	21%	+11 pp	Significant
Benefit: farm for longer into the dry season	29%	40%	+11 pp	Significant
Benefit: always have water available	64%	73%	+9 pp	Significant
Benefit: stop floods on the field	15%	22%	+7 pp	Significant
Benefit: less money spent on pumping/buying water	32%	39%	+7 pp	Significant
Benefit: keeps topsoil in place	17%	23%	+6 pp	Significant
Water harvesting rated “very important”	61%	70%	+9 pp	Significant
“Very likely” to practice water harvesting	52%	59%	+7 pp	Significant

8. Fertiliser and Pest Disease Management

Integrated Pest Management (IPM) adoption was one of the most positive behaviour-change stories in the study, but foliar fertiliser showed almost no movement at all.

8.1 Pest Management

The use of pest-resistant seed varieties was the standout individual practice for pest management, used by 37% of viewers compared with 22% of non-viewers. This reflects a broader, consistent pattern whereby 59% of viewers claimed to use some non-chemical pest and disease prevention practices compared with 49% of non-viewers, and 74% viewers compared with 64% non-viewers said they were “very likely” to adopt Integrated Pest Management practices in future. Striga weed was named as the single biggest loss driver significantly less often by viewers (2% vs 7%), this was a small effect, but directionally consistent with better-managed fields.

The use of pest-resistant varieties was one of the sharpest age-skewed findings in the study. Younger viewers (18–24-year-old) were 24 points more likely than their non-viewer peers to use pest-resistant varieties. Men also showed a larger-than-average gap (+16pp)

B1. Looking at your farming in the last full growing season 2025/2026, which of these practices did you actually use...

Base: Non-viewers n=425 | Viewers n=438

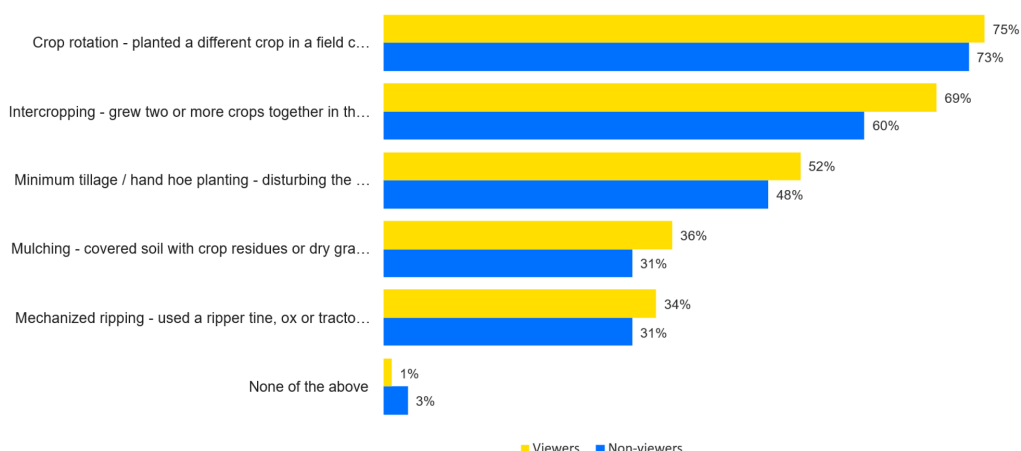


Table 49

FIGURE 8.1

Pest and disease management practices used, viewers vs non-viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Uses pest-resistant seed varieties	22%	37%	+15 pp	Significant
Uses any pest/disease prevention practice	49%	59%	+10 pp	Significant
“Very likely” to use IPM in future	64%	74%	+10 pp	Significant
Uses biological pest control	5%	10%	+5 pp	Significant
Named Striga weed as biggest loss driver	7%	2%	-5 pp	Significant

8.2 Fertiliser Use

The use of top-dressing fertilisers, timing, foliar fertiliser use, and awareness of foliar benefits all showed small, non-significant gaps in both directions with both groups already sitting at a high baseline (87–90% apply top-dressing fertiliser) with little room to move. The use of foliar fertiliser specifically remains a minority practice (11–12%) in both groups irrespective of viewership.

9. Farm Business Management

Viewers were substantially more likely to be in a farmer group and to keep financial records, two of the more “business-minded” behaviours in the survey. However, formal credit, storage technology and government-programme engagement showed no significant difference between viewers and non-viewers.

9.1 Business Practices

A half (50%) of viewers said they were registered members of a formal farmer group or co-operative, compared with 38% of non-viewers. This is a significant 12-point gap between the two groups and is led by men and older respondents which suggests that these demographic groups are more amenable to activities which promote good business practices than their younger and women peers. Among those not yet members, viewers were also significantly more likely to say they were “very likely” to join a formal group in the future. Financial record-keeping also showed a similar pattern and significant result whereby 49% of viewers said they kept written records of farm income and expenses, compared with 40% of non-viewers.

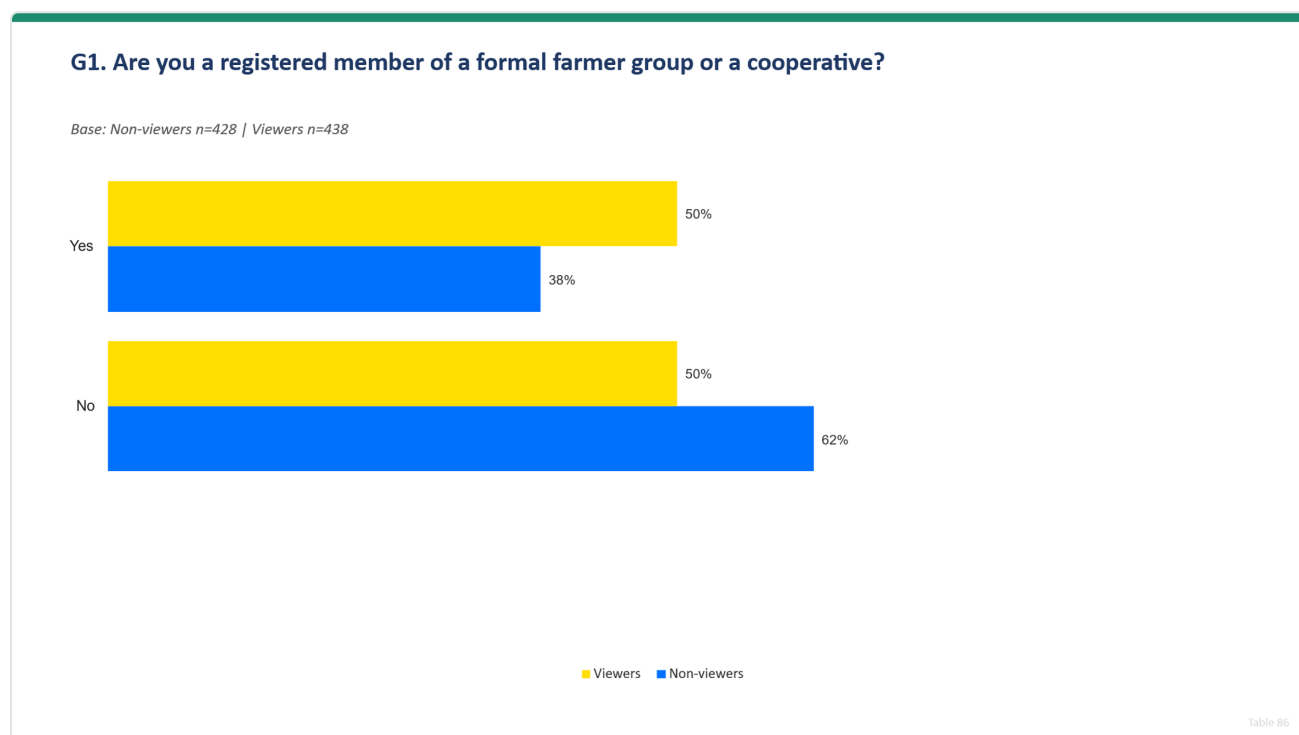


FIGURE 9.1

Co-operative membership and financial record-keeping, viewers vs non-viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Registered member of a farmer group/co-op	38%	50%	+12 pp	Significant
Keeps written financial records	40%	49%	+9 pp	Significant
“Very likely” to join a group/co-op in future	63%	71%	+8 pp	Significant

9.2 Credit, Storage Technology and Government Programmes

The results from a sequence of more formal financial-inclusion and infrastructure questions all showed flat, non-significant gaps between viewers and non-viewers. These indicators included whether any credit or loan had been taken (6% in both groups), awareness of hermetic storage bags (31% vs 35%), current grain storage method, awareness of and application to the government's Farmer Input Support Programme (FISP), mobile phone type, and use of any specific digital advisory

platform (90% report using none, in both groups). The programme appears to be building group affiliation and basic record-keeping habits but has not yet visibly shifted engagement with formal credit, storage technology, or government subsidy programmes.

10. Climate Change Adaptation

Viewers reported more specific, more varied coping strategies for climate change than their non-viewing peers, but there were no differences in the claimed use of weather-forecast information between viewers and non-viewers.

10.1 Coping Strategies

When asked how they planned to cope with climate change in the next six months, viewers were significantly more likely to name four distinct, concrete strategies including better water management, soil health improvement, crop/livelihood diversification, and pest and disease management. In addition, they were more likely to mention a pattern of more varied, actionable planning rather than reliance on a single dominant response. Attitudes toward tree planting also showed a positive difference between viewers and non-viewers (67% “very important” vs 59%), as did mixed crop-livestock integration which was significantly more common among viewers (37% vs 28%). Younger people and men were more likely to have positive coping strategies towards climate adaptation than were their older and women counterparts.

CC11. How do you plan to cope with climate change in the next 6 months?

Base: Non-viewers n=428 | Viewers n=438

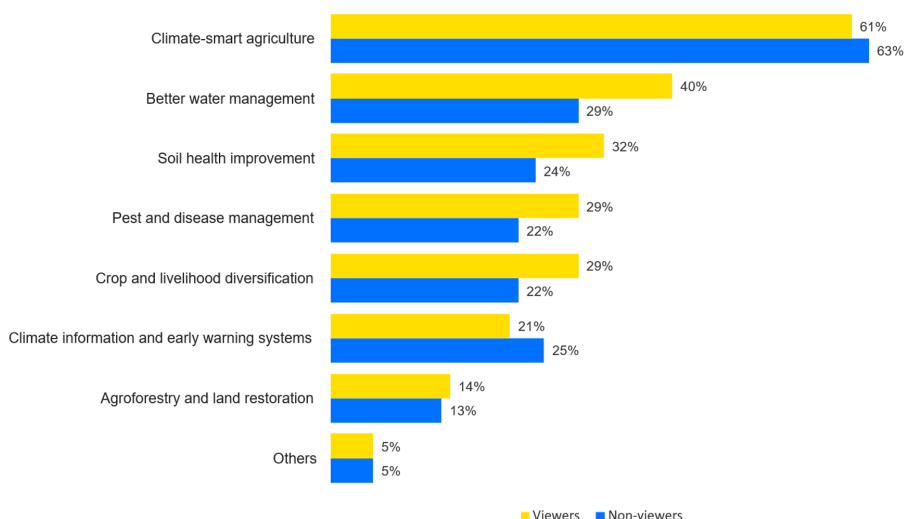


Table 107

FIGURE 10.1

Climate change coping strategies named, viewers vs non-viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Coping strategy: better water management	29%	40%	+11 pp	Significant
Coping strategy: soil health improvement	24%	32%	+8 pp	Significant
Coping strategy: crop/livelihood diversification	22%	29%	+7 pp	Significant
Coping strategy: pest and disease management	22%	29%	+7 pp	Significant
Tree planting rated “very important”	59%	67%	+8 pp	Significant
Keeps livestock alongside crops	28%	37%	+9 pp	Significant

10.2 Rainfall Observation and Weather-Forecast Use

Respondents’ observations of changes in rainfall patterns (83% in both groups), how they characterise the specific change observed, how much they believe climate change has affected their yields, whether they intentionally plant trees, and whether they use weather forecasts before planting (35% vs 37%) and their main forecast source, all show no significant differences between viewers and non-viewers. So, while attitudes and stated coping intentions did show differences using practical weather-information has not changed.

10.3 Crop Residue Management

Crop residue management showed real, significant movement: 68% of viewers claimed to leave crop residue spread on fields as organic mulch, versus 59% of non-viewers (a significant 9pp difference), and 33% incorporated/ploughed residue back into the topsoil, versus 23% (10pp difference). Whether residue is left on the field at all was the same in both groups at 83%, suggesting that the shift was in how crop residue was managed, not whether it was kept.

11. Poultry and Livestock

The headline finding for this topic was that feed quality and biosecurity practices improved significantly among viewers; formal health protocols (vaccination schedules, housing type) did not.

11.1 Health Practices

Among poultry keepers, viewers were significantly more likely to actively practice biosecurity (isolating production zones, using disinfectants, restricting visitors) and significantly less likely to rely on basic scavenging or household scraps as their main feed source, instead more often buying commercial feed mixes. At the same time, more viewers cited feed cost and quality as their single biggest poultry challenge. This could underline a consistent with a pattern seen elsewhere in the study that seems like informed, accurate problem recognition among a more knowledgeable audience rather than a negative outcome for the series.

Vaccination schedule adherence, which specific diseases are vaccinated against, and housing structure type all show small, non-significant differences between viewers and non-viewers. These types of more formal animal-health protocols remain an area the series has not yet visibly influenced, calling for continued coverage in future series and underlining the evidence that increasing the frequency with which topics are covered can be more effective in positive message transfer than covering many topics with less frequency.

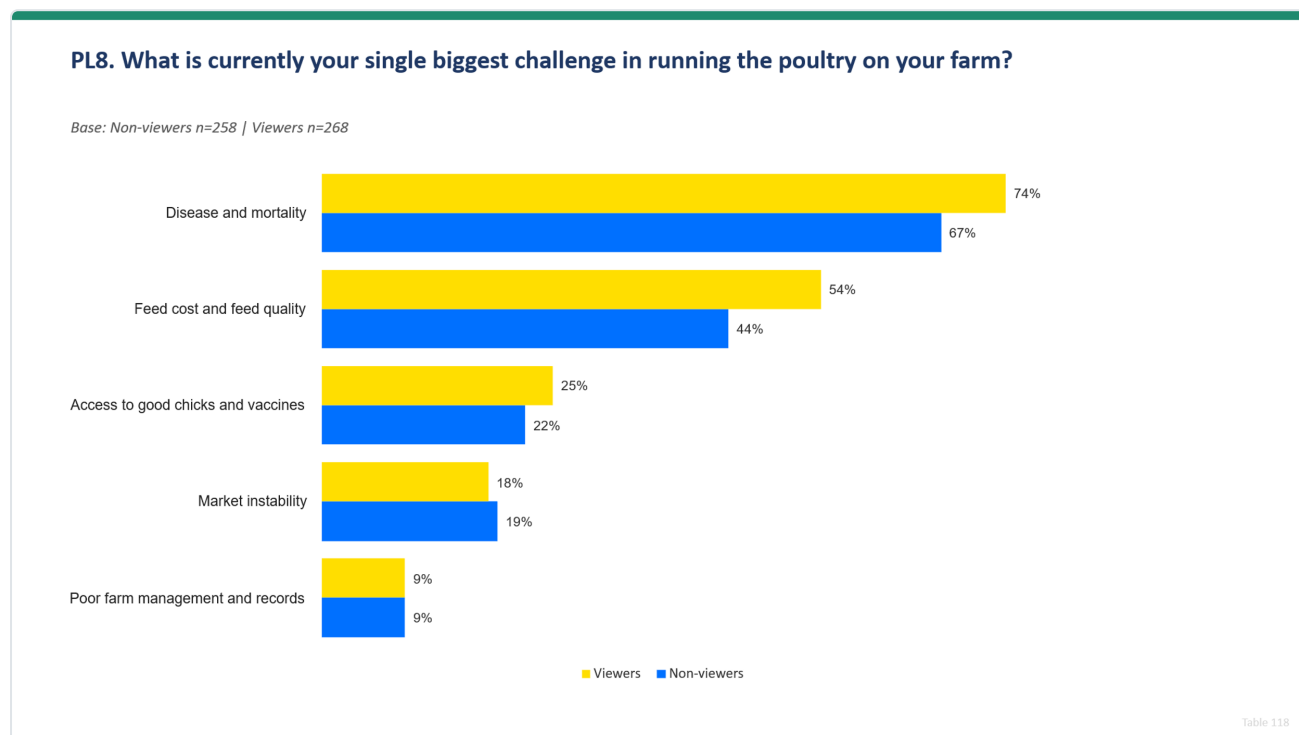


FIGURE 11.1

Poultry biosecurity practices and feed sourcing, viewers vs non-viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Actively practices poultry biosecurity	41%	50%	+9 pp	Significant
Buys commercial feed mixes directly	12%	18%	+6 pp	Significant
Relies on basic scavenging / scraps as feed	49%	40%	-9 pp	Significant
Names feed cost/quality as biggest challenge	44%	54%	+10 pp	Significant

12. Soya Beans

Viewers gave more specific, more brand-aware answers on soya varieties, and irrigation decisions shifted toward more deliberate, observation-based practices.

12.1 Soya Bean Varieties

On soya bean varieties, viewers gave more specific, brand-aware variety answers especially the named Lukanga variety which was up significantly (+13pp), while the generic “Others” response was 17 points lower among viewers. This is notable shift from vague to specific variety knowledge.

Magoye showed a smaller, significant decline, suggesting some substitution toward Lukanga specifically rather than a general rise in variety awareness.

Messaging around the Lukanga variety was most successful among the 35-44 age segment and among men.

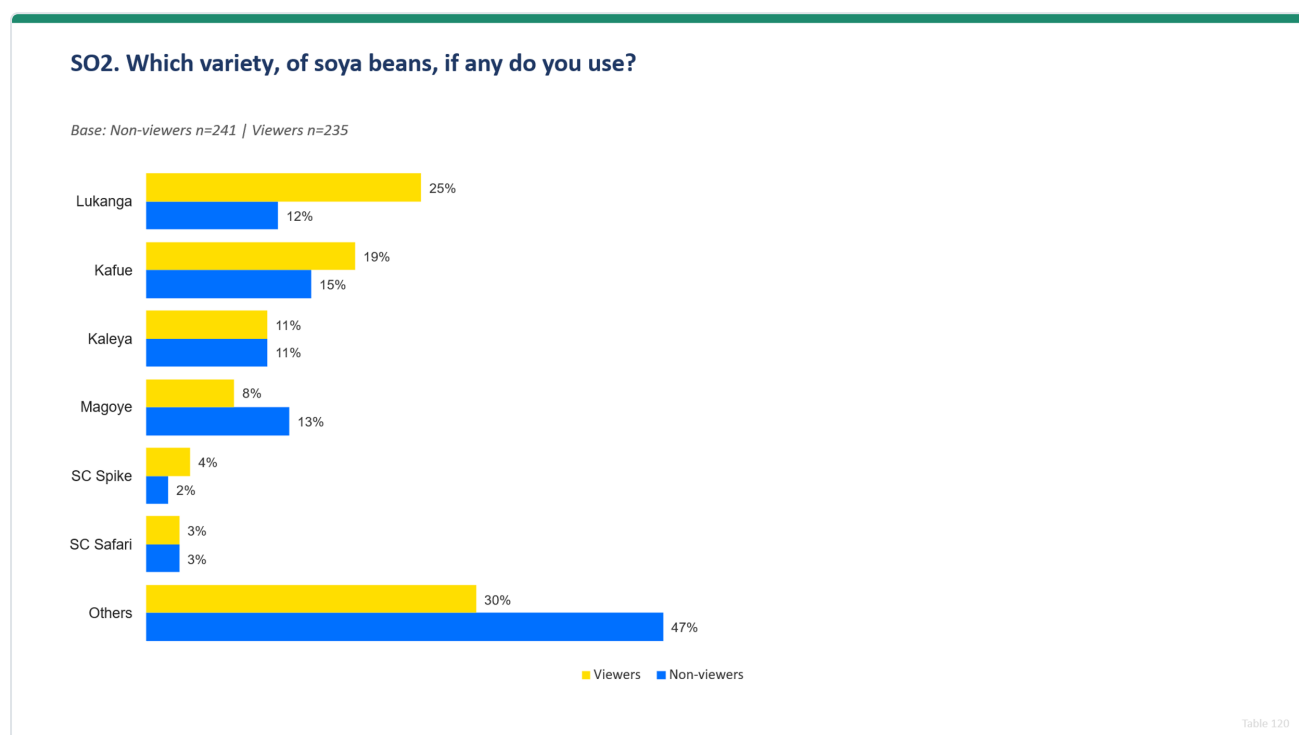


FIGURE 12.1

Soya bean varieties used, viewers vs non-viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Soya variety: Lukanga	12%	25%	+13 pp	Significant
Soya variety: Magoye	13%	8%	-5 pp	Significant
Irrigation decision: checks how moist soil is	16%	22%	+6 pp	Significant
Does not irrigate at all	47%	40%	-7 pp	Significant
Irrigates on a strict calendar schedule	15%	10%	-5 pp	Significant
Irrigates less than half of land area	16%	24%	+8 pp	Significant
Fully irrigated operation	11%	6%	-5 pp	Significant

12.2 Irrigation Practices

Viewers were significantly more likely to decide when to irrigate by checking soil moisture directly (22% vs 16%) and significantly less likely to irrigate on a fixed calendar schedule (10% vs 15%) or to not irrigate at all (40% vs 47%). The extent to which irrigation was reported also showed a meaningful difference with fewer viewers reporting a fully irrigated operation (6% vs 11%, significant) and more reporting irrigating a smaller, targeted share of their land (24% vs 16% for “less than half”).

13. Biochar

The headline finding is that understanding the benefits of Biochar was the most underperforming topic in the study.

13.1 Awareness and Understanding of Biochar

Viewers were significantly more likely to have simply heard of the term “biochar” (25% vs 19%), but every one of the seven listed specific benefits was cited consistently less often by viewers than non-viewers. The core, most important benefit (helping soil hold water so crops survive dry spells) showed a significant 20-point reversal. The pattern is unambiguous: the programme (or the wider media environment) has put the word “biochar” in front of more viewers but without successfully teaching what it does. Whether anyone had actually tried producing biochar (SU2) showed no significant difference either way.

SU3. What specific benefits, if any, do you understand biochar to possess for soil management?

Base: Non-viewers n=81 | Viewers n=110

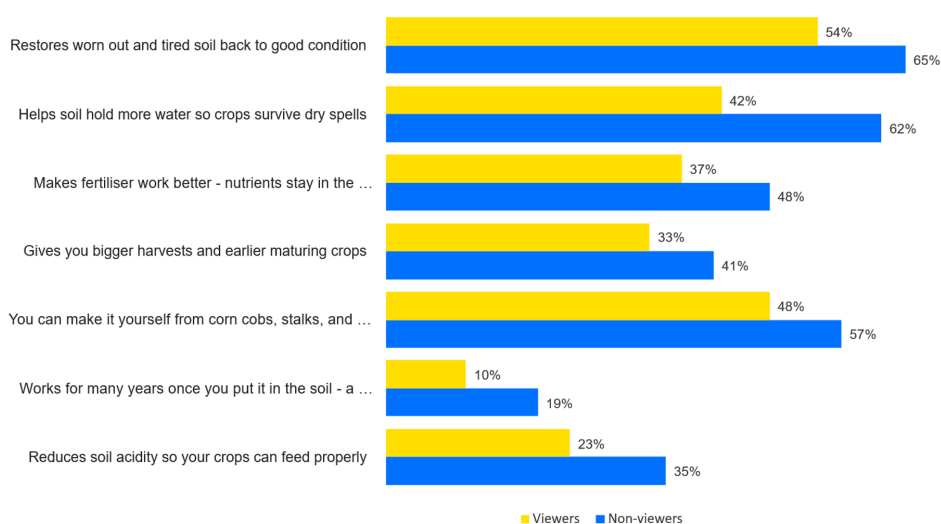


Table 126

FIGURE 13.1

Understanding of biochar's specific benefits, viewers vs non-viewers.

Category	Non-viewers	Viewers	Gap	Confidence
Heard of the term “biochar”	19%	25%	+6 pp	Significant
Benefit: helps soil hold more water	62%	42%	-20 pp	Significant
Benefit: restores worn-out soil	65%	54%	-11 pp	Directional
Benefit: makes fertiliser work better	48%	37%	-11 pp	Directional
Benefit: reduces soil acidity	35%	23%	-12 pp	Directional

14. Household Food Security

The data show a significant difference in the proportions of viewer households reporting having enough of their preferred food for all 12 months of the year (45%) than non-viewer households (28%). This 17pp, significant gap, was one the largest effects in the study alongside that of sources of trust in media. This was mirrored by significant falls in the intermediate food-security bands, consistent with a genuine upward trajectory. Viewers were also significantly more likely to describe their financial situation as “much better” than two years ago (30% vs 22%). While this association was strong and consistent, causality cannot be fully separated from the possibility that wealthier households may have been more likely to become viewers in the first place.

SU9. In the past 12 months, how many months did your household have enough food of the types you prefer?

Base: Non-viewers n=428 | Viewers n=438

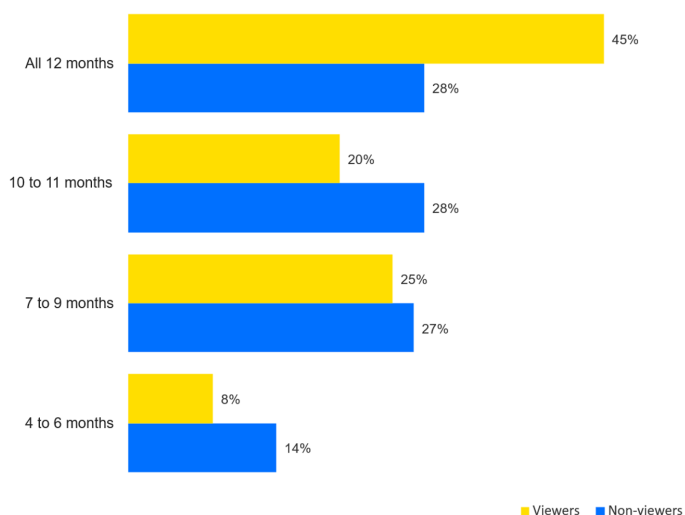


Table 130

FIGURE 14.1

SU9: months of the year with enough preferred food. 45% of viewers report food security for all 12 months, versus 28% of non-viewers (+17pp, significant).

Category	Non-viewers	Viewers	Gap	Confidence
Food secure all 12 months of the year	28%	45%	+17 pp	Significant
Food secure only 4–6 months	14%	8%	-6 pp	Significant
Food secure 10–11 months	28%	20%	-8 pp	Significant
Financial situation “much better” than 2 years...	22%	30%	+8 pp	Significant
Financial situation “about the same”	20%	13%	-7 pp	Significant

15. Cross-Cutting Patterns

15.1 Knowledge and Attitudes Move Faster than Behaviour.

The single, clearest pattern across all the topics and themes in this MMO 3 study are the consistent changes between what viewers know and believe as opposed to what they actually do.

This shows up in almost identical ways across five of the topics:

- Soil testing: description of what a soil test is moves sharply (+21pp); whether one has ever been done does not (+3pp, not significant).
- Water harvesting: six distinct benefit items and importance ratings all moved significantly; awareness and use of specific harvesting methods did not.
- Climate adaptation: coping-strategy planning and tree-planting attitudes moved but weather-forecast sourcing and use did not.
- Farm business: group membership and record-keeping moved; credit uptake and FISP engagement did not.
- Poultry: feed practice and biosecurity moved but formal vaccination protocols did not.

While this is exactly what is expected of media-driven behaviour change, where awareness and attitude shift first and practice adoption follows with a lag, if the right conditions (access, cost, habit formation) are also in place. It helps to inform where MMO 4's content could push harder: topics where belief and knowledge are already strong are prime candidates for explicit "how to", step-by-step content that closes the gap to action, rather than further general awareness content.

15.2 Conservation Agriculture Was an Exception

Conservation Agriculture was the one topic where knowledge, attitude and reported behaviour all moved together, significantly, in the same direction. Intercropping, mulching and minimum tillage adoption were all significantly higher among viewers. This is worth looking at in more details since whatever combination of repetition, specificity and practical demonstration the programme used for CA content appears to have been unusually effective at closing the knowledge-to-behaviour gap and could be applied to themes that are currently stuck at the attitude stage.

15.3 MMO Is Winning Trust from Informal Sources

Trust in family/friends as a source of information was significantly lower among viewers (-10pp), alongside directional declines for two competing programmes (Radio Farm Forum, Let's Go Farming on ZNBC). This indicates that MMO is not simply adding a new trusted voice alongside existing ones but that it is displacing informal networks and, to some degree, broadcast competitors, as the primary trusted channel for agricultural information.

16. Recommendations and Conclusions

16.1 Build on What Is Clearly Working

- Lead with trust in MMO in all communication.
- Study the Conservation Agriculture content model and replicate it. CA is the only theme where behaviour, not just attitudes, moved significantly across multiple practices and it is possible that many, consistent messages from multiple sources made this content particularly effective.
- Explore the 18–24 engagement dynamic.

16.2 Close the Knowledge-to-Behaviour Gap

- Add explicit “how to start” segments on topics where attitudes are already strong, but behaviour is flat, such as water-harvesting methods specifically (not just benefits), soil-test access points, and weather-forecast sources.
- Use first time-adopter testimonials for practices where intent is high but action lags such as joining a co-operative and starting written farm records. Try to spell out in more detail the specific first steps.

16.3 Revisit Biochar

- Revisit biochar content with a benefit-first approach. Awareness of the term has risen while understanding of every listed benefit has fallen indicating that the topic has been recalled without being adequately explained.

16.4 Overall Conclusion

Munda Make Over 3 showed broad but significant differences between viewers and non-viewers most especially in the media-trust indicators together with a consistent, interpretable pattern of attitudes and specific knowledge moving first and most reliably with practical behaviours lagging behind, Conservation Agriculture stood out as the one topic where behaviour has already caught up. Two clear content gaps (biochar, and the specific mechanism behind soil testing) were problematic when it came to direct action.

This study provides solid indications of where the series is succeeding, where it is not yet, and which specific, actionable steps would most efficiently close the remaining gaps.

