60 decibels

Investisseurs & Partenaires (I&P)

# I&P Acceleration FARM

## Resilience Assessment





Investisseurs & Partenaires

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# About This Report

Investisseurs & Partenaires (I&P) has launched I&P Acceleration FARM, a program that provides financing and technical support to small and medium-sized agricultural companies across West and East Africa, with the aim of improving food security and boosting entrepreneurship. These companies provide training, farming inputs, and market access to the producers they work with.

As part of this study, we spoke to producers affiliated with three companies:

1. **Agro-Aquaculture**: A fish-farming company in Guinea that produces and sells fish fingerlings, feed, and equipment, while also offering training and technical support to fish farmers.
2. **CAFREX**: A rice production company in Côte d'Ivoire that sources paddy from producers. The company provides them with inputs, training, and advance payments.
3. **Jokalante**: A Senegalese agri-information and digital services company that specializes in delivering agricultural, climate, and financial information in rural areas through accessible digital channels, including SMS, voice messages, USSD, and a voice chatbot.

This report is designed to provide an understanding of the producers supported by these three I&P Acceleration FARM-supported companies, including their profiles, resilience to climate shocks, outcomes experienced, and levels of satisfaction.

The insights are based on phone interviews with 150 producers across these companies. These interviews were conducted by researchers trained by 60 Decibels. We enjoyed hearing from your producers – they had a lot to say.

We employed a stratified sampling approach by company, with the aim of interviewing 50 producers from each company using the contact databases provided. The overall findings presented are based on an unweighted aggregation of results across the three companies. To learn more about our methodology, head to the Appendix.

To contextualize the results, you can see how the programme-supported companies' performance compares to other agriculture companies in Africa in the Performance Snapshot.

### Study Limitations

- The study includes producers from three I&P Acceleration FARM-supported companies that were selected because they have established relationships with smallholder producers. In that sense, they are a random selection of companies in the programme portfolio.
- The findings reflect the sample of 150 producers reached in this study. They are not necessarily representative of the entire population that the I&P Acceleration FARM portfolio companies reach.
- Approximately 90% of respondents are male. Combined with the modest sample size, this limits gender-disaggregated analysis. The companies also did not provide data on producers' age or crop type, preventing disaggregation by these variables.

## 150 producers interviewed,

- 20 from Agro-Aquaculture
- 65 from CAFREX
- 65 from Jokalante



# What Stood Out: Top Insights

## 1 Producers derive a substantial share of household income from agriculture and typically earn from multiple agricultural sources.

72% of producers report that agriculture contributes more than half of their household income. Producers affiliated with Agro-Aquaculture are the least likely to report this, largely because many are still establishing their businesses or using their produce primarily for household consumption.

At the same time, income diversification within agriculture is high: 80% of producers report earning agricultural income from more than one source. Producers affiliated with Jokalante are the most likely to report multiple agricultural income sources, likely reflecting Jokalante's more diverse producer base compared to CAFREX and Agro-Aquaculture, which primarily work with rice and fish producers, respectively.

**See pages:** 8, 9.

## 2 Producers are better prepared for climate shocks than they are equipped to cope with or adapt to them over the long term.

Producer resilience is measured across three dimensions: anticipatory capacity (preparedness for risk), absorptive capacity (ability to cope with shocks), and transformative capacity (long-term adaptation to risks). Overall, 31% of producers are resilient, and the average resilience score is 1.68 out of 3.

Anticipatory capacity is the strongest dimension, averaging 1.95 out of 3, driven by relatively high access to agricultural advice and climate awareness. Absorptive capacity is weaker (1.49 out of 3), reflecting uneven access to emergency funds, formal financial services, and reliable markets despite relatively high income diversification. Transformative capacity averages 1.65 out of 3, indicating progress in long-term adaptation through the use of climate-resilient inputs and smart water management practices. However, adoption of sustainable agricultural practices remains limited, with most producers (81%) using fewer than two practices overall.

**See pages:** 12, 13, 14, 15, 16, 17.

## 3 The companies are positively impacting producers' farm earnings, climate resilience, and quality of life, with high producer satisfaction.

93% of producers report an increase in farm production due to their company, and 87% report an increase in farm earnings, primarily driven by higher sales volumes.

Beyond farm performance, 74% say they feel more prepared to deal with climate shocks, and 73% report increased knowledge of how to adapt to them. Overall, 91% report an improvement in their quality of life, most commonly attributing this to increased agricultural production, improved financial stability, and better resource management.

These positive outcomes are reflected in high levels of satisfaction. The I&P Acceleration FARM-supported companies have an overall Net Promoter Score (NPS) of 41. Promoters most commonly praise the reliable weather information, helpful company staff, and the provision of inputs and equipment, while Passives and Detractors most often call for improved access to inputs and equipment.

**See pages:** 20, 21, 22, 23, 26, 27.

## 4 The depth of outcomes experienced by producers differs by the type of offerings primarily used.

Different companies provide different offerings to producers. Market access is primarily provided by CAFREX, with CAFREX producers being the most likely to use these services (75% vs. 10% for Agro-Aquaculture and 0% for Jokalante).

Producers affiliated with CAFREX are the most likely to report doubled or higher farm earnings, likely reflecting their greater use of market-access services. However, they are also the least likely to report significant improvements in climate resilience and quality of life, likely reflecting their lower climate awareness and less frequent access to agricultural advice. They also report significantly lower satisfaction than producers affiliated with Agro-Aquaculture and Jokalante (NPS of 20 vs. 49 on average).

These different offerings appear to drive different dimensions of impact: market-access services appear more commonly associated with stronger earnings outcomes, while regular agricultural training and advice are more commonly associated with improvements in resilience, quality of life, and producer satisfaction.

**See pages:** 7, 21, 22, 23, 26.

# I&P Acceleration FARM-supported Companies: Performance Snapshot

Performance Relative to Benchmark indicates where the I&P Acceleration FARM-supported companies fall in the ranking relative to other companies in the 60dB Africa Agriculture Benchmark.

| Benchmark Overview | # Companies | # producers |
|---|---|---|
| 60dB Africa Agriculture Benchmark | 94 | 41,000+ |

Performance vs 60dB Benchmarks

●○○○○ BOTTOM 20%

●●○○○ BOTTOM 40%

●●●○○ MIDDLE

●●●●○ TOP 40%

●●●●● TOP 20%

| Indicator | Description | I&P Acceleration FARM-supported companies | 60dB Africa Agriculture Benchmark | Performance Relative to 60dB Africa Agriculture Benchmark |
|---|---|---|---|---|
| **Impact** | | | | |
| Agricultural Production | % 'very much increased' agricultural production | 50% | 41% | ●●●○○ |
| Agricultural Income | % 'very much increased' income from their farm | 38% | 34% | ●●●○○ |
| Climate Shock Preparedness | % feeling 'much more prepared' for a shock | 32% | 24% | ●●●○○ |
| Knowledge of Adapting to Shocks | % 'very much increased' knowledge of adapting to shocks | 32% | 29% | ●●●○○ |
| Quality of Life | % 'very much improved' quality of life | 47% | 37% | ●●●●○ |
| **Experience** | | | | |
| Customer Satisfaction | Net Promoter Score®, scale -100 to 100 | 41 | 42 | ●●●○○ |

## Here are producer voices that stood out:

### A producer talking about their satisfaction with their company

"Jokalante's weather tips help me monitor my crops more effectively, since I can track rainfall trends."

– Female, Jokalante

### A producer explaining how their quality of life has improved

"CAFREX has made harvesting easier and increased production. Thanks to mechanized harvesting, there are no more crop losses. Before, it was difficult to harvest and bag the same day. Now, with the combine harvester, your work is finished in one or two days; only drying remains."

– Male, CAFREX



# 01: Profile

This section helps you understand the producer base of the three I&P Acceleration FARM-supported companies.

The key indicators in this section are:

- **Producer Profile:** Gender, land size, value chain.
- **Services Availed:** What services have the producers availed from the companies?
- **Agricultural Income Sources:** To what extent do producers' agricultural earnings contribute to their household income?
- **Agricultural Practices Used:** What agricultural practices do producers use?
- **Shocks Experienced:** What are some of the climate shocks that producers have experienced?

Profile

# Producers across the companies are typically male. Those affiliated with Jokalante have the largest land sizes on average.

### About the Producers
(n = 150)

| | Agro-Aquaculture (n= 20) | CAFREX (n= 65) | Jokalante (n= 65) |
|---|---|---|---|
| Sample Composition | 14% | 43% | 43% |
| Male | 90% | 100% | 88% |
| Land Size* (in Acres) | 1.00 | 3.39 | 7.62 |
| Country | Guinea | Côte d'Ivoire | Senegal |
| Value Chain | Aquaculture input supply and fish production | Rice and paddy production and aggregation | Agricultural information and digital advisory services |

*1 producer affiliated with Jokalante and 1 with Agro-Aquaculture did not report their land size.

# Producers affiliated with Agro-Aquaculture and Jokalante primarily used training and advisory services in the last 12 months, while CAFREX producers mainly relied on market access support.

### Company Services Availed

Q: Which of these company offerings did you use in the last 12 months?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65). *Multiple answers allowed.*

| Services Accessed | Agro-Aquaculture | CAFREX | Jokalante |
|---|---|---|---|
| Training & advisory | 85% | 65% | 100% |
| Equipment or machinery | 50% | 74% | - |
| Inputs (seeds, fertilizers, pesticides, etc.) | 60% | 69% | - |
| Market access / buyers | 10% | 75% | - |
| Financial support (inputs / equipment on credit / insurance / pre-payment for produce / loans, etc.) | - | 6% | - |

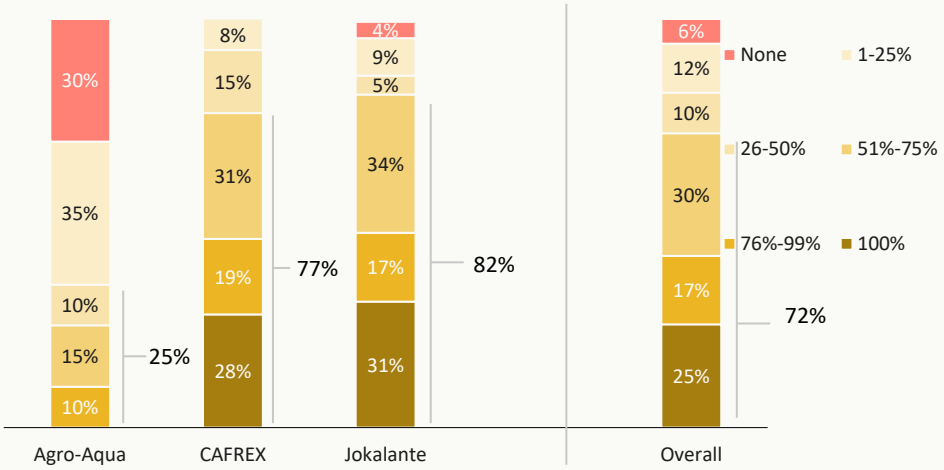
Top reported theme

Profile

# 72% of producers report that more than half of their household's income came from agricultural sales in the last 12 months.

### Contribution of Agricultural Sales to Household Income

Q: What percentage of your household's income in the last 12 months came from selling produce from your farm or animals? (n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65)



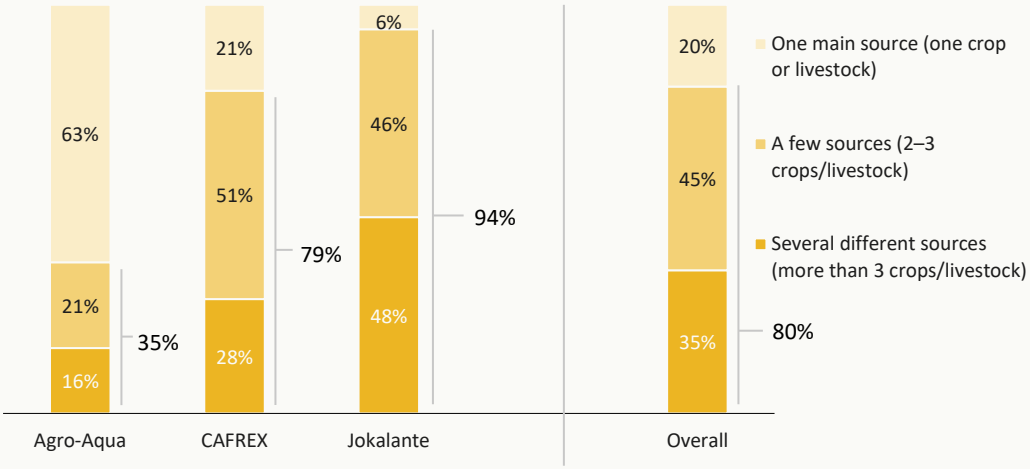

**Insight:**

Producers affiliated with Agro-Aquaculture are significantly less likely than those affiliated with CAFREX or Jokalante to report that agricultural sales or farm animals contribute more than half of their household income (25% vs. 80% on average). In addition, one-third report earning no income from these sources. Most of these producers explain that they have only recently started their fish farming businesses or primarily use their produce for household consumption rather than sale (see pg. 21).

# 80% of producers say that their income from agriculture comes from more than one source.

### Number of Agricultural Income Sources

Q: Thinking about the income you earn from farming or agriculture, does it mainly come from one crop or livestock, or from multiple sources? (n = 147 | Agro-Aquaculture = 19, CAFREX = 65, Jokalante = 63)*




**Insight:**

Producers affiliated with Jokalante are significantly more likely to report earning income from 3+ agricultural sources than those affiliated with Agro-Aquaculture and CAFREX (48% vs. 22% on average). This likely reflects differences in target producer groups: while CAFREX and Agro-Aquaculture primarily work with rice and fish farmers, respectively, Jokalante engages a more diverse producer base.

*2 producers affiliated with Jokalante and 1 with Agro-Aquaculture did not answer this question.

Profile

# Crop rotation is the most used resilient agricultural practice across the three companies.

### Use of Agricultural Practices

Q: Which of the following did your household do in the past 12 months?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65). *Multiple answers allowed.*

| Top Reported Practices | Agro-Aquaculture | CAFREX | Jokalante |
|---|---|---|---|
| Crop rotation | 30% | 55% | 97% |
| Biological pest control | 20% | 60% | 12% |
| Intercropping | 15% | 12% | 48% |
| Recycle organic matter/crop waste (compost) | 30% | 22% | 20% |
| Trees on farm/agroforestry | 15% | - | - |
| None | 50% | - | - |

**43%** report using more than one practice

Top reported theme

# The most commonly used water management practices vary by company. 83% of Jokalante producers report using none.

### Use of Water Management Practices

Q: In the past 12 months, have you used any of the following water management practices on your farm or fish ponds?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65). *Multiple answers allowed.*

| Top Reported Practices | Agro-Aquaculture | CAFREX | Jokalante |
|---|---|---|---|
| Digging or maintaining drainage channels to manage excess water | 5% | 80% | 5% |
| Water storage such as ponds, tanks or reservoirs | 95% | 32% | 5% |
| Harvesting rainwater | 25% | 46% | 6% |
| Adjusting pond or irrigation water levels during drought or heavy rains | 15% | 46% | - |
| Protecting water sources | 20% | 26% | - |
| None | 5% | - | 83% |

**45%** report using more than one practice

Top reported theme

Profile

# 65% of producers have faced a climate shock in the last 24 months. Agro-Aquaculture and CAFREX producers mainly talk about the lack of rainfall, while Jokalante producers mostly report delayed rainfall.

## Climate Shocks Experienced

Q: Which of these events affected your household the most in the last 24 months, if any?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65). *Multiple answers allowed.*

| Climate Shocks | Agro-Aquaculture | CAFREX | Jokalante |
|---|---|---|---|
| Drought or severe lack of rain | 25% | 35% | 3% |
| Pest or farm disease outbreak | - | 14% | 20% |
| Flooding | 15% | 20% | 6% |
| Delayed or irregular rainfall | - | - | 25% |
| Extreme or more intense rainfall | | 2% | 5% |
| None | 60% | 29% | 34% |

**65%** report facing a climate shock

Top reported theme





# 02: Resilience

Small-scale producers' resilience to climate change can be understood through three capacities:

1. **Anticipatory**: Preparing for and mitigating risks
2. **Absorptive**: Coping with shocks
3. **Transformative**: Adopting sustainable practices that strengthen long-term resilience

This section assesses producers' resilience across three dimensions, from preparedness for challenges to long-term resilience. The indicators presented are not attributable to the companies and are included solely to understand producers' baseline resilience.

The key indicators in this section are:

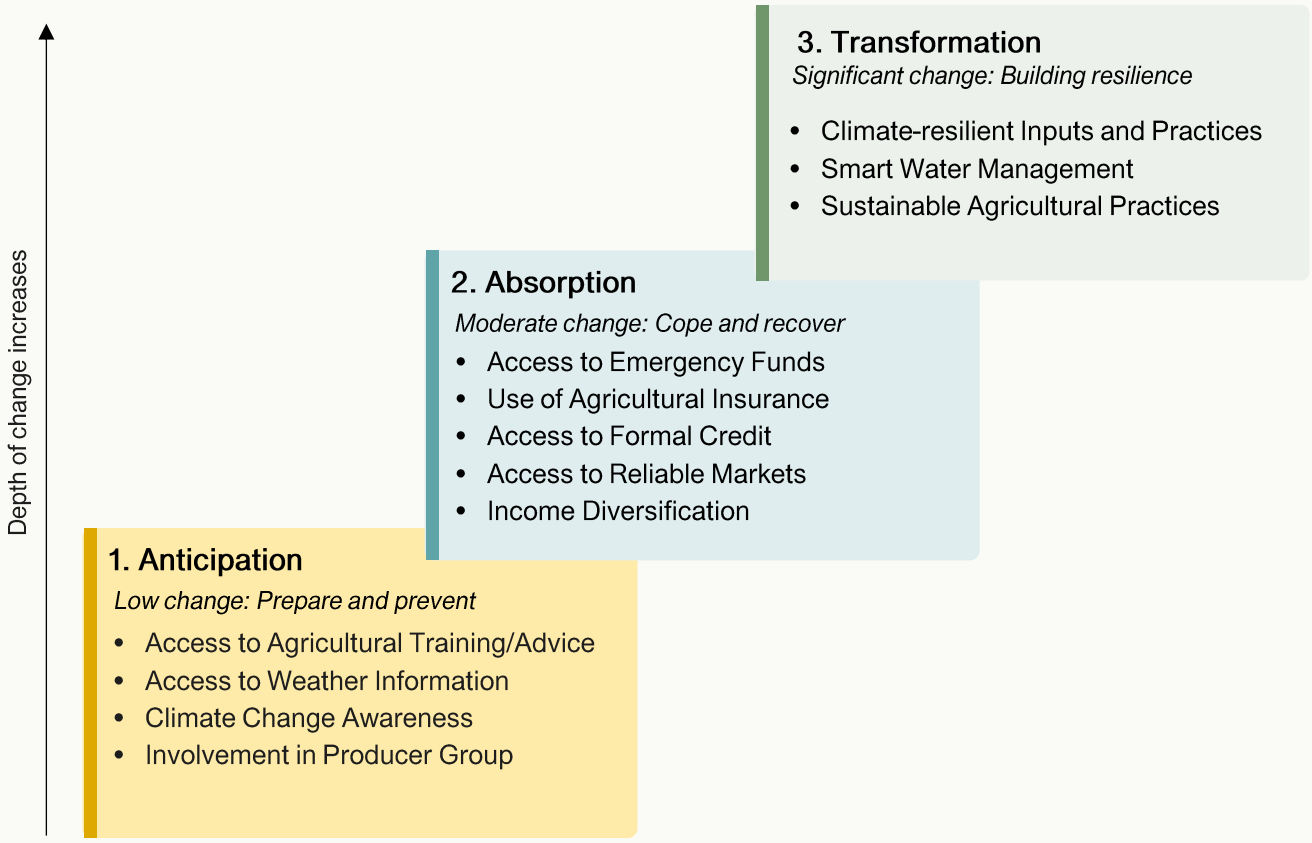
- **Anticipation:** How frequently do producers access agricultural advice and weather information? How well do they understand climate change and its risks?
- **Absorption:** Do producers have access to emergency funds? Do they have access to insurance, credit, and reliable buyers?
- **Transformation:** To what extent do producers adopt climate-resilient, water management, and sustainable agricultural practices?

Resilience

# Summary of Approach

Small-scale producer resilience to climate change is assessed across three interconnected capacities: Anticipation, which reflects the ability to prepare for and manage climate risks; Absorption, which reflects the ability to cope with and recover from climate shocks; and Transformation, which reflects the adoption of sustainable practices that strengthen long-term resilience. Together, these capacities capture a progression from risk preparedness and management to lasting adaptation. We measure resilience using this methodology, developed by I&P, based on 12 key indicators.

## Resilience Capacity Dimensions & Indicators




## Resilience Spectrum & Calculation



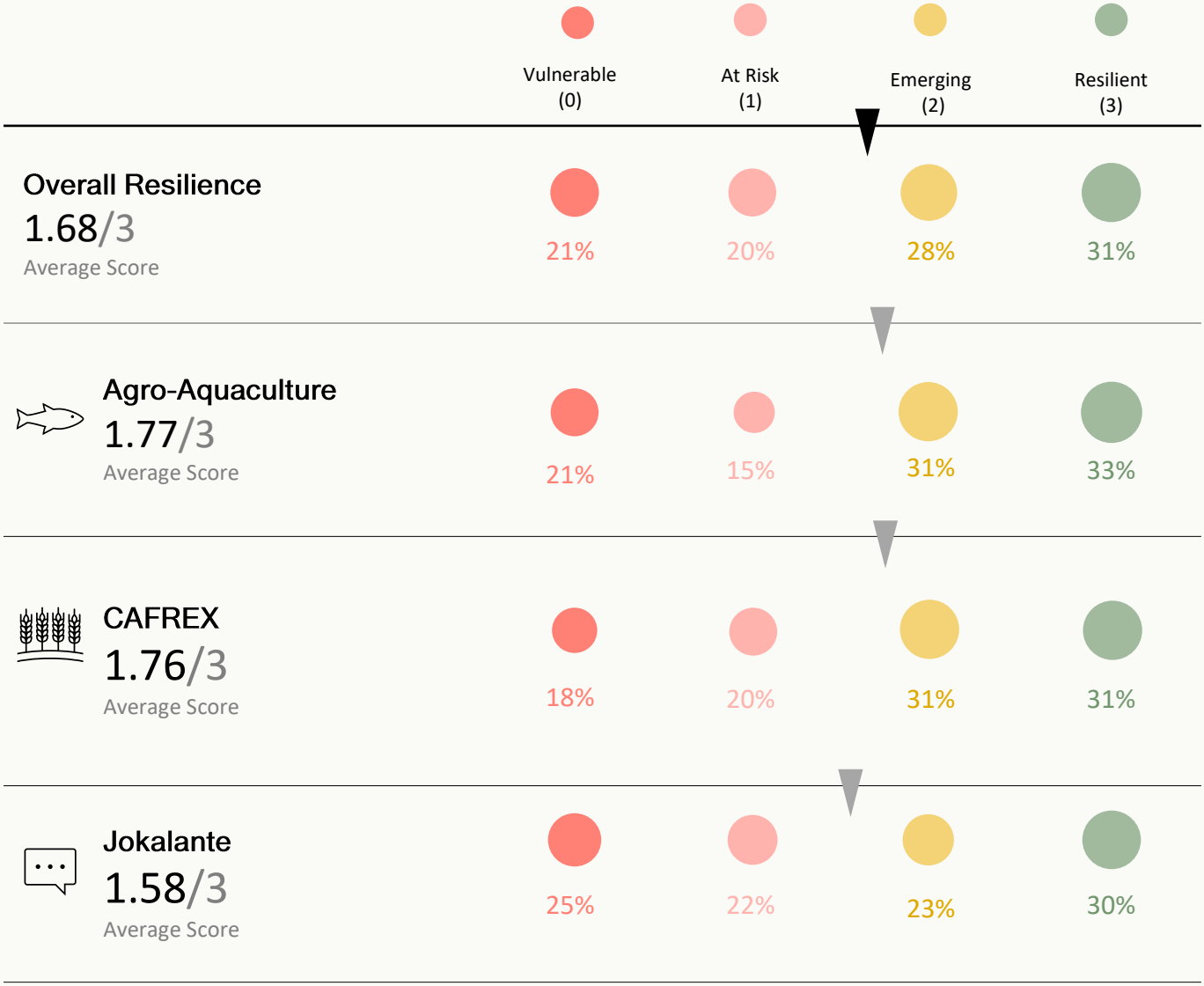

- Each indicator is scored based on the producer's survey response to a question and mapped to one of four resilience tiers: **Vulnerable, At Risk, Emerging,** or **Resilient**.
- The four tiers represent a spectrum from high exposure to strong climate resilience and are assigned scores from **0 to 3**, where **0** = **Vulnerable** (lowest resilience) and **3** = **Resilient** (highest resilience).
- For dimension-level scores (**Anticipation, Absorption, or Transformation**), all indicators within a dimension are averaged.
- For the overall score, all 12 indicators across all dimensions are averaged. Each indicator contributes equally to the overall resilience score.

See Appendix for a detailed breakdown of the scoring.

Resilience

# Resilience Snapshot

The average resilience score is 1.68 out of 3, with 31% of producers classified as Resilient. Resilience levels do not differ significantly across the programme-supported companies.



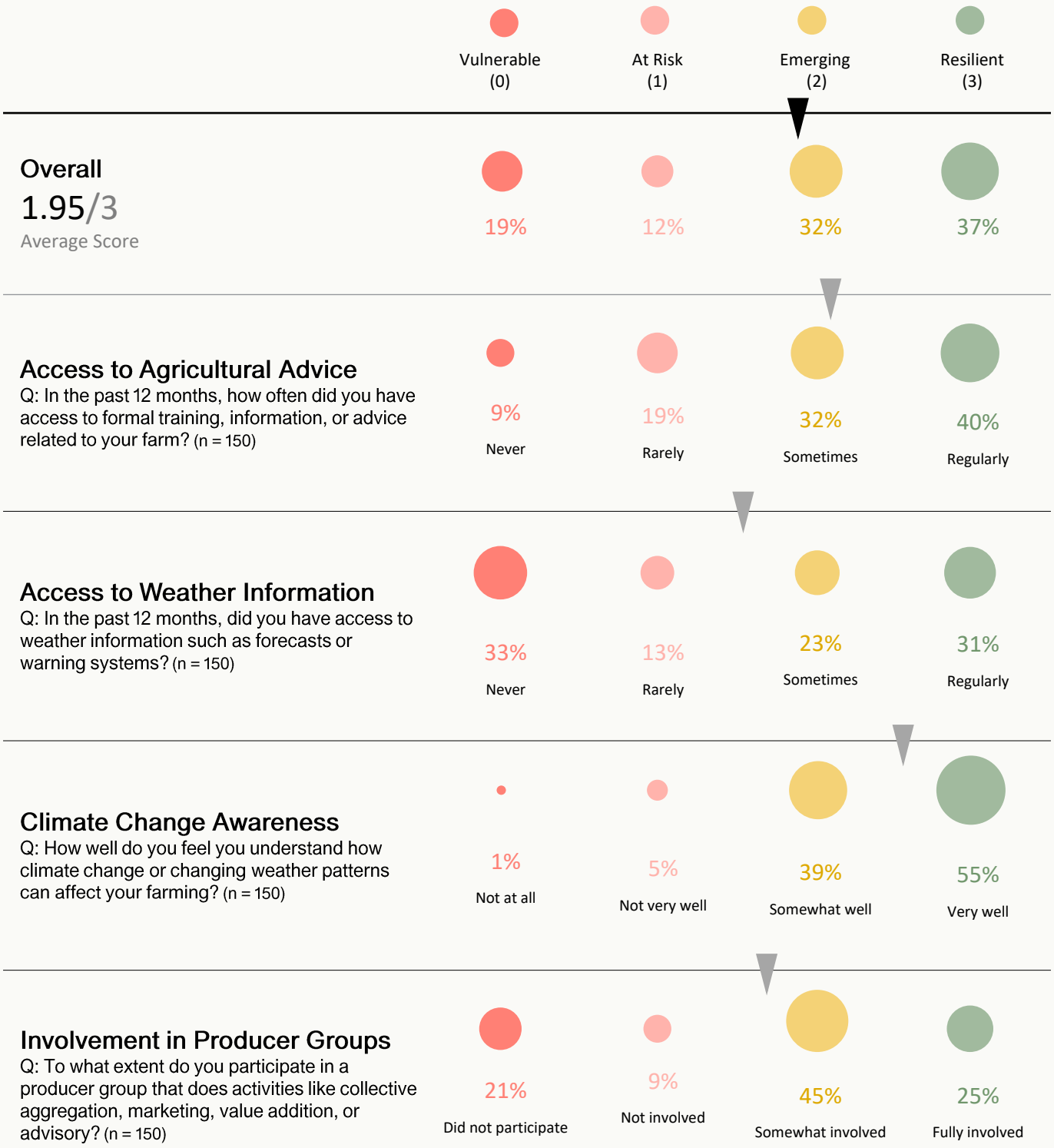

**Key:**

- Overall Average Score
- Company/Indicator Average Score

Resilience

# 1. Anticipation

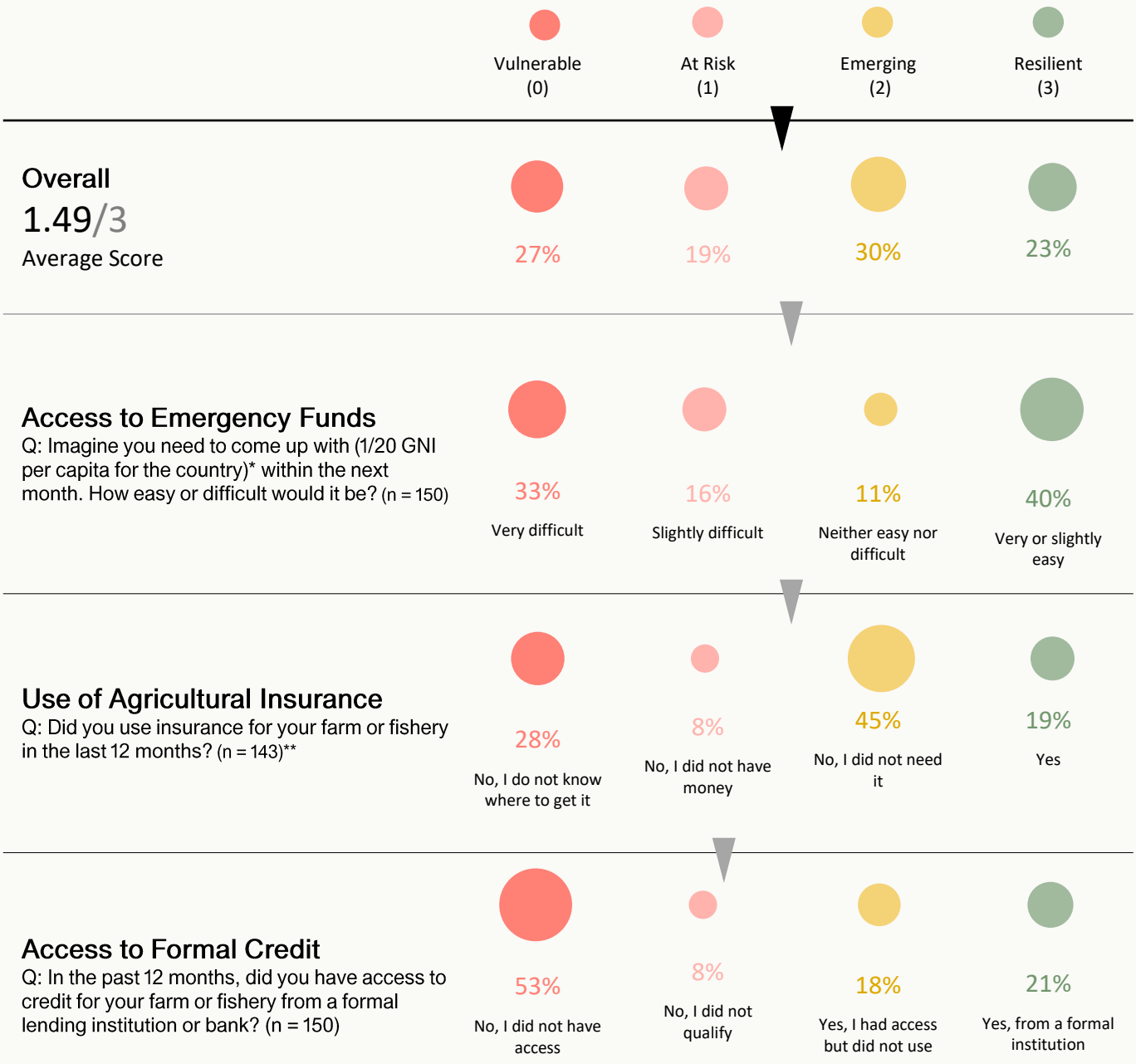
Producer anticipation for risk is strong, with an average score of 1.95 out of 3. 40% report having regular access to agricultural advice and 55% say they understand climate change very well. However, access to key enabling resources remains uneven, with one-third reporting never having access to weather information, and 21% not participating in producer groups.



Resilience

# 2. Absorption (1/2)

Producers' capacity to absorb or cope with risk is fair, with an average score of 1.49 out of 3. While 40% say they would find it easy to come up with emergency funds, 33% also say it would be 'very difficult'. Access to formal financial services remains limited, with insurance uptake at just 19% and 53% reporting no access to formal credit. Further, access to reliable markets (see next slide) remains mixed, with producers almost evenly split between those who find it easy to sell their produce and those who find it neither easy nor difficult, or difficult. At the same time, a majority have diversified income streams, with 61% classified as either partially or well diversified.

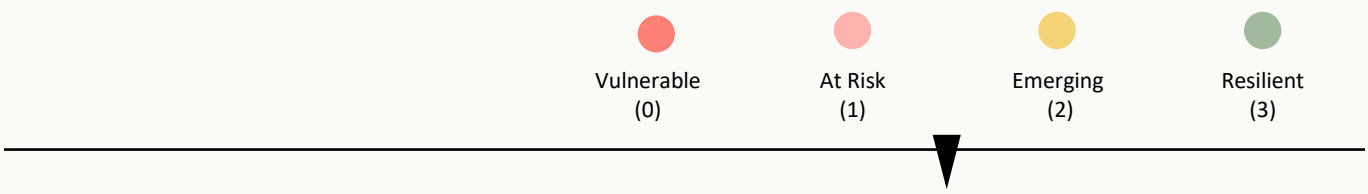



*The 1/20th GNI per capita values include 658,317 GNF for Agro-Aquaculture (Guinea), 79,397 XOF for CAFREX (Côte d'Ivoire), and 52,153 XOF for Jokalante (Senegal).

**7 producers did not select any response option, reporting that the available options did not reflect their experience. These producers either were unaware of the insurance or had attempted to access it but did not receive a response from the company.

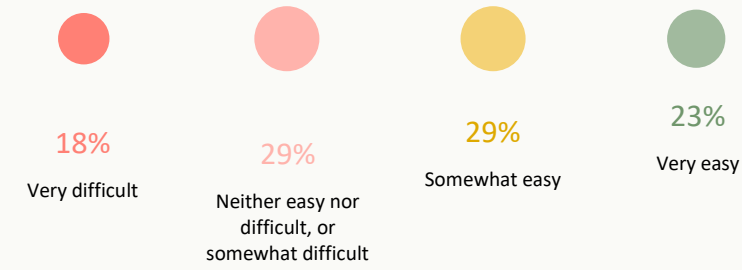
Resilience

# 2. Absorption (2/2)




## Access to Reliable Markets

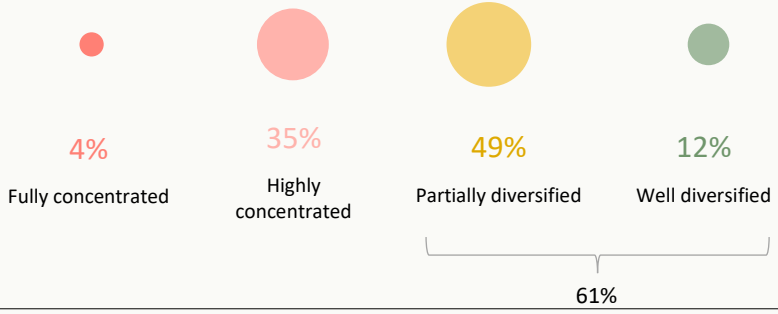
Q: Think about your experience of selling your produce/livestock in the last 12 months. How easy or difficult was it for you to sell your produce/livestock produce when you needed to? (n = 143)*




## Income Diversification

Q: What percentage of your household's income in the last 12 months came from selling produce from your farm or animals? (n = 150)

Q: Thinking about the income you earn from farming or agriculture, does it mainly come from one crop or livestock, or from multiple sources? (n = 147)**



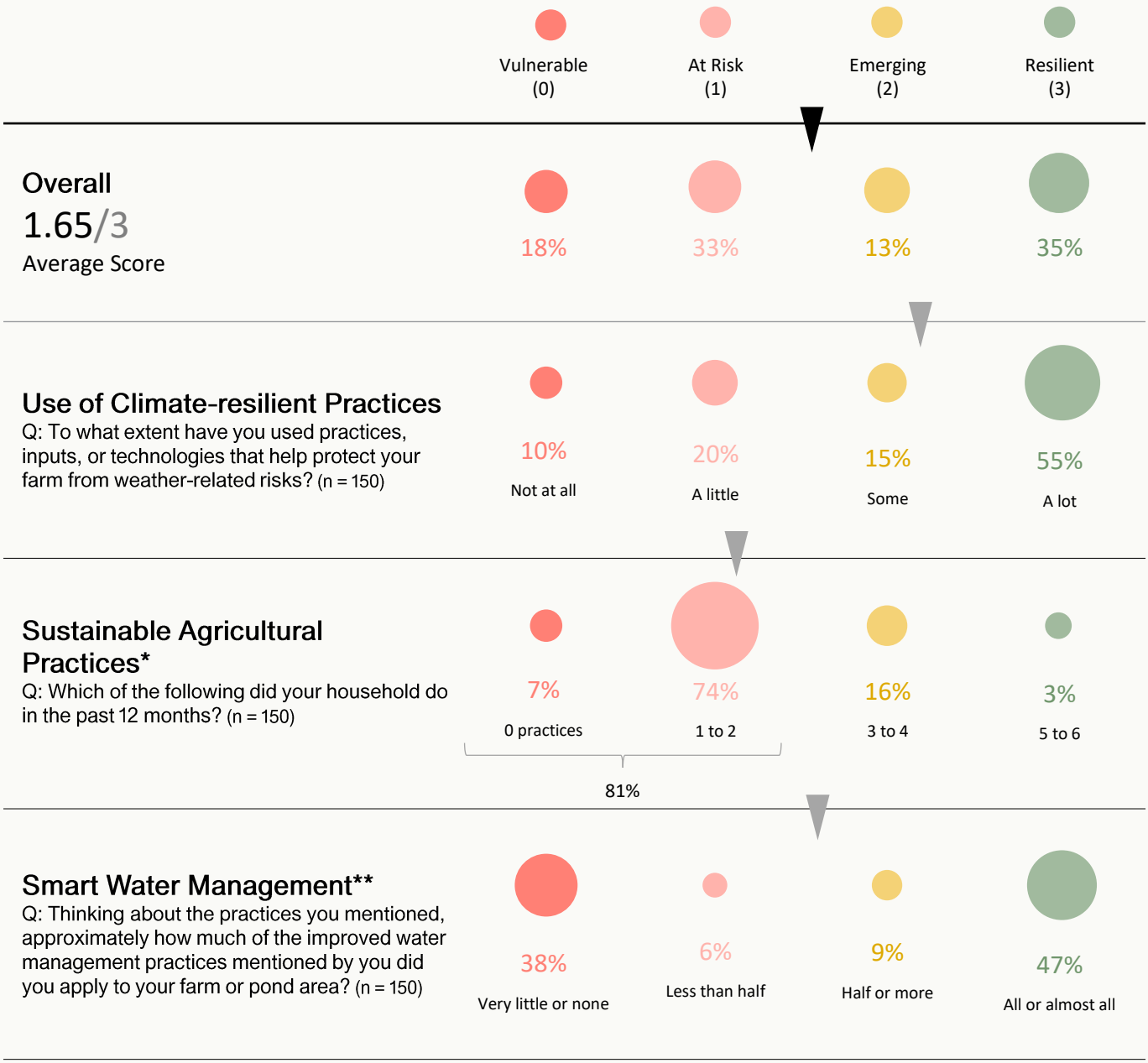

*7 producers did not answer this question, reporting that they have not tried to sell any produce or livestock in the last 12 months.

**3 producers did not answer this question. They report that none of their household income came from agriculture in the past 12 months, primarily because they are subsistence farmers.

Resilience

# 3. Transformation

Producers are making progress towards long-term resilience, with an average transformative capacity score of 1.65 out of 3. More than half (55%) report using climate-resilient practices ‘a lot’, and half apply all or nearly all of the smart water management practices measured. However, adoption remains relatively limited, with 81% using two or less sustainable agricultural practices overall.




*Sustainable agricultural practices include composting, intercropping, biological pest control, crop rotation, cover crops or agroforestry.

**Smart water management practices include drainage management, water storage, rainwater harvesting, adjusting water levels, and protecting water sources.

Resilience

# Company-Level Resilience Scores

While there are no significant differences between companies in overall resilience, differences emerge at the dimension level. Jokalante has the highest average anticipation score, Agro-Aquaculture the highest average absorption score, and CAFREX the highest average transformation score, suggesting that each company has a distinct resilience strength.

| | Anticipation | Absorption | Transformation |
|---|---|---|---|
| **Agro-Aquaculture** 1.77/3 Average Score | 1.63 | 2.15 | 1.38 |
| **CAFREX** 1.76/3 Average Score | 1.73 | 1.55 | 2.13 |
| **Jokalante** 1.58/3 Average Score | 2.26 | 1.24 | 1.24 |

Top score by dimension

**Insight:**

Jokalante's provision of climate information to producers is likely contributing to its higher Anticipation score compared to the other companies (2.26 vs. 1.68 on average).



# 03: Impact

We believe the best way to understand social impact is to ask producers directly whether access to the companies' services has changed their resilience and quality of life, and if so, how.

This section explores the extent to which the companies are influencing producers' farm production, climate resilience, and quality of life, highlighting the outcomes producers attribute to the services they receive, in their own words.

The key indicators in this section are:

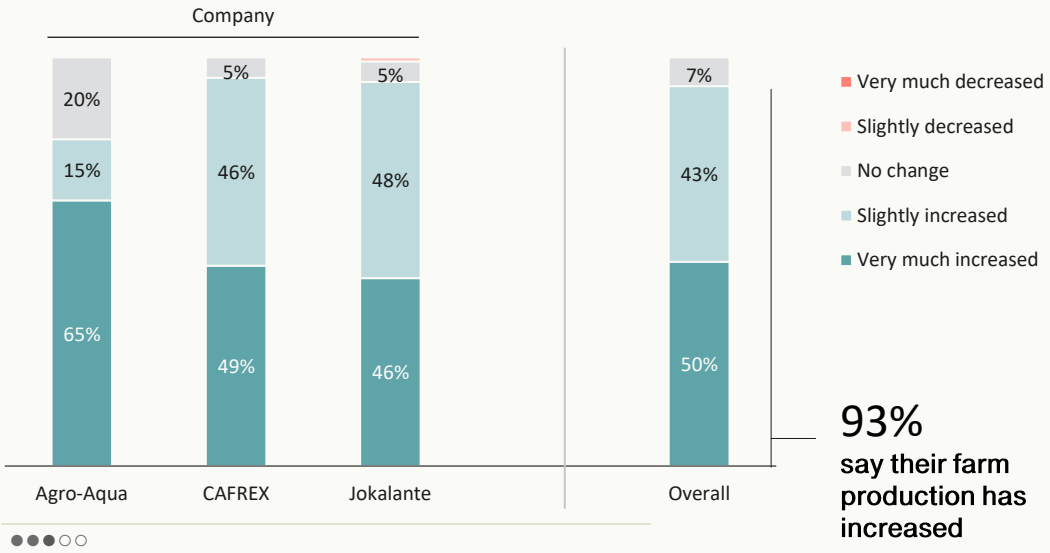
- **Change in Production and Income:** Have producers seen an increase in their production and farm earnings due to the company?
- **Change in Climate Shock Resilience:** Do producers feel their preparedness for a potential future shock has changed due to the company?
- **Change in Quality of Life:** To what extent has the quality of life of your producers changed as a result of the company, if at all?

Impact

# 93% of producers report an increase in their farm production due to their company, with half saying it has ‘very much increased’.

## Change in Total Production

Q: Has the total production from your farm changed because of the company’s services?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65)

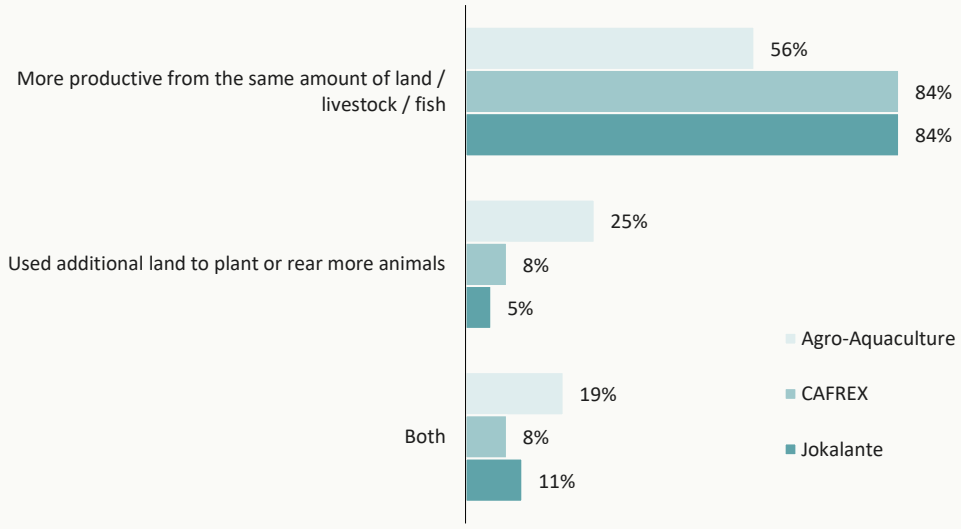



MIDDLE 60dB - Benchmark

# Producers primarily attribute the increase in production to using the same amount of land, livestock, or fish more productively.

## Reasons for Increase in Production

Q: Was this increase because you planted/reared additional land/livestock/fish or was it from the same amount of land/livestock/fish? (n = 139 | Agro-Aquaculture = 16, CAFREX = 62, Jokalante = 61)*



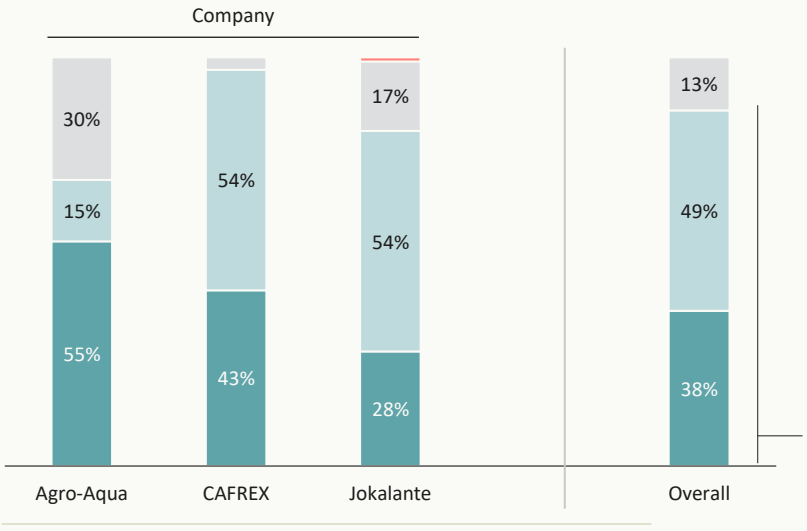

*This question was only asked to the producers who report an increase in their farm production.

Impact

# 87% of producers report an increase in farm earnings because of their company, with 38% saying they have ‘very much increased’.

## Change in Farm Earnings

Q: Has the money you earn from your farm changed because of the company?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65)




MIDDLE 60dB - Benchmark

**87%**
**say their farm earnings have increased**

### Insight

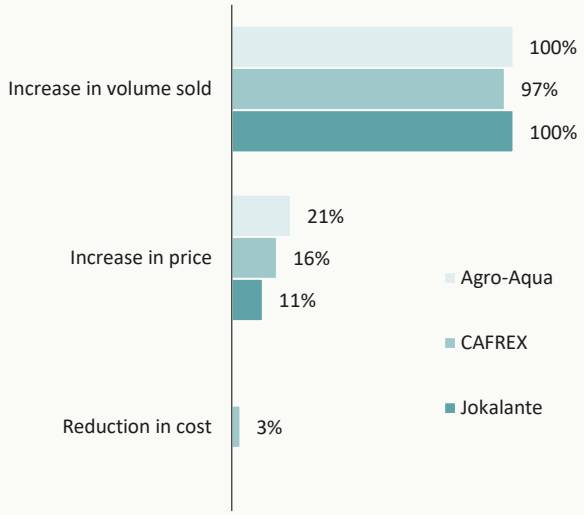
Producers affiliated with CAFREX are the least likely to report ‘no change’ in their earnings.

Among the 13% who report **no change** (mainly those affiliated with Agro-Aquaculture or Jokalante) most attribute this to using their produce for self-consumption or still being in the early stages of setting up their businesses.

# Increased earnings are mainly driven by higher sales volumes, with CAFREX producers most likely to report doubled or more earnings.

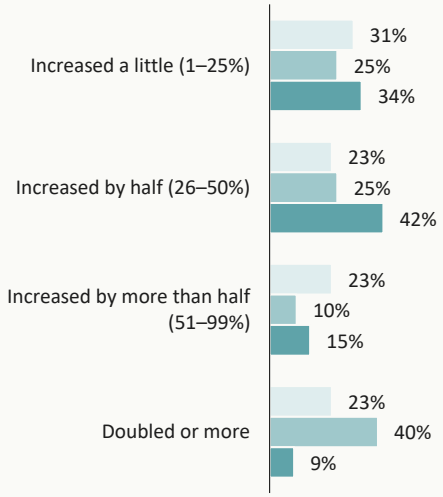
## Reasons for Increase in Earnings*

Q: What were the main reasons for the increase in money earned?
(n = 130 | Agro-Aquaculture = 14, CAFREX = 63, Jokalante = 53).
*Multiple answers allowed.*




## Degree of Earnings Increase*

Q: Roughly how much higher is the money you earn from your livelihood as compared to before using company’s services?
(n = 129 | Agro-Aquaculture = 13, CAFREX = 63, Jokalante = 53)




### Insight

Producers who have used market-access services are more likely to report that their earnings have doubled or more than those who have not (47% vs. 25%).

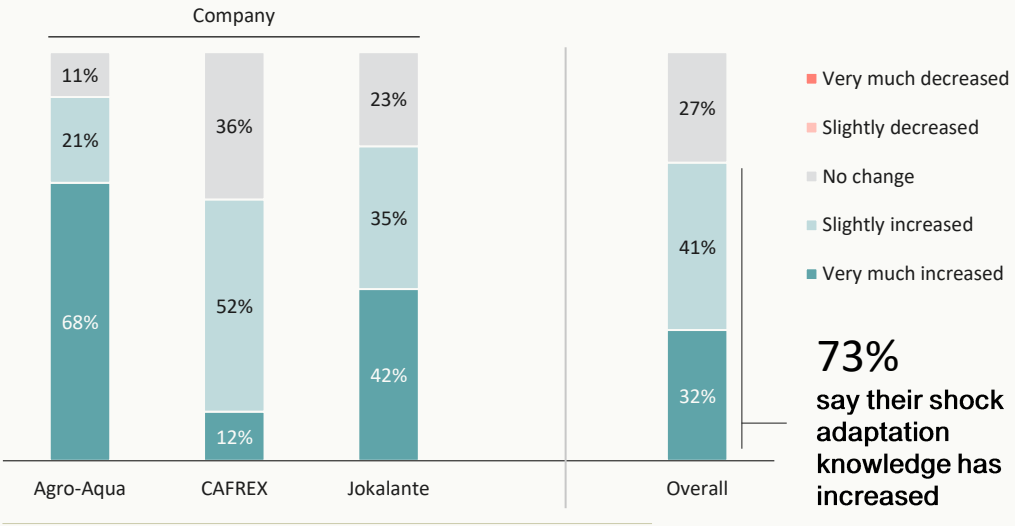
*These questions were only asked to producers who report an increase in farm earnings.
1 producer affiliated with Agro-Aquaculture did not disclose their degree of earnings increase.

Impact

# 73% report an increase in their knowledge of adapting to climate shocks, with 32% saying it has ‘very much increased’.

## Knowledge of Adapting to Shocks

Q: Has the company affected your knowledge of how to adapt to such a shock?
(n = 149 | Agro-Aquaculture = 19, CAFREX = 65, Jokalante = 65)*




**73%**
**say their shock adaptation knowledge has increased**

●●●●○
TOP 40% - 60dB Benchmark

*1 Agro-Aquaculture producer did not answer this question.

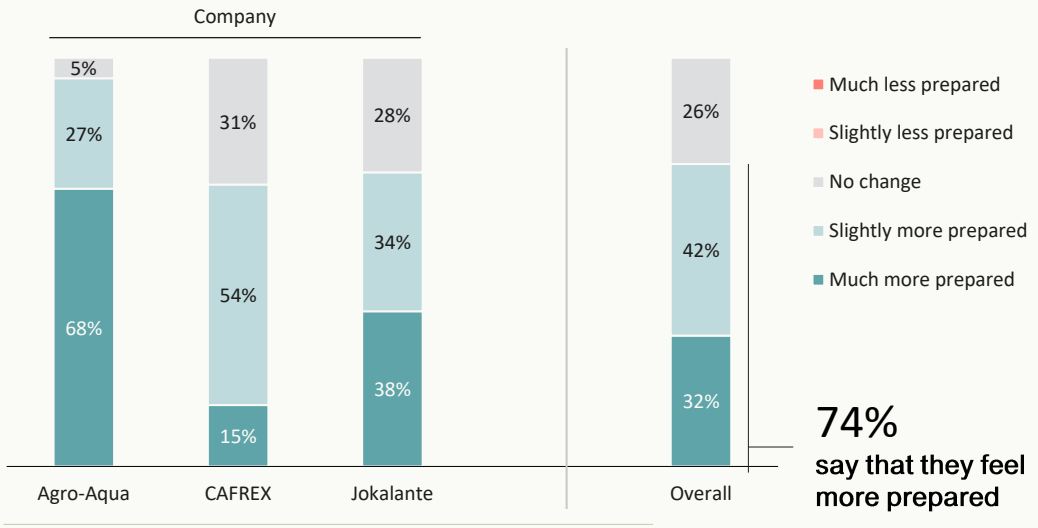
### Insight

Producers affiliated with CAFREX are the least likely to report that their knowledge of adapting to climate shocks has ‘very much increased’. This may be linked to lower baseline knowledge and support: CAFREX producers are also the least likely to say they understand climate change ‘very well’ (42% vs. 60% for Agro-Aquaculture and 66% for Jokalante) or that they regularly have access to agricultural training and advice (17% vs. 45% and 62%, respectively).

# 74% of producers report feeling more prepared to deal with climate shocks, with 32% saying they feel ‘much more prepared’.

## Change in Climate Shock Preparedness

Q: Has company affected how prepared you feel for such a shock?
(n = 149 | Agro-Aquaculture = 19, CAFREX = 65, Jokalante = 65)*




**74%**
**say that they feel more prepared**

●●●○○
MIDDLE 60dB - Benchmark

### Insight

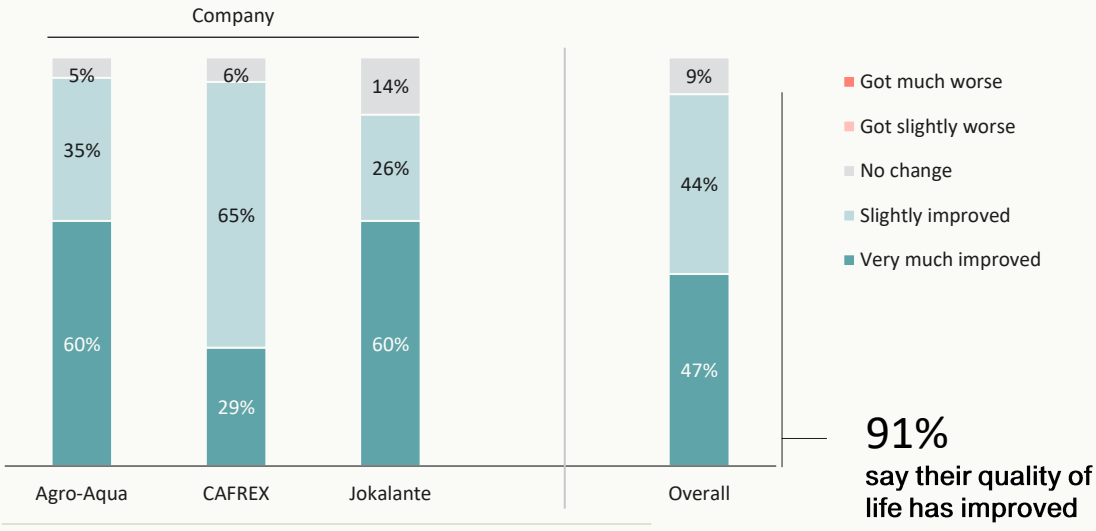
Similarly, producers affiliated with CAFREX are the least likely to report feeling ‘much more prepared’ to deal with climate shocks, likely reflecting their comparatively lower levels of climate knowledge and baseline awareness and advisory support.

Impact

# 91% of producers report an improvement in their quality of life due to their company, with 47% saying it has ‘very much improved’.

### Change in Quality of Life

Q: Has your quality of life changed because of the company?
(n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65)




**91%**
**say their quality of life has improved**

TOP 40% - 60dB Benchmark

**Insight**

Producers affiliated with CAFREX are the least likely to report that their quality of life has ‘very much improved’. This may be linked to their lower likelihood of reporting substantial improvements in climate shock adaptation knowledge and preparedness for future shocks.

# The top self-reported improvements include increased production, financial stability, and efficient resource management.

### Top Reported Improvements

Q: How has it improved?/Why has it not changed? (n = 136 | Agro-Aquaculture = 19, CAFREX = 61, Jokalante = 56).
*Open-ended, coded by 60 Decibels.*

| Deep Dive: Top Themes | Agro-Aquaculture | CAFREX | Jokalante |
|---|---|---|---|
| Increased agricultural production | - | 75% | 57% |
| Improved financial stability | 32% | 67% | 27% |
| Efficient resource utilization and management | - | 30% | 71% |
| Improved farming techniques | 53% | 15% | 9% |
| Income-generating opportunities | 21% | 10% | - |

Top reported theme

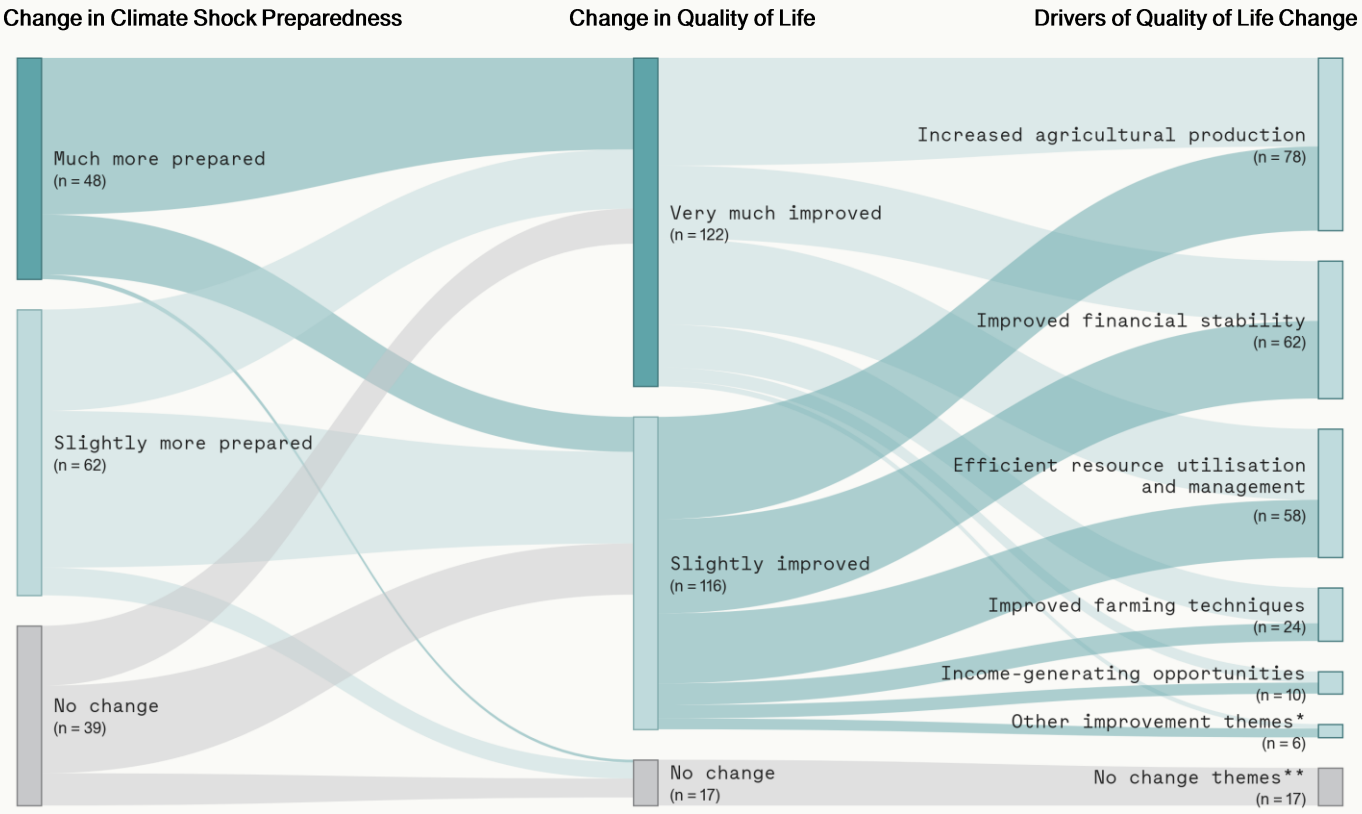
**Insight**

Top self-reported quality-of-life improvements vary by company, aligning closely with each company’s core offering. Producers affiliated with CAFREX are most likely to cite increased agricultural production, likely reflecting CAFREX’s direct sourcing model. Jokalante producers more commonly mention improved resource utilization, while Agro-Aquaculture producers highlight improved farming techniques, both likely linked to the training and advisory support provided.

Impact

# Greater climate shock preparedness is associated with improved quality of life, particularly among producers who feel ‘much more prepared’.

## Relationship between Climate Shock Preparedness & Quality of Life




### How to Read the Chart:

The Sankey chart illustrates the relationships between climate resilience, quality-of-life outcomes, and the factors driving changes in quality of life. It shows how producers move across these stages, linking perceptions of preparedness for climate shocks to perceived changes in quality of life and the drivers of those changes.

The width of each flow is proportional to the number of respondents represented. The chart is intended to highlight patterns of association and co-occurrence between themes and outcomes, rather than causal relationships.

### Key Findings:

Nearly all producers who report feeling prepared for climate shocks also report improvements in their quality of life, most commonly linked to increased agricultural production, greater financial stability, and more efficient resource management. Producers who feel much more prepared are particularly likely to report significant improvements in their quality of life, suggesting that stronger preparedness may be associated with greater benefits.

However, many producers who report no change in their climate shock preparedness also report quality-of-life improvements, indicating that factors beyond climate resilience may also contribute to these positive outcomes.

*‘Other improvement themes’ include enhanced entrepreneurial skills and improved access to key inputs.
**Those reporting ‘no change’ in quality of life mainly talk about the lack of profits from sales, using produce for self-consumption, and the minimal impact of the training or advisory.



# 04: Experience

If the producers are unhappy, it's unlikely they will continue to engage with the companies or recommend them to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of producer satisfaction and loyalty.

The key indicators in this section are:

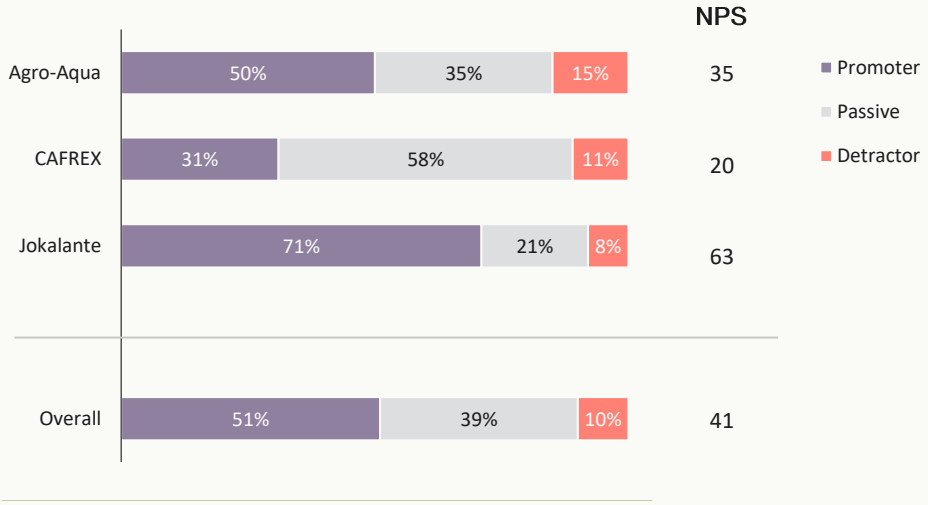
- **Net Promoter Score:** How likely are your producers to recommend to a friend or family member?

Experience

# The I&P Acceleration FARM-supported companies have a Net Promoter Score of 41, which is very good, and on par with the 60dB Benchmark (42).

## Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend the company to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 150 | Agro-Aquaculture = 20, CAFREX = 65, Jokalante = 65)

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MIDDLE 60dB - Benchmark

The Net Promoter Score® (NPS) is a gauge of producer satisfaction and loyalty. The NPS is the percent of producers rating 9 or 10 ('Promoters') minus the percent of producers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

See Appendix for the calculation.

### Insight

Producers affiliated with CAFREX report the lowest satisfaction levels, with a significantly lower NPS (20) than producers affiliated with Jokalante and Agro-Aquaculture (49 on average).

## Quotes from some producers:

### Promoters

"Weather information during the winter is crucial because the rain can bring its share of problems, especially wind and lightning, which cause a lot of damage, so it's important to have this information to take precautions."

– Female, Jokalante

"The managers are nice and available to help me in case of need. They guide me technically when I call them. They provide us with quality services and very rewarding trainings."

– Male, Agro-Aquaculture

### Passives

"CAFREX company sends agents here to train us, measure our plantations, and provide inputs and machinery for farming. They help us to have good harvests through their aid in agricultural equipment, and it is profitable."

– Male, CAFREX

"Since I followed the training with them, they have been available for me 24 hours a day, and when I need food, they provide me without any problem."

– Male, Agro-Aquaculture

### Detractors

"CAFREX must provide all producers with fertilizers and machinery for plowing and harvesting rice. While some are provided, these are far from sufficient."

– Male, CAFREX

"They came and harvested part of the rice field and left the other part. When they come to harvest, I would like it to be the entire plot. And we have a lack of machines to work — I wish they would send us more machines."

– Male, CAFREX

Experience

# Promoters value the reliable weather information, helpful company staff, and provision of equipment & inputs. Passives & Detractors want to see sufficient provision of equipment & inputs.

Follow up from NPS question: We ask producers to explain their rating to provide an insight into what they value and what creates dissatisfaction.

Percentages shown below are based on the respective strata.

| Deep Dive: Top Drivers | Agro-Aquaculture | CAFREX | Jokalante |
|---|---|---|---|
| Promoters love: ☺ | (n = 10) | (n = 20) | (n = 46) |
| Reliable weather information | - | 5% | 96% |
| Helpful & supportive company staff | 70% | 60% | 9% |
| Provision of equipment and inputs | - | 85% | 11% |
| Effective training | 70% | 15% | 7% |
| Passives report: 😐 | (n = 7) | (n = 38) | (n = 14) |
| Provision of agricultural equipment and inputs | - | 84% | - |
| Effective training | 57% | 45% | 36% |
| Reliable weather information | - | - | 71% |
| *They want to see:* Sufficient provision of equipment and inputs | - | 34% | - |
| Detractors* want to see: ☹ | (n = 3) | (n = 7) | (n = 5) |
| Sufficient provision of equipment and inputs | - | 7 producers | 1 producer |
| Financial assistance | 1 producer | 1 producer | 1 producer |
| Complete harvesting services | - | 2 producers | - |
| Improved training programs | 2 producers | - | - |

Top reported theme

*Given the small sample size of detractors, we have reported whole numbers and not percentages.




# Appendix

# Resilience Scorecard (1/2)

| Vulnerable (0) | At Risk (1) | Emerging (2) | Resilient (3) |
|---|---|---|---|

| | | | | |
|---|---|---|---|---|
| **Anticipation** | | | | |
| *Q: Did you have access to formal training, information, or advice related to your farm?* | | | | |
| **Access to agricultural training / advice** | No, never | Yes, but rarely | Yes, sometimes | Yes, regularly |
| *Q: Did you have access to weather information such as forecasts or warning systems?* | | | | |
| **Access to weather information** | No, never | Yes, but rarely | Yes, sometimes | Yes, regularly |
| *Q: How well do you understand how climate change or changing weather patterns can affect your farming?* | | | | |
| **Climate change awareness** | Not at all | Not very well | Somewhat well | Very well |
| *Q: To what extent do you participate in a producer group (collective aggregation, marketing, value addition, advisory)?* | | | | |
| **Involvement in producer group** | Not part of any producer group | Not very involved | Somewhat involved | Very involved |
| **Absorption** | | | | |
| *Q: Imagine you need to come up with (1/20 GNI per capita) within the next month. How easy or difficult would it be?* | | | | |
| **Access to emergency funds** | Very difficult | Slightly difficult | Neither easy nor difficult | Very or slightly easy |
| *Q: Did you use insurance for your farm or fishery in the last 12 months?* | | | | |
| **Use of agricultural insurance** | No, I do not know where to get it | No, I did not have money to buy it | No, I did not need it | Yes |
| *Q: Did you have access to credit for your farm from a formal lending institution or bank?* | | | | |
| **Access to formal credit** | No, I did not have access | No, I did not qualify for credit | Yes, I had access but did not use it | Yes, I used credit from a formal institution |
| *Q: When you needed to sell your produce/livestock, how easy or difficult was it to find a buyer?* | | | | |
| **Access to reliable markets** | Very difficult | Neither easy nor difficult, or somewhat difficult | Somewhat easy | Very easy |
| *Qs: Combination of farm income share and number of income sources.* | | | | |
| **Diversified household income** | Fully concentrated: All income from farming (100%) AND one main source | Highly concentrated: 51-75% from farming AND one source; OR 76-99% from farming AND one or a few sources; OR 100% from farming AND a few or several sources | Partially diversified: ≤50% from farming AND one source; OR 26-50% from farming AND a few sources; OR 51-75% from farming AND a few or several sources; OR 76-99% from farming AND several sources | Well-diversified: ≤25% from farming AND a few or several sources; OR 26-50% from farming AND several sources |

# Resilience Scorecard (2/2)

Vulnerable (0) | At Risk (1) | Emerging (2) | Resilient (3)

| Transformation | | | | |
|---|---|---|---|---|
| *Q: To what extent have you used practices, inputs, or technologies that help protect your farm from weather-related risks?* | | | | |
| **Climate-resilient inputs and practices** | Not at all | A little | Some | A lot |
| *Q: Practices adopted (composting, intercropping, biological pest control, crop rotation, cover crops, agroforestry).* | | | | |
| **Sustainable agricultural practices** | 0 practices | 1-2 practices | 3-4 practices | 5-6 practices |
| *Qs: Water management practices used and coverage of farm/pond area.* | | | | |
| **Smart water management** | Very small portion, or no practices used | Less than half of farm area covered | Half or more of farm area covered | All or almost all of farm area covered |

# Methodology

### About the 60 Decibels Methodology

Between April and May 2026, 60 Decibels' trained researchers conducted 150 phone interviews with producers affiliated with three of I&P Accélération FARM-supported companies: Agro-Aquaculture, CAFREX and Jokalante. 60 Decibels received a list of 699 producers across the three companies and employed a stratified sampling approach, targeting 50 interviews per company. Within each company, producers were randomly selected from the contact list provided.

Due to low response rates and a limited sample frame, only 20 interviews were completed with producers affiliated with Agro-Aquaculture. To reach the overall target sample of 150, we made up to five call attempts per producer and oversampled CAFREX and Jokalante, completing 65 interviews with each company (15 above the target of 50).

Final sample details are presented in the table below.

| Company | Agro-Aquaculture | CAFREX | Jokalante | **Overall** |
|---|---|---|---|---|
| Country | Guinea | Côte d'Ivoire | Senegal | - |
| Interviews Completed* | 20 | 65 | 65 | **150** |
| Contacts Shared | 51 | 148 | 500 | **699** |
| Response Rate | 47% | 53% | 78% | - |
| Confidence Level | 90% | 90% | 90% | **90%** |
| Margin of Error | 15% | 8% | 10% | **6%** |
| Average Survey Duration | 22 mins | 20 mins | 15 mins | **18 mins** |
| Languages | French, Sossou | French | French, Wolof | - |

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### Calculations and Definitions

For those who like to geek out, here's a summary of the calculation we used in this report.

| Metric | Calculation |
|---|---|
| Net Promoter Score® | The Net Promoter Score (NPS) is a common gauge of producer satisfaction and loyalty. It is measured by asking producers to rate their likelihood to recommend the company to a friend of family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of producers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'. |

# Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

**Review Your Results**

- [ ] Review your results and qualitative customer responses. There's a lot of interesting feedback in there!

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**Engage Your Team**

- [ ] Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
- [ ] Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.

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**Spread The Word**

- [ ] Reach a wider audience on social media & show you're invested in your customers.

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**Close The Loop**

- [ ] We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'
- [ ] After reading this report, don't forget to let us know what you thought: Click here!

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**Take Action!**

- [ ] Collate ideas from team into an action plan including responsibilities.
- [ ] Keep us updated, we'd love to know what changes you make based on these insights.
- [ ] Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.



## About 60 Decibels

60 Decibels is the world's leading customer insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,500+ researchers in 90+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.


**Project Team**

Ellie Turner

Ramiro Rejas

Ayezah Salman

Audrey Coulibaly

Kouame Djah

Ian Osuka

**For queries, please email:**

ellie@60decibels.com;

ayezah@60decibels.com


60 __ decibels

## Thank You For Working With Us!

**Let's do it again sometime.**

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey here!

**Stay In Touch**

Please sign up for The Volume, our monthly collection of things worth reading.

## Acknowledgments


Thank you to Soraya Bare for their support throughout the project. This work was generously sponsored by Investisseurs & Partenaires (I&P).


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