

Gender and the Legume Alliance

Integrating multi-media communication approaches and input brokerage: Common bean and soybean campaign report - Tanzania

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Acronyms

Acronym	
AFAP	Africa Fertilizer Agribusiness Partnership
ASA	Agricultural Seed Agency
ASHC	Africa Soil Health Consortium
CABI	Centre for Agriculture and Biosciences International
CRS	Catholic Relief Service
FIPS	Farm Input Promotions Africa
FRI	Farm Radio International
GALA	Gender and the Legume Alliance
ICT	Information and Communications Technology
IDRC	International Development Research Centre
IITA	International Institute of Tropical Agriculture
ISFM	Integrated soil fertility management
IVR	Interactive Voice Response system
SAIRLA	Sustainable Agricultural Intensification Research and Learning in Africa
SARI	Selian Agricultural Research Institute
SILT	Scaling Improved Legume Technologies
VBA	Village-based advisors

1 Campaign approach

A campaign is defined as a coordinated set of activities intended to share information on a particular topic. The aim is to achieve change in farmer behaviour and practices at scale through integrated efforts by different organisations, using a variety of communication channels.

Campaigns described in this report were implemented under the auspices of a family of projects associated with the BMGF funded Africa Soil Health Consortium (ASHC) project. ASHC works together with leveraged projects including: the IDRC funded SILT (Scaling Improved Legume Technologies) project - a partnership co-led by Farm Radio International (FRI), CABI and the Africa Fertilizer Agribusiness Partnership (AFAP); the FRI-CABI collaborative UPTAKE (Up-scaling Technologies in Agriculture through Knowledge and Extension) project funded by IFAD and; the CABI-led GALA (Gender and the Legume Alliance) project funded by SAIRLA. GALA plays a key role in supporting learning and advocacy about strategies to improve access to information and knowledge around sustainable intensification. CABI manages activities under the 4 projects to deliver an integrated program of work and works with a wide range of partners.

The current report describes a set of campaigns designed to bring about sustainable intensification of soybean or common bean production in Northern and Southern Tanzania from 2015 to 2017. These campaigns were implemented under the auspices of the Legume Alliance - a loose affiliation of organisations from the public and private sector, with an interest in promoting legume technologies in Tanzania – brought together through actions of the ASHC family of projects. A key knowledge partner in the Legume Alliance is the BMGF funded N2Africa project focused on putting nitrogen fixation to work for smallholder farmers growing legume crops in Africa. The first pilot campaign took place in 2015 under the banner ‘Maharage Bingwa’ or champion beans funded by ASHC – while campaigns in 2016/17 the primary source of funding for these campaigns was the SILT project with contribution from ASHC these will be referred to as SILT campaigns.

Partners collectively sought to deliver awareness raising campaigns combining multiple media channels (radio, TV, mobile and print) and interpersonal approaches (like demonstration plot training days) targeting multiple points of entry in small-scale farming households. The thinking is that by increasing the points of access for information we are improving access to information, especially by women and younger farmers, and that this in turn may impact on the decision-making dynamics in farming households.

2 Technical brief

The key document driving quality and consistency of messages is the technical brief, developed in a participatory manner with international and national experts and stakeholders.

The common bean brief was originally developed in a series of workshops in Arusha as part of the ASHC-funded Maharage Bingwa campaign in 2015. It was revisited to ensure it remained fit for purpose for the campaigns in 2016/017.

The technical brief for common bean advocates the use of higher yielding improved crop varieties coupled with investment in phosphorus (P) fertilizer. The brief also sets out good agronomic practices including good land preparation, optimising spacing and planting in rows, timely weeding

and harvesting. It also seeks to maximise the organic matter being returned to the soil to support improved soil fertility.

A technical brief on soybean, which was used as basis for the implementation of campaign material in Tanzania, was discussed with the partners and key experts attending a series of technical meetings in Arusha in 2016. The technical brief was then finalized with the extension service and circulated to inform the campaign elements.

2.1 Differences between crops:

The technical brief for soybean is more complex than the common bean one in several important ways. The crop is more demanding. For example, too much or too little rain after planting can have a devastating impact on the crop. In addition to the nutrients needed for soybean, the soybean technical brief also advocates the use of inoculant to boost the crop and promote nodulation. This adds nitrogen to the soil which can be utilised by non-leguminous crops planted as an inter-crop in rotation.

In terms of improved agronomic practices, one that stands out is correct spacing. Soybean yields respond well to close planting: 1 seed every 5 cm or 2 seeds every 10 cm. This is a quick route to intensification; this plant spacing is significantly closer than most farmers are currently planting. This recommendation means that less land need be utilised and productivity can be markedly improved.

Common bean, a food security crop and a staple of the Tanzanian diet, is grown by most farmers. Whilst a large amount of the crop is consumed by the household there is a ready market for any surpluses. These can be sold in local markets or, if there are suitable transport links, in urban areas. The crop is reasonably easy to grow; this is why this technology was targeted at young people through a link with *Shujaaz* which targets young people through comics and related social media.

Soybean is largely a cash crop. It has a very high protein content which makes the crop suitable for a wide variety of animal feed and human food uses. Although there are moves to make farming households aware of the potential of soybean for home consumption, currently it is largely a crop that is sold to processors and off-takers.

Whilst Tanzania is a net importer of soybean, import substitution is not as straight forward as it at first appears. Soybean, unlike common bean, is an internationally traded commodity. This means that the price farmers receive for the crop is, to some extent, dependent on the harvests in other domains. When crops fail elsewhere in the world, international buyers arrive in Tanzania and prices are driven up. In other years the reverse can happen: soybean can be dumped into the Tanzanian market at prices with which farmers find it hard to compete.

Soybean farming is only really successful when clusters of farmers reach a critical mass that makes the harvest cost-effective to collect. This means that active collaboration and aggregation through cooperatives and farmers' groups can be critical to marketing success. This said, soybean has the potential to be a lucrative crop and it also has a significant impact on soil health as part of legume-cereal cropping systems.

3 Geographic coverage

The common bean campaigns took place in the Northern and Southern Highlands regions of Tanzania while the soybean campaigns was focused in the Southern Highlands. The areas covered represent about 80% of the land where legumes are grown in Tanzania and where most of the value chain initiatives partnering with N2Africa are located.

Selecting the geographic area for the campaigns was an iterative process. A final decision was made about the core area for campaign based on partners' knowledge of:

- promotional activity by other parties in relation to legumes (identified by N2Africa and others)
- a network of agro-dealers (as the campaign had a strong focus on inputs)
- location demo plots, in order to capitalize on demo plots that were already being implemented by other initiatives

Farm Radio International then did market research to find out the farmers' preferences for radio stations in these areas and identify their information needs.

4 Campaign elements

The selection of the campaign channel was a pragmatic process that entailed the following:

- Exploring how specific channels suited the messages to be shared
- Exploring the value for money in reaching the targets
- Exploring how the media can reflect issues of language and literacy
- Ensuring that the channel and format work to deliver gendered approaches, wherever possible empowering women and young people (under 35-year-olds) to have parity of access to information

A summary of the campaigns is given below, with further details in subsequent sections:

- **2015 August-February, North and South, Common beans:** In the North a radio station Sauti Njili aired a series of 12 radio programmes radio campaign - covering a few districts in Arusha and Kilimanjaro regions. Messages on how to grow beans were also integrated into 2 issues of *Shujaaz* (a youth oriented magazine) that gave out messages on bean varieties and how to grown beans around stories of 2 young people making money in agriculture – the stories also followed through in *Shujaaz* social media actions. In the South an NGO partner FIPS-Africa (Farm Input Promotions-Africa) interacted with local farmers through Village Based Advisors provided with a range of print materials.
- **2016 March-June North and South Common beans;** Two radio stations aired participatory radio campaigns: Radio 5 covering North-Arusha and; Habari Njema covering North-Manyara. A follow-up issue of *Shujaaz* was distributed as inserts to the sports magazine Mwanaspoti and at CocaCola distribution points across the country – associated with mixed social media. A total of 16 one acre demo plots managed by AFAP provided a focal point for local farmers – including through field days. Print materials were used at demonstration plots.

- **2016-2017 Nov-April – mainly South:** A soybean campaign was planned to align with the 2016 planting season in collaboration with Catholic Relief Service – an N2Africa partner working to promote soybean production and market linkages under USAID funding in Southern Tanzania. CRS used their funds to commission radio campaigns on 3 radio stations covering different areas of the Southern Highlands. Between 22 and 29 weekly programs were aired on each station over a period of 4-6 months - starting well before the planting season. All stations included poll questions to gather feedback from farmers. At the same time AFAP established demo plots in 4 districts in the South, with A4 ‘posters’ illustrating ‘best practices’ across the cropping system, being shared with participants at demo-plot notably at the field days. AFAP also ran demo-plots in Northern districts. FIPS village-based advisors (VBAs) from 2 districts in Njombe region encouraged farmers to trial soybean – with more than 2,000 farmers planting the crop. FIPS VBAs also facilitated 10 radio listening groups (250 farmers) where groups of farmers were encouraged to listen to the weekly radio programs together and discuss what they heard in weekly meetings.

4.1 Demo plots

AFAP worked in collaboration with local, regional, district and village agricultural extension officers to identify sites for the 16 common bean and 16 soybean demonstration plots. In both cases eight were in the north and eight were in the south. The extension team helped to recruit teams to develop the one-acre demonstration plots and mobilize farmers to participate in the planting exercise, and the farmer training days.

AFAP distributed A4 posters illustrating best practices across the cropping system to participants at the common bean demo-plots, notably at 15 field days. One common bean demonstration plot had to be abandoned due to the failure of the crop.

Soybean leaflets developed by CABI were distributed by AFAP directly to farmers and extension officers according to a research design at eight of the training days. Eight plots were not supported by printed material to see what impact the print reinforcement made in terms of knowledge, attitude or behaviour change.

The SILT intervention implemented by AFAP on establishing demo plots to educate farmers on proper agronomic practices of soybean was welcomed by both local authorities and farmers. In some villages, soybean production had been abandoned some years back due to lack of markets and little knowledge on its utilization.

The farmers were taught the importance of using improved seeds which have high yields and are more disease tolerant in comparison to their local seeds, although improved seeds were not always readily available at village level. Due to seed unavailability, farmers would recycle seeds up to 10-times in some instances, thereby affecting germination and subsequently resulting in low

yields. It was also established that both extension officers and farmers needed more training on the use of inoculants.

In total, 1,845 farmers attended field training.

Table 1: Number of farmers attending field training days

	Soybean	Common bean	Total
Men	432	642	1074
Women	289	491	780
Total	721	1,133	1845

The average figure for women attending the common bean and soybean training was 43 and 40% respectively, although there was high variation between venues (see table 2):

Table 2: Variation in proportion of women attending field training days

	Soybean	Common bean
Lowest %	Arusha, Karatu, Changarawe: 11%	Iringa, Kilolo Mkalanga: 17%
Highest %	Morogoro: 64.5%	Ruvuma, Namtumbo, Suluti: 60%

In some of the training sessions women made up over 60% of farmers attending. We need to know more about the arrangements that were made in these locations to see what factors led to women being empowered to attend these events. Issues can include the timing of the training and the inclusion of women in the planning and delivery of the plots and the training or the institutions (such as the composition and leadership structure of the farmers group delivering the demo).

4.2 FIPS village-based advisors

FIPS-Africa village-based advisors facilitated radio listening groups which helped farmers to listen to programmes (on soybean) together and to discuss what they heard. For their part in the soybean campaign, the advisors facilitated the development of ‘mother and baby plots’ to show farmers the best practice approaches to soybean agronomy. This approach facilitates farmer learning from the demonstration site – ‘mother’ and trialling on their own plots – ‘baby’.

Using the FIPS-Africa network of village-based advisors (VBAs), the project demonstrated improved legume technologies, using the mother-baby demonstration plot approach. Advisors distributed small sample packs of seed which were accompanied by different combinations of printed information. Thirty VBAs from two districts in Njombe region encouraged farmers to trial common bean and soybean. In 2015 – 11,280 farmers received information on common beans. In 2016 2,163 farmers planted soybean using seed shared by the VBAs. The FIPS approach facilitates farmer learning from the demonstration site supported by CABI produced leaflets. A comparison is then made on performance of ‘mother’ and ‘baby’ plots to assess level of learning and adaptation of trained technologies by farmers. At least 50% of the farmers actively involved in the demonstrations were women.

The VBAs also facilitated 10 radio listening groups (250 farmers) during the soybean campaign. Groups of farmers were encouraged to listen to the weekly radio programs together and discuss what they heard in weekly meetings. This worked in two ways. First it stimulated debate which helped farmers to engage more with the programs. Secondly, the moderators of the groups provided feedback on any areas of confusions, which were then addressed in subsequent broadcasts. These groups also received ASHC printed information materials demonstrating soybean sustainable agricultural intensification practices: use of quality seed, use of rhizobia inoculum, good agronomic practices and especially correct spacing.

4.3 Radio

Farm Radio International aired radio series on common bean on Sauti Njili (2015) Radio Habari Njema, and Radio 5 (in 2016). Radio series on soybean were aired on Abood FM, Kings FM and Radio Maria, working in collaboration with the Catholic Relief Services project Soya ni Pesa in 2016/17.

The participatory programming engages with listeners through FRI Uliza platform that allows listeners to communicate via mobile to ask questions and respond to radio polls. Over 17,000 listeners registered to soybean programs and over 3,900 listeners to common bean programs through. This system of interaction appears to appeal to younger farmers – particularly young men.

4.3.1 Radio campaigns on soybean in the Southern Highlands

The Catholic Relief Service (CRS) Soya ni Pesa program in Tanzania worked with FRI to increase farmers' awareness about project interventions, increase their knowledge of improved production techniques, increase their access to and use of inputs and access to financial services.

The radio programs focused on promoting sustainable increases in soybean production, linking farmers to appropriate input suppliers and, in theory, providing linkages to more profitable markets. The Soya ni Pesa radio programs were guided by a market development approach and informed by market research, value chain analyses, a farming systems analysis, research for action and robust monitoring and evaluation. They aimed to contribute to improvements in crop productivity, more environmentally-sensitive agronomic practices and improved integration of farmers into markets.

Three radio series have been on air in the Southern Highlands, using Radio Maria in Ruvuma region, Abood FM in Morogoro region and Kings FM in Njombe region. The radio programs, coupled with other interventions such as demo plots and printed materials, have been sharing content on improved soybean technologies and specifically the use of improved seeds and inoculant.

Responses to the radio campaigns in the Southern Highlands were very good, with large numbers of listeners interacting through the Uliza platform – although this was tempered by an uncertain

and volatile market situation. The programs were launched in September/October 2016 and were been on air regularly up to July 2017. Initially the programs were planned to end in March 2017 but, due to a delay in the rainfall season, the programs were adjusted to align with the season and respond to the market issue. This is one of the advantages of radio that it can respond in real time to developing challenges caused by climate uncertainty or arising issues, such as marketing.

In April 2017, FRI developed new radio programs, in collaboration with CRS, to shift the focus of the programs from agronomy to marketing. This was as a result of farmers asking project staff (AFAP, FRI and CABI) about marketing options for soybean. The project recognizes that farmers are unlikely to grow a crop without knowing about markets, so this is one of the main barriers to uptake of improved technologies. The last 12 episodes of the series in each station focused on soybean markets and linking farmers to potential buyers.

The objective of the radio campaign was to reinforce, not introduce, best practices in soybean farming. An estimated 155,000 rural people listened to at least one soybean radio program. Based on a randomised household survey of households in rural areas covered by the program

In total, 100 programs, excluding repeats, have been aired:

- 33 with Abood FM
- 31 with Radio Maria
- 36 with Kings FM

4.3.2 Radio campaigns on common bean in the Northern region

The common bean series in the Northern Highlands was aired by radio Habari Njema based in Manyara region and Radio 5 in Arusha. In the first campaign, Radio 5 aired 22 weekly episodes and Habari Njema aired 24 weekly episodes. For the second campaign, Habari Njema aired 21 weekly episodes.

FRI estimated 500,000 potential listeners for the common bean campaigns in the North.

In total, 67 programs, including repeats have been aired:

- 22 with Radio 5
- 45 with Radio Habari Njema

In 2015, a total of 10 voice Agri Tips were sent via mobile phones to farmers and were received by more than 2,000 farmers.

Below is an example of one Agri tip sent in week 18 on the importance of soil testing:

"It is important for the farmer to do soil testing and know the health of the soil in the field. The results of soil testing will help the farmer in determining quantity and type of fertilizer that will be used in the field. It is important for farmers to know the more you use the soil, the more its fertility gets lost, so it is important to do soil testing to know what to do to avoid damage to the field."

We are now planning a final series on common bean to run on two radio stations in the Northern Highlands, as part of a final integrated communication campaign that will focus on N2Africa's target bean growing communities.

As an integral part of the final series, FRI has also commissioned a Tanzanian drama writer to produce a script for a five-episode radio drama, which will promote improved technologies in common bean. This will have a gender angle, i.e. gender roles, preferences of women, men and youth with regard to common bean improved technologies etc. The formative research and program design plan was developed in consultation with a gender expert, who also reviewed the design document for the radio programs to ensure that gender is well addressed during the programs.

4.4 Print materials

A wide range of printed material on soybean and common bean were developed using a protocol for the production that included the following steps:

- Pre-season write-shop
- Production of a selection of proto-types for any selected form
- Production and testing of proto-types
- Production of pilot materials
- Piloting phase

All printed materials for SILT were produced in Kiswahili, the official language in Tanzania, and targeted specific audiences: farmers, extension workers and agro-dealers. The table below shows the number of printed materials and how they were distributed:

Table 3: The number of printed materials and their distribution channels

Tanzania, soybean (Kiswahili) 2016 -17		
Soybean extension manual	208	FIPS 100 manuals distributed to village-based advisors understand the technology AFAP: 58 manuals distributed to extension staff in charge of demo plots and another 50 distributed to extension staff in distant districts
Soybean flash card sets	1271	AFAP: Distributed to farmers who were either part of the community group involved in setting up demo plots or farmers who would later on visit the demo plots. 293 in 2016 and 978 in 2017 during the course of the season
	100	FIPS: Distributed to village-based advisors
	100	Extension: Support material for extension staff working in the demo plot wards and elsewhere
A3 version of soybean poster	2,000	FIPS: Distributed to farmers interacting with FIPS
	2,000	AFAP: Shared with people visiting demo plots
	1,000	Extension: 8 extension staff received appx 150 copies each
B2 Agro-dealer poster	576	AFAP: Distributed amongst hub and rural agro-dealers
Biofix poster	541	AFAP: Given to farmers who were either part of the community group involved in setting up demo plots or farmers who would later on visit the demo plots
	300	FIPS given to village-based advisors – <i>ideally was to share with farmers</i>
	200	Extension to share with farmers <i>AFAP contacts – to be shared elsewhere –</i>

Tanzania, common bean (Kiswahili) 2015 -16		
Extension manual	60	FIPS: A pilot activity took place with FIPS VBAs receiving a number of different materials to review during use. An experimental approach was discussed – with selected VBAs receiving enough materials to give to contact farmers – but in the event, few materials were distributed and shared amongst VBAs AFAP: Distributed to farmers visiting demos
Flipchart	5	
Shujaaz comic 1 and 2	100-500	
A4 poster	60	
Pest and disease leaflet	60	
Varieties poster	60	
Flash cards	60	
Flash cards	450 sets	AFAP: Distributed to farmers visiting demos
A4 poster with fertilizer recs.	2500	FIPS: A pilot activity took place with FIPS VBAs receiving a number of different materials to review during use. An experimental approach was discussed – with selected VBAs receiving enough materials to give to contact farmers – but in the event, few materials were distributed and shared amongst VBAs

4.4.1 Soybean extension support materials

For the soybean campaign in 2016-2017, CABI produced a total of 8,700 support materials, containing key messages on good agronomic practices, improved varieties of soybean in Tanzania and additional information on the soybean value chain including economic and household income benefits.

The set of materials consisted of a set of flip/flashcards, an A3 page (double-sided) folded handout, A4 handouts on how to use inoculant from two manufacturers (Biofix, Legumefix), an extension support manual and an A2 display poster that included all the key pieces of information.

For extension services a manual on GAP for soybean was produced to provide key information. This was supported by flip/flash cards to use when engaging with farmers.

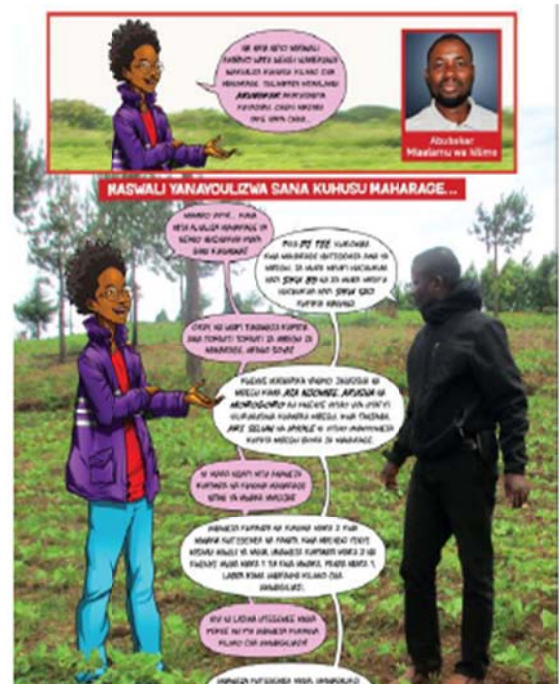
For farmers, an A3 poster on GAP and an A4 poster on inoculation were produced representing information as cartoon-style illustrations.



4.4.2 *Shujaaz Comics: Common bean*

In late 2015, the Legume Alliance worked in Tanzania with Well Told Story, producers of the youth comic *Shujaaz*, to create two 6-page stories featuring ‘hustlers’ (role models making money from an enterprise). This comic contained the common bean production message for youth audiences under the Maharage Bingwa and hustler storyline.

The first issue featured a young farmer growing common beans in Northern Tanzania and incorporated the main GAP messages as well as common questions from farmers including market access for improved varieties of common bean, seed available in Tanzania and fertilizer application. The second issue looked at the role of a young woman working in an agro-dealer store. Each issue had a circulation of around 200,000, distributed in the Southern Highlands of Tanzania.



In 2016, as part of the SILT project, an echo campaign was delivered by *Shujaaz*. By this time *Shujaaz* had put in place nation-wide distribution of 500,000 copies a month. *Shujaaz* used social media (Facebook, Twitter and Instagram) to recruit young farmers who took, or attempted to take, the advice offered in 2015. The new issue went on to explore the challenges and successes they scored from growing common bean. *Shujaaz* supported only common bean agronomy because soybean was considered to be too complex a crop for entry level farmers, especially in terms of accessing markets.

Over 500,000 comics targeting the youth were produced and 425,000 of them were distributed through the partnership between Well Told Story, the publishers of *Shujaaz*, and the Coca-Cola Company in Tanzania. These copies were placed outside kiosks selling Coke and were picked up by young people free of charge. The remaining copies were included as inserts in one edition of a weekly sports newspaper, *Mwanaspoti*, which means they were distributed primarily in urban and peri-urban areas.

4.4.3 *Common bean extension support materials*

In addition to the comics, a set of extension support materials were produced for common beans for Northern and Southern Tanzania. The materials included a manual, an A4 size poster format, and flip/flash cards (made up of extracts of the posters).

A total of 4,310 copies of extension support materials were produced. Of these 2,155 were distributed through AFAP demo plot activities in Southern and Northern Tanzania; 1,508 A4 sheets were distributed to farmers; and 647 flip/ flash/cards were distributed to agro-dealers. Working with AFAP, 1,000 A4 sheets were distributed to agro-dealers shops, both hubs and local dealers. 2,500 pieces of print were distributed by FIPS-Africa VBA networks in Mbeya.

4.5 Capacity building

Training of agro-dealers and extension staff was implemented ahead of the planting seasons. By May 2017, an estimated 227 agro-dealers and extension staff had been trained. AFAP, in collaboration with CABI and IITA, organized trainings on improved legume technologies which were held in Makambako (26 August 2016) in Njombe region and another in Arusha (26 August 2016). ASA has also carried out training associated with its work on seed production.

In September 2017, AFAP organized two one-day training sessions for agro-dealers (hub and rural) and extension officers, bringing together 82 participants in Iringa and 29 participants in Arusha, a total of 111 participants.

The trainings focused on enhancing the production, distribution and availability of improved legume seeds, output markets for common bean and soybean, and nutritional aspects of legumes and included a practical session on the use of inoculants.

Points of sale materials, such as posters, were produced for the agro-dealers as part of the legacy of the project. Thirty hub agro-dealers were trained and were using the point of sale information to give guidance to farmers who came to purchase inputs.

FRI has been capacity building radio stations in a number of ways:

- Building technical competence to deal with soybean and common bean agronomy, harvest and post-harvest marketing and value additions
- Working with polls to illicit information from farmers
- Participatory radio techniques

5 Summary of reach

A summary of the potential and audited actual reach numbers reached is provided in the table below:

Table 4: Summary of potential/actual number of farming households reached via various channels

Crop / Location /Channel	Potential ¹	Actual reach proven so far
Common bean (1) Pilot		
Radio – Sauti Njili	Not known	
Village-Based Advisors		11,280
<i>Shujaaz</i> comics		200,000
Common Bean (2)		
Demo plot training (north and south)		1,133
<i>Shujaaz</i> comics		504,454
Radio - Habari Njema	417,068	3,914 Uliza registered farmers
Radio - Radio 5 - Arusha transmitter	150,277	2,000 farmers received 10 agri-tips from FRI
Soybean (3)		
Demo plot training		721
FIPS VBAs mother and baby demos		1,845
FIPS radio listening groups		250
Radio Maria	1,875,000	155,000 farmers listening to at least one radio program
Radio Kings FM	Not known	
Radio Abood	547,000	
Total	>2,989,345	880,597

¹Radio audience figures are potential reach - that is all rural adults within the reach of a radio transmitter