

Agricultural Transformation summit

Technology Enabled Extension

Timothy Strong
Opportunity International

Audience Survey



<http://bit.ly/oiaudiencesurvey>



Agricultural Transformation Summit - OI Audience Survey

This brief survey aims to collect audience perceptions on various data points collected during the profiling of the Horizon Farming Limited (HFL) smallholder farmers as well as data points from the 2018 Malawi Population & Housing Census. Thank you for your time.

What is the median age of the Malawian population?

- ☐ 17 Years
- ☐ 21 Years
- ☐ 23 Years
- ☐ 27 Years
- ☐ 32 Years

Panel Discussion: Managing Agricultural Risks



Technology Enabled Extension

Agricultural
Transformation
summit

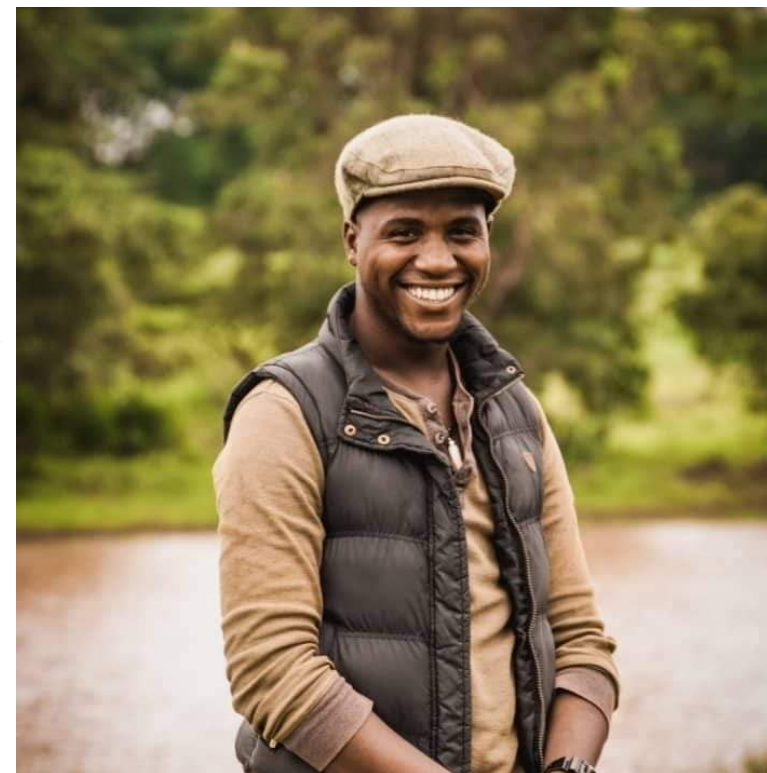
Moderator



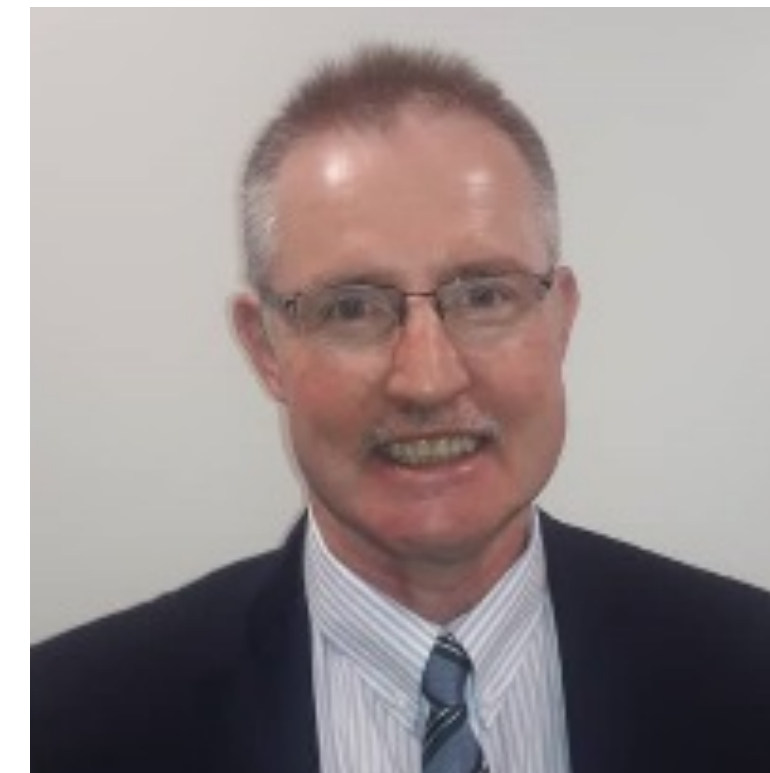
Timothy Strong
Opportunity International

Panelists

Andrew Goodman
Director
Horizon Farms Limited



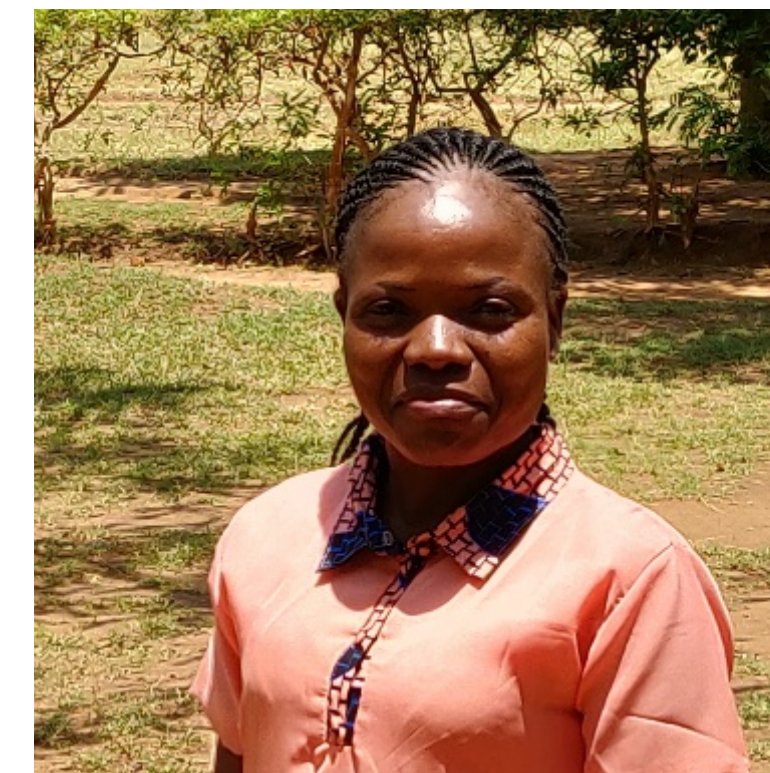
Kobus Louw
General Manager
Group Credit
FMBcapital Holdings
Plc Group



Anna Chimalizeni
Farmer Support Agent
Horizon Farms Limited



Luphess Major and Patricia Kanyanga
Smallholder Farmers
Horizon Farms Limited



Bhahati Zimba
Senior Programs Officer
Opportunity
International

High Tech + High Touch = High Impact

Pairing People and Technology to address
Three Principle Agricultural Risks:

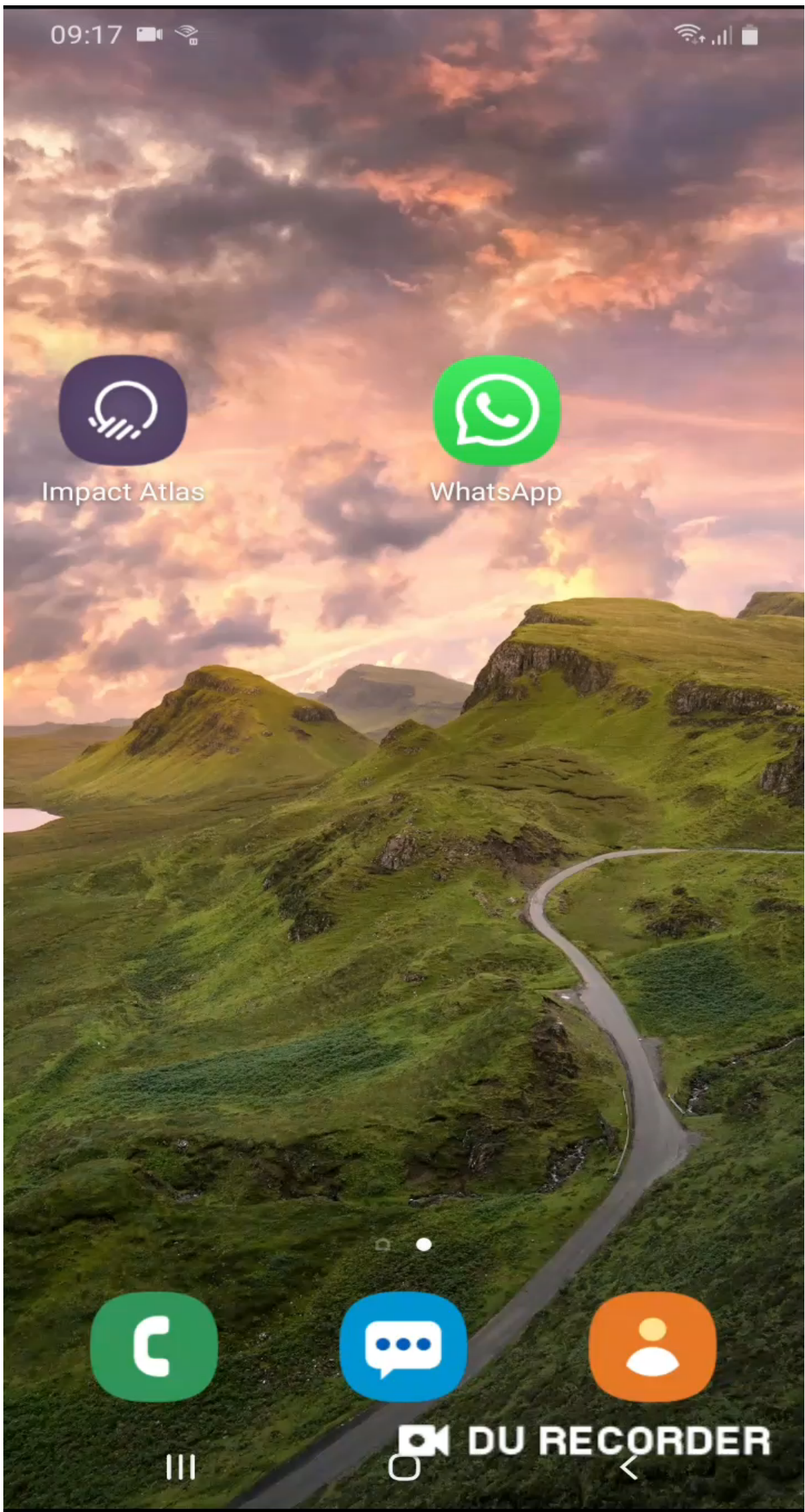
1. Production Risk
2. Market Risk
3. Systemic Risk



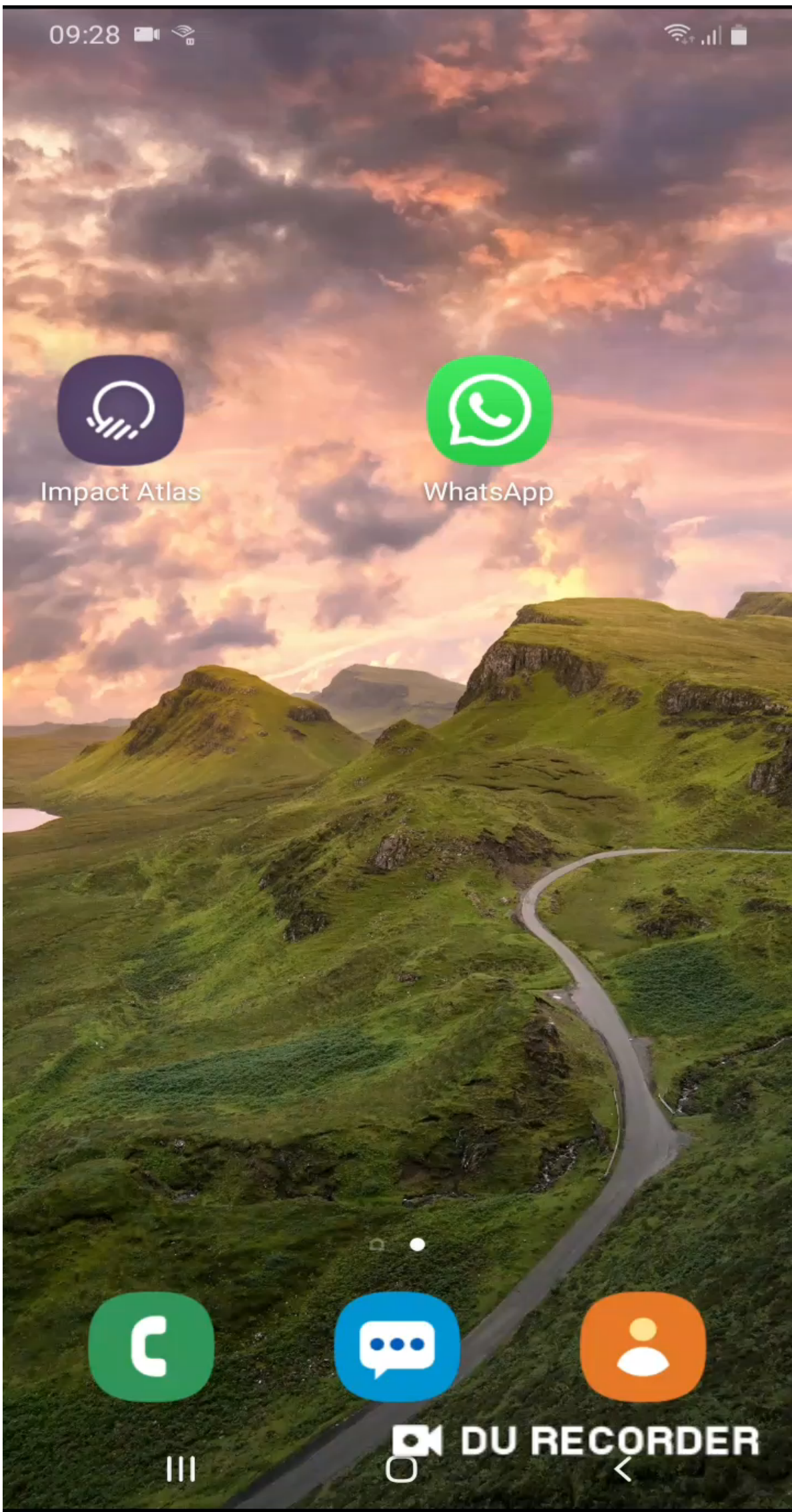
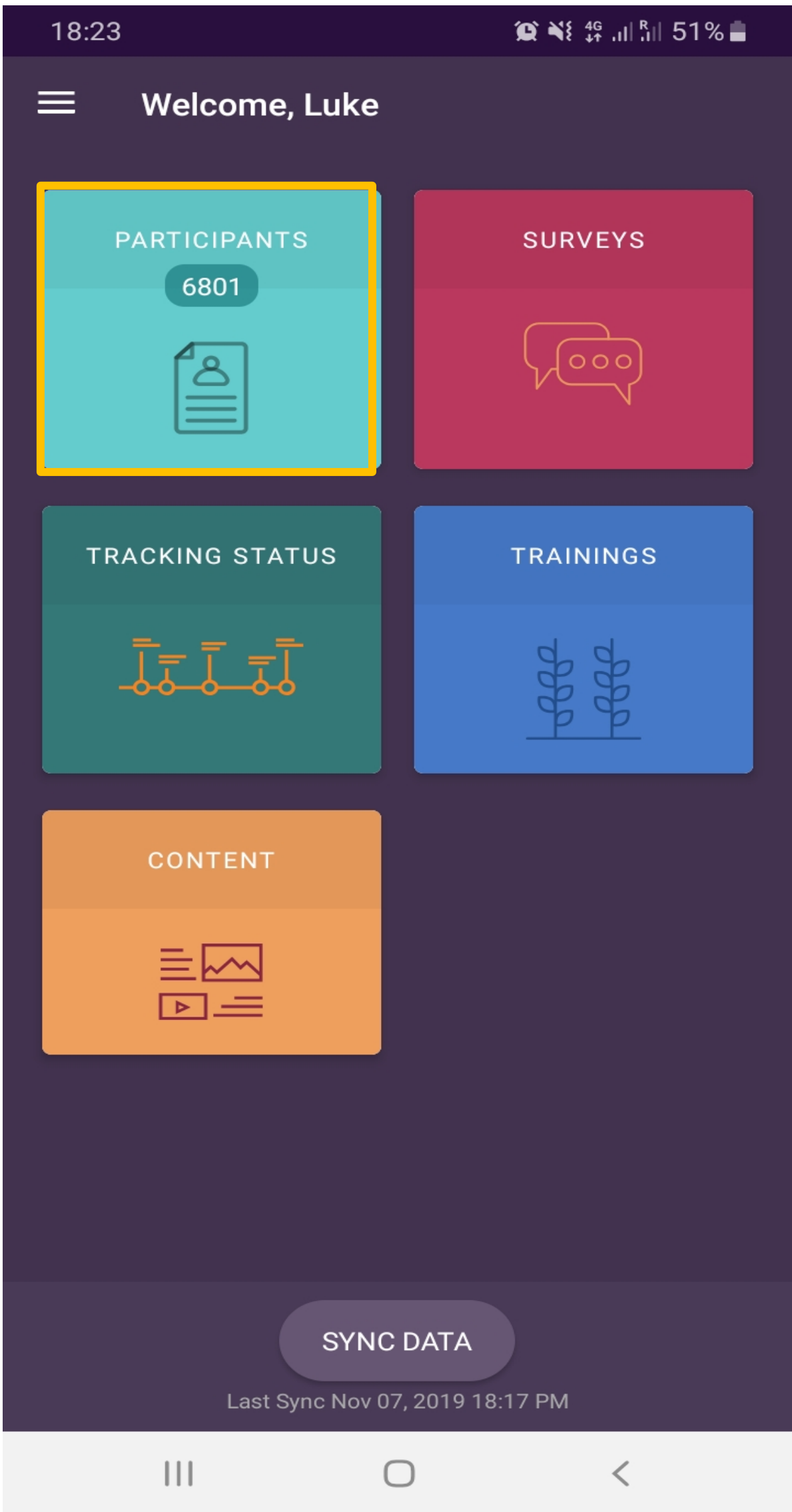
Digital Last Mile Linkages



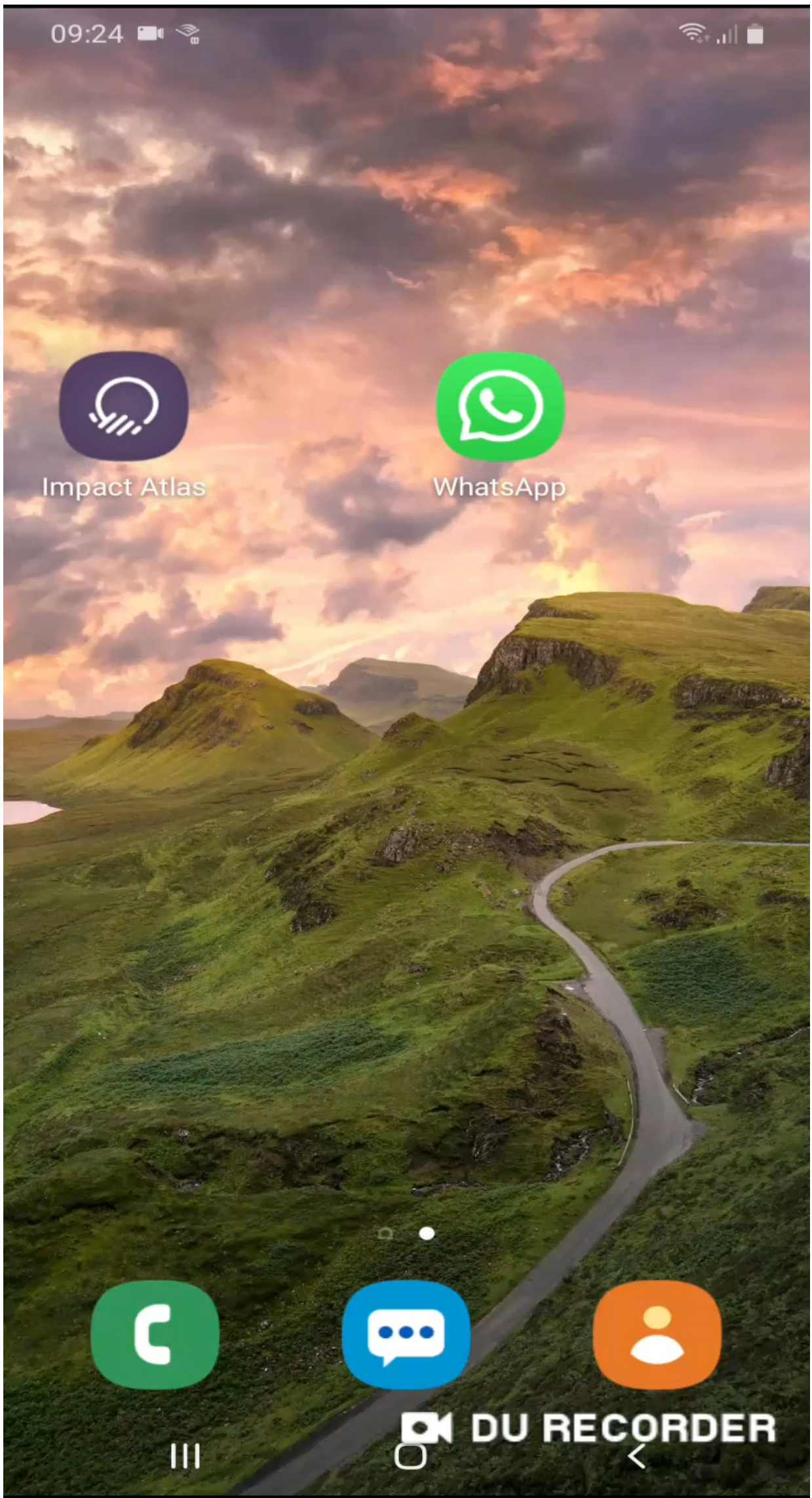
Farmer Visibility and Credit Scoring



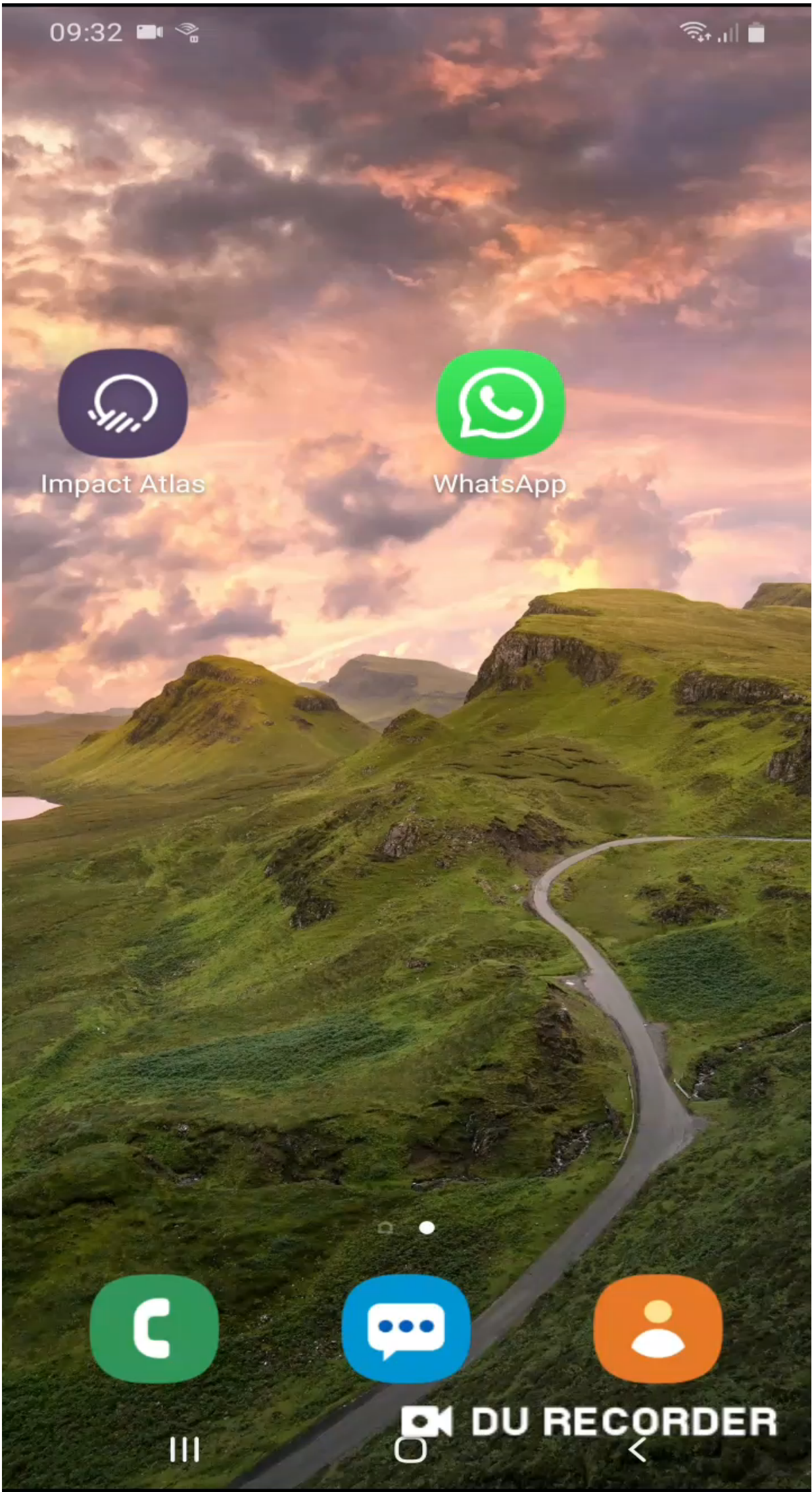
Farmer Traceability and Follow-Up



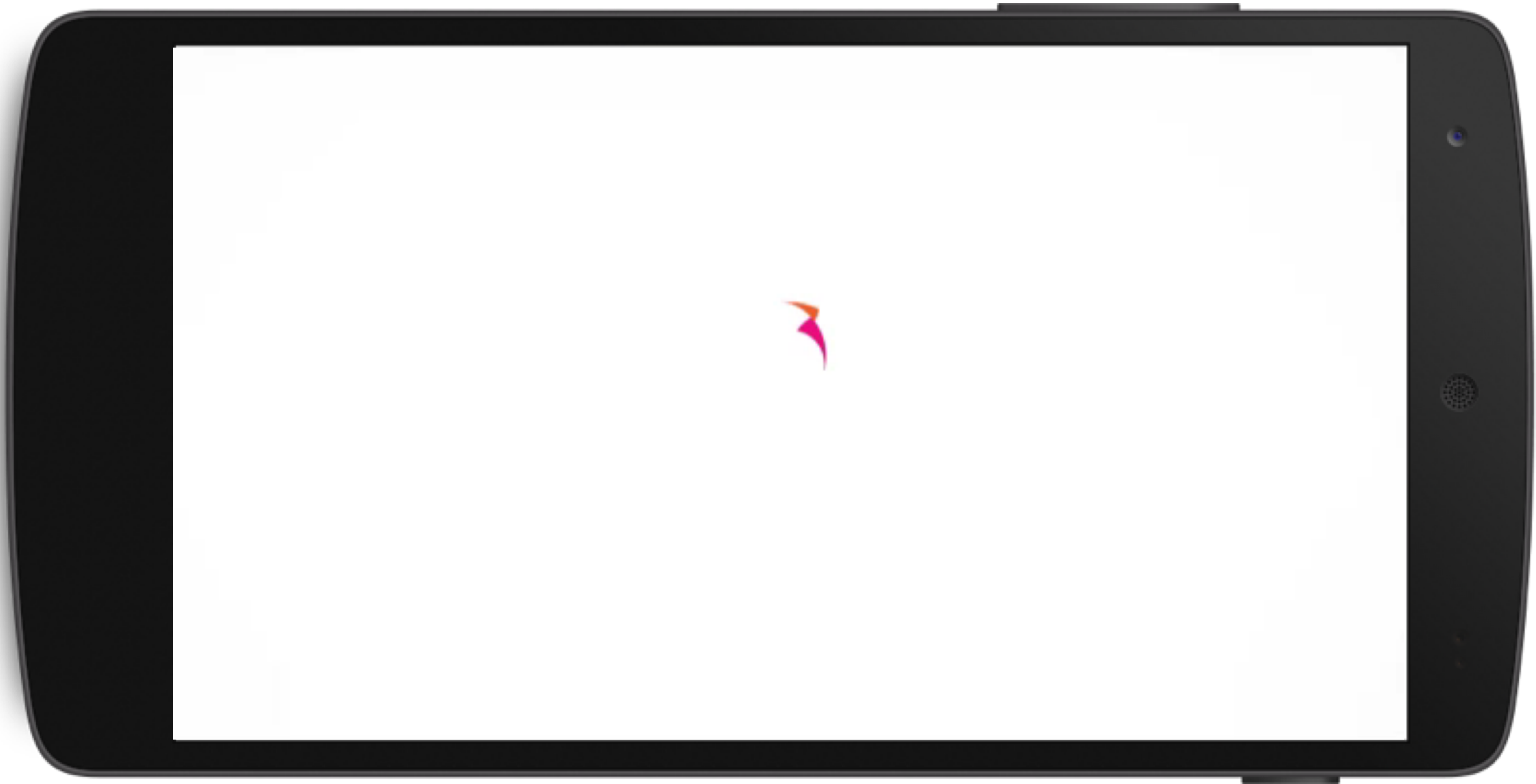
Farmer Scheduling and Training



Farmer Attendance and Adoption



Video-Based Training Extension



Audience Survey



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Audience Survey Results

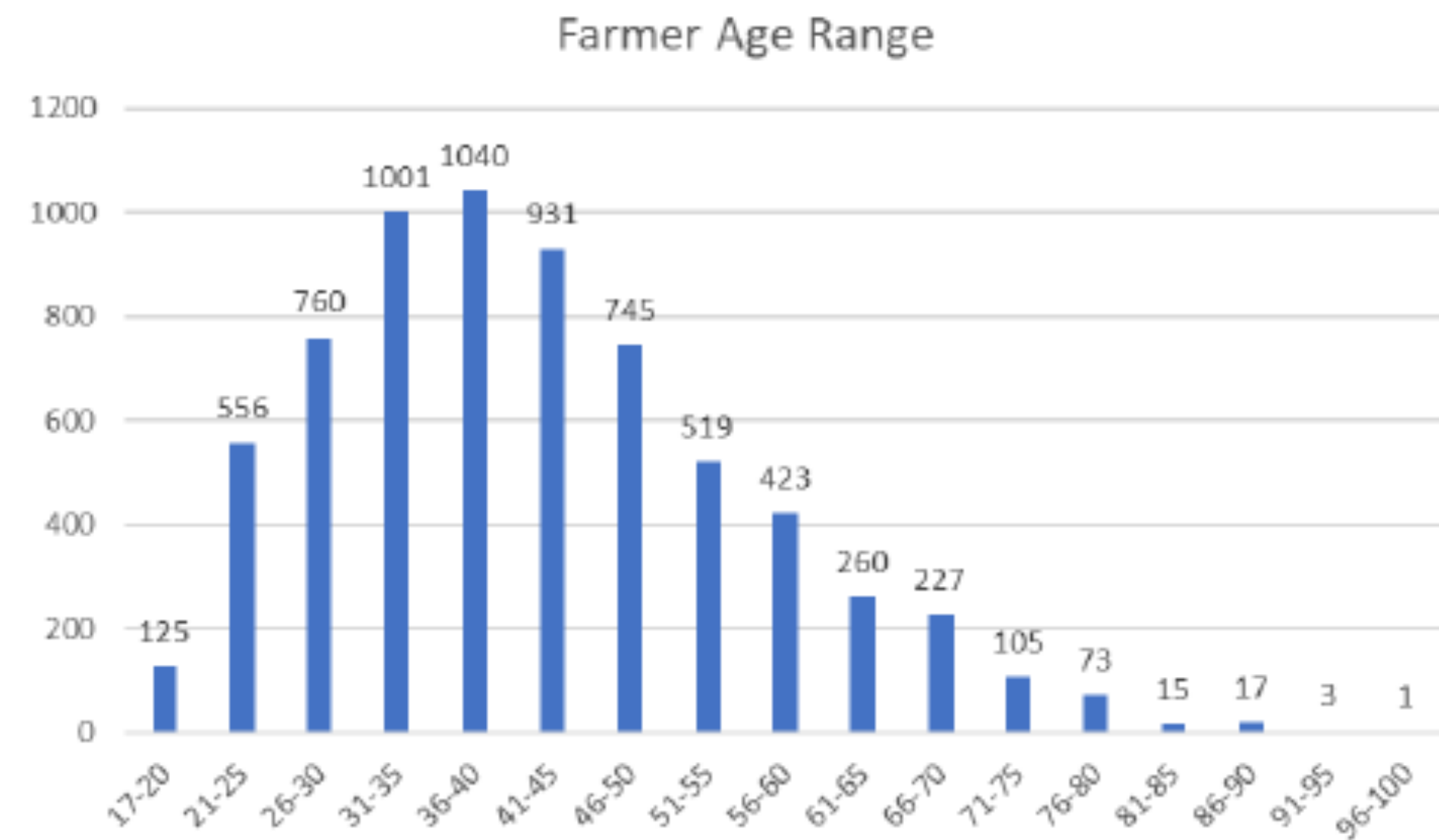
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Audience Survey Results

What is the median age of the Malawian population?

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- HFL Registered farmer median age - 40

Audience Survey Results

What percentage of the 6,805 profiled HFL smallholder farmers are women?

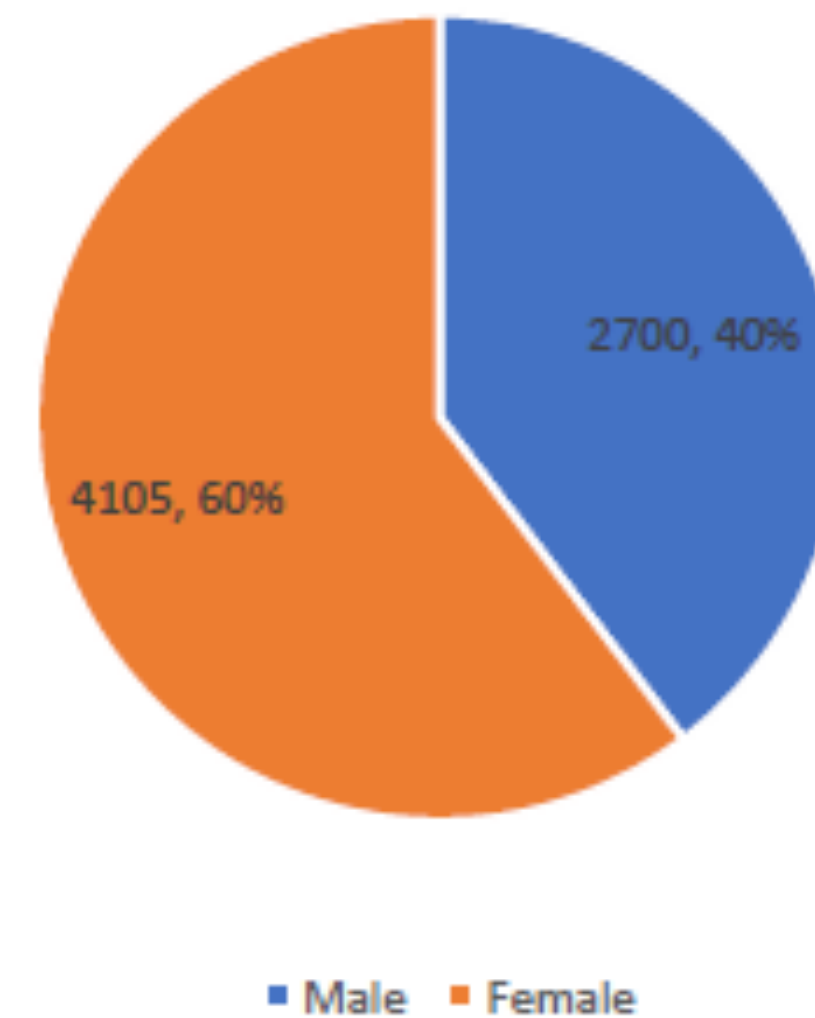
- ☐ 36%
- ☐ 42%
- ☐ 49%
- ☐ 53%
- ☐ 60%

Audience Survey Results

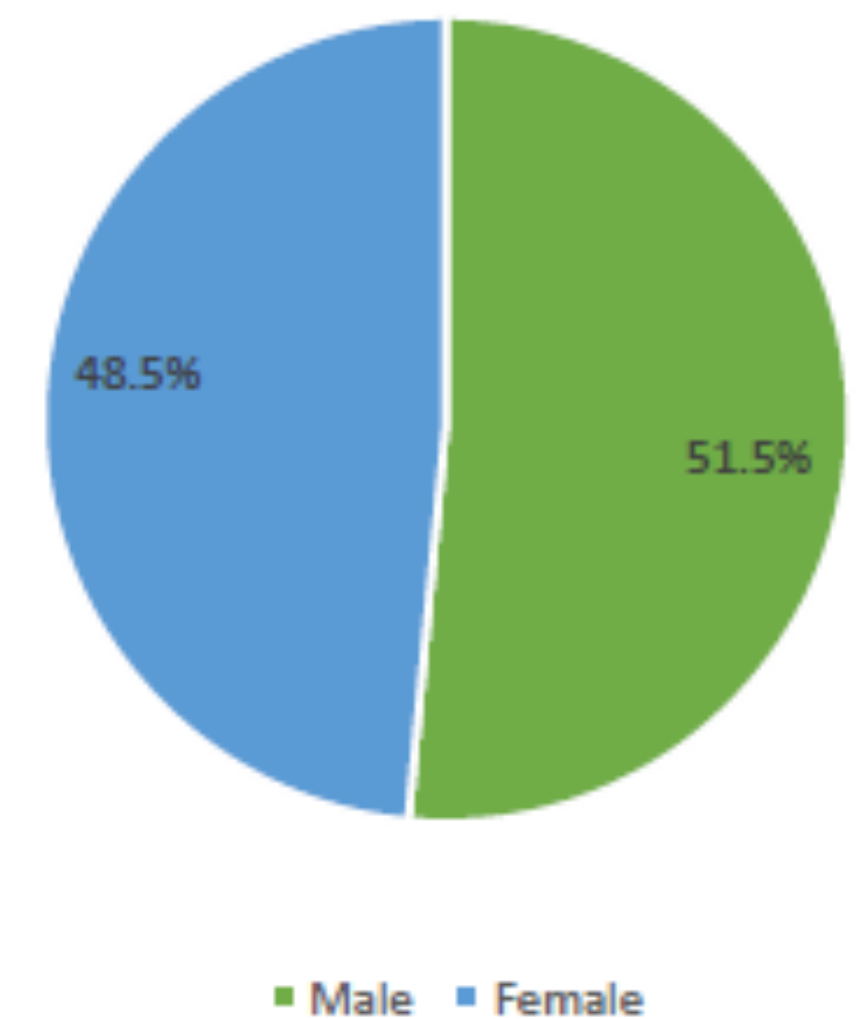
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HFL Farmer Gender Ratio



National Gender Ratio



Audience Survey Results

What percentage of Malawian children of secondary school age (14 -17) are out of school?

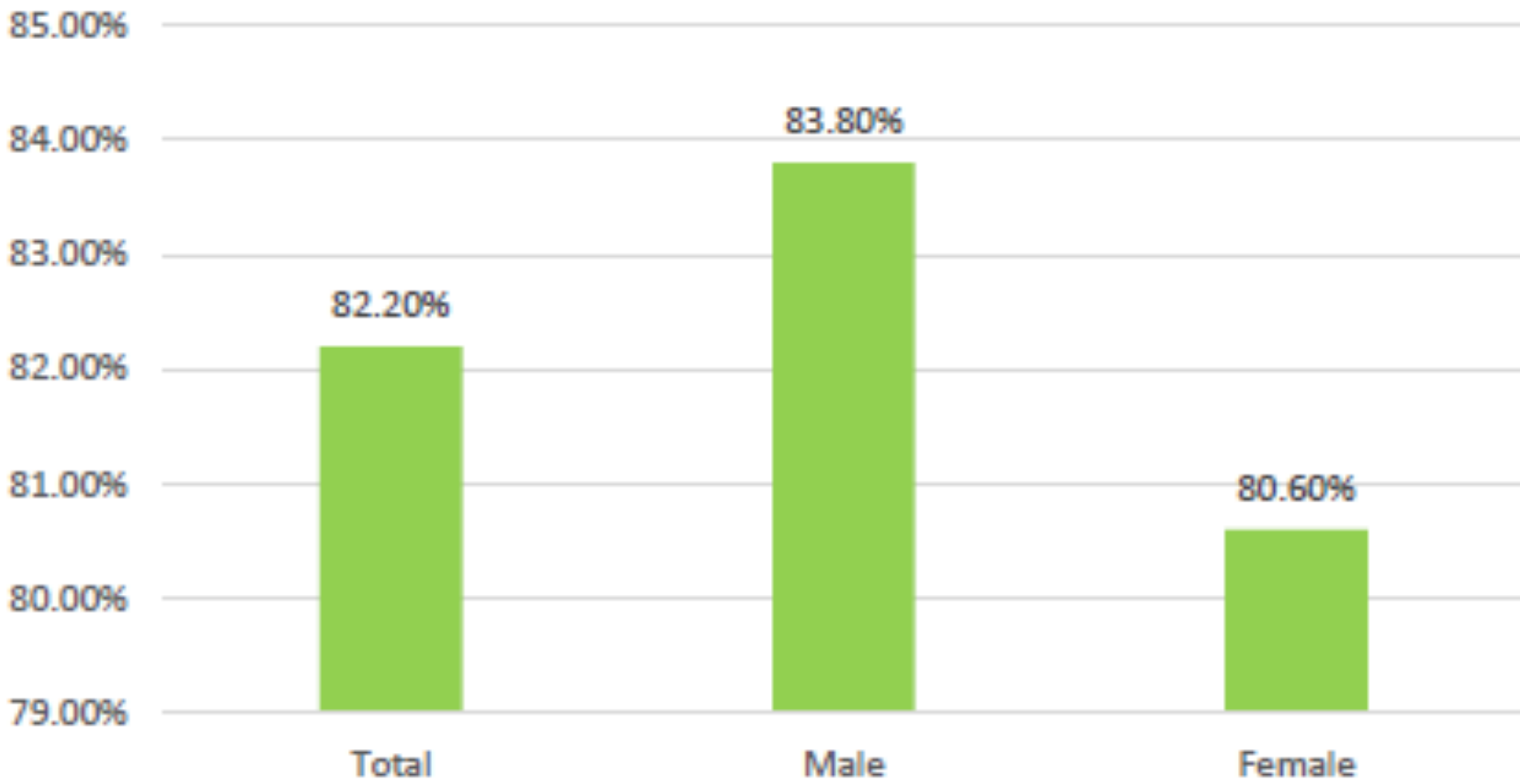
- ☐ 17.3%
- ☐ 25.6%
- ☐ 36.9%
- ☐ 51.5%
- ☐ 66.4%
- ☐ 82.2%

Audience Survey Results

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Percentage of Childern Aged 14-17 out of School



Audience Survey Results

What is the average land holding (acres) of HFL smallholder farmers?

- ☐ 1.6 Acres
- ☐ 2.2 Acres
- ☐ 2.8 Acres
- ☐ 3.1 Acres
- ☐ 4.1 Acres

Audience Survey Results

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☐ 1.6 Acres

☐ 2.2 Acres

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☐ 4.1 Acres

Year of Census	Total Population
1966	4,039,583
1977	5,547,460
1987	7,988,507
1998	9,933,868
2008	13,077,160
2018	17,563,749

Year of Census	Pop Density
2008	138
2018	186

Average HFL Farmer Land Holding –3.07 Acres

Audience Survey Results

What percentage of the HFL smallholder farmers have access to a mobile phone?

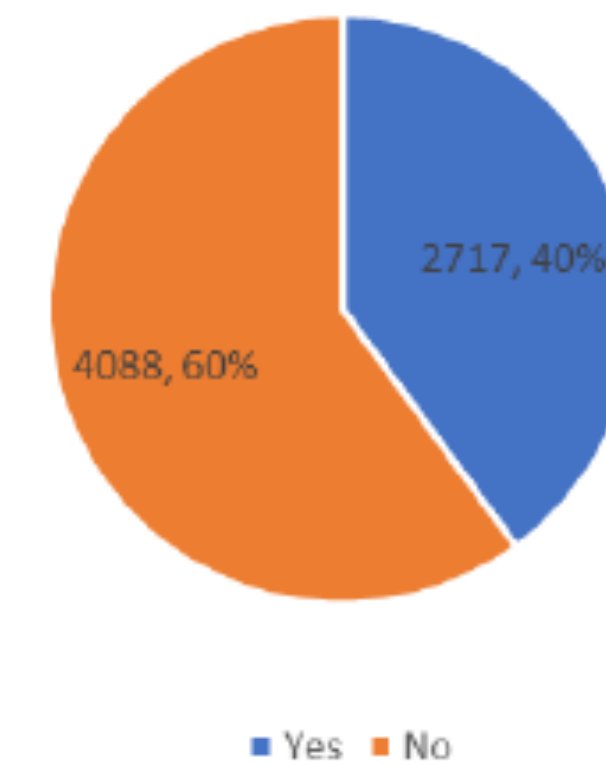
- ☐ 14%
- ☐ 27%
- ☐ 32%
- ☐ 40%
- ☐ 47%

Audience Survey Results

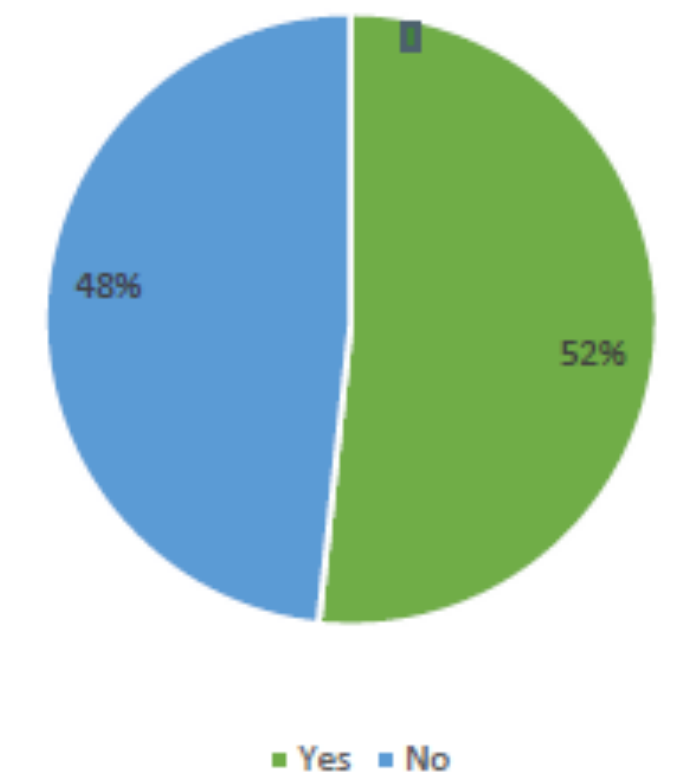
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Access to Phone



National Household Access to Mobile Phone



Audience Survey Results

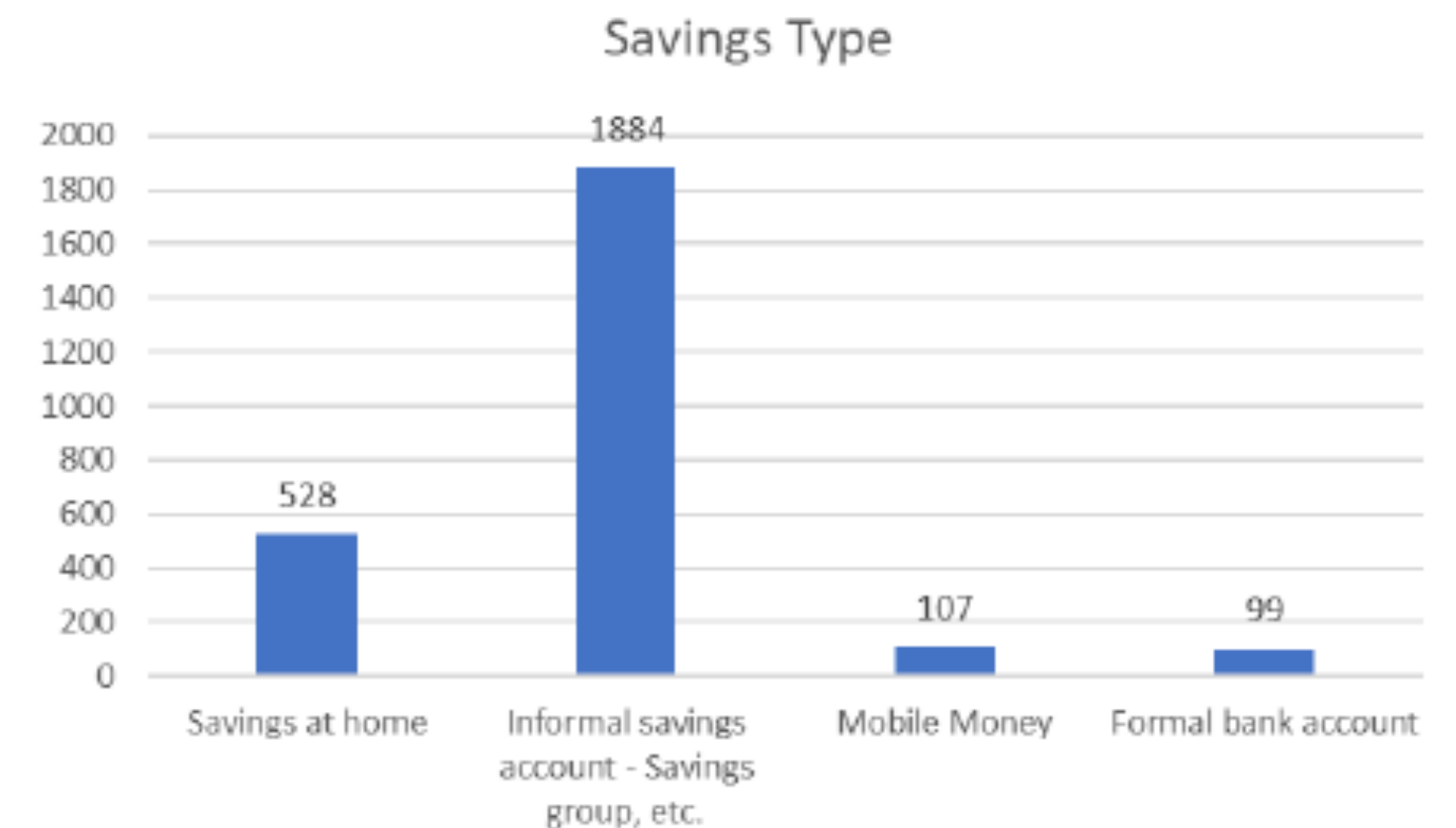
What percentage of the HFL smallholder farmers have a formal bank account?

- ☐ 0.9%
- ☐ 1.5%
- ☐ 2.1%
- ☐ 3.2%
- ☐ 4.5%
- ☐ 5.6%

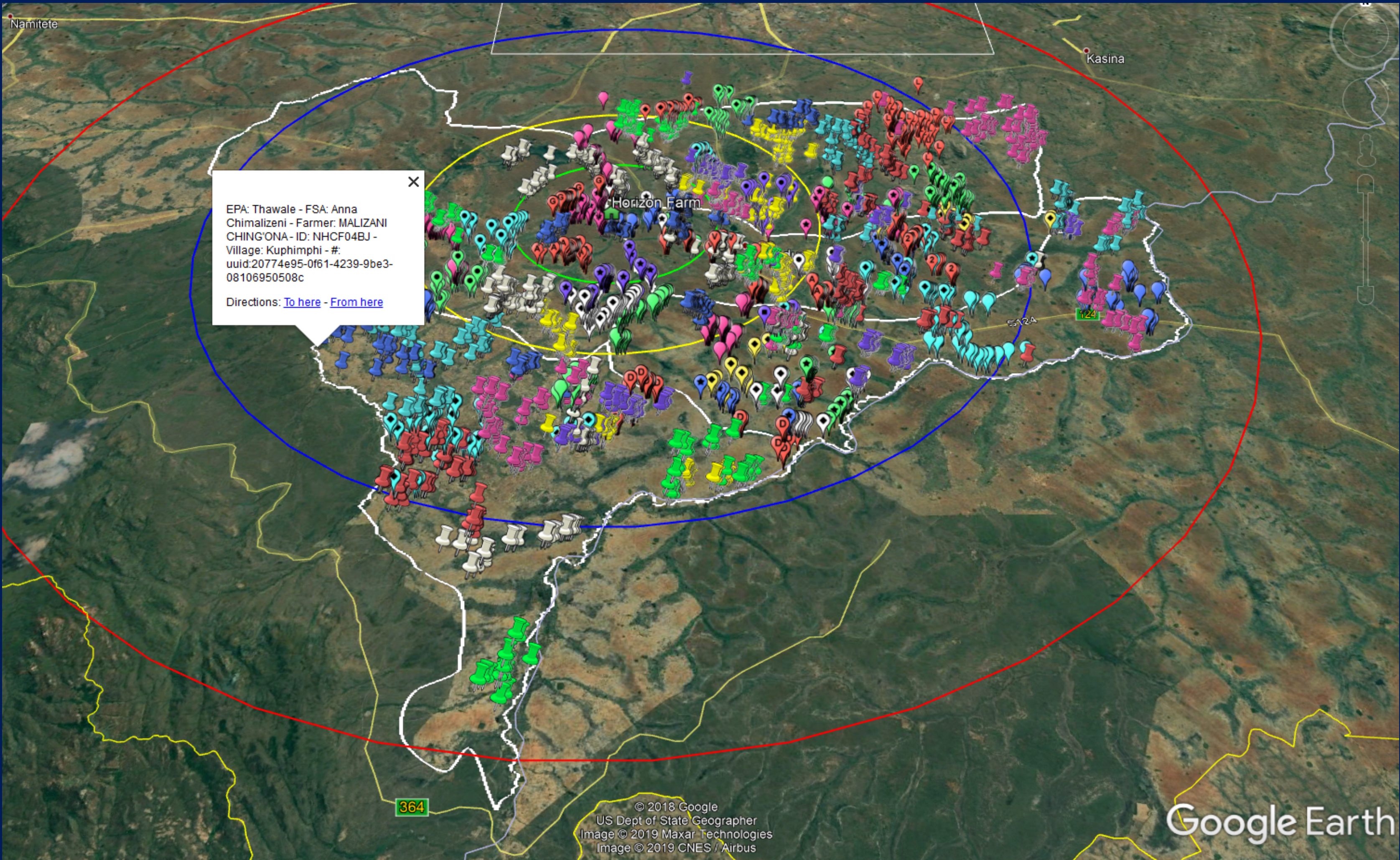
Audience Survey Results

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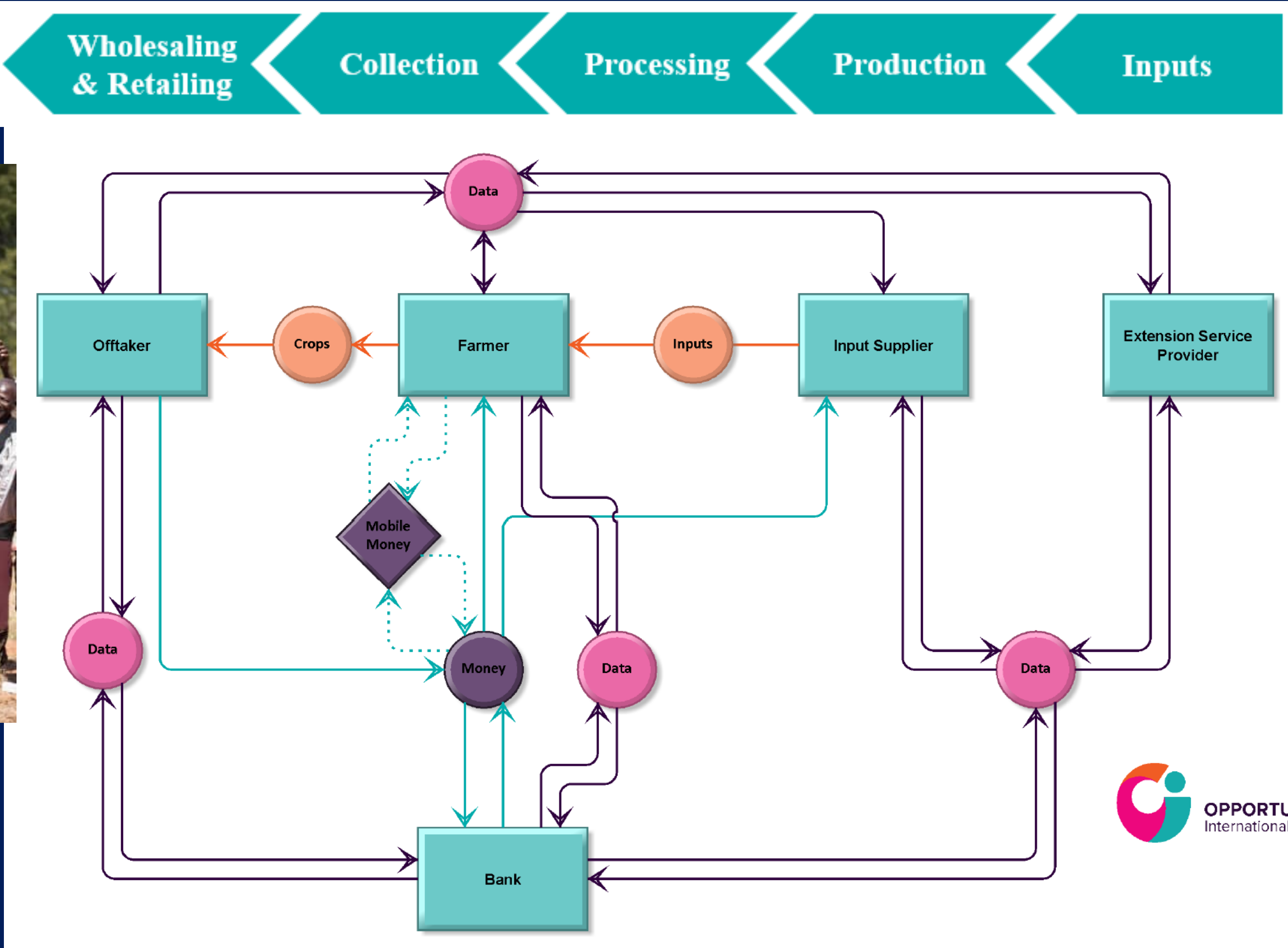
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Granular, Disaggregated Farmer Data



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THANK YOU!

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