60 decibels

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IMPROVING CAPACITY OF POULTRY FARMERS FOR ENHANCED ECONOMIC RESILIENCE AMONG WOMEN

Yehu Microfinance Services Limited February 2026 Kenya



voice of the farmers

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About This Report

Yehu Microfinance Services Limited is a financial institution that targets the rural and socio-economically marginalised entrepreneurs, mainly women, and empowers them through enhanced accessibility to sustainable financial services. The organisation currently has over 30,000 borrowers.

In collaboration with SSNUP (Smallholder SustaiNability Upscaling Programme) and its partner SIDI (*Solidarité Internationale pour le Développement et l'Investissement*),Yehu provided poultry training to its affiliated farmers, covering chicken care and financial literacy, with additional gender-focused capacity building training for a subset of women farmers.

This report is designed to provide an in-depth understanding of Yehu's farmers, their profile, the outcomes they experience and how satisfied they are with the offerings.

The insights are based on phone interviews with 220 farmers in Kenya, conducted from a contact list of 598 farmers, all of whom were attempted during data collection. The interviews were carried out by 60 Decibels trained researchers. To learn more about 60 Decibels methodology, head to the Appendix.



To contextualize the results, see how Yehu's performance compares to other companies in the Performance Snapshot.

220 farmers interviewed, 84% are female.

All interviewed farmers benefited from the SSNUP co-funded project "Improving capacity of poultry farmers for enhanced economic resilience among women".

> *The training on poultry was very informative. I learned information that I didn't know, even though I've had chickens for 20 years, long before I joined Yehu. I learned things like the importance of cleanliness and the need to provide food for free-range chickens.*
>
> - Female farmer, 64

Top Insights

1 Yehu is reaching female smallholder farmers in Kwale county who lack access to good alternatives for credit or training.

83% of the farmers we spoke to are female, with a median age of 43. A typical farmer has been with Yehu for 5 years and has 3 years of poultry farming experience. Many keep a mix of chicken types, mainly broilers.

63% of farmers received training on poultry keeping, 51% on climate resilience, 30% on poultry feed formulation, and 28% on gender-focused capacity building through Yehu, all supported by the TA project under SSNUP. Additionally, 28% of farmers received a poultry broiler loan from Yehu. 80% of farmers report that they cannot easily find a good alternative to Yehu, aligning with 60dB's East Africa benchmark.

Of those who have received other similar training, 35% rate Yehu's training as 'much better.' Additionally, 52% have not received any other training, highlighting the limited availability of alternatives in this market.

See pages: 8, 12, and 13.

2 Farmers are highly satisfied with Yehu's training and loan processing time but still face challenges with repayment and issue resolution.

Yehu has a strong Net Promoter Score of 69, placing it in the top 20% of 60dB's East Africa benchmark. Promoters appreciate the effective poultry training, fast loan processing, and diverse loan products. However, Passives have expressed a desire for lower interest rates on loans. Despite this, 53% are very satisfied with Yehu's loan terms, and 76% are equally satisfied with the loan amounts.

35% of farmers have faced challenges with Yehu, and only 21% have had their issues resolved. The main concerns raised by farmers are the group loan dynamic (26%) and the discontinuation of the savings program (25%).

See pages: 10, and 11,

Highlight: Improving challenge resolution rates can significantly increase overall farmer satisfaction. Farmers who have experienced challenges and had them resolved report a higher NPS of 92, compared to those whose issues remain unresolved (60).

3 The training is improving farming practices, but financial constraints remain a barrier to full adoption.

72% of farmers have adopted at least one new practice because of Yehu's training, with poultry housing (59%), poultry health practices (58%), and daily management routines (55%) being the most common. However, only 33% applied 'all' the training they received.

The main barrier to full adoption is budget. 32% of farmers did not apply all the training due to financial limitations, and 18% lacked necessary inputs. Farmers who received the poultry broiler loan were more likely to apply all of the training (34%) compared to those without the loan (23%). Among loan recipients, 90% used the loan to implement what they learned, with 73% expanding their poultry farm and 65% purchasing recommended inputs. This highlights the importance of combining finance with training to improve adoption.

The training is also creating a multiplier effect. 69% of farmers shared what they learned with an average of 14 other poultry farmers, expanding the program's impact beyond the individual and into the wider community.

See pages: 13, 16, and 18

4 Farmers are experiencing significant improvements in production and quality of life due to the training.

92% of farmers report that their way of managing chickens has improved because of the training, with 61% saying it has 'very much improved'. Farmers point to improved disease prevention (45%), better feeding practices (44%), and improved hygiene (29%) as the main drivers. This is translating into production gains: 87% of farmers say their production has increased, with 84% reporting higher productivity from the same chickens.

57% of farmers have seen increased earnings, with 79% attributing this to higher production. However, only 19% report a significant increase, placing Yehu in the bottom 20% of the 60dB benchmark. Helping farmers convert production gains into earnings, including through reducing input costs, is an area where Yehu can provide further support.

Among those with higher earnings, 76% used the income for school fees, 63% reinvested in poultry farming, and 61% covered household expenses. As a result, 96% of farmers report an improved quality of life because of Yehu.

See pages: 13 and 22.

Performance Snapshot

The Benchmark Performance column showcases how Yehu compares to 60 Decibels' Agriculture Benchmarks in East Africa.

Performance vs 60dB Benchmarks

- ●○○○○ Bottom 20%
- ●●○○○ Bottom 40%
- ●●●○○ Middle
- ●●●●○ Top 40%
- ●●●●● Top 20%

Benchmark Overview

Africa	Agriculture	90	37, 128
geographical focus	sector focus	companies included	voices listened to

Who is Yehu reaching?	Yehu Performance	Benchmark Performance
Female	84%	●●●●●
Could not easily find a good alternative*	80%	●●●●○
What impact is Yehu having?		
% seeing 'very much' improved quality of life	55%	●●●●●
% seeing 'very much' improved way of farming	61%	●●●●●
% seeing 'very much' increased farm production	41%	●●●●○
% seeing 'very much' increased earnings	19%	●○○○○
How satisfied are Yehu's farmers?		
Net Promoter Score	69	●●●●●
% experiencing challenges	35%	●●○○○
% reporting challenge has not been resolved	79%	●●●○○
% applying 'all' of the training on their farm	33%	●○○○○
% reporting 'very satisfied' with loan terms	53%	-
% reporting 'very satisfied' with loan amounts	76%	-

*Farmer answered 'no' i.e. could not find a good alternative to Yehu.

01:
Farmers Profile

This section helps understand Yehu farmer base, and if Yehu is reaching a previously underserved population.

The key indicators in this section are:

- **Demographics:** What is a typical farmer working with Yehu like? How long have they worked with Yehu?
- **Services Accessed and Loan Use**: What services do farmers access and how have farmers used the loan they receive through Yehu?
- **Access to Alternatives:** Do Yehu's farmers have access to alternatives? Is there competition in the market?

Profile

A typical farmer we spoke to is a 43-year-old female who has engaged with Yehu for the past 5 years.

Farmer Profile
(n = 220)

84%
Female farmers
Male farmers: 16%

5
Median years of engagement with Yehu

43
Median age
Youngest: 21
Eldest: 77

30
Median number of chickens kept

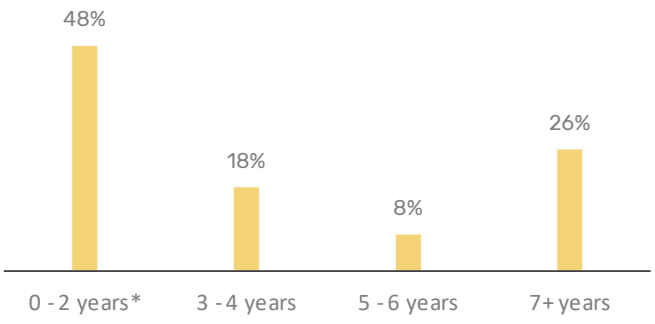
28%
Completed high school
Tertiary or higher: 16%
Incomplete education: 52%
No education: 4%

52% of farmers have been raising poultry for more than 3 years. The main type of chicken kept is broiler.

Years in Poultry Farming

How many years have you been engaged in poultry farming?
(n = 220)

3
Median years of poultry farming experience
Min: 0 years
Max: 20 years



*33 farmers are not yet poultry farmers.

Types of Chicken Kept

Approximately how many [of each type of chicken] do you currently keep? Multi-select (n = 159*)

150
Median number of **broiler chickens**

20
Median number of **kienyeji chickens**

30
Median number of **improved kienyeji chickens**

15
Median number of **layer chickens**

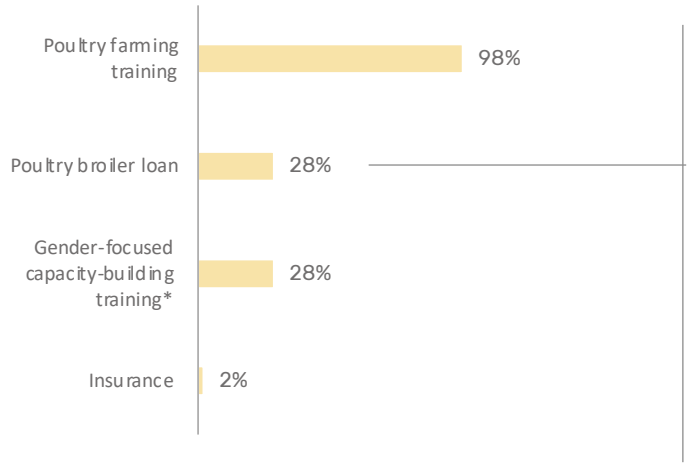
*61 farmers do not currently keep chickens, with some having stopped temporarily due financial constraints. They plan to resume poultry farming in the future.

Profile

Along with the poultry training, 28% of farmers received Yehu's poultry broiler loan. Of these, 81% used the loan to purchase poultry.

Services Accessed

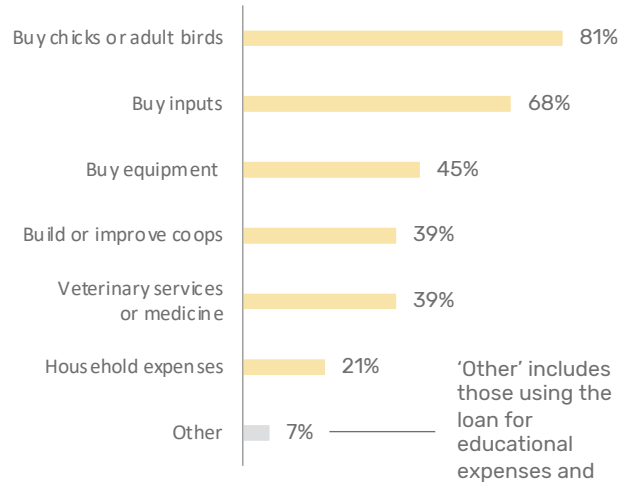
Which of these services have you received from Yehu in the last two years? Multi-select (n = 220)



*Gender-focused training aims to empower women to make farming decisions and strengthen gender relationships at household and community levels. See page 22 for more.

Use of Loan

Q: How did you use your Poultry Broiler loan from Yehu? Multi-select (n = 62)

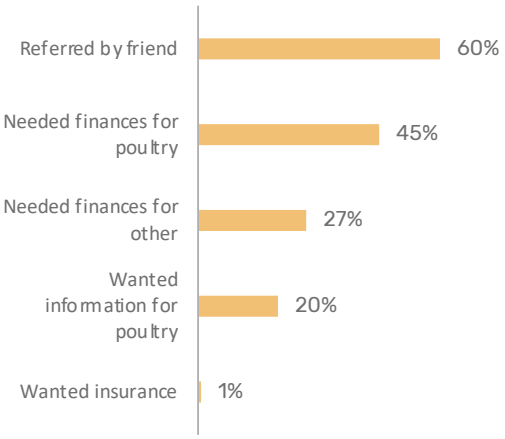


'Other' includes those using the loan for educational expenses and other livestock.

60% of farmers started using Yehu due to referrals. 80% have no good alternative to Yehu.

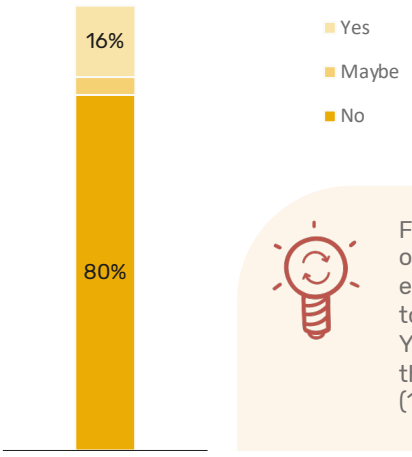
Reason for Using Yehu

Q: What made you decide to use Yehu's services? (n = 220)



Access to Alternatives

Q: Could you easily find a good alternative to Yehu? (n = 220)



Farmers with over 3 years of poultry farming experience are more likely to have an alternative to Yehu than those with less than 3 years of experience (17% vs 8%).

●●●●○
TOP 40% - 60dB Benchmark

02:
Farmer Experience

If Yehu's farmers are unhappy, it's unlikely they will continue to choose Yehu services or recommend to others.

This section uses the popular Net Promoter Score ® to understand the level and drivers of farmer satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas that can be improved. It also explores the types of training farmers received, how they applied the training on their poultry farms, and whether they shared the information with other farmers.

The key indicators in this section are:

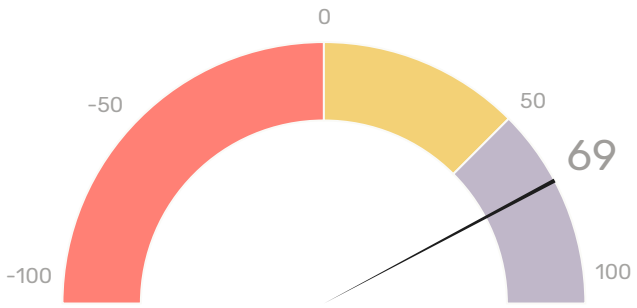
- **Net Promoter Score:** How likely are farmers to recommend Yehu to a friend?
- **% Experiencing Challenges:** What proportion of farmers experience challenges with Yehu offerings?
- **Training Experience:** How much of the provided advisory was useful to the farmers? How much of the information did the farmer apply to their farms? What are the barriers to application?

Experience

Yehu has an NPS of 69 which is excellent and in the top 20% of 60dB's Agriculture Benchmarks in East Africa.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Yehu to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 220)



NPS = x% Promoters (9-10 likely to recommend) – x% Detractors (0-6 likely to recommend)

●●●●●
TOP 20% - 60dB Benchmark

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of farmers rating 9 or 10 ('Promoters') minus the percent of farmers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. Yehu in Kenya has a NPS of 69, which is excellent.

Segments	NPS
Female	70
Male	68

Promoters appreciate the effective training and quick loan processing. Passives would like to see lower interest rates.

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

73% are Promoters

They love:

1. Effective & practical training
(78% of Promoters / 57% of all farmers)

2. Fast loan processing
(39% of Promoters / 28% of all farmers)

3. Diverse loan products
(22% of Promoters / 16% of all farmers)

23% are Passives

They like:

1. Effective & practical training
(62% of Passives / 14% of all farmers)

2. Fast loan processing
(42% of Passives / 10% of all farmers)

They want to see:

3. Lower interest rates
(16% of Passives / 4% of all farmers)

4% are Detractors

They want to see:

1. Better transparency and communication
(22% of Detractors / 2 farmers)

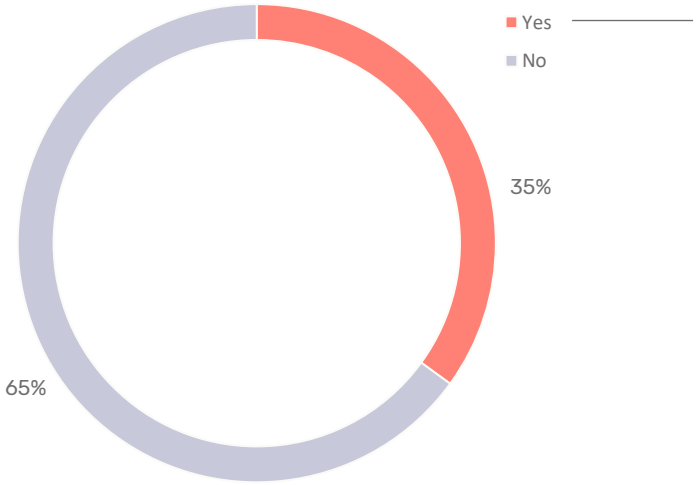
Farmers with less than 3 years of poultry farming experience report higher overall satisfaction with Yehu than those with more experience.

Experience

35% of farmers have faced an issue with Yehu, and 21% of these say their challenge has been resolved.

Proportion of farmers Reporting Challenges

Q: Have you experienced any challenges with Yehu?
(n = 220)



21%

say their challenge has been resolved
(7% of all farmers)

Segments	NPS
No challenges	72
Experienced challenges (resolved)	92
Experienced challenges (unresolved)	60

●●○○○
BOTTOM 40% - 60dB Benchmark

Among those experiencing challenges, the main concerns are the group loan model and the discontinuation of the savings program.

Most Common Challenges

Q: Please explain these challenges. (n = 77).
Open-ended, coded by 60 Decibels.

26%

talk about issues with group loan dynamic*
(9% of all farmers)

25%

report dissatisfaction over savings program discontinuation**
(9% of all farmers)

18%

mention difficult repayments
(6% of all farmers)

> *If any member of the group defaults on loan repayment, the other members are required to contribute on their behalf. This forces us to pay for something from which we did not directly benefit.*
>
> – Male farmer, 67

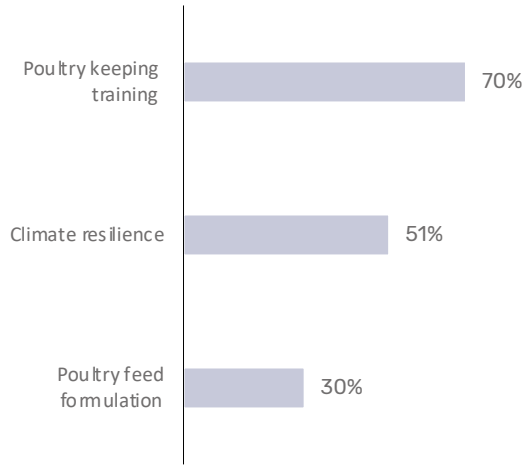
*Challenges with the group loan structure which causes accessibility of loans due to defaulting group members.
**The savings program was discontinued due to new compliance regulations.

Experience

63% of farmers we spoke to received poultry keeping training, and 51% received training on climate resilience.

Type of Training Received*

Q: What training did you follow with Yehu?
(n = 220)



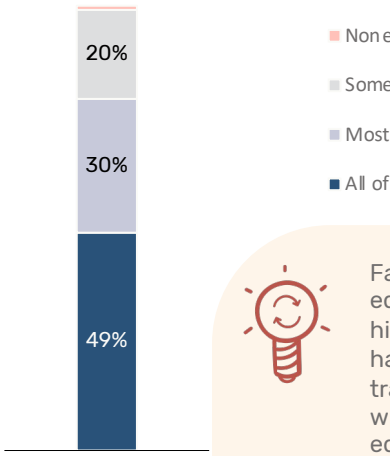
*MIS data provided by Yehu.

The SSNUP project co-funded technical training in climate resilient poultry farming practices for 1,849 smallholder farmers, 75% of whom were women. The training was delivered through a training-of-trainers approach.

Half the farmers find 'all' the training easy to understand. 35% say the training is 'much better' than other trainings they received.

Ease of Understanding

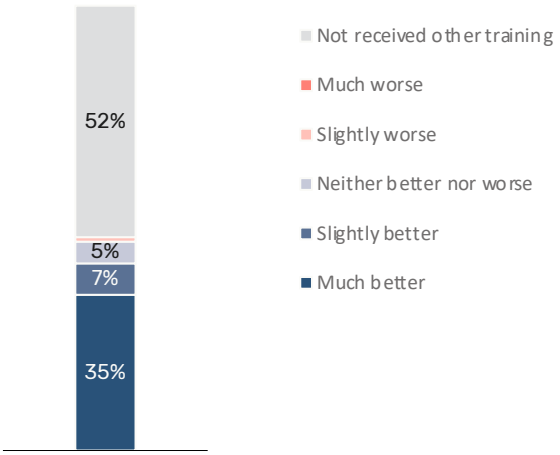
Q: How much of the poultry training you received from Yehu was easy to understand? (n = 220**)



Farmers with compete education (secondary and higher) are more likely to have understood 'all' the training compared to those with incomplete or no education (62% vs. 42%).

Comparison to Other Trainings

Q: How does the training you received from Yehu compare to other training you've received for your poultry farm? (n = 220).



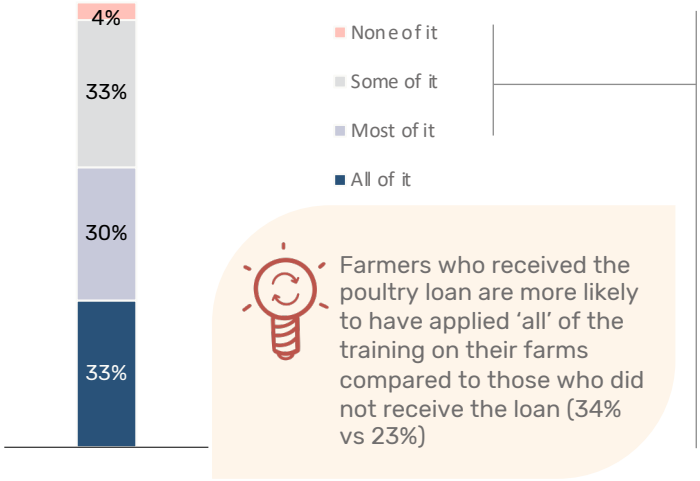
**Respondents were asked to reflect on both the poultry keeping and feed training when answering.

Experience

33% of farmers applied ‘all’ the training they received from Yehu to their poultry farms. 32% did not apply all due to financial constraints.

Application of Trainings

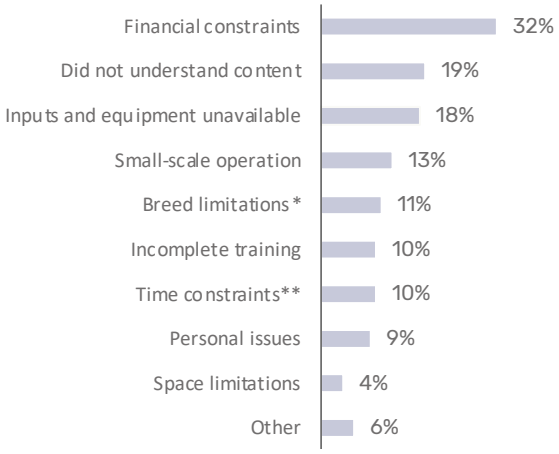
Q: How much of the poultry training you received from Yehu did you apply to your poultry farm? (n = 159*)



●○○○○
BOTTOM 20% - 60dB Benchmark

Barriers to Application

Q: Would you mind sharing with me what prevented you from applying all of the information? Open-ended, coded by 60 Decibels. (n = 112*)

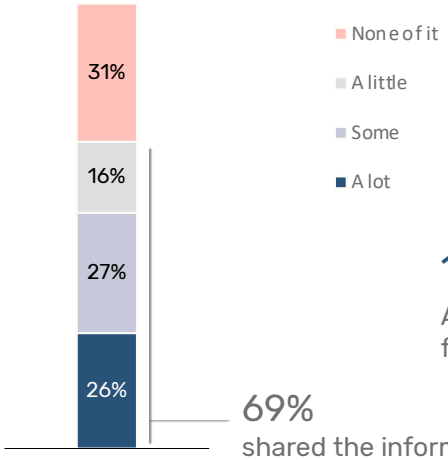


*Training covered breeds not currently kept by participants.
**Respondents had just completed the training and had not yet had time to apply it.

7 in 10 farmers shared the information they learned from the training with other poultry farmers, reaching an average of 14 farmers each.

Sharing Knowledge from Trainings

Q: How much of the information you learned from Yehu’s training did you share with other poultry farmers in your community? (n = 220).



14
Average number of farmers reached each

69%
shared the information with other farmers

> *I like the poultry training program by Yehu because many farmers come together to share ideas, and from there, I get to learn a lot about poultry.*
>
> – Female farmer, 70

*Only presented data for those currently keeping poultry.

03:
Loan Experience and Impact

Offering farmers favorable loan terms and adequate loan amounts will not only support their immediate needs but also foster long-term relationships with Yehu, enhancing their overall experience and encouraging future collaboration.

This section measures the farmers' satisfaction with Yehu's loan terms, the loan amounts provided and effectiveness of the loans in supporting the implementation of the training practices on their farms.

The key indicators in this section are:

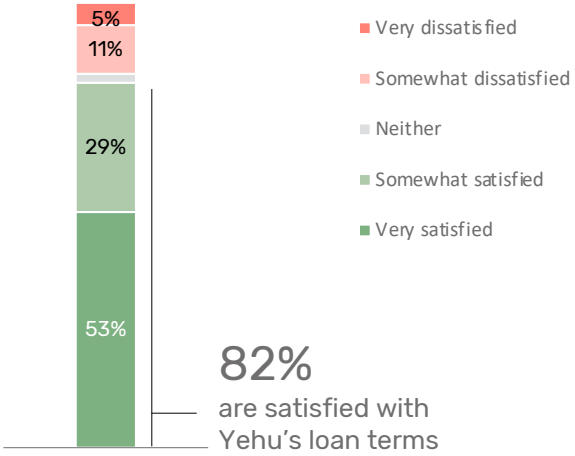
- **Satisfaction with Loan:** How satisfied are farmers with the credit terms and loan amounts offered by Yehu?
- **Loan Impact on Training:** How did the loan help farmers apply the learnings from the training?

Loan Experience

53% of farmers who received the poultry loan are ‘very satisfied’ with Yehu’s loan terms.

Satisfaction with Loan Terms

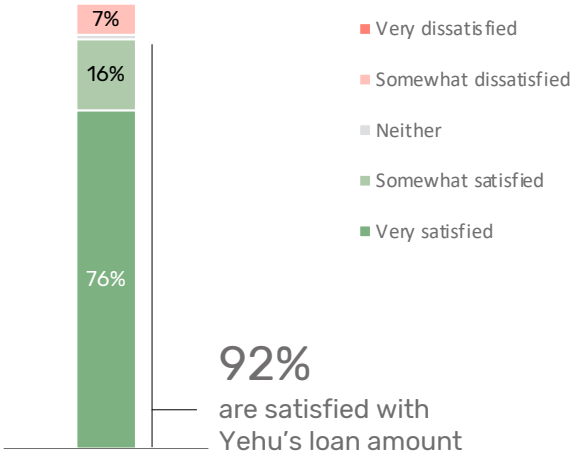
Q: How satisfied or dissatisfied are you with Yehu's current / latest loan terms (e.g. interest rates, loan fees, payment terms)? (n = 62*)



76% are ‘very satisfied’ with Yehu’s loan amounts.

Satisfaction with Loan Amount

Q: How satisfied or dissatisfied are you with the loan amounts offered from Yehu? (n = 62*).



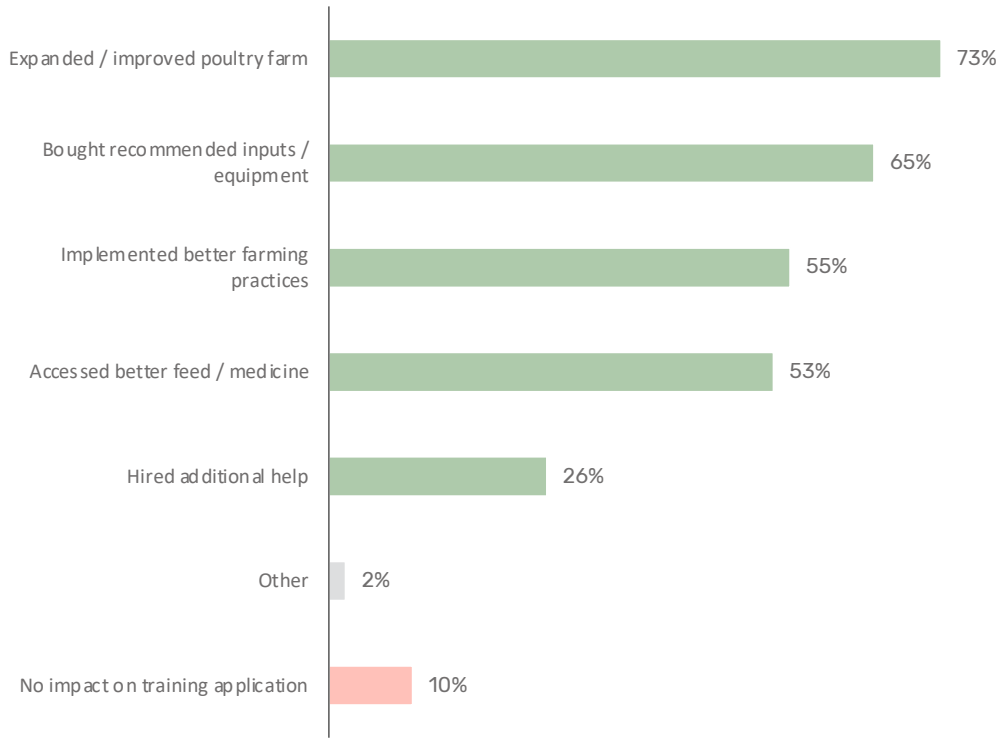
*Only asked to farmers who received the poultry broiler loan.

Loan Experience

9 in 10 farmers were able to apply what they learned from the training with their loans. 73% expanded their farm and 65% bought inputs.

Training Application and Loan Impact

Q: How did the loan from Yehu help you apply what you learned in the poultry training? Multi-select question. (n = 62*).



> *Yehu has helped me as a single mother in raising my children comfortably. The poultry loan they provide has supported my poultry business by offering access to a higher amount of credit, and their payment terms allow me to pay in installments.*
>
> - Female farmer, 52

*Only asked to farmers who received the poultry broiler loan.

04:
Impact on Farmers

We believe that the best way to understand the social impact that Yehu is having, is to simply ask farmers whether their quality of life has changed as a result of access to a Yehu's service, and if so, how.

This section shows the degree to which Yehu is impacting quality of life, and what outcomes, if any, are farmers experiencing, in their own words.

The key indicators in this section are:

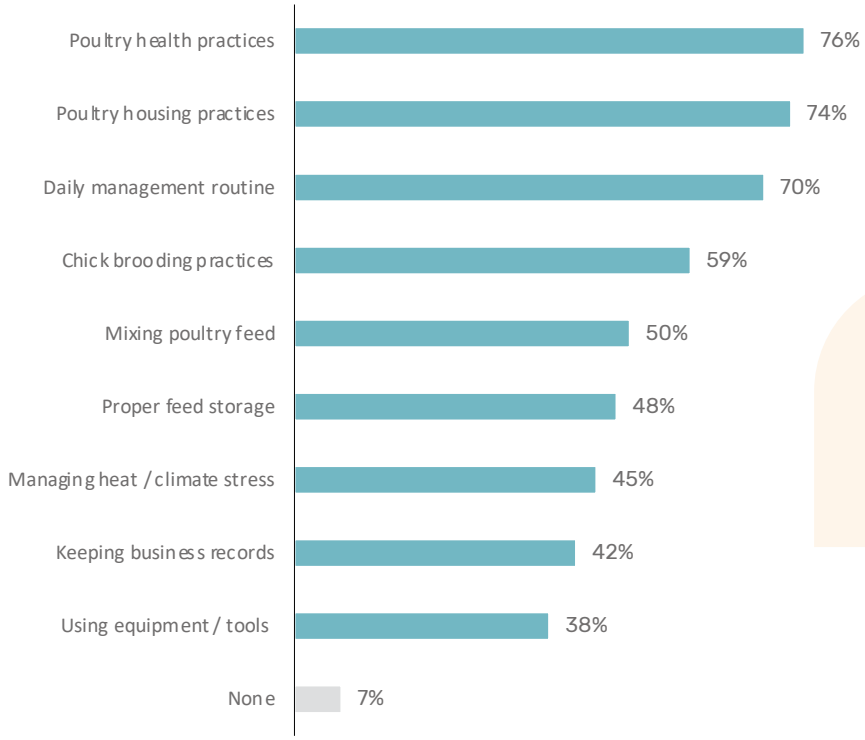
- **Way of Farming:** Have farming practices changed because of farmers' interaction with Yehu?
- **Production and Earnings:** To what extent are farmers experiencing production and earning changes because of Yehu?
- **Gender Training:** Are female farmers feeling more confident in making decisions about their farms? Do they have more of an influence over financial choices within their households?
- **Quality of Life Change:** To what extent has the quality of life of Yehu's farmers changed?

Impact

Around 75% of farmers have adopted poultry housing and health practices due to Yehu's training. 7% made no changes.

Change in Farming Practices

Q: Which of these practices have you started doing because of Yehu's training? Multi-select. (n = 159*).



Younger farmers (<40 years old) are more likely to have started keeping business records compared to older farmers (56% vs. 36%).

Before the training, I was rearing my chickens using traditional methods that were harming them. For instance, I didn't follow a specific vaccination schedule and would do it whenever I remembered. Now, I follow the set vaccination times. I also ensure their bedding is dry and store their feed properly in a dry place.

- Female farmer, 40

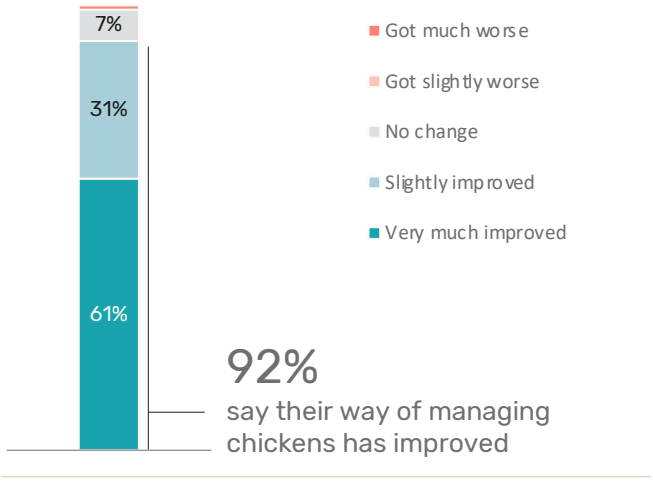
*Only presented data for those currently keeping poultry.

Impact

61% of farmers say that their way of managing chickens has 'very much improved' because of Yehu's training.

Change in Way of Farming

Q: Has your way of managing chickens changed because of Yehu's training? (n = 159)



TOP 20% - 60dB Benchmark

Most farmers who haven't seen a change in how they manage chickens have not yet applied the training but plan to do so in the future. The rest mention already having knowledge on the methods they were trained on.

Farmers talk about improved feeding practices and disease prevention as the main drivers of this improvement.

Q. How has it improved? (n = 146) Open-ended question - Farmers' responses indicating how Yehu's offerings have changed the way of farming. Coded by 60dB

45%
report improved disease prevention
(30% of all farmers)

44%
mention better feeding practices
(29% of all farmers)

29%
highlight improved hygiene and cleanliness
(19% of all farmers)

The training led me to change how I feed my chickens. Initially, I didn't change the feed regularly; I would provide it in bulk and leave the leftovers until the next day. However, I now replace the feed with fresh portions daily and wash the feeding trays after use.

- Female farmer, 48

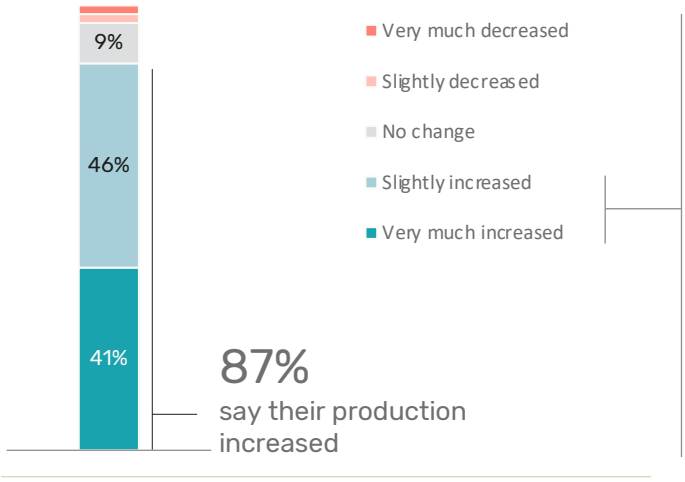
*As a result of training received from Yehu.

Impact

87% of farmers have seen an increase in production because of Yehu. 84% of them report higher productivity from the same chickens.

Change in Production

Q: Has the total production from your poultry farm changed because of Yehu's offering? (n = 159)

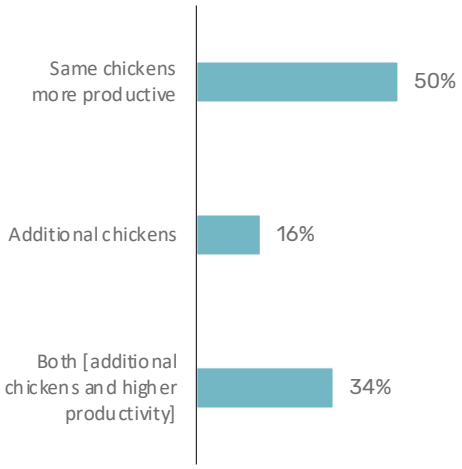


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TOP 40% - 60dB Benchmark

Reasons for Increase in Production

Q: Was this increase because you reared additional chickens or was it from the same amount of chickens? (n = 138)



Applying poultry health practices and having a daily management routine has had the biggest impact on farmers' productivity.

Most Impactful Training Practice

Q: Which practice from the training do you think had the biggest impact on your productivity? (n = 148*)

32%

talk about **poultry health practices**
(47 farmers)

26%

mention **using a daily management routine**
(38 farmers)

15%

report **applying poultry housing practices**
(22 farmers)

*only asked to farmers who have started implementing new practices on their poultry farms.

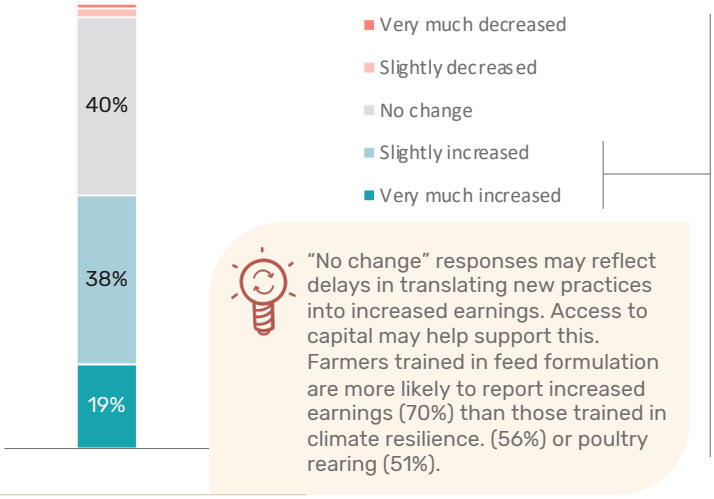
> *Nowadays, when my chickens get sick, I know how to treat the different diseases using the medications I learned about in the training. The chickens respond well and recover, so they don't die from illness.*
>
> - Female farmer, 50

Impact

57% of farmers have seen increased earnings due to Yehu, with 79% of them attributing this growth to higher production volumes.

Change in Earnings

Q: Have your overall earnings changed because of Yehu? (n = 220)



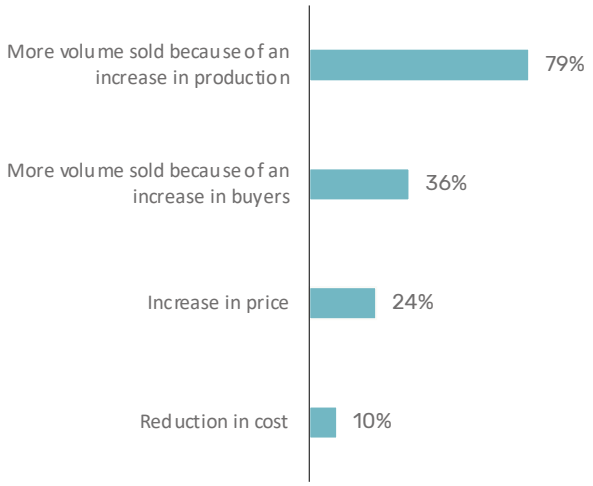
"No change" responses may reflect delays in translating new practices into increased earnings. Access to capital may help support this. Farmers trained in feed formulation are more likely to report increased earnings (70%) than those trained in climate resilience. (56%) or poultry rearing (51%).

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BOTTOM 20% - 60dB Benchmark

Reason for Increased Earnings

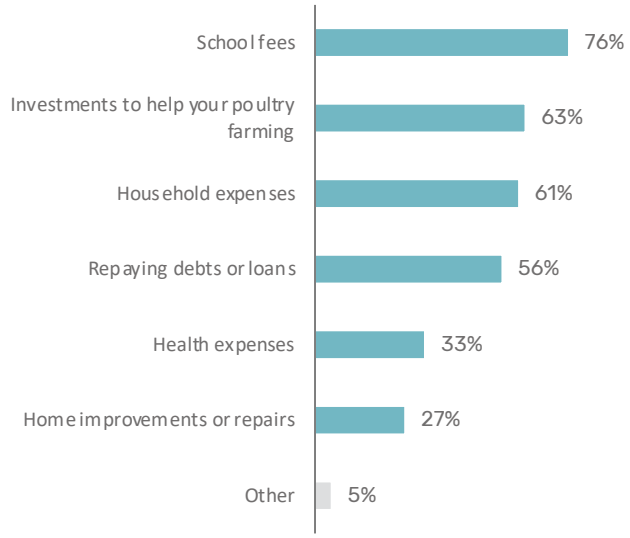
Q. What were the main reasons for the increase in money earned? Multi-select (n = 125)



76% used their additional earnings to pay school fees. 63% reinvested them in poultry farming.

Use of Additional Earnings

Q: Did you use the additional earnings for any of the following? Multi-select (n = 125)



Because of Yehu's loans, I have managed to improve my farming and start a business. Additionally, with the knowledge from the training, I have been able to improve my poultry business. There are no longer any losses of chickens due to attacks by wild animals.

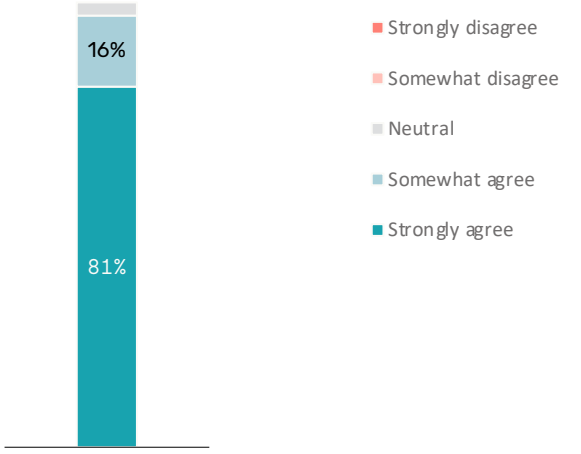
- Male farmer, 42

Impact

81% of female farmers who received the gender training ‘strongly agree’ to feeling more confident making decisions about their farms.

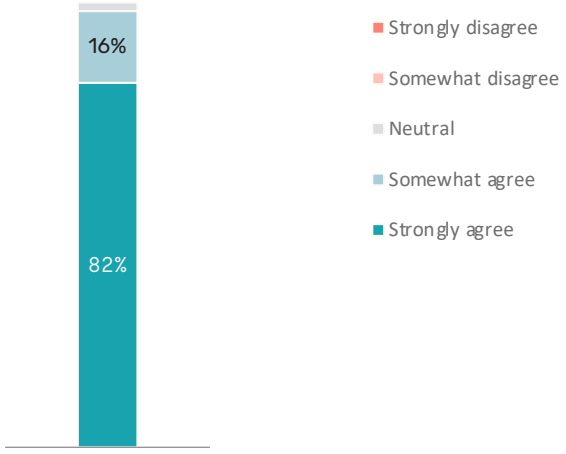
Confidence in Decision-Making

Q: To what extent do you agree or disagree with the following statement: "Since attending the gender training, I feel more confident in making decisions about the resources on my farm." (n = 57*)



Influence on Household Financial Decisions

Q: How much do you agree or disagree with this statement: "The training has helped me have more influence over the financial decisions in my household." (n = 57)



*only asked to female farmers who received the gender-focused capacity training.

The gender training has increased my knowledge on how to ensure I make a profit from keeping poultry. Additionally, the other training we've received on financial management has helped me constantly come up with ideas on where to get more money.

- Female farmer, 61

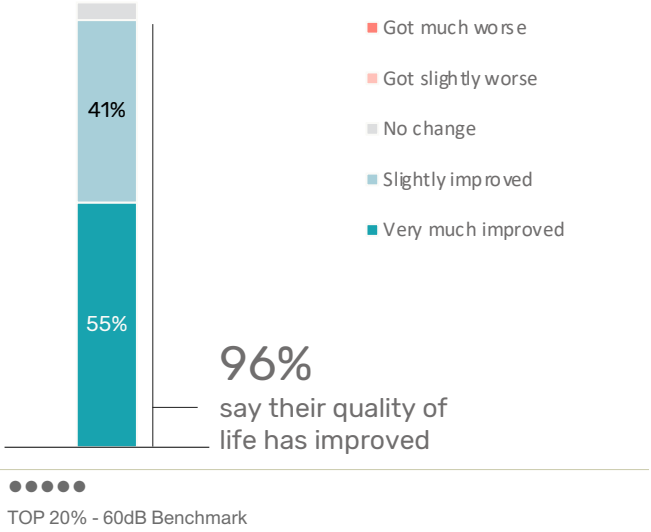
The SSNUP project co-funded gender mainstreaming training through the Gender Action Learning System (GALS). This initiative focused on strengthening gender-responsive capacity building, with a particular emphasis on empowering women. The training aimed to enhance women’s confidence, assertiveness, and participation in decision-making processes, especially in relation to loan utilisation. It also supported women in improving their ability to manage business activities and operational processes, while equipping them with skills to better plan and secure their future livelihoods.

Impact

Nearly all farmers report an improved quality of life, with more than half attributing it to education support and half to business growth.

Change in Quality of Life

Q: Has your quality of life changed because of Yehu? (n = 220)



TOP 20% - 60dB Benchmark

Q. What factors have contributed to the improvement in your quality of life? Open-ended question. Coded by 60dB

57% talk about affording school fees (55% of all farmers)

53% report better business growth (50% of all farmers)

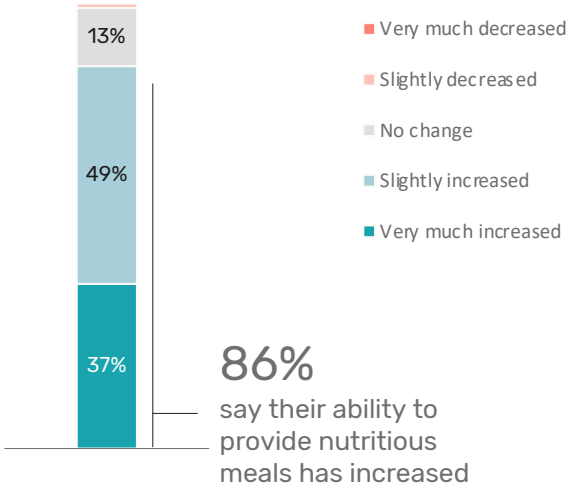
37% mention improved living standards (35% of all farmers)

Farmers who have worked with Yehu for longer (≥5 years) are more likely to report an improved quality of life because of Yehu, compared to those who have worked with Yehu for less than 5 years (99% vs. 92%).

86% of farmers have seen an improvement in their ability to provide nutritious meals, with more than half crediting this to more income.

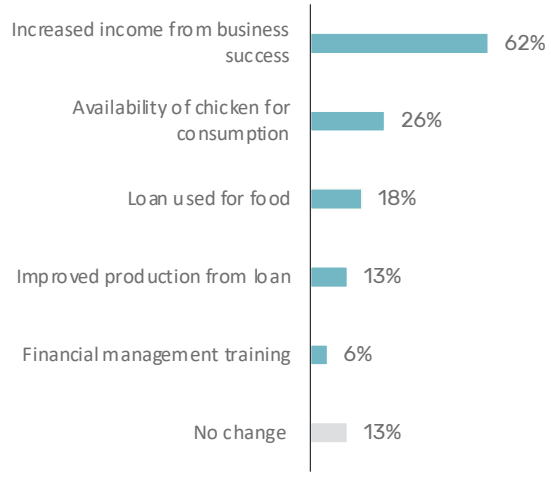
Impact on Nutritious Meals

Q: Has your ability to provide nutritious meals in your household changed because of Yehu? (n = 220)



Reason for Change in Nutritious Meals

Q: Please explain. Open-ended question. Coded by 60dB (n = 220)



05:
Segmentation Analysis

Not every farmer is the same. Understanding Yehu's impact across different groupings of farmers can reveal additional insights into how performance can be improved.

This section disaggregates results across five key indicators introduced in previous sections.

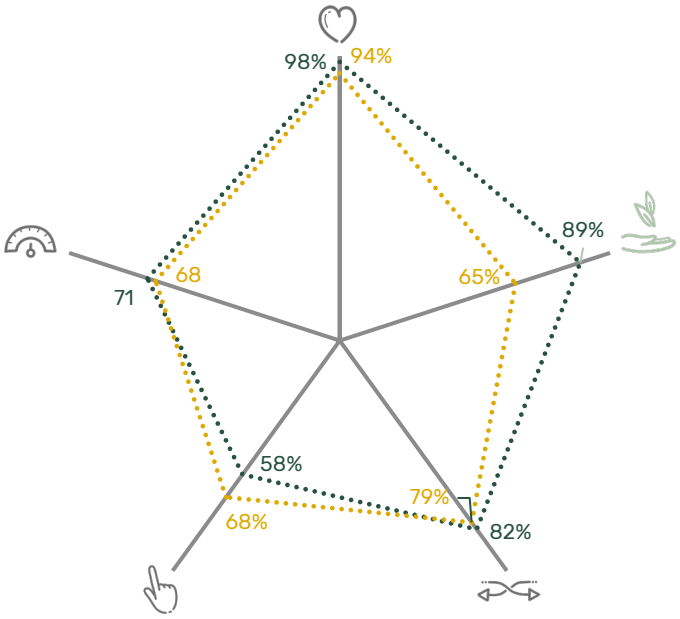
The key indicators in this section are:

- **Improved quality of life**
- **Improved way of farming**
- **No access to alternatives**
- **No challenges reported**
- **Net Promoter Score**

Segmentation

Farmers who received the poultry broiler loan are more likely to report an improvement in their way of managing chicken.

Poultry Loan Segmentation Analysis



*Icons where there are statistically significant differences are highlighted in green

Key

Quality of life
% of farmers whose lives have slightly or significantly improved

Way of farming
% of farmers whose way of farming have slightly or significantly improved

No access to alternatives
% of farmers not able to access a good alternative

No challenges reported
% of farmers not experiencing challenges

Net Promoter Score (NPS)
Scale -100 to 100

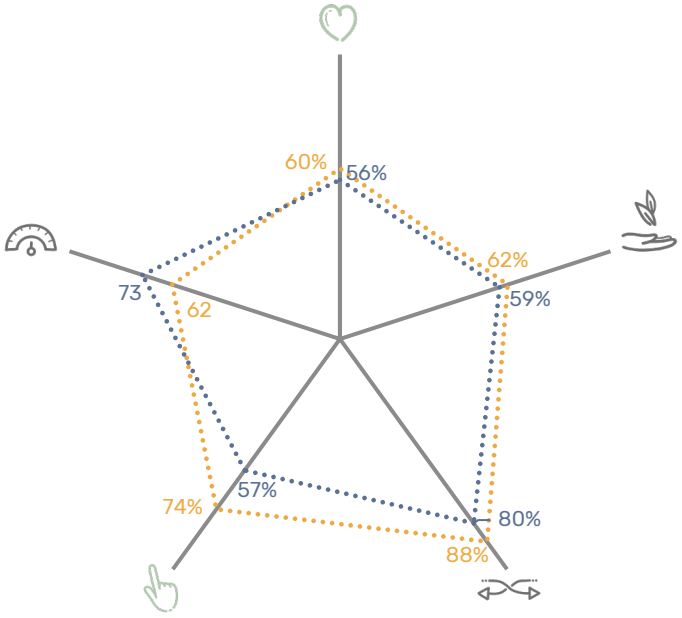
Results

Received loan. n = 62

Did not receive loan n = 158

Younger farmers are less likely to report challenges, however farmers over 40 years have a higher NPS.

Age Segmentation Analysis



Key

Quality of life
% of farmers whose lives have significantly improved

Way of farming
% of farmers whose way of managing chicken has significantly improved

No access to alternatives
% of farmers not able to access a good alternative

No challenges reported
% of farmers not experiencing challenges

Net Promoter Score (NPS)
Scale -100 to 100

Results

< 40 years avg. n = 50

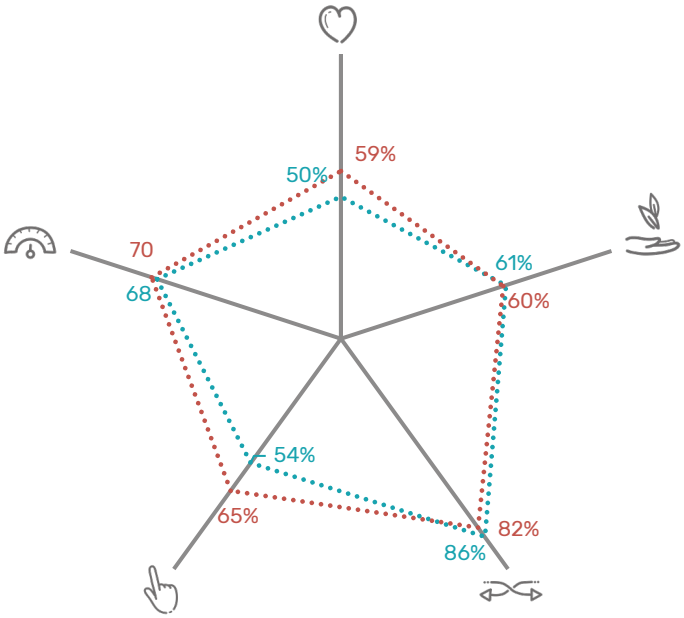
≥ 40 years avg. n =108

*Only includes farmers who currently keep chicken.
*Icons where there are statistically significant differences are highlighted in green.

Segmentation

There are no significant differences between male and female farmers.

Gender Segmentation Analysis



Key

Quality of life
% of farmers whose lives have significantly improved

Way of farming
% of farmers whose way of managing chicken has significantly improved

No access to alternatives
% of farmers not able to access a good alternative

No challenges reported
% of farmers not experiencing challenges

Net Promoter Score (NPS)
Scale -100 to 100

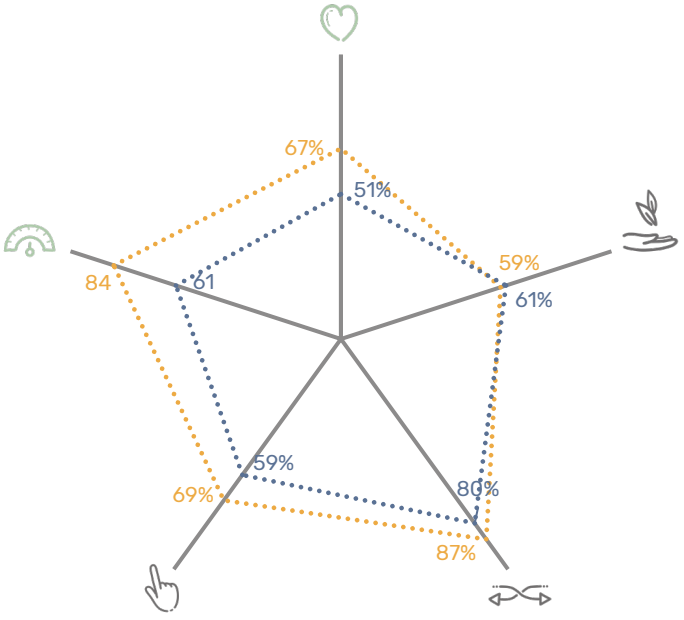
Results

Female avg.
n = 131

Male avg.
n = 28

Farmers who have been poultry farming for less than 3 years are seeing a significantly improved quality of life and higher satisfaction.

Years in Poultry Farming Segmentation Analysis



Key

Quality of life
% of farmers whose lives have significantly improved

Way of farming
% of farmers whose way of managing chicken has significantly improved

No access to alternatives
% of farmers not able to access a good alternative

No challenges reported
% of farmers not experiencing challenges

Net Promoter Score (NPS)
Scale -100 to 100

Results

< 3 years avg.
n = 61

≥ 3 years avg.
n = 98

*Only includes farmers who currently keep chicken.
*Icons where there are statistically significant differences are highlighted in green.

Appendix

For those who are curious about the calculations used in the report and want to learn more about the stakeholders interviewed, the Appendix includes the following sections:

- **Methodology**
- **Calculations and Definitions**

Methodology

About the 60 Decibels Methodology

Between January and February 2026, 60 Decibels' trained researchers conducted 220 phone interviews with Yehu farmers. The farmers were interviewed from a contact list of 598 farmers, all of whom were reached out to during the process. The regional breakdown of farmers is as follows:

Likoni	**120**
Msambweni	**71**
Tiribe	**22**
Ukunda	**7**

Country	**Kenya**
Sample Frame	**598**
Interviews Completed	**220**
Response Rate	**53%**
Languages	**Swahili, English**
Average Survey Length	**33 mins**
Confidence Level	**90%**
Margin of Error	**4%**

Calculations and Definitions

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

Metric	Calculation
Net Promoter Score®	The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a service 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 clients rating 9 or 10 out of 10 ('Promoters') minus the % of clients rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.



About ADA and SSNUP

Appui au développement autonome (ADA) is involved in inclusive finance in Africa, Latin America and Asia and focuses on three main topics: youth entrepreneurship, agricultural and forestry value chains and access to basic services. These activities address three transversal themes: climate change, gender and the use of digital technologies. ADA is the coordinator of the Smallholder SustaiNability Upscaling Programme (SSNUP), a 10-year programme launched in 2020 that aims to improve the resilience of smallholder households through technical assistance and investment in agricultural value chains, ultimately enhancing the well-being of low-income populations. Funded by the Swiss Agency for Development and Cooperation, the Liechtenstein Development Service, and the Luxembourg Directorate for Development Cooperation and Humanitarian Affairs, SSNUP works as a facility to co-finance technical assistance projects led by impact investors active in the field. ADA is responsible for coordinating the programme and managing its knowledge management component.

Website: www.ssnup.org

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About 60 Decibels

60 Decibels is the world's leading customer insights Yehu 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 1,400+ researchers in 80+ 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.

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