

# SOIL TESTING FOR SMALLHOLDERS

HOW AND WHEN TO PROMOTE UPTAKE, ADOPTION AND REFERRAL OF SOIL TESTING SERVICES



## 1. Leverage interest triggers for behaviour change

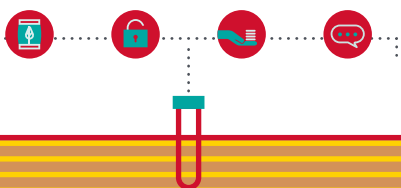
### Loss framing messaging

triggers farmers to uptake. Understanding these triggers is key to drive adoption.

*"Avoid unnecessary losses on your season harvest, take a soil test to learn the ideal fertilizer quantities"*

### Bundle soil testing with services and products

so the perception of cost versus value can be reduced.



## 2. Human Touch to increase adoption and referrals up to 2 to 4 times respectively

### Persistent agent engagement

promises success in adoption and recommendation adherence



## 3. Boost farmer engagement through leveraging collective action and social structures / institutions

**Aggregate farmers into groups** to organize financing and soil testing scheduling.



## 4. Strategically time farmer engagement with planting period

Timing the soil test before the planting season increases the probability of farmers testing the soil implementing the "salient" recommendations.



**3.3X**

recommendations adherence when human touch is focused post test



### Schedule recommendations

via SMS / DVAs reminders and records to influence purchase at timely periods

## 5. Employ flexible pricing strategies and comprehensive service offerings



**>70% of farmers**

were willing to pay out of their harvest income and savings.



**1,000 Kshs**

is considered fair price for soil testing by all the farmers (testers and non-testers). Non-payers were less likely to implement recommendations.



**No loans**

were preferred to be taken for soil testing

Targeting farmer groups improves the cost efficiencies of the process and sensitization.

## 6. The soil test is just part of the Smallholder's Customer Journey

Agent finds farmer      Farmer finds agent

