

SOIL TESTING FOR SMALLHOLDERS

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



1. Leverage interest triggers for behaviour change

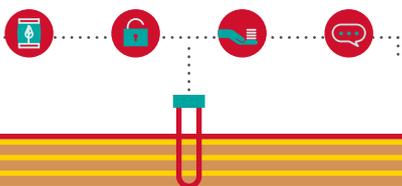
Loss framing messaging

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.



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

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

Agent finds farmer Farmer finds agent



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