

AGRIBUSINESS SURVEY

FARMER MARKET ENGAGEMENT STUDY

[INTERVIEWER SCRIPT]

First we're going to cover some basic business information, then I'll ask about your business model and how you interact with farmers. Finally, I have a few questions about how you manage your business and finances.

1. BASIC INFORMATION

1. Name of interviewee	<i>[SHORT ANSWER]</i>
2. Gender	MALE FEMALE
3. Name of business:	<i>[SHORT ANSWER]</i>
4. Year business started:	<i>[YEAR]</i>
5. Highest level of education attained:	<i>[SINGLE CODE]</i> NO FORMAL EDUCATION SOME PRIMARY COMPLETED PRIMARY SOME O-LEVEL COMPLETED O-LEVEL SOME A-LEVEL COMPLETED A-LEVEL SOME UNIVERSITY COMPLETED UNIVERSITY ADULT LITERACY ONLY (NO FORMAL EDUCATION) OTHER <i>[SPECIFY]</i> DON'T KNOW REFUSED
6. Does your business have a physical location?	YES NO DON'T KNOW REFUSED
7. District	<i>[SINGLE CODE]</i> GULU IBANDA IGANGA MUBENDE PADER
8. Village	<i>[SHORT ANSWER]</i>
9. Coordinates where interview takes place	<i>[GEO]</i>
10. Have you worked with or received training from any development partners, other businesses, or the government?	YES NO DON'T KNOW REFUSED
IF YES @ 10, LOOP 10.1 AND 10.2 UNTIL NO MORE TRAININGS	
10.1 What was the name of the organization?	<i>[SHORT ANSWER]</i> DON'T KNOW

	<i>REFUSED</i>
10.2 When did this take place?	<i>[YEAR]</i> <i>DON'T KNOW</i> <i>REFUSED</i>
10.2 What was the nature of the training or activity?	<i>[SHORT ANSWER]</i> <i>DON'T KNOW</i> <i>REFUSED</i>

2. BUSINESS MODEL

1. What are your business activities? (For each, ask, "Do you [provide] ____" or show them the list)	<p><i>[MULTI CODE]</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Sell agricultural Inputs</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>To other businesses</i> <input type="checkbox"/> <i>To individuals</i> <input type="checkbox"/> <i>Buy produce</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>From other businesses</i> <input type="checkbox"/> <i>From individuals</i> <input type="checkbox"/> <i>Sell produce</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>To other businesses</i> <input type="checkbox"/> <i>To individuals</i> <input type="checkbox"/> <i>Involved in an outgrower arrangement or contract farming</i> <input type="checkbox"/> <i>Pre-production services</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Rent out equipment</i> <input type="checkbox"/> <i>Lease land or help farmers access land</i> <input type="checkbox"/> <i>Digital profiling services</i> <input type="checkbox"/> <i>Seed multiplication</i> <input type="checkbox"/> <i>Soil testing</i> <input type="checkbox"/> <i>Tilling/plowing</i> <input type="checkbox"/> <i>Production services</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Planting</i> <input type="checkbox"/> <i>Irrigation</i> <input type="checkbox"/> <i>Weeding</i> <input type="checkbox"/> <i>Spraying</i> <input type="checkbox"/> <i>Pruning</i> <input type="checkbox"/> <i>Harvesting</i> <input type="checkbox"/> <i>Post-Harvest Handling</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Drying</i> <input type="checkbox"/> <i>Storage services</i> <input type="checkbox"/> <i>Packaging</i> <input type="checkbox"/> <i>Transportation</i> <input type="checkbox"/> <i>Bulking/aggregating</i> <input type="checkbox"/> <i>Processing</i> <ul style="list-style-type: none"> <input type="checkbox"/> <i>Shelling/ Threshing /Hulling</i> <input type="checkbox"/> <i>Milling</i> <input type="checkbox"/> <i>Grain Cleaning</i> <input type="checkbox"/> <i>Provide trainings or information for a fee</i> <input type="checkbox"/> <i>Provide trainings or information for free</i> <input type="checkbox"/> <i>OTHER [SPECIFY]</i> <input type="checkbox"/> <i>DON'T KNOW</i>
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	<input type="checkbox"/> <i>REFUSED</i>
IF SELL AGRICULTURAL INPUTS @ 1	
2. Which inputs do you sell? (Ask for each one or show them the list)	<i>[MULTI CODE]</i> <i>SEEDS, PESTICIDES, FERTILIZERS, HERBICIDES, TOOLS, STORAGE BAGS / OTHER [SPECIFY] / DON'T KNOW / REFUSED</i>
IF BUY PRODUCE, SELL PRODUCE, OR PROCESSING @ 1	
3. Which commodities do you deal in? (ask for each answer or show them the list)	<i>[MULTI CODE]</i> <i>MATOOKE / SWEET BANANA / CASSAVA / MAIZE / SWEET POTATO / BEANS / SORGHUM / FINGER MILLET / GROUNDNUTS / RICE / IRISH POTATOES / SWEET POTATO / ORANGE SWEET POTATOES/ GROUNDNUTS / SIMSIM / SWEET BANANA / SOYA BEANS / PIGEON PEAS / COWPEAS / OTHER [SPECIFY] / DON'T KNOW / REFUSED</i>
4. Who do you buy from? (ask each answer or show them the list)	<i>[MULTI CODE]</i> <i>smallholder farmers, commercial farmers, cooperatives, traders, processors, agents, brokers, NGOs, schools, government / OTHER [SPECIFY] / DON'T KNOW / REFUSED</i>
5. Who do you sell to? (ask for each answer or show them the list)	<i>[MULTI CODE]</i> <i>smallholder farmers, commercial farmers, cooperatives, traders, processors, agents, brokers, NGOs, schools, government / OTHER [SPECIFY] / DON'T KNOW / REFUSED</i>

3. FARMER ENGAGEMENT:

1. Which of the following do you work with?	<i>[MULTI CODE]</i> <i>INDIVIDUAL FARMERS / PRODUCER ORGANIZATIONS OR COOPERATIVES / VILLAGE AGENTS OR BROKERS / OTHER [SPECIFY] / DON'T KNOW / REFUSED</i>
2. Do you have your own agents that you send out to farmers?	<i>YES / NO / DON'T KNOW / REFUSED</i>
IF YES @ 2	
2.1. How many?	<i>[NUMBER]</i> <i>DON'T KNOW</i> <i>REFUSED</i>
3. Do you usually work with the same farmers or customers "season after season" or "repeatedly"?	<i>YES / NO / DON'T KNOW / REFUSED</i>

<p>4. Which of the following do you provide to farmers?</p>	<p><i>[MULTI CODE]</i></p> <p><i>Trainings or demonstrations</i></p> <p><i>Information about products or services</i></p> <p><i>Product delivery</i></p> <p><i>After sales follow up (such as calling a customer after they make a purchase to see what they thought of the product)</i></p> <p><i>Gifts, promotional items, discounts</i></p> <p><i>Contracts or written MOU</i></p> <p><i>Informal or verbal agreements</i></p> <p><i>Cash receipts</i></p> <p><i>Cash advances, credit, or financing (formal or informal)</i></p> <p><i>Referrals to service providers or other agribusinesses</i></p> <p><i>Referrals to other farmers</i></p> <p><i>Other (specify)</i></p> <p><i>None</i></p> <p><i>Refused</i></p>
<p>5. Which of the following do you provide to agents (if applicable)?</p>	<p><i>[MULTI CODE]</i></p> <p><i>Trainings or demonstrations</i></p> <p><i>Information about products or services</i></p> <p><i>Product delivery</i></p> <p><i>After sales follow up (such as calling a customer after they make a purchase to see what they thought of the product)</i></p> <p><i>Gifts, promotional items, discounts</i></p> <p><i>Contracts or written MOU</i></p> <p><i>Informal or verbal agreements</i></p> <p><i>Cash receipts</i></p> <p><i>Cash advances, credit, or financing (formal or informal)</i></p> <p><i>Referrals to service providers or other agribusinesses</i></p> <p><i>Referrals to other farmers</i></p> <p><i>Other (specify)</i></p> <p><i>Not Applicable</i></p> <p><i>None</i></p> <p><i>Refused</i></p>

4. BUSINESS MANAGEMENT QUESTIONS

1. Do any of the following financial institutions exist in your area?	[MULTI CHOICE] BANK / MICROFINANCE INSTITUTION / SACCO / VSLA / OTHER SAVINGS GROUP / OTHER [SPECIFY] / DON'T KNOW / REFUSED
IF ANY SELECTED @ 1 [EXCEPT DON'T KNOW/REFUSED]	
1.1. Could you access financial services from them, such as borrowing money, if you wanted to?	YES / NO / DON'T KNOW / REFUSED
1.2. If no, why not?	[SHORT ANSWER] DON'T KNOW REFUSED
2. Are you a member of a VSLA or SACCO or other savings group?	[MULTI CHOICE] VSLA / SACCO / NO / OTHER [SPECIFY] / DON'T KNOW / REFUSED
3. Have you received a loan from any of the following to grow your business?	[MULTI CHOICE] Bank / Microfinance / VSLA / SACCO / family/friend / another business or business partner / OTHER [SPECIFY] / none / DON'T KNOW / REFUSED
4. Have you received any of the following financial services?	Auditing / accounting / digital financial services / bookkeeping assistance / OTHER [SPECIFY] / none / DON'T KNOW / REFUSED
IF ANY SELECTED @ 4 [EXCEPT NONE/DON'T KNOW/REFUSED]	
4.1. Who did you receive them from?	[SHORT ANSWER] DON'T KNOW REFUSED
4.2. Did you pay for them or receive them for free?	PAID FOR THEM (Prompt for UGX), RECEIVED FOR FREE DON'T KNOW / REFUSED
5. Have you received any type of credit, cash advance, advanced inputs, payment terms, or buying agreement from a partner or another business?	[MULTI CHOICE] Credit / cash advance / advanced inputs / payment terms / buying agreement / OTHER [SPECIFY] / none / DON'T KNOW / REFUSED
6. Do you keep inventory or sales records?	YES / NO / DON'T KNOW / REFUSED
7. Does your business use Mobile Money?	YES / NO / DON'T KNOW / REFUSED
8. Is your business registered?	YES / NO / DON'T KNOW / REFUSED
9. Do you know who your sub-county chief is?	YES / NO / DON'T KNOW / REFUSED
10. Do you know who your sub-county agricultural extension worker is?	YES / NO / DON'T KNOW / REFUSED

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11. Do you receive information about any of the following:	[MULTI CHOICE] Market prices Weather Referrals to other businesses Crop quality standards Verified inputs Product knowledge Agricultural practices Post-harvest handling practices Business practices Financial management practices Local and national ordinances OTHER [SPECIFY] DON'T KNOW REFUSED
LOOP FOR EACH SELECTED @ 11 [EXCEPT DON'T KNOW/REFUSED]	
12. How do you receive this information?	word of mouth / publications/brochures / radio / television / cell phone / government / NGO / OTHER [SPECIFY] / DON'T KNOW / REFUSED
13. How often do you receive it?	One time only / weekly / monthly / annually / sometimes / OTHER [SPECIFY] / DON'T KNOW / REFUSED
14. Why did you decide to start this particular type of business?	[SHORT ANSWER] DON'T KNOW REFUSED

5. HONORARIUM

Thank you for your participation in this survey. When this study is completed, we will make the results of our research available to your community. We would like to give you 10,000 UGX in appreciation for your time today.

1. Do you have a mobile money account that we can send the money to?	YES / NO / DON'T KNOW / REFUSED
IF YES @ 1	
1.1. Enter mobile money number	[PHONE NUMBER]
1.2. Confirm mobile money number	[PHONE NUMBER]