Agro-Dealers
(buyers, extension services providers, pest/seed/input providers, etc.)
Scale-up AgroNets in Kenya

The goal of this questionnaire is to investigate:

- number and location of clients
- integrated services, especially with GH programmes
- key actors in the county
- financial schemes that they have experienced

Sampling

Please, contact at least 2 agro-dealers (up to 4) involved in horticulture products in the county, including at least

- an input supplier
- a service provider
- .....

Introduction

Name, date and place of participants to the interview

Provide an introduction to the project and explain the goal of the interview, as to gather critical information:

- on agricultural stakeholders and their connections,
- on agriculture and horticulture sectors,
- and on preferences of farmers and other stakeholders,

in order to scale up the use of AgroZ NEThouses in Kenya

Methodology

The questionnaire is written in English, and with a rather standardized vocabulary. Please, adapt questions and option for answer to an understandable vocabulary for the person being interviewed. Provide explanation on unclear questions, and ask for support from TGDL (Jeremiah / Joseph) or Microfinanza Srl (Marco) if some issues prove difficult to be explained

Questions follow a logical order. Sub-questions depend of the answer on the first questions (example yes/no question, and then “if yes” and “if no” sub-questions), and often your are supposed to fill in only one of the sub-questions. Please, check it before asking the question to the interviewee

Generally speaking, do not prompt the potential answers when asking for opinion or explanation. However, try to fit the answer with one of the proposed solutions, and use the “other – explain” when something actually different is mentioned

When appropriate, use the cell on the right for comments or integrations to the questionnaire, like the “other – explain” option.

When introducing the issue on the AgroZ net house Technology, please keep some pictures with you and show them to the interviewee, when this is necessary to facilitate the discussion

The questionnaire has three sections:

- Introduction and clients
    - Provide a description of the main services and features provided by the interviewed person, including prices of products. Check the type, number and location of clients, and the connections with other stakeholders
- Relationship with clients
    - Investigate the delivery channel and the type of relationship they have with the clients. Investigate especially the relationship with client and service provider.. Further to that, check if any pre-financing scheme is already used, and in which way, with a specific attention on whether this is made directly by the company of through a financial institution
- Greenhouses and nets
    - Investigate whether the interviewee has any experience with greenhouses and Net Houses. On GHs, check what went well and wrong, check information on location and on any activity for renovation of GH. Regarding nets, try to understand the level of awareness on the technology, and what are the key aspects that would make AgroZ net houses an attractive product.

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Interviewee's Name	County	Sub-county	Mobile. N
Name of the shop (if any)		Branch of HQ?	

Section 1 - INTRODUCTION AND CLIENTS

Provide a description of the main services and features provided by the interviewed person, including prices of products. Check the type, number and location of clients, and the connections with other stakeholders

N.	Question	Answer	
1.1	What's you key business?	○ Selling agricultural inputs ○ Providing agricultural extension services ○ Other – explain	.....
1.1.1	• If input suppliers, which inputs?	○ Equipment ○ Machines ○ Seeds ○ Fertilizers ○ Pesticides ○ Agricultural tools ○ Other – explain	Mention main products ○ ..... ○ ..... ○ ..... ○ ..... ○ ..... ○ .....
1.1.2	• If service provides, which services?	○ Training ○ Installation irrigation system ○ Technical assistance for horticulture, ○ Other – explain	Mention main services ○ ..... ○ ..... ○ ..... ○ .....
1.2	How many clients do you think you have in the county?	○ Less than 100 ○ 100-300 ○ More than 300	
1.2.1	• Are they primarily Large scale farmers or small scale farmers	○ Large scale farmers (extremely mechanized, mobilizing the several trucks of products) ○ Small Scale farmers – smallholder farmers ○ Both	
1.3	Do you work in consortium with other stakeholders	○ No, I work independently ○ Yes, we have informal agreements in order to keep our market shares, or any other kind of consortium	

Section 2 - RELATIONSHIP WITH CLIENTS

Investigate the delivery channel and the type of relationship they have with the clients. Investigate especially the relationship with client and service provider.. Further to that, check if any pre-financing scheme is already used, and in which way, with a specific attention on whether this is made directly by the company of through a financial institution

N.	Question	Answer	
2.1	What's your main market strategy?	○ Go directly to farmers ○ Only at the shop ○ I work with other intermediate dealers Other – explain	.....

2.2	Do you have exclusive contracts with clients?	○ Yes ○ No	
2.2.1	• If yes, which kind of clients?	○ With farmers ○ With transporters ○ With middlemen ○ With suppliers ○ Other – explain	…… .
2.2.2	• Please, describe the contract	……	
2.3	Do you ever pre-finance your clients, or provide advance payments, or other similar agreements (informal or formal)?	○ Yes ○ No	
2.3.1	• Please, provide a description of your pre-financing scheme (mentioning financial partners, interest rates, maturities, etc.)	…… . …… ……	

Section 3 - GREENHOUSES AND NET HOUSES

Investigate whether the interviewee has any experience with greenhouses and Net Houses. On GHs, check what went well and wrong, check information on location and on any activity for renovation of GH. Regarding nets, try to understand the level of awareness on the technology, and what are the key aspects that would make AgroZ net houses an attractive product.

N.	Question	Answer	
3.1a	Do you provide inputs or services for GHs?	○ Yes ○ No .	○
3.2	What's your opinion on GH?	○ Really good ○ Pretty good ○ Pretty Bad ○ Really bad	
3.2.1	• Please, mention the good aspects *Don't prompt*	○ It increase quantity and quality of products ○ It increases quality, but not quantity of harvests ○ It increases quantity, but not quality of harvests ○ It reduces production costs ○ No good aspect ○ Other – explain	……
3.2.2	• Please, mention the bad aspects *Don't prompt*	○ It is too an expensive investment ○ It is not adapted to the climate we have here ○ The harvest is not good ○ Support services are not available locally ○ No bad aspect ○ Other – explain	……

3.3	Do you know the net house technology?	○ No ○ Yes, not well ○ Yes, very well	
3.3.1	• If yes, how did you hear about it? *Don't prompt*	○ Word of mouth ○ Observation in the fields ○ Demo plots ○ Presentation and a farmers' day ○ Radio advertising ○ TV shows or similar ○ Internet ○ From fellow agro-dealers ○ Other - explain	.....
3.4	What's your opinion, or impression on nethouses?	○ Really good ○ Pretty good ○ Pretty Bad ○ Really bad ○ Don't know	
3.5	Would you recommend using Net houses?	○ No ○ Yes	
3.5.1	• If yes, under which conditions? *Don't prompt, but propose after the first answer*	○ At any conditions ○ Only if the investment is subsidized ○ Only if other extension services are granted ○ Other - explain	.....
3.6	What would be an acceptable investment for a farmer? *8x15 example*	○ Less than 100.000 KSH ○ 100-150.000 KSH ○ 150-200.000 KSH ○ More than 200.000 KSH	
3.7	What are the necessary services to make a GH or net investment? *Choose up to 3 options*	○ Drip irrigation ○ Pump irrigation ○ Improved seeds/seedlings ○ Improved pesticides ○ Biological products (pesticides, compost, etc) ○ Technical assistance on growing technique ○ Soil analysis (PH and pathogens) ○ Other - explain	.....
3.8	Would you be interested in marketing net houses?	○ Yes ○ No	
3.8.1	• If yes, what margin would you expect on that?	○ .....%	
3.8.2	• If yes, how many days would you need to pay back the credit?	○ ..... Days	
3.8.3	• If not, why *Don't prompt*	○ The market is too small ○ The revenues for the farmer are not good ○ Related products and services are too expensive for me ○ I don't have the necessary competencies ○ Other –explain	.....