Middlemen
(brokers of agricultural products, etc.)
Scale-up AgroNets in Kenya

The goal of this questionnaire is to investigate:

- number and location of clients
- influence of the stakeholders on the practices of the farmers
- linkages with exporters, buyers, etc.
- key actors in the county

Sampling

Please, contact at least 1 (up to 3) middleman buying agricultural (better if horticultural) products in the field and re-selling to other stakeholders, like supermarkets, exporters, etc a

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 influence on farming choices and practices,
- on agriculture and horticulture sectors,
- and on preferences of farmers and other stakeholders, also in terms of access to resources

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 clients and the subsequent distribution channel. Check the type, number and location of clients, and the connections with other stakeholders
- Relationship with clients
  - Investigate the relationship between farmer – middleman and buyer (supermarket, exporter, etc), and the relationship with client and service provider. Check if middlemen or exporters intervene, or

not, in agricultural practices of the clients, and to what extent. 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 (if the information is available)

- Greenhouses and net houses
    - Investigate whether the interviewee has 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 net houses, 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

Section 1 - INTRODUCTION AND CLIENTS

Provide a description of the clients and the subsequent distribution channel. Check the type, number and location of clients, and the connections with other stakeholders

N.	Question	Answer	
1.1	What's you key business?	○ Buy Agricultural products from farmers for my employer (contract farming) ○ Buy agricultural products from farmer to re-sell to other stakeholders ○ Other - explain	.....
1.1.1	• What is which final destination market of the agricultural products? *Choose up to maximum 3 options*	○ Individuals ○ Market in town ○ Market in Nairobi ○ Shops in town ○ Shops in Nairobi ○ Supermarket in town ○ Supermarkets in Nairobi ○ Export, in Africa ○ Export, in Europe, US, Asia, other than Africa ○ Other - explain	.....
1.2	How many clients do you think you have in the county? *Separate farmers and buyers*	Farmers ○ Less than 30 ○ 30-50 ○ 50-100 ○ More than 100	
		Buyers ○ Less than 30 ○ 30-50 ○ 50-100 ○ More than 100	
1.2.1	• Are the farmers primarily Large scale farmers or small scale farmers	○ Large scale farmers (extremely mechanized, mobilizing the several trucks of products) ○ Small Scale farmers – smallholder farmers	*Please ask a details: ex. N. Of acres, quantity of production, or something similar*
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 relationship between farmer – middleman and buyer (supermarket, exporter, etc), and the relationship with client and service provider. Check if middlemen or exporters intervene, or not, in agricultural practices of the clients, and to what extent. 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 (if the information is available)

N.	Question	Answer	
2.1	What's your main market strategy?	○ Buy directly in the field ○ Make pre- harvest contracts ○ Work with long term contract farmers ○ Wait for farmer to come to collection points ○ 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 other dealers ○ with supermarkets ○ with exporters ○ 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.)	.....	
2.4	Do you pay the farmers immediately of after a while?	○ I pay when I get the vegetables ○ I pay laters	
2.4.1	• How many days after the collection of the vegetables?	○ .....days	
2.5	What's priority number 1 for a farmer you work with? *Don't prompt* *Ask about the opinion on the most important need of the farmers*	○ Increasing the quantity of the production ○ Reduce vulnerability of the production towards climate events ○ Reduce the cost of farming ○ Increase the quality of the production and capacity to have added value ○ Other – explain	.....

2.5.1	• What's the most important investment, in your opinion, for the farmers you work with *Don't prompt* *Ask about the opinion on the investment that farmers would like to do*	○ Equipment (GH, storage facility. Etc) ○ Machines (tractor, etc) ○ Better pesticides and fertilizers ○ Better seeds ○ Better competencies – training services ○ Other – explain	Provide examples ○ ..... ○ ..... ○ ..... ○ ..... ○ ..... ○ .....
2.6	Would the farmers you work with be able to find the money for the investment	○ Yes ○ No	
2.6.1	• Under which conditions they can get the money? *Don't prompt, but propose after the first answer*	○ They have enough resources ○ They need a loan, but can have access to it ○ They need a loan, but would afford only subsidized conditions ○ They need a loan, but someone to guarantee for them to get it ○ They need a grant for the whole amount ○ Other – explain	.....
2.7	Do you manage to fetch better prices according to the quality of the vegetables?	○ No, price is fixed and only quantity is important ○ Yes, there is some variation according to the quality of the vegetables ○ Yes, good vegetables can get far better prices than bad ones	
2.8	What do you think about organic farming?	○ I have no opinion ○ It's not good: they are more ugly and then they are more difficult to sell ○ It's not a great deal. You get less quality for more or less the same quality ○ It's good, I can pay more for organic products because I can sell at higher prices ○ It's very good: I would facilitate my farmer partners to grow organic products because I can have good market ○ Other – explain	.....
2.9	If you can get more products, do you think that you could sell more?	○ Yes, there's huge demand in the country compared to production ○ Yes, but would sell more only if I produce more during the off season ○ It depends, I would sell more only if I include new delivery channels ○ It depends, I would sell more only if I change product I produce ○ No, actually I sell all that I can sell	
2.9.1	• Which crops can be well sold if production increases?	○ ..... ○ ..... ○	*Mention up to 3 crops in order of importance*

2.9.2	• What delivery channel would help you sell more?	○ Reaching Nairobi ○ Reaching individuals with internet ○ Reaching big buyers like supermarkets or exporters ○ Having direct access to a shop ○ Other – explain	

Section 3 - GREENHOUSES AND NET HOUSES

Investigate whether the interviewee has 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 net houses, 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	
3.1	Do your farmers have GH?	○ Yes ○ No	
3.2	Do you know how greenhouses work?	○ No ○ Yes, not well ○ Yes, very well	
3.3	What's your opinion on GH?	○ Really good ○ Pretty good ○ Pretty Bad ○ Really bad	
3.3.1	• Please, explain 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 ○ Other – explain	.....
3.3.2	• Please, explain 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 ○ Other – explain	.....
3.4	Do you know the net house technology?	○ No ○ Yes, not well ○ Yes, very well	
3.4.1	• 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 ○ Other - explain	.....
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?	○ 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 that should be added to a GH or net house 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	.....