



# CBA Profile Deep Dive: Nigeria and Burkina Faso

## Introduction

Community Based Advisors (CBAs) deployed by Alliance for a Green Revolution in Agriculture (AGRA) provide timely advice, access to inputs, technology, and markets to Small Scale Producers across Africa. In Burkina Faso and Nigeria, AGRA is taking a more gender-informed approach to recruiting, training, and scaling the CBA model, in order to increase the reach and impact of services provided to small scale producers.

Between November 2021 – February 2022, AGRA conducted a survey to analyze the differences in CBA motivation, scale of delivery, and impact. This analysis sought to better understand who AGRA's existing CBAs are, what motivates them, and who is

## Research methods

The researchers conducted phone interviews with 313 Burkina Faso CBAs and 713 Nigerian CBAs who provided training and support to farmers within the past year.

having the most success, to identify ways AGRA can improve recruitment and training for future CBAs.

## Key Findings

The study revealed three archetypes of CBAs - Emerging Rural CBAs, Urban Income-focused CBAs, and Established Rural CBAs. The analysis found that education, location, age, and prior earning profile were the strongest determinants of the archetypes. Other findings show the following:

- Emerging Rural CBAs are younger (30 years or younger) CBAs who have a secondary education and live in rural villages. They come to their role with some prior work experience and high agricultural knowledge.
- Urban Income-focused CBAs are between 30

and 45 years old, highly educated with post-secondary schooling. They are less agriculturally focused but are successful at serving farmers at scale.

- Established Rural CBAs are older in age (45 years or older), less educated with primary or no schooling and live in rural villages. They are highly agrarian – all of the 78% that were earning income prior to become a CBA were working in agriculture.

The findings also show the following:

1. Agricultural Skill Development Drives CBA Engagement: Improvement of agricultural knowledge is the top motivator to become a

CBA in both Burkina Faso and Nigeria. Three quarters of CBAs state ‘agricultural knowledge’ is their top motivation for becoming a CBA. Agricultural motivation is highest in Burkina Faso where 93% of CBAs want to improve agricultural knowledge. Nearly half (49%) of all CBAs have a career goal related to commercial agriculture and/or increased crop and livestock productivity. CBAs in Nigeria (48%) and male CBAs (54%) are more likely to have goals related to commercial agriculture compared to their counterparts.

CBAs motivated by improving agricultural knowledge serve on average 135 farmers compared to 99 farmers served by CBAs not agriculturally motivated. Agriculturally motivated CBAs are also more likely to say that helping farmers gain access to inputs (67%) and credit (64%) are the ‘most important’ aspects of their role.

CBAs take what they learn and apply it on their own farm, with 9 in 10 CBAs applying ‘all’ or ‘most’ of what they learn through CBA training on their personal farm. Emerging Rural CBAs are more likely than their older and more urban peers to apply training on their own farm.

2. **Enabling Resources are Keys to Success:** Four in 5 CBAs ‘strongly agree’ that they have support from their peers / community and family / household to be a CBA. Both male and

female CBAs are equally as likely to feel supported in their role as a CBA. Emerging Rural CBAs are slightly less likely to ‘strongly agree’ to having support, while Established Rural CBAs are more like to feel supported within their community. These results suggest CBA employment is well respected within communities and households and is deepened over time.

While 76% of Nigerian CBAs ‘strongly agree’ to having the resources necessary to their job, only 10% in Burkina Faso feel the same. Rural CBAs are also less likely to have necessary resources – likely driven by lower rural income levels and limited access to material resources. On the other hand, urban income-focused CBAs report the highest level of resources. Across countries, archetypes, and demographics, CBAs seek the same support from AGRA - access to high quality inputs for themselves and the farmers they serve to make trainings a reality; financial resources such as loans, credit, and cash transfers; and advanced skills training to advance their agricultural practices.

3. 0% of CBAs feel comfortable working with farmers of both genders. Those without a preference say they want to work with hard-working farmers and farmers of both genders are capable. Despite this lack of preference, CBAs of both genders are most likely to serve farmers of their own gender.

## Conclusions and recommendations

1. **Recruit rural, agriculturally focused CBAs.** AGRA could look to rural communities and villages to identify both young, emerging agricultural leaders as well as older, more established farmers and centre recruitment messaging toward their commercial agriculture aspirations.
2. **Utilize agricultural-focused CBAs to motivate farmers.** Finding creative ways to highlight these CBAs’ successes, through testimonials and demo farm sites can provide new and unique methods for farmer training as well as a potential pipeline for farmers and new CBA recruitment.
3. **Support older, less educated CBAs to apply trainings and increase their personal agricultural productivity.** Tailoring trainings to less educated CBAs and finding opportunities for peer-to- peer learning between younger and older rural CBAs may increase CBA success and personal impact.
4. **Identify ways to help existing CBAs that want to serve female farmers do so,** to help AGRA scale to more female farmers in the near term. Pairing male and female CBAs to champion each other’s work and qualifications may help CBAs of both genders build credibility within their community. AGRA should also provide gender- informed training to help CBAs connect with farmers of different genders. Similarly, ensuring CBAs are incentivized to provide all services to farmers of both genders, will ensure female farmers are gaining access to markets, inputs, and credit at a more equitable rate.