

Alliance Ginneries Ltd.

Impact Performance Snapshot Tanzania

Voice Of The Cotton Farmer



Source: Reinhart

60_decibels

About The Report

Cotton4Impact's Partnership with 60 Decibels

Cotton4Impact, launched in 2021 by Paul Reinhart AG, Alliance Ginneries Ltd, and Ivoire Coton, is a collaborative initiative supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). It is focused on enhancing the sustainability and productivity of smallholder cotton farmers in Sub-Saharan Africa. To assess impact of training in good agricultural practices and cotton cultivation on farmers' livelihood, they partnered with 60dB to gather deeper insights from farmers in Côte d'Ivoire, Tanzania and Zambia. This survey helps ensure that farmers' voices play a key role in shaping a more sustainable cotton supply chain.

This performance snapshot provides an overview of cotton farmers in Tanzania who engage with the ginning company Alliance Ginneries Ltd. It highlights the farmers' profile, the outcomes they experience because of their involvement with the ginnery, their satisfaction with the training offered, and opportunities to enhance the initiative's impact in the future.

Summary of Results

1 Alliance Ginneries is having a positive impact on the lives and livelihoods of its farmers.

Nearly all farmers report earning more from cotton farming because of Alliance Ginneries. 96% also say their overall quality of life has improved because of the ginnery. They attribute these improvements to increased farm productivity and income, which allow them to acquire more livestock, improve their homes, and better afford healthcare expenses.

In addition, farmers who have worked with the ginnery longer are more likely to report significant improvements in both production and quality of life. [See page: 8](#)

3 Satisfaction with Alliance Ginneries is high, driven by the provision of inputs and training.

Alliance Ginneries has a Net Promoter Score of 74, which is excellent and indicates high farmer satisfaction. Those who say they would recommend the ginnery value the provision of quality inputs and training, while dissatisfied farmers want more timely input delivery. 23% of farmers report facing a challenge with the ginnery. These challenges are largely around delayed input delivery and low purchase price of cotton, which are concerns shared by the farmers who say they would not actively recommend the ginnery. Reducing and addressing farmers' challenges can boost farmer satisfaction. [See page: 10](#)

The insights are based on phone interviews with 408 cotton farmers. These interviews were conducted by 60dB trained researchers. We enjoyed hearing from these cotton farmers – they had a lot to say!

Who We Spoke To

A typical cotton farmer associated with Alliance Ginneries in Tanzania is a 42-year-old male, living in a household of 8 members and with a primary school education. They farm on a median of 4.8 hectares of land, and rear cattle, goats and poultry. Most farmers supply cotton to the ginnery as well as access training and inputs. Detailed results across all metrics can be found [here](#).

We conducted the interviews in December 2024 and employed a random sampling method to select respondents from Alliance Ginneries' contact base. To learn more about our methodology, head to page 14.

2 Trainings from the ginnery are leading to significant improvements in farming practices and production.

Three quarters of farmers report receiving training from Alliance Ginneries. Among these farmers, 66% find all of the training easy to understand and 83% applied all of it to their farms. As a result, nearly all farmers report improvements in the way they manage their cotton farms, with better pest control techniques (36%), proper crop spacing (30%), and row planting (28%) being the top drivers of this improvement. Additionally, 42% of farmers say that their cotton production has 'very much increased' because of the training. [See pages: 6, 7](#)

4 Cotton remains central for farmers, though many are keen on investing in other crops.

4 in 10 farmers see their investment in cotton to 'very much increase'. While cotton remains the primary income driver, 89% farmers intend to invest more in other crops, with maize (74%), rice (23%), and peas (19%). However, three-quarters of farmers also report that cotton offers better prices compared to other crops, indicative of sustained investments in cotton for the upcoming seasons. [See pages: 9](#)

Farmer Voices

Here are some farmer voices that stood out:

A farmer on why they would recommend Alliance Ginneries

“Alliance Ginneries helps cotton farmers overcome market challenges. For those of us in rural areas, accessing international cotton markets is difficult, but Alliance Ginneries finds buyers and purchases our cotton, providing a reliable market.

- Male farmer, 50

A farmer on why they would recommend Alliance Ginneries

“Alliance Ginneries provides seeds and agricultural inputs to its farmers. They also offer valuable training on cotton planting and pest control, supported by skilled agronomists.”

- Female farmer, 37

A farmer on how their way of managing their farm improved

“I used to plant cotton by simply scattering the seeds, but the training taught me to plant in rows with proper spacing. I now also use organic pesticides to protect my cotton farm from pests.”

- Male farmer, 48

A farmer on how their quality of life improved

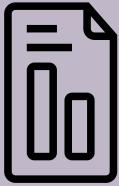
“Selling my cotton to the ginnery gives me more income due to better prices. This has enabled me to educate my children, buy livestock, and invest in farm equipment. I have also been able to purchase additional farming tools.”

- Female farmer, 50

A farmer on a challenge they faced

“Last season, Alliance delayed the delivery of inputs such as seeds and pesticides, causing us to plant late. Additionally, when we sold our cotton, the prices were low, which was discouraging for us as farmers.”

- Male farmer, 52



Farmer Feedback on Alliance Ginneries

Farmer perceptions are critical in understanding how supply chains are performing. This section presents insights from our conversations with farmers and their experience with the ginnery.

Insights captured in this section include:

- > Effectiveness of the training program, measured by its impact on farm management, production, and practices
- > Impact on farmers' lives and farm outcomes, such as income and savings
- > Satisfaction working with the ginnery



Source: Reinhart

“

What I like about this company is that they do not delay payments when they collect our cotton. This allows us to use our money on time for expenses like school fees and other needs.

– Female, 56



A typical farmer we spoke to is a 42-year-old male and has been working with Alliance Ginneries for 36 months.

♀ **12%**
are female

⌚ **36 months**
is the median time since first working with the ginnery

👤 **42**
is the median age

🌿 **4.8 ha**
is the median total land size

🏠 **8**
is the median household size

🕒 **3.0 ha**
is the median land under cotton

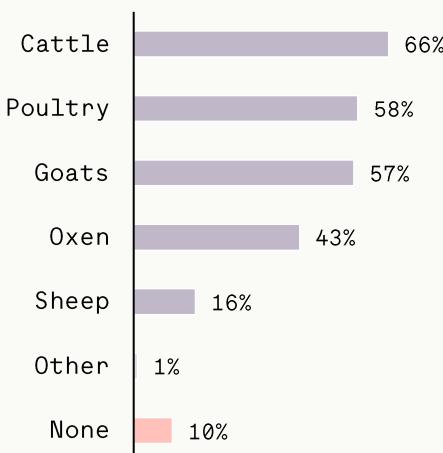
🎓 **16%**
completed secondary education or above

☀️🏡 **90%**
Rearing livestock*:
Cattle: 9
Poultry: 19
Goats: 10
Oxen: 4

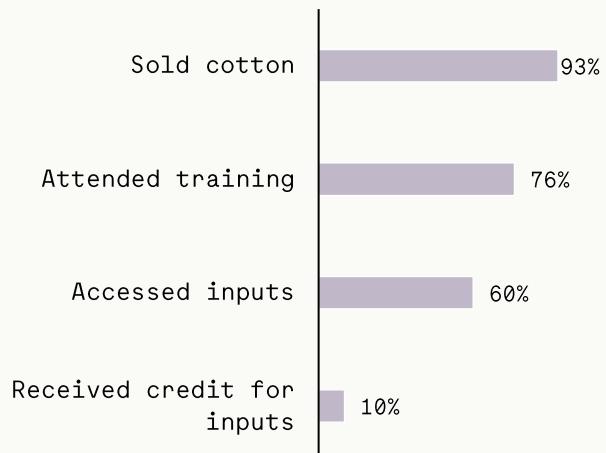
📱 **28%**
have access to a smartphone (24% own their own smartphone)

*Median value among farmers rearing each livestock

Livestock Reared in the Last 12 Months
(n = 408)



Offerings Accessed from Alliance Ginneries
(n = 408)

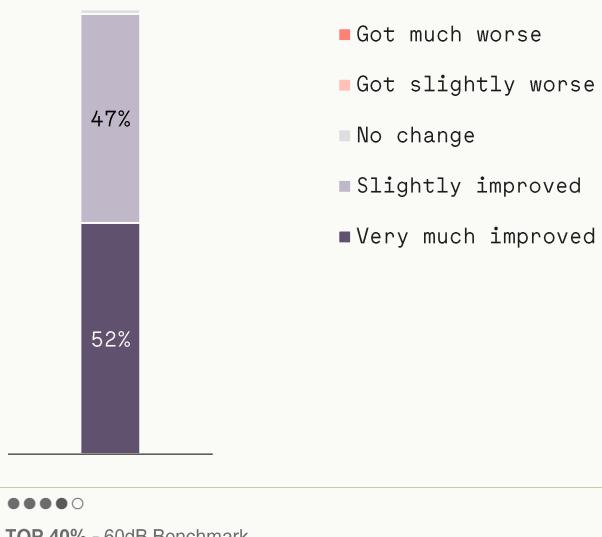




More than half of the farmers report significant improvements in the way they manage their cotton farms because of the ginnery's training.

Way of Farming

Q: [asked only to farmers who attended trainings] Has your way of managing your cotton farm changed because of Alliance Ginneries' training? (n = 317)



●●●●○

TOP 40% - 60dB Benchmark

The top self-reported outcomes among farmers who report improved farm management practices include better pest control techniques (36%), proper crop spacing (30%), and practicing row planting (28%).

Farmers who were able to apply 'all' of their training are more likely to report that their way of managing their cotton farms 'very much improved' compared to others (57% vs 25%).

Similarly, those who find 'all' the training useful for their farming practices are more likely to report significant improvements to their cotton farm management compared to those who do not find all the training useful (66% vs 9%).

Among farmers who report receiving training, 66% found 'all' of the training easy to understand.

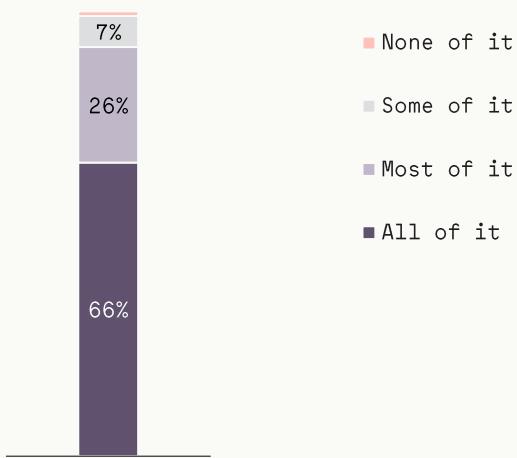
76% of farmers also found the training 'very useful' and 83% applied 'all' of the training to their farming practices. Among farmers who couldn't fully apply the training, financial constraints—such as the cost of inputs—and resource shortages, especially limited access to organic pesticides, were the main barriers.

“I was able to implement some practices, like land tilling, but couldn't afford fertilizers and pesticides.”

- Male, 63

Training Ease of Understanding

Q: [asked only to farmers who attended trainings] How much of the training you received from Alliance Ginneries was easy to understand? (n = 318)*



* 88 farmers did not attend the training.



Nearly all farmers report increased cotton production because of the training they received from Alliance Ginneries.

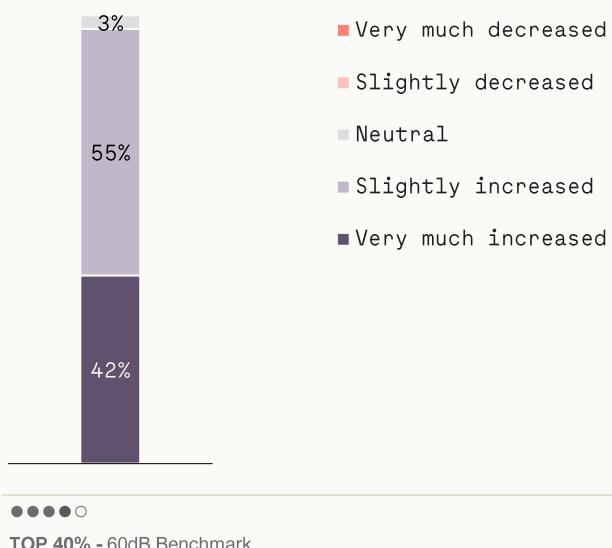
65% achieved higher yields from the same land, indicating higher productivity.

Farmers who find the training to be 'very useful' are more likely to report significant increases in their cotton production compared to others (55% vs 3%). Similarly, those who applied 'all' of the training are more likely to say that their cotton production has 'very much increased' compared to others (46% vs 23%).

We also find that those reporting 'very much improved' farm management practices are more likely to report similar gains in their production (69% vs 13%).

Change in Total Production Due to Training

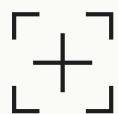
Q: [asked only to farmers who attended trainings] Has the total production from your cotton farming changed because of Alliance Ginneries' training? (n = 316)



“

I now use more organic inputs, especially seeds and bio-pesticides. I've also learned about the proper spacing for cotton seedlings—60 cm by 30 cm—which I wasn't very concerned about in the past.

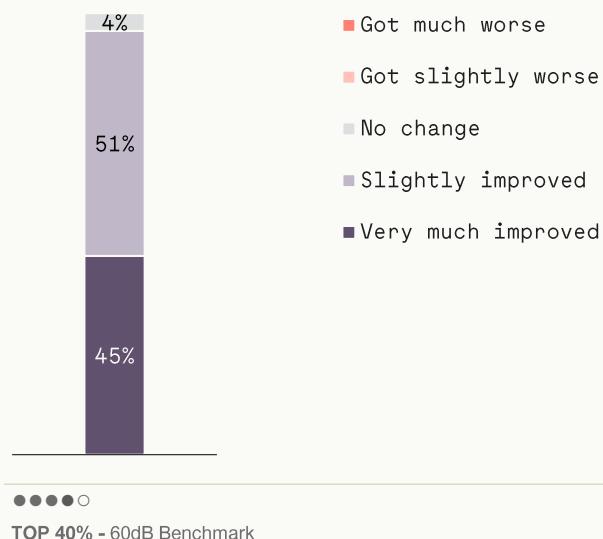
– Male, 65



More than 2 in 5 farmers report significant improvements in their overall quality of life because of the Alliance Ginneries.

Quality of Life

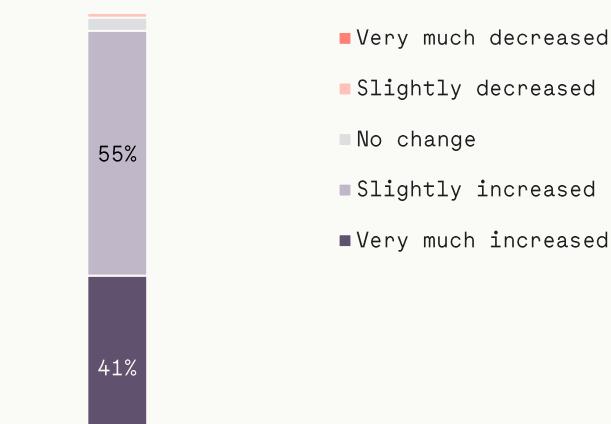
Q: Has your quality of life changed because of Alliance Ginneries?
(n = 408)



●●●●○
TOP 40% - 60dB Benchmark

Change in Money Earned

Q: Has the money you earn from cotton farming changed because of Alliance Ginneries? (n = 408)



●●●●○
TOP 40% - 60dB Benchmark

Quality of Life

Farmers reporting improvements in their quality of life primarily attribute this to increase in their income (55%), improved farm productivity (41%), the ability to acquire livestock (39%), and making home improvements (28%).

We find that farmers who have been working with Alliance Ginneries for 3 years or longer are more likely to report significant improvements in both their production (46% vs 32%), as well as their quality of life (48% vs 39%), compared to their less tenured counterparts. This suggests that over time, farmers experience deeper impact working with the ginnery.

Additionally, nearly all farmers we spoke to report increased savings because of the ginnery, with 2 in 5 saying their savings have 'very much increased'. Find out more in the [performance snapshot](#).

Money Earned

Among farmers who report increased earnings because of the ginnery, 75% say it is from selling more cotton, 50% from receiving higher cotton prices, and 38% from lowering their costs.

Farmers primarily use this increased income on home improvements (58%) and health expenses (45%). Others also used the money to pay school fees (11%), household expenses (10%) and repay loans (10%).

“

Since I started selling to Alliance Ginneries, my income has increased.

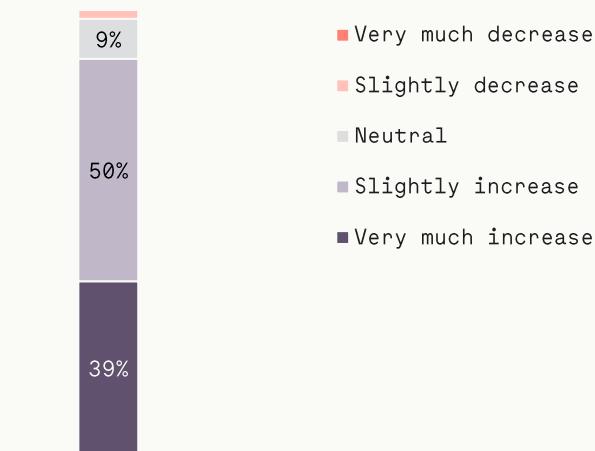
- Male, 27



89% of farmer expect their investment in cotton to increase in the upcoming farming season.

Investment Change

Q: Next season, how do you expect your total investment in cotton farming to change compared to this season? (n = 408)



In addition to cotton, 37% of farmers anticipate increasing their investment in other crops (see table below).

The increase in farmers investing more in cotton compared to other crops may be linked to price differences. 3 in 4 farmers report receiving a higher average price for cotton than for their other cultivated crops. All farmers report selling crops other than cotton in the past 12 months.

Maize	Rice	Peas
74%	23%	19%

Alliance Ginneries has an NPS of 74, which is excellent and at the top of the 60dB benchmarks*.

Farmer Satisfaction

The Net Promoter Score® (NPS) is a gauge of farmer satisfaction and loyalty (find more in [Methodology](#)). Alliance Ginneries in Tanzania has a NPS of 74, which is excellent.

Promoters value the provision of inputs and quality training they receive from the ginnery. Detractors on the other hand would like to see more timely input delivery.

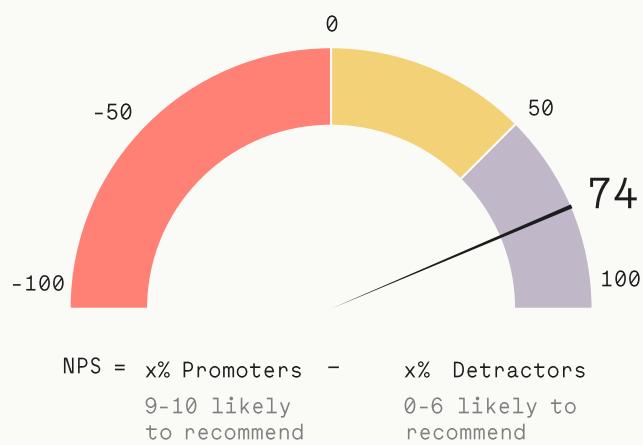
Challenges

23% of farmers report facing a challenge with Alliance Ginneries. Delayed input delivery and low purchase prices for cotton are the top challenges reported.

We find no significant differences in NPS or challenge rate by a farmers age, tenure with the ginnery, or their land size.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend [Ginnery Name] to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 406)



*Farmer as Supplier benchmark for Africa. Find out more in the [performance snapshot](#).



Performance Snapshots

In this section, we outline the full range of metrics administered as a part of the survey with farmers. Furthermore, 60dB's benchmarks are showcased alongside Alliance Ginneries' performance, wherever applicable, to contextualize the results.

An overview of 60dB's methodology has also been showcased.



“

Alliance is highly supportive of farmers. They provide tractors and machines for pesticide application, which are easy to handle. This has significantly reduced costs for farmers like me, making farming activities more accessible and profitable.

– Male, 57



Alliance Ginneries' Performance Snapshot (1/3)

Here is a summary snapshot of all metrics. Performance relative to relevant 60dB benchmarks have been shown to the far right.

Benchmark Overview

Africa geographical focus	Farmer as Supplier sector Focus	50 companies included	19.236 voices listened to
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Performance vs 60dB Benchmarks

- BOTTOM 20%
- BOTTOM 40%
- MIDDLE
- TOP 40%
- TOP 20%

Indicator	Description	Alliance Ginneries	60dB Benchmark	Performance Relative to Benchmark
Profile and Access				
Female Reach	% female farmers	12%	26%	●○○○○
Age	# median age	42	-	-
Household Size	# median household members	8	-	-
Tenure	# median months	36	-	-
Highest Level of Education	% completed tertiary education	2%	-	-
Smartphone Access	% having access to a smartphone and own it	24%	-	-
Total Land	# median hectares of total land cultivated last year	4.8	-	-
Land Under Cotton	# median hectares of land cultivated under cotton last year	3	-	-
Livestock Rared	# cattle (for breeding)	9	-	-
	# oxen (for land preparation)	4	-	-
	# poultry	19	-	-
	# goats	10	-	-
% reporting 'None'		10%	-	-
Offerings Accessed	% attended training or received extension support	76%	-	-
% accessed inputs		60%	-	-
% received financing or credit for inputs		10%	-	-
% sold cotton to ginnery		93%	-	-
First Access	% accessing service for the first time	84%	64%	●●●●●
Alternatives	% without access to good alternative	72%	60%	●●●●●

*This is calculated as median in the deck.



Alliance Ginneries' Performance Snapshot (2/3)

Indicator	Description	Alliance Ginneries	60dB Benchmark	Performance Relative to Benchmark
[+] Impact				
Quality of Life	% reporting 'very much improved'	45%	35%	●●●●○
Change in Money Earned	% reporting 'very much increased'	41%	25%	●●●●○
Change in Savings	% reporting 'very much increased'	38%	-	-
	% using for home improvements or repairs	58%	-	-
	% using for health expenses	45%	-	-
Use of Additional Income	% using for school fees	11%	-	-
	% using for household expenses	10%	-	-
	% using for repaying debts or loans	10%	-	-
	% using for investments to help cotton farming	7%	-	-



Alliance Ginneries' Performance Snapshot (3/3)

Indicator	Description	Alliance Ginneries	60dB Benchmark	Performance Relative to Benchmark
Training				
Easy to Understand	% reporting 'all of it'	66%	82%	●○○○
Usefulness	% reporting 'very useful'	76%	-	-
Training Application	% applying all of the training	83%	70%	●●●○
Change in Cotton Farm Management	% reporting 'very much improved'	52%	34%	●●●○
Increase in Farm Practices	% reporting increase in proper spacing between cotton plants	83%	-	-
	% reporting increase in new pest control methods	74%	-	-
	% reporting increase in crop rotation practices	50%	-	-
	% reporting increase in timing or method of cotton picking	47%	-	-
	% reporting increase in use of protective gear for applying chemicals	40%	-	-
	% reporting increase in new fertilizers or soil treatments	33%	-	-
	% reporting increase in use of cover crops	18%	-	-
Change in Total Production	% reporting 'very much increased'	42%	35%	●●●○
 Satisfaction				
Net Promoter Score	NPS Score, -100 to 100	74	34	●●●●●
Challenges	% experiencing challenges	23%	25%	●●○○
Price Perception	% reporting 'much better' price received for cotton (compared to other crops)	33%	-	-
Change in Investment	% reporting 'very much increase' for next season	38%	-	-

Methodology

About the 60dB Methodology

In December 2024, 60 Decibels' trained researchers conducted 408 phone interviews with Alliance Ginneries' farmers. The farmers were randomly selected from a random sample of Alliance Ginneries farmers' database in Tanzania and is representative of the underlying population of farmers. Here is the breakdown of how we collected this data:

Country	Tanzania
Sample Frame	1,798
Interviews Completed	408
Languages	Swahili
Average Survey Length	28 mins
Confidence Level	95%
Margin of Error	4%

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score (NPS) is a common gauge of farmer satisfaction and loyalty. It is measured by asking farmers to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of farmers rating 9 or 10 out of 10 ('Promoters') minus the % of farmers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.

60 decibels

About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We make it easy to listen to the people who matter most.

About Alliance Tanzania

Alliance Ginneries Ltd is a cotton ginning company with over 24 years' experience in supporting small scale farmers and producing sustainably sourced cotton in Tanzania and Zambia. Alliance is a 'Cotton made in Africa' (CmiA organic) certified company and offers organic cotton certified under EU organic / USDA NOP at field level, and GOTS/OCS from the gin onwards.

Alliance also offers cotton produced under regenerative agriculture (regenagri / RCS).

Boaz Ogola is the Managing Director of Alliance in Northern Tanzania. An accountant by profession with a degree in business administration he has over 30 years' experience in the cotton industry and is responsible for managing the day-to-day business operations of cotton ginning.

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Next Steps

Under this collaboration, 60dB will share four reports: one for each of the three countries—Côte d'Ivoire, Zambia, and Tanzania—and a separate consolidated report summarizing the overall impact of Cotton4Impact.