

# Ivoire Coton

## Impact Performance

### Snapshot Cote d'Ivoire

Voice Of The Cotton Farmer



# 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 Côte d'Ivoire who engage with the ginning company Ivoire Coton. 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 Ivoire Coton is having a positive impact on the lives and livelihoods of its farmers.

Most farmers report earning more from cotton farming because of Ivoire Coton. 87% also say their overall quality of life has improved because of the ginnery. They attribute these improvements to having better access to inputs and training (47%), the ability to purchase assets like homes, land, and vehicles (40%), and the ability to make home improvements and renovations (39%). See page: [8](#)

### 3 Satisfaction with Ivoire Coton is fair, but improving access to affordable, quality inputs could help boost satisfaction.

Ivoire Coton has a Net Promoter Score of 24, which is fair but indicates room for improvement. Farmers who say they would not actively recommend the ginnery are seeking better prices for inputs and greater availability of quality inputs. On the other hand, those who say they would recommend the ginnery value, appreciate the provision of inputs on credit and the high-quality training they receive from the ginnery. This feedback aligns with the challenges farmers report, as 29% mention issues with the ginnery, mainly due to a lack of financial support and limited access to inputs. Reducing and addressing farmers' challenges can boost farmer satisfaction. See page: [10](#)

The insights are based on phone interviews with 403 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 Ivoire Coton in Côte d'Ivoire is a 47-year-old male, living in a household of 13 members and with a primary school education. They farm on a median of 12 hectares of land, and rear oxen, cattle, 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 Ivoire Coton's contact base. To learn more about our methodology, head to [page 15](#).

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

Nearly all farmers receive training from Ivoire Coton. Among these farmers, 60% find all of the training easy to understand and 54% applied all of it to their farms. As a result, nearly all farmers report improvements in how they manage their cotton farms. The top drivers of these improvements include better fertilizer application (53%), a regular schedule for farm treatments (42%), and proper crop spacing (37%). Additionally, 37% of farmers say that their cotton production has 'very much improved' because of the training. See pages: [6](#), [7](#)

### 4 Although farmers hope to sustain their investments in cotton, there is an appetite for crop diversity

A quarter of all farmers foresee their investment in cotton farming to 'very much increase' in the next season, with the majority reporting 'slight' or 'no change' in investment levels. 3 in 5 farmers believe cotton provides better prices than other crops. While cotton continues to be the main source of income 65% of farmers plan to increase their investment in alternative crops, with rice (44%), maize (38%), and peanuts (19%) being the most common choices. See pages: [9](#)

## Farmer Voices

Here are some farmer voices that stood out:

### A farmer on why they would recommend Ivoire Coton

“What makes me recommend Ivoire Coton is that they provide us with adequate resources, specifically inputs. They supply us with sufficient fertilizers and also provide fertilizers for other food crops. I make a profit on both sides: cotton and food crops.”

- Male farmer, 47



### A farmer on why they would recommend Ivoire Coton

“We earn our money without any unpaid bills. When I deliver my cotton to Ivoire Coton, there have never been any issues. We also receive rebates (bonuses) after the sale of our products.”

- Male farmer, 63

### A farmer on how their way of managing their farm improved

“I received valuable information on how to apply fertilizer after sowing and covering the seeds with soil, as well as how to treat the cotton. I was advised not to plant more than two furrows of cotton to combat pests and prevent damage to the plants.”

- Male farmer, 52

### A farmer on how their quality of life improved

“I've built my house, thanks to Ivoire Coton. I earn enough money from cotton, which has allowed me to buy oxen to work in my field. My children are able to stay in school because I can afford their schooling, supplies, and other expenses.”

- Male farmer, 48

### A farmer on a challenge they faced

“We believe the quality of the insecticides provided is low, as some insects return even after treatments. Additionally, we feel that the seeds are of poor quality.”

- Male farmer, 43

Source: Resinhardt



# Farmer Feedback on Ivoire Coton

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



“

What I appreciate about Ivoire Cotton is their hands-on support. They send advisors to visit my farm regularly, provide guidance, and supply inputs like fertilizers and herbicides on credit. By following their advice, productivity increases, and farming becomes much easier.

– Male farmer, 46



**A typical farmer we spoke to is a 47-year-old male and has been working with Ivoire Coton for 16 years.**

♀ **1%**  
are female

⌚ **16 years**  
is the median time since first working with Ivoire Coton

👤 **47**  
is the median age

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

🏠 **13**  
is the median household size

☁️ **4.5 ha**  
is the median land under cotton

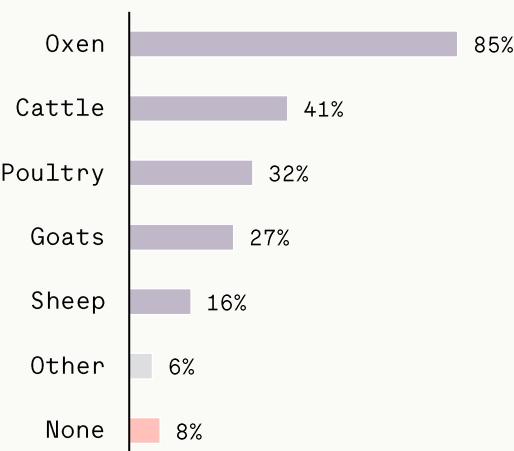
🎓 **27%**  
completed secondary education or above

☀️🏡 **92%**  
Rearing livestock\*:  
Cattle: 10  
Poultry: 5  
Goats: 15  
Oxen: 6

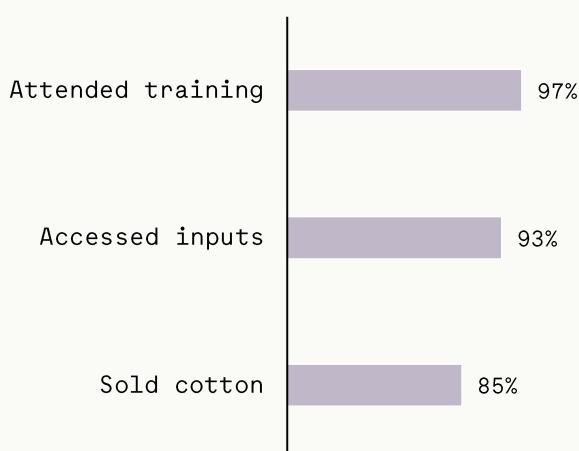
📱 **70%**  
have access to a smartphone (68% own their own smartphone)

\*Median value among farmers rearing each livestock

**Livestock Reared in the last 12 months**  
(n = 403)



**Offerings Accessed from Ivoire Coton**  
(n = 403)

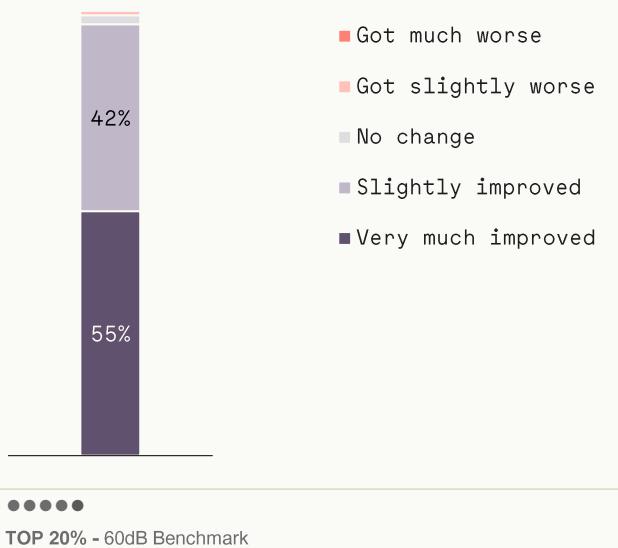




## More than half of the farmers report significant improvements in the way they manage their cotton farms because of the ginnery's training.

### Way of Farming

Q: [asked only to farmers who attended trainings] Has your way of managing your cotton farm changed because of Ivoire Coton's training? (n = 396)



••••

TOP 20% - 60dB Benchmark

The top self-reported outcomes among farmers with improved farm management practices include better fertilizer application (53%), a regular schedule for farm treatments (42%), and proper crop spacing (37%).

Farmers who fully understood the training are more likely to report significant improvements in their farm management compared to those who may not have fully understood it (62% vs 36%). Similarly, farmers who found the training 'very useful' are more likely to report improvements than those who did not (62% vs 21%).

Additionally, farmers who also applied all of the training are more likely to report significant improvements in cotton farm management, with 66% stating their practices 'very much improved,' compared to 42% of those who did not apply all the training.

## Among farmers who report receiving training, 60% found 'all' of the training easy to understand.

83% of farmers found the training 'very useful,' and 53% applied all of the training to their farming practices. For those who couldn't fully apply the training, the main barriers were financial constraints, such as the cost of inputs, and a lack of time to implement all the recommendations.

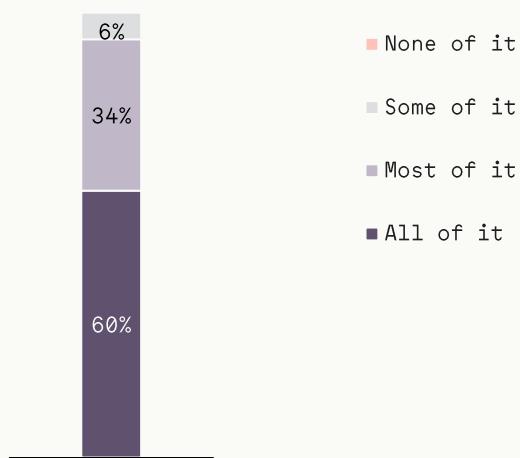
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Thanks to the training,  
I now space plants  
properly and apply  
fertilizers on time.

- Male, 56

### Training Ease of Understanding

Q: [asked only to farmers who attended trainings] How much of the training you received from Ivoire Coton was easy to understand? (n = 396)\*



\*7 farmers did not attend the training.



## 37% of farmers report that their cotton production has significantly increased because of the training they have received from Ivoire Coton.

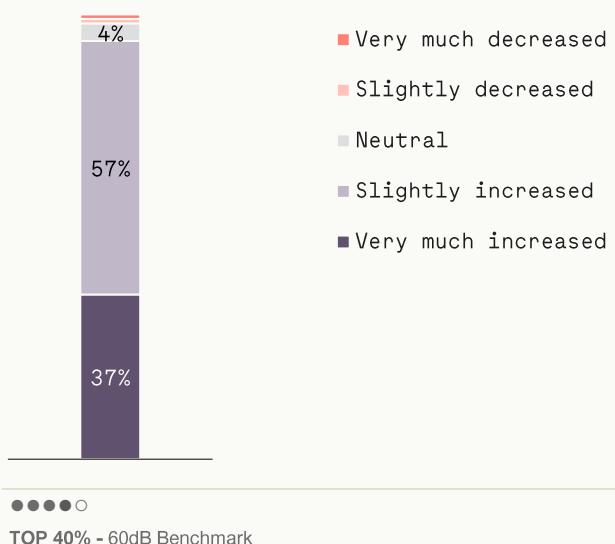
74% achieved higher yields from the same land, indicating higher productivity.

Farmers who find the training to be 'very useful' are more likely to report significant increases in their cotton production compared to others (41% vs 12%). Similarly, those who applied 'all' of the training are more likely to say that their cotton production has 'very much increased' compared to those who did not (45% vs 27%).

We also find that those reporting 'very much improved' farm management practices are more likely to report similar gains in their production than others (56% vs 14%).

### 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 Ivoire Coton' training? (n = 396)

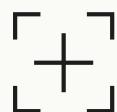


Source: Reinhardt

“

During the training, we were shown how to properly treat our fields to ensure a large and healthy harvest. By applying these techniques, I find the process easy to manage.

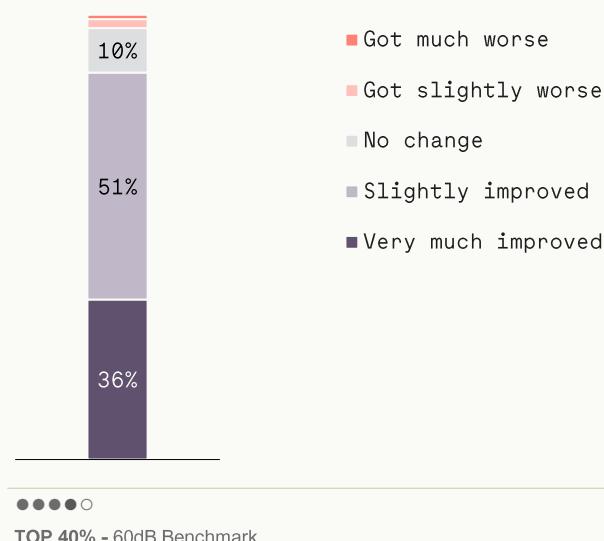
- Male, 55



## 36% of farmers report significant improvement in their overall quality of life.

### Quality of Life

Q: Has your quality of life changed because of Ivoire Coton?  
(n = 403)



### Quality of Life

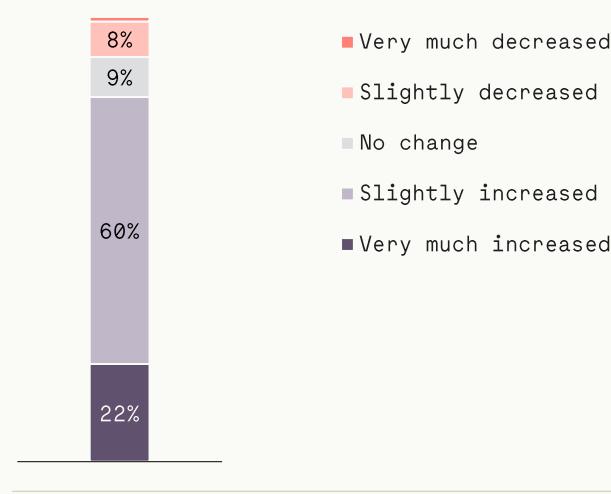
Farmers who report improvements in their quality of life primarily attribute these changes to access to inputs and training (47%), which has improved their farms. Others also mention the ability to purchase assets such as homes, land, and vehicles (40%), as well as make home improvements and renovations (39%).

Farmers with longer engagement with the ginnery are more likely to report significant improvements in both their quality of life and cotton farm management, suggesting that, over time, they experience greater impact from working with the ginnery.

Additionally, 62% of farmers report increased savings because of the ginnery, with 12% saying that their savings have ‘very much increased’. Find out more in the [performance snapshot](#).

### Change in Money Earned

Q: Has the money you earn from cotton farming changed because of Ivoire Coton? (n = 403)



### Money Earned

Out of the farmers who report increased earnings because of the ginnery, 89% say it is from selling more cotton, 36% from receiving higher cotton prices, and 7% from lowering their costs.

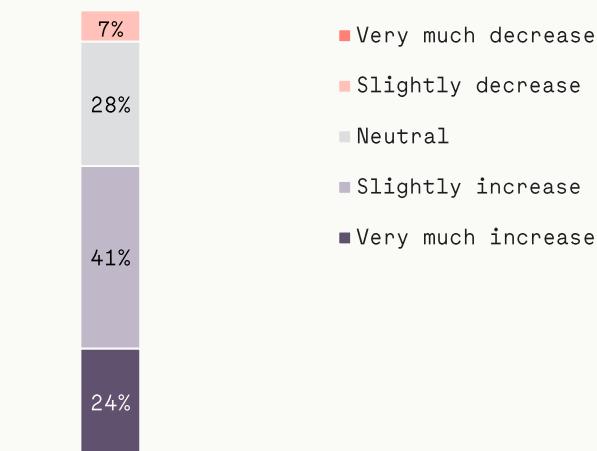
Farmers use their increased income for several purposes, including paying school fees (88%), covering household expenses (81%), investing in their cotton farms (81%), and repaying loans (81%).



## Nearly 2 in 3 farmers 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 = 403)



In addition to cotton, 53% of farmers anticipate increasing their investment in other crops (see table below).

Nearly all farmers report selling crops other than cotton in the past 12 months. 3 in 5 farmers say they receive better prices for these crops than for cotton.

Rice	Maize	Peanuts
44%	38%	19%

## Ivoire Coton has an NPS of 24, which is fair but leaves room for improvement\*.

### Farmer Satisfaction

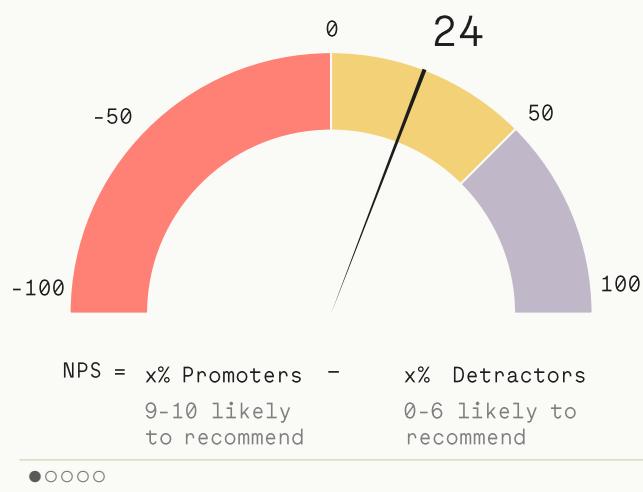
The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty (find more in [Methodology](#)). Ivoire Coton has an NPS of 24, which is fair but suggests there is potential to enhance farmer satisfaction. The score is influenced by a significant proportion of Passives (38%) (see calculation [here](#)). Passives and Detractors would like to see better prices for the inputs, as well as greater availability of quality inputs. Promoters value the provision of inputs on credit and quality training they receive from the ginnery.

### Challenges

29% of farmers report experiencing challenges with Ivoire Coton, with the main issues being insufficient inputs and a lack of financial support.

### Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Ivoire Coton to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 403)



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



# Performance Snapshots

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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 Ivoire Coton's performance, wherever applicable, to contextualize the results.

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



Source: Reinhart

“

With the profits from our cotton, we've been able to build our house, invest more in cattle rearing, and therefore improve our overall wealth and well-being.

– Male, 37



## Ivoire Coton's 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 <b>Supplier</b> 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	Ivoire Coton	60dB Benchmark	Performance Relative to Benchmark
<b>Profile and Access</b>				
Female Reach	% female farmers	1%	26%	●○○○○
Age	# median age	47	-	-
Household Size	# median household members	13	-	-
Tenure	# median years	16	-	-
Highest Level of Education	% completed tertiary education	1%	-	-
Smartphone Access	% having access to a smartphone and own it	68%	-	-
Total Land	# median hectares of total land cultivated last year	12	-	-
Land Under Cotton	# median hectares of land cultivated under cotton last year	4.5	-	-
Livestock Rared	# cattle (for breeding)	10	-	-
	# oxen (for land preparation)	6	-	-
	# poultry	5	-	-
	# goats	15	-	-
	% reporting 'None'	8%	-	-
Offerings Accessed	% attended training or received extension support	97%	-	-
	% accessed inputs	93%	-	-
	% sold cotton to ginnery	85%	-	-
First Access	% accessing service for the first time	65%	70%	●●●●○
Alternatives	% without access to good alternative	76%	60%	●●●●●



## Ivoire Coton's Performance Snapshot (2/3)

Indicator	Description	Ivoire Coton	60dB Benchmark	Performance Relative to Benchmark
[+] Impact				
Quality of Life	% reporting 'very much improved'	36%	35%	●●●●○
Change in Money Earned	% reporting 'very much increased'	22%	46%	●○○○○
Change in Savings	% reporting 'very much increased'	12%	-	-
Use of Additional Income	% using for school fees	88%	-	-
	% using for household expenses	81%	-	-
	% using for repaying debts or loans	81%	-	-
	% using for investments to help cotton farming	81%	-	-
	% using for health expenses	77%	-	-
	% using for home improvements or repairs	70%	-	-



## Ivoire Coton's Performance Snapshot (3/3)

Indicator	Description	Ivoire Coton	60dB Benchmark	Performance Relative to Benchmark
<strong>Training</strong>				
Easy to Understand	% reporting 'all of it'	60%	82%	● ● ○ ○ ○
Usefulness	% reporting 'very useful'	83%	-	-
Training Application	% applying all of the training	53%	64%	● ● ○ ○ ○
Change in Cotton Farm Management	% reporting 'very much improved'	55%	34%	● ● ● ● ●
Increase in Farm Practices	% reporting increase in proper spacing between cotton plants	92%	-	-
	% reporting increase in new pest control methods	88%	-	-
	% reporting increase in new fertilizers or soil treatments	81%	-	-
	% reporting increase in timing or method of cotton picking	72%	-	-
	% reporting increase in use of protective gear for applying chemicals	70%	-	-
	% reporting increase in crop rotation practices	64%	-	-
	% reporting increase in use of cover crops	30%	-	-
Change in Total Production	% reporting 'very much increased'	37%	39%	● ● ● ● ○
<strong> Satisfaction</strong>				
Net Promoter Score	NPS Score, -100 to 100	24	33	● ● ○ ○ ○
Challenges	% experiencing challenges	29%	21%	● ● ○ ○ ○
Price Perception	% reporting 'much better' price received for cotton (compared to other crops)	24%	-	-
Change in Investment	% reporting 'very much increase' for next season	24%	-	-

# Methodology

## About the 60dB Methodology

In December 2024, 60 Decibels' trained researchers conducted 403 phone interviews with Ivoire Coton's farmers. The farmers were randomly selected from a random sample of Ivoire Coton farmers' database in Cote d'Ivoire and is representative of the underlying population of farmers. Here is the breakdown of how we collected this data:

Country	Cote d'Ivoire
Sample Frame	<b>1,845</b>
Interviews Completed	<b>403</b>
Languages	<b>French, Dioula</b>
Average Survey Length	<b>38 mins</b>
Confidence Level	<b>95%</b>
Margin of Error	<b>4%</b>

## 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 Ivoire Coton

Ivoire Coton is a ginning company in operation since 1998. It supports smallholder farmers in the production of more sustainable cotton in the North of Côte d'Ivoire. Ivoire Coton is a 'Cotton made in Africa' (CmiA) certified company and also offers Better Cotton.

Vassiriki Kone is the Head of Studies and Projects at Ivoire Coton. He is an agronomist with over 20 years' experience in the cotton industry.

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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.