

# Alliance Ginneries Ltd

## Impact Performance Snapshot Zambia

### Voice Of The Cotton Farmer



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 Zambia who engage with the ginning company Alliance Zambia. 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 Farmers working with Alliance Ginneries are highly satisfied with some room for improvements.

Alliance Ginneries has a Net Promoter Score of 82, which is excellent and in the top 20% of relevant 60dB benchmarks. Farmers value the access to inputs on credit, quality trainings, and reliable market access –which helps them grow their cotton businesses. Those who have been engaged with the ginnery for four or more years report an even deeper impact citing higher satisfaction than their less tenured counterparts. 1 in 4 farmers report facing a challenge, with top issue being delays in the delivery of pesticides. **See page: 9**

### 3 Increased earnings from cotton is enabling farmers to reinvest in their households and farms.

Among those who report earning more because of the ginnery, 67% say their increased earnings comes from selling more cotton. At a household level, farmers are using this additional income to pay for household expenses, school fees, and health expenses. At a farm-level, they report greater investments on their farm such as seeds, fertilizers etc. This is validated by 3 in 10 farmers saying that they expect their investment in cotton farming to 'very much increase' in the upcoming season. **See page: 8, 9**

The insights are based on phone interviews with 402 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 Zambia is a 44-year-old male, living in a household of 7 members and with a secondary school education. They farm on a median of 3 hectares of land, and rear poultry, goats and cattle. 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 has led to meaningful shifts in farming practices and production.

Nearly all farmers received trainings from the ginnery. Among those who attended trainings, 59% found all of the information easy to understand, and 73% fully applied what they learnt. As a result, 66% of farmers report significant improvements in their way of farming practices. Top improvements include proper crop spacing, crop rotation, and pest control techniques. Those who fully understood and applied the training were also more likely to report significant improvements in their production than those who did not understand or not apply the training fully. **See pages: 6, 7**

### 4 Farmers remain committed to cotton but are diversifying their income sources.

While cotton remains the primary income driver, 3 in 4 farmers plan to increase their investment in other crops, with maize (74%), sunflower (35%), and soybeans (19%) being the most common ones. However, 3 in 4 also say that cotton offers better prices than other crops, likely indicative of their willingness to continue growing cotton in the future. **See pages: 9**

## Farmer Voices

Here are some farmer voices that stood out:

### A farmer on why they would recommend Alliance Ginneries

“I recommend the ginnery because of their prompt payment system. The ginnery pays us on time, which is a huge relief and a significant advantage, as it enables me to settle my financial obligations—such as school fees for my children—invest in my farm, and plan for the next season without any delays.” - Male, 40

### A farmer on why they would recommend Alliance Ginneries

“They have been very helpful! They consistently supply high-quality cotton seeds, organic insecticides, and sprayer. They have also invested significant time and money in training farmers in my area.” - Male, 41

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

“With the skills gained from the training, I have been able to properly space my cotton and apply pesticides as instructed. With proper soil treatment, my yield has been tremendous.” - Male, 39

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

“With payments from Alliance Ginneries, I have been able to pay school fees for my children who are in secondary school, renovated my house and improved the food availability for my household.” - Female, 43

### A farmer on a challenge they faced

“Chemicals usually delay to reach us farmers leading to delays with spraying of chemicals in cotton fields. Prices of cotton should be adjusted upwards as well.”

- Male, 33



# Farmer Feedback on Alliance Ginneries

Farmer perceptions are critical in understanding how supply chains are faring. 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 of working with the ginnery



Source: Reinhart

“

The ginnery has given me a ready market for the cotton I harvest. They pay me in cash. I now have income for different things like food, tools for my farm and books for my children.

– Male, 49



**A typical farmer we spoke to is a 44-year-old male and has been working with Alliance Ginneries in Zambia for 4 years.**

♀ **23%**  
are female

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

👤 **44**  
is the median age

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

🏠 **7**  
is the median household size

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

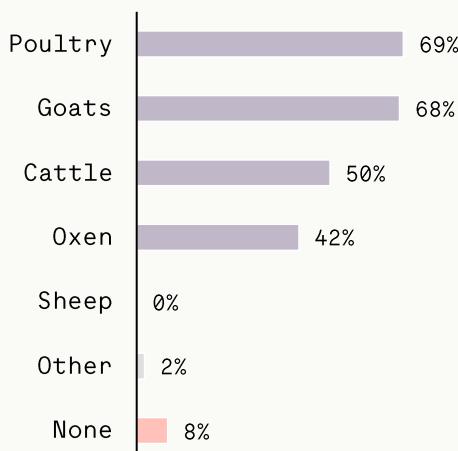
🎓 **54%**  
completed secondary education or above

☀️🏡 **92%**  
Rearing livestock\*: Cattle: 6  
Poultry: 12  
Goats: 8  
Oxen: 3

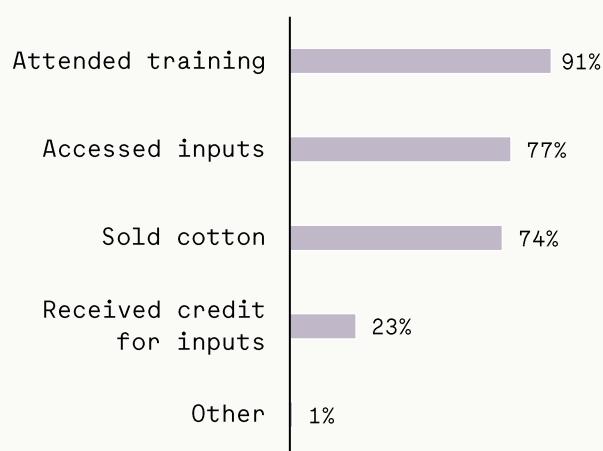
📱 **32%**  
have access to a smartphone (30% own their own smartphone)

\*Median value among farmers rearing each livestock

**Livestock Reared in the Last 12 Months**  
(n = 402)



**Offerings Accessed from Alliance Ginneries**  
(n = 402)

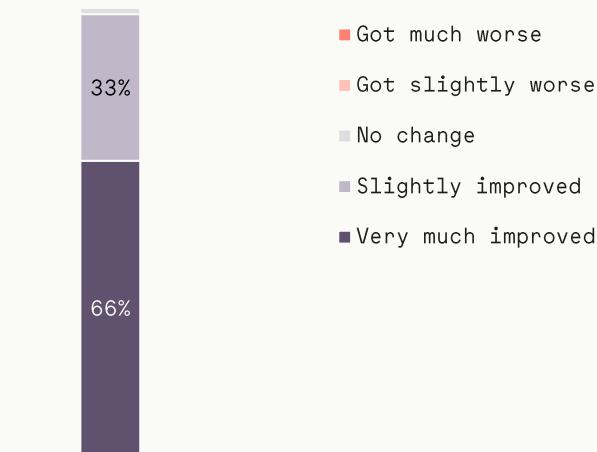




## 66% of the farmers report significant improvements in the way they manage their cotton farms because of the ginnery's training.

### Way of Farming

Q: [asked only to farmers who attended trainings] Has your way of managing your cotton farm changed because of AllianceGinneries' training? (n = 369)



TOP 20% - 60dB Benchmark

Of those reporting improvements, the top self-reported outcomes include the implementation of crop rotation (41%), improved pest control techniques (40%), and proper crop spacing (40%).

Farmers who applied 'all' of the training are more likely to report that their way of managing their cotton farms 'very much improved' compared to those who did not fully apply all the training (75% vs 40%). We see a similar trend for those who find the training 'very useful' to their farming practices (72% vs 8%).

## Among farmers who report receiving trainings, 59% found 'all' of the information easy to understand.

90% of farmers also found the training to be 'very useful' and 73% applied 'all' of the training to their farming practices. Farmers who did not apply all training report weather challenges (35%), equipment shortage (28%), and lack of understanding of the training (14%) as the main barriers.

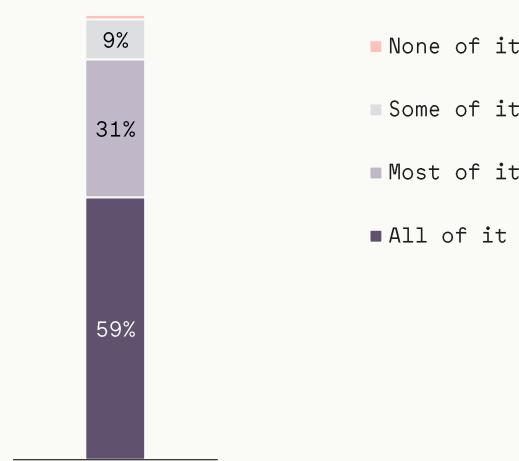
Farmers who have received tertiary education and above are more likely understand "all" of the training (81%), compared to those who have not

"[Alliance Ginneries] team is very passionate about cotton farming, and they ensure that farmers understand what they are teaching."

- Male, 54

### 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 = 370)\*



\* 32 farmers report that they did not attend the training.



## 9 in 10 farmers report increased cotton production because of the training they received from Alliance Ginneries.

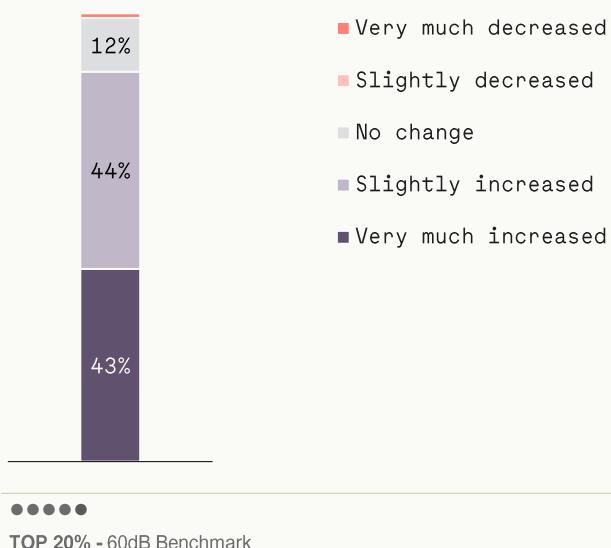
83% achieved improved cotton yields from the same land, indicating higher productivity.

In line with the way of farming improvements, farmers who 'understood all' of the training are more likely to report significant increase in their cotton production compared to others (56% vs 32%). Similarly, those who 'applied all' of the training are more likely to say that their cotton production has 'very much increased' compared to others (56% vs 26%).

Those reporting 'very much improved' farm management practices are more likely to report similar gains in their production (65% 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 Alliance Ginneries' training? (n = 368)



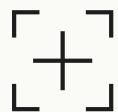
•••••  
TOP 20% - 60dB Benchmark



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By applying methods such as cotton spacing and crop rotation, we have been able to significantly improve the yields of my crops. We implemented the spacing plan for cotton, so that each plant has room to grow and receive sufficient sunlight and air.

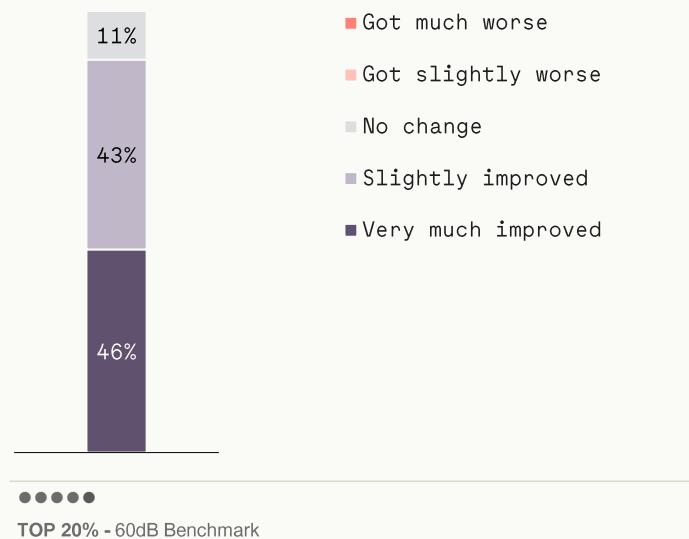
- Male, 30



## Almost all farmers report an improvement in their quality of life because of Alliance Ginneries.

### Quality of Life

Q: Has your quality of life changed because of Alliance Ginneries?  
(n = 402)



### Quality of Life

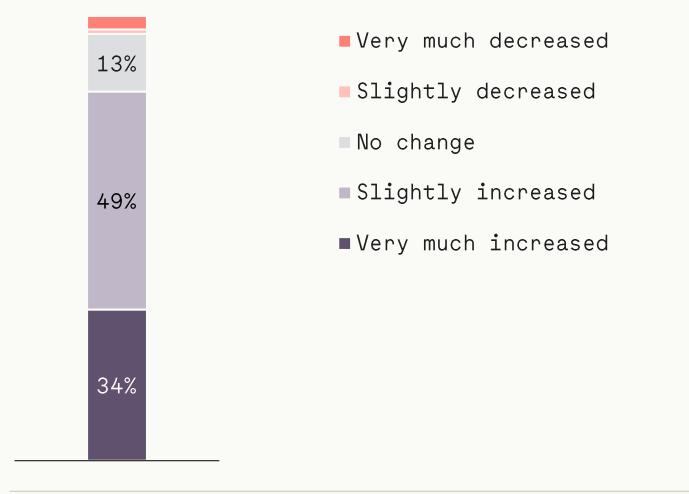
Farmers report improvements in their quality of life primarily due to increase in their financial stability (48%), ability to pay for education (41%), and ability to buy more livestock (40%).

We find that farmers who have been working with Alliance Ginneries for 4 years or longer are more likely to report significant improvements in their quality of life, compared to their less tenured counterparts (58% vs 34%). This suggests that over time, farmers experience deeper impact working with the ginnery.

Additionally, 4 in 5 farmers we spoke to report increased savings because of the ginnery, with 1 in 5 saying 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 Alliance Ginneries? (n = 402)



### Money Earned

Among farmers who report increased earnings because of Alliance Ginneries, 67% say it is from selling more cotton, 53% from lowering their costs, and 44% from receiving higher cotton prices.

Farmers primarily use this increased income to pay for household expenses (53%), school fees (52%), investments in their farm (51%), and home improvements (50%). Others also used the money for health expenses (30%), and to repay loans (27%).

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The increased income has helped me feed my family, take care of household needs, and pay school fees.

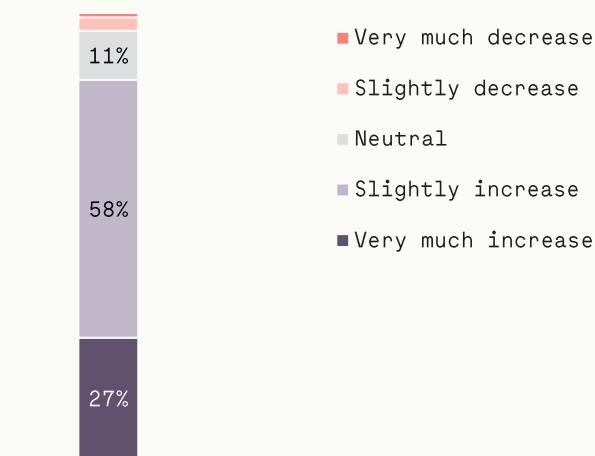
- Male, 31



## 85% 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 = 402)



Farmers who report that their money earned from cotton has 'very much increased' are more likely to report similar increases in their farm investment compared to others (47% vs 17%). This suggests that a greater increase in cotton earnings may be associated with a higher willingness to invest in their farms (see page 8).

90% of farmers also report selling other crops besides cotton. Still, 3 in 4 farmers plan to increase their investment in other crops (see table below). That said, 75% report that the price they receive for cotton is better than for other crops.

Maize	Sunflower	Soyabean
74%	35%	19%

## Alliance Ginneries has an NPS of 82 in Zambia, which is world class, 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 Zambia has a NPS of 82, which is world class. Promoters value access to inputs on credit (54%), quality training (48%), and reliable market access (29%). Passives and Detractors on the other hand would primarily like to see more better cotton prices.

We find that more tenured farmers ( $\geq 4$  years) report higher satisfaction levels with the ginnery compared to their less tenured counterparts (NPS of 89 vs 75).

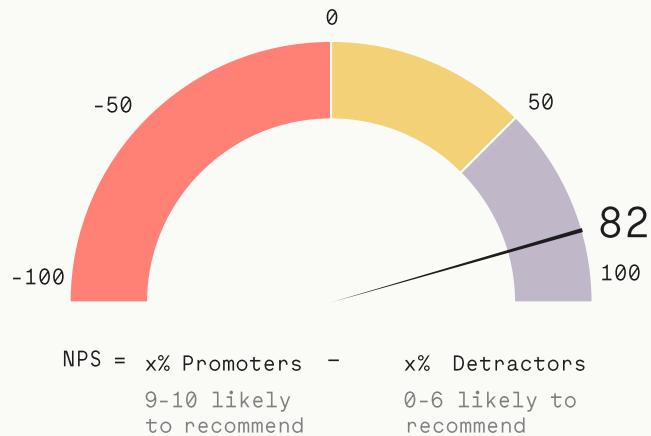
### Challenges

1 in 4 farmers report facing a challenge with Alliance Ginneries. Delayed delivery of pesticides, insufficient quantities of pesticides, along with low purchase prices for cotton are the top challenges reported.

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### Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Alliance Ginneries to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 402)



\*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.



“

The money I earn from selling cotton allows me purchase essential farming inputs like fertilizer. My goal is to continue increasing my production despite the challenges I faced last year.

– Female, 39



## 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 <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	Alliance Ginneries	60dB Benchmark	Performance Relative to Benchmark
<b>Profile and Access</b>				
Female Reach	% female farmers	23%	26%	●○○○○
Age	# average age*	44	-	-
Household Size	# average household members*	7	-	-
Tenure	# median months	48	-	-
Highest Level of Education	% completed tertiary education	5%	-	-
Smartphone Access	% having access to a smartphone and own it	32%	-	-
Total Land	# median hectares of total land cultivated last year	3	-	-
Land Under Cotton	# median hectares of land cultivated under cotton last year	1	-	-
Livestock Rared	# cattle (for breeding)	6	-	-
	# oxen (for land preparation)	3	-	-
	# poultry	12	-	-
Offerings Accessed	# goats	8	-	-
	% reporting 'None'	8%	-	-
	% attended training or received extension support	91%	-	-
First Access	% accessed inputs	77%	-	-
	% received financing or credit for inputs	23%	-	-
	% sold cotton to ginnery	74%	-	-
Alternatives	% without access to good alternative	83%	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'	46%	35%	●●●●○
Change in Money Earned	% reporting 'very much increased'	34%	25%	●●●●○
Change in Savings	% reporting 'very much increased'	22%	-	-
	% using for home improvements or repairs	50%	-	-
	% using for health expenses	30%	-	-
Use of Additional Income	% using for school fees	52%	-	-
	% using for household expenses	53%	-	-
	% using for repaying debts or loans	27%	-	-
	% using for investments to help cotton farming	51%	-	-



## Alliance Ginneries' Performance Snapshot (3/3)

Indicator	Description	Alliance Ginneries	60dB Benchmark	Performance Relative to Benchmark
<strong>Training</strong>				
Easy to Understand	% reporting 'all of it'	59%	82%	●○○○
Usefulness	% reporting 'very useful'	90%	-	-
Training Application	% applying all of the training	73%	70%	●●●●○
Change in Cotton Farm Management	% reporting 'very much improved'	66%	34%	●●●●
Increase in Farm Practices	% reporting increase in proper spacing between cotton plants	94%	-	-
	% reporting increase in new pest control methods	78%	-	-
	% reporting increase in crop rotation practices	80%	-	-
	% reporting increase in timing or method of cotton picking	63%	-	-
	% reporting increase in use of protective gear for applying chemicals	37%	-	-
	% reporting increase in new fertilizers or soil treatments	70%	-	-
	% reporting increase in use of cover crops	27%	-	-
Change in Total Production	% reporting 'very much increased'	43%	35%	●●●●○
<strong> Satisfaction</strong>				
Net Promoter Score	NPS Score, -100 to 100	82	34	●●●●●
Challenges	% experiencing challenges	25%	25%	●●○○○
Price Perception	% reporting 'much better' price received for cotton (compared to other crops)	37%	-	-
Change in Investment	% reporting 'very much increase' for next season	27%	-	-

# Methodology

## About the 60dB Methodology

In December 2024, 60 Decibels' trained researchers conducted 402 phone interviews with Alliance Ginneries' farmers. The farmers were randomly selected from a random sample of Alliance Ginneries farmers' database in Zambia and is representative of the underlying population of farmers. Here is the breakdown of how we collected this data:

Country	<b>Zambia</b>
Sample Frame	<b>1,533</b>
Interviews Completed	<b>402</b>
Languages	<b>Nyanja, Chewa, Tonga</b>
Average Survey Length	<b>34 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'.

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## 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 Zambia

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).

Umair Zaveri is the Managing Director of Alliance Zambia and joined the family business in 2014. Umair graduated from the University of Edinburgh with a double master's degree in economics and politics.

John Tembo is the Head of Operations at AGL Zambia and joined the company in 2012. He has over 30 years' experience in the cotton industry and is responsible for starting the first ever Organic cotton scheme in Zambia.

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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.