

Minimum Survey Questions (Required)

A. Farmer & Location Context

1. County, sub-county, and nearest town/market
2. GPS location pin (approximate is fine)
3. Type of farming (e.g. crops, livestock, mixed)
4. Main crops / livestock produced

B. Farm Size & Operations

5. Approximate farm size (acres or units)
6. Number of farm workers (family and hired)
7. Level of mechanization:
 - None / Basic (hand tools)
 - Partial (sprayers, pumps, small machines)
 - High (tractors, automated systems)

C. Record-Keeping Practices

8. How do you currently keep farm records?
 - None
 - Paper notebooks
 - Phone notes / WhatsApp
 - Spreadsheet
 - Farm management app (specify)
9. What records do you keep? (inputs, sales, expenses, yields, labor, none)

D. Digital Access & Tools

10. Type of phone used:
 - Feature phone
 - Smartphone (Android)
 - Smartphone (iPhone)
11. Other digital tools used on the farm (e.g. M-Pesa, WhatsApp, Facebook, apps, sensors)
12. Internet access:
 - Regular

- Occasional
- Rare / none

E. Extension & Support

13. How do you currently access extension or farming advice?

- Government officer
- Agrovet
- Fellow farmers
- Online / social media
- None

14. How often do you receive farming advice or training?

F. Willingness & Readiness

15. Would you be willing to use a digital tool to manage farm records if it saved time or improved income? (Yes / Maybe / No)

16. Biggest barrier to using digital tools:

- Cost
- Skills
- Trust
- Connectivity
- Time
- Not useful

G. Economics (Ranges only)

17. Approximate monthly or seasonal farm revenue range:

- Below KES X
- KES X–Y
- Above KES Y