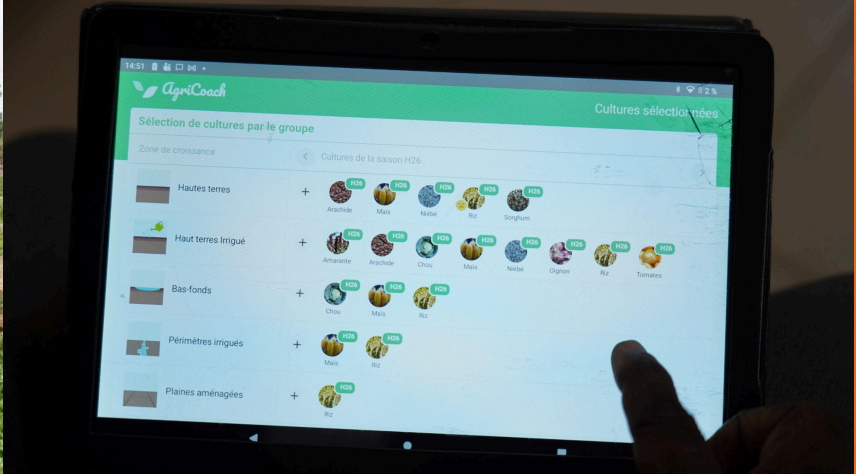




AgriCoach Burkina Faso

Summarizing usage, adoption and impact of a digital capacity building tool based on different in-situ evaluation studies

AUXFIN



AgriCoach Burkina Faso

Summarizing usage, adoption and impact of a digital capacity building tool based on different in-situ evaluation studies

© AUXFIN Burkina Faso, June 2026

Authors

Boureima KAFANDO
Jori Langwerden

Agronome, AUXFIN Burkina Faso
MEL specialist, AUXFIN International

With the support of

Alexis BOUDA
Evariste OUEDRAOGO
Abdoulaye AFOULELOU
Ousmane OUEDRAOGO
Boniface KAFANDO

Agronome for the project HortiPlus
Senior Project Manager for the network
Data Scientist and MEL Specialist
Project Manager for the Nando-Koudougou region
Project Manager for the Nando-Léo region

For questions about this publication, please contact one of the authors, through their contact details provided on www.auxfin.com.

The AgriCoach has been introduced in Burkina Faso as part of the HortiPlus project and HACA project both funded by the Embassy of the Kingdom of the Netherlands in Burkina Faso. Further scaling through complementary projects is foreseen. The **HortiPlus** project aims to sustainably improve food and nutrition security through the development of the horticultural sector in Burkina Faso. The **HACA project** (Holistic Approach to Community Activation) aims to develop cohesive communities in the rural areas of Burkina Faso, by bridging the last mile efficiently through digital means and empower groups with information, financial services and market connections to overcome their challenges.



Kingdom of the Netherlands

AUXFIN
BURKINA FASO



Content

Infogram	4
Executive summary	5
Introduction	7
AUXFIN, the UMVA platform and the G50 approach	7
About this report	8
The AgriCoach application	9
AgriCoach modules	9
The AgriCoach evaluation and data collection	12
Comprehensive overview of four studies	12
The research questions	12
Data sources	13
Results	15
1. User experience and appreciation	15
Appreciation	15
User engagement	18
2. Learning of new knowledge & skills	21
Farmer reported learning	21
Effectiveness of the video style learning	22
In detail: use of the WeatherCenter and SeasonalOutlook modules	23
Barriers to use & learning	26
3. Application of best practices	27
Farmer reported change in practices	27
Analysis of best practice adoption for cereals	28
Analysis of best practice adoption for horticultural crops	30
Barriers to the application of practices	33
4. Effects on crop productivity	34
Crop productivity results for cereals	34
Crop productivity results for horticultural crops	36
Barriers to increasing crop production	37
5. Secondary effects	38
Social effects	38
Economic effects	39
Nutritional effects	40
Conclusions and lessons learned	41
Outlook	44

Infogram



60,000

households reached in rural Burkina Faso



95%

of AgriCoach users report having **improved farming practices**



221

best practice videos for 9 crops in **local languages**, available **offline**



+103%

overall crop production **increases** varying from +9% (sorghum) to +103% (rice)



95%

of users utilize **local languages**



70%-90%

adoption rate of best practices



20,000+

videos watched by farmer groups



80%

of users have **neighbours showing interest** in the AgriCoach



78%

of users actively use **AgriCoach's weather reports**



Economic, social & nutritional

benefits reported by users

Executive summary

The **AgriCoach** is a **digital capacity building tool** developed by AUXFIN to promote agricultural education among rural populations in Burkina Faso. The AgriCoach teaches farmers what crops to grow, when to perform different cultivation activities and how to perform these activities optimally. The application is designed to be used in a rural context: it functions largely offline, uses local languages and video format for teaching. The application has reached 60,000 households across 1,754 G50 groups as of January 2026.

This report provides a **comprehensive overview** of the use of the application by farmers, the adoption of agricultural practices and effects on crop productivity. The evaluation combines four in-situ evaluations studies performed in 2025 and 2026.

The evaluation showed that the AgriCoach has been widely used in Burkina Faso, is highly appreciated and has positively impacted agricultural yields for farmers.

The application has proven to be an **effective teaching tool** in a rural context. Farmers appreciate the application's accessibility, the video style learning and localized content with use of local languages. 95% of AgriCoach users report having improved farming practices, such as looking up the weather report to plan activities or learning new best practices by watching videos. The high proportion of new users, combined with the high adoption rates observed from the very first season, confirms AgriCoach's ability to be quickly understood and integrated into agricultural practices.

Use of the AgriCoach has **positively affected farmers' yields** for all the evaluated crops: rice production effectively doubled (**+103%**), while significant gains were also recorded in amaranth (**+83%**), onions and tomatoes (**+65%**), maize (**+30%**), sorghum (**+9%**). Importantly, yield increases were observed both on trial plots (where farmers had received support in terms of inputs and visits), as well as on plots of farmers using the AgriCoach independently. These production gains are closely linked to the adoption of the best practices, such as micro-dosing fertilizers, precise seeding densities, and improved seed preparation.

The positive effect has been visible to others, where 80% of respondents indicate they have neighboring farmers expressing a desire to join the G50 network.

While the AgriCoach has been widely adopted and positively received by farmers, several **barriers** were identified. Unreliable internet connectivity remains a primary challenge for updating weather data, and there is a need for broader local language support beyond Mooré and Dioula. With 71 languages in Burkina Faso, some groups need to rely on their French speaking Key Activators or group leaders to translate the videos. Farmers also face serious challenges outside their control during cultivation, such as input availability and environmental issues such as drought.

In summary, the AgriCoach is a success based on the technical quality of the content and the accessibility and availability of this content for the rural population as a digital tool.

The challenges presented in this evaluation confirm the relevance of the **holistic approach** taken by AUXFIN Burkina Faso. It emphasizes the importance to further developing reliable agricultural input services and roll out the AgriCoach, as well as the need for additional tools such as the digital WaterCoach for sustainable water management.

With these prospects, AUXFIN continues the progressive **expansion** within the G50 network and strengthening of the AgriCoach in Burkina Faso maximizing its impact across projects.

Introduction

AUXFIN, the UMVA platform and the G50 approach

AUXFIN envisions cohesive communities in the rural areas of Burkina Faso, including vulnerable people (the young, female, internally displaced), actively planning their self-development based on knowledge, available in- and output market opportunities and investing their money to actively improve their livelihoods and resilience.

To realize this AUXFIN organizes groups of maximum 50 individuals around a **tablet** connected to the **UMVA platform (Universal Method of Value Access)**. The UMVA platform is a digital platform providing digital financial, market and information services. Based on the services provided, groups are encouraged to start working on their self-development by saving, investing, and selling while implementing local best practices enabled by the digital services provided. Each group selects their own 3 leaders, which are expected to be representative for the group balancing the number of male/female and old/young leaders and meet at a weekly basis. Twice a month the groups are visited by a Key Activator (an AUXFIN field agent) to encourage the groups, to make sure systems work and to introduce new applications and ideas.



As part of the platform, AUXFIN has developed the concept of the **eCoach**, an app explaining local knowledge and best practices step by step using short videos in local languages. The AgriCoach is one of these eCoaches. **AgriCoach** aims to quantitatively and qualitatively improve agriculture production of a small holder farmer in a sustainable way providing weather, climate and extension information in a localized and comprehensive way.

About this report

The AgriCoach Burkina Faso has been developed as part of the HortiPlus project and the HACA project both funded by the Dutch Embassy in Ouagadougou. The **HortiPlus project** aims to sustainably improve food and nutrition security through the development of the horticultural sector in Burkina Faso, implemented by Sense, AgriTerra, AgroDev and AUXFIN under the leadership of Advance Consulting. The **HACA project** (Holistic Approach to Community Activation) by AUXFIN aims to develop cohesive communities in the rural areas of Burkina Faso, by bridging the last mile efficiently through digital means and empower groups with information, financial services and market connections to overcome their challenges.

In both projects the AgriCoach has been evaluated in **four studies** (elaborated in the next chapter) to establish insights in the usage, adoption and impact of the digital capacity building tool. This document aims to provide a **comprehensive overview** of the impact of the AgriCoach on the farmers in the network, based on the four studies.

The report is structured along **four evaluation questions**:

- 1) How is the AgriCoach appreciated and used by farmers?
- 2) Does the AgriCoach lead to increased agricultural knowledge and skills among users?
- 3) Did the AgriCoach users apply any of the newly learned information in their lives and change their agricultural practices?
- 4) Does use of the AgriCoach lead to measurable improvement of production?

These evaluation questions follow the theoretical change pathway of the AgriCoach: all the four conditions need to be met to realize a maximum impact on the agricultural production of the farmers with the AgriCoach.

In the **following chapters**, the AgriCoach application is further elaborated and the evaluation methodology and datasets collected are further explained. After these introductions the evaluation questions are discussed using data, examples and visualizations from the mentioned studies. The report closes with the lessons learned and an outlook on the further implementation of the AgriCoach in the G50 network of Burkina Faso.

The AgriCoach application

The AgriCoach is a digital solution that supports smallholder farmers to improve their agricultural production and income. The app provides farmers **what**, **when**, and **how** to grow their crops. It is an Information and Communication Technology for Agriculture (ICT4Ag) solution developed for use on tablets.

The app is designed specifically to be used in a **rural context**: it has an intuitive user interface, functions with minimal internet connection and is available in multiple (local) languages: French, Mooré, and Dioula. The current version contains the information of 9 crops, and this is continuously extended.

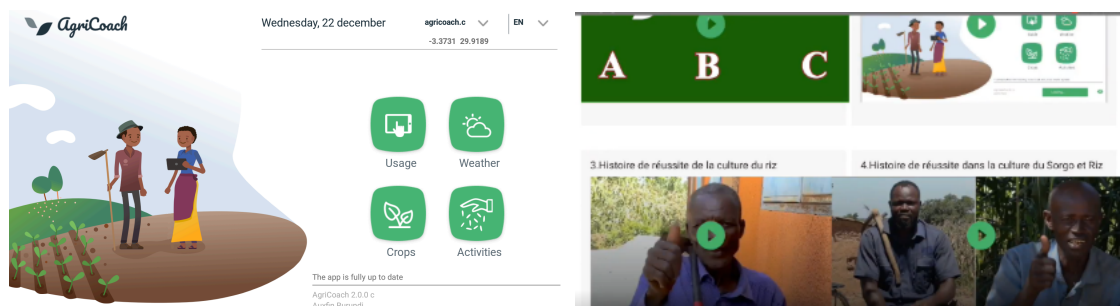
Because the internet connection in rural parts of Burkina Faso can be unreliable, the AgriCoach can largely function **offline**. Only installation and updating of the weather forecast requires internet connection. The users' **GPS location** is retrieved based on the geolocation of the tablet which provides location specific information for the weather and crop suitability.

Currently as of January 2026, the AgriCoach was installed by 1,754 G50 groups in Burkina Faso, impacting **60,000 households** with its best practices.

AgriCoach modules

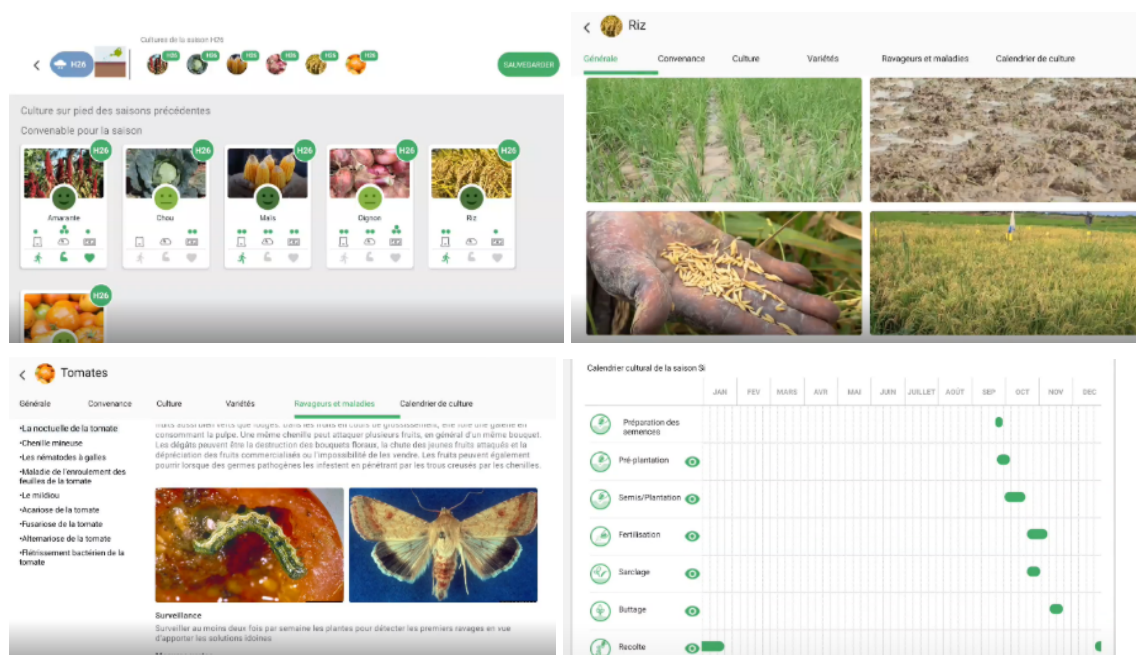
The application consists of **four modules**: Guide, Weather, Crops and Activities, each of them is elaborated below.

The **Guide** section contains videos that explain in a few minutes how to use the app and its various features, such as the weather, the events calendar, insights, and cultures. The "Guide" section also contains a few success stories for inspiration



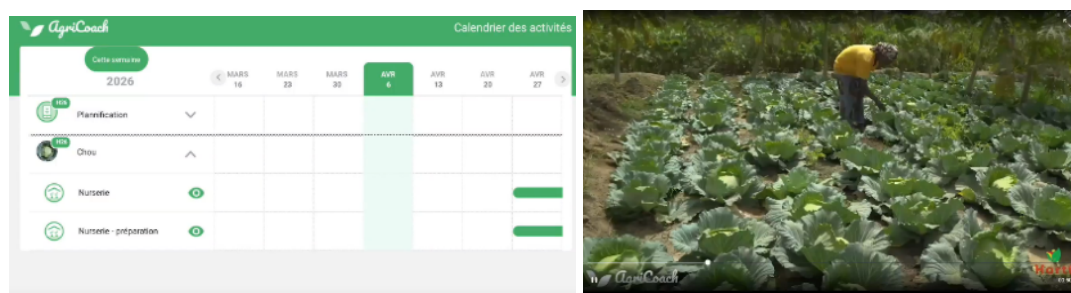
Screenshots of the AgriCoach landing page and videos under Guide module

The **CropSelector** presents what crops are suited for a specific location based on satellite data and crop models. In addition it provides detailed information about the nutrition value of the crop, the use, market opportunities, seed varieties, cultivation requirements, common pests and disease information, how to manage pests and diseases, and a cropping calendar. Currently the CropSelector contains information for nine crops: maize, rice, sorghum, amaranth, tomato, onion, cabbage, cowpea and groundnut.



Screenshots of the AgriCoach CropSelector module

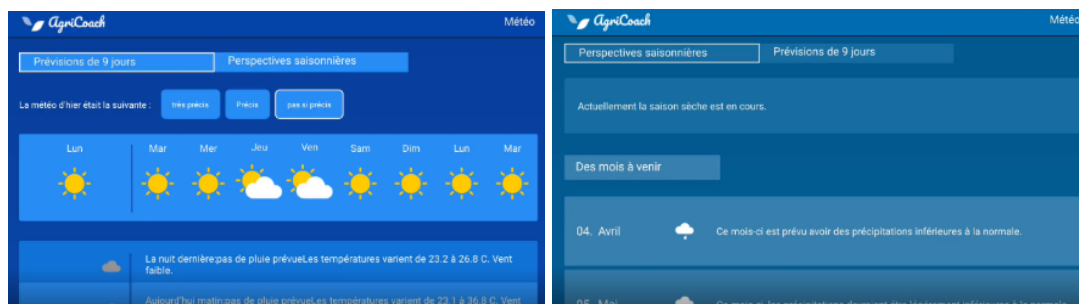
After the selection of the crops to be cultivated for the next season the **ActivityCalendar** can be opened to see when the different activities for the selected crop need to be performed during the growing season. Best agricultural practices are explained in detail in the local language, taking into account the resources available to smallholder farmers. For the nine crops, all activities are presented in one- or two-minute videos. By 2026, a total of **221 agricultural training videos** are available for the nine crops. The content will continue to be expanded in the future.



Screenshots of the AgriCoach ActivityCalendar module

The farmer can use the **WeatherCenter** to further optimize their timing. It provides the 9-day weather forecast and the rainfall probability. This daily information is broken down into four specific periods: morning, afternoon, evening, and night.

The **SeasonalOutlook** consists of two sections. The Start of Season indicator provides in text whether the rainy season is likely to begin and updates dynamically. This can help determine the right planting date. The Seasonal Outlook shows the expected rainfall in the coming months (wetter or dryer than usual) and indicates the start and end of the rainy season. This can be useful for selecting the right crop for the season.



Screenshots of the AgriCoach WeatherCenter and SeasonalOutlook modules

Considering the WeatherCenter, the Seasonal Outlook, crop specific climate suitability maps and climate resilient agricultural recommendation the AgriCoach can be considered a DCAS, a Digital Climate Advisory Service.

The AgriCoach evaluation and data collection

Comprehensive overview of four studies

The AgriCoach Burkina Faso has been developed as part of the HortiPlus project and the HACA (Holistic Approach to Community Activation) project both funded by the Dutch Embassy in Ouagadougou.

In both projects the AgriCoach has been evaluated by **four studies** to establish insights in the usage, adoption and impact of the digital capacity building tool. This entails the following reports, published in 2025 and 2026:

- A. Rapport d'évaluation de l'utilisation de AgriCoach et de l'application des Bonnes Pratiques Agricoles par les groupes G50, June 2025, HortiPlus
- B. Rapport global sur l'utilisation d' AgriCoach-Céréales, December 2025, AUXFIN
- C. Rapport d'évaluation de la production via AgriCoach du riz, du maïs et du sorgho, February 2026, AUXFIN
- D. Rapport d'évaluation des démonstrations suite l'utilisation de AgriCoach et collectes des témoignages, June 2026, HortiPlus

Above reports can be received on requests for further reading.

This document aims to provide a **comprehensive overview** of the impact of the AgriCoach on the farmers in the network from these studies while looking for common denominators, patterns and complementary evidence. It provides a consolidated assessment of the four studies, and the reports are referenced with **respected reference numbers** (A, B, C and D) as a superscript character in the text, as: ^{A, B, C, D}.

The research questions

The AgriCoach evaluations are centered around four **research questions**:

- 1) How is the AgriCoach used and appreciated by farmers?
- 2) Does the AgriCoach lead to increased agricultural knowledge and skills among users?
- 3) Did the AgriCoach users apply any of the newly learned information in their lives and change their agricultural practices?
- 4) Does use of the AgriCoach lead to measurable improvement of production?

These evaluation questions follow the theoretical **change pathway** of the AgriCoach: all the four conditions need to be met to realize a maximum impact on the agricultural

production of the farmers with the AgriCoach. Firstly, the application needs to be used and appreciated by farmers. Following this use and enthusiasm, users can learn new information and learn how to apply best practices. Now, users can apply this acquired knowledge by changing their agricultural practices. Then, this change in practices can lead to an increase in agricultural production.

However, without learning of the best practices there will be no application of these practices, and, learning alone is not enough to apply. It needs to be measured if the farmers actually apply what they learned and if this application realizes a positive change in the production. Therefore the theoretical change pathway is evaluated by researching each of these stages as one research question, assessing the measured results and the observed **barriers**.

Data sources

The four studies are based on a mixture of data sources, combining **quantitative** data such as yield trials, app usage data and large scale surveys with **qualitative** data such as farmer interviews. This section provides an overview of these data sources, for specific details the publications of these studies can be consulted .

Application usage data

The application tracks usage data, such as logins into the application by a group, refreshment of the weather information and the number of times videos are watched. This quantitative data set provides an objective measure of user engagement and allows for the identification of which crops and which activities received the most attention from the users. The collection of data by synchronisation has been challenging at the start up phase, so not all datasets were complete from the start. Synchronisation requires internet availability and in many villages in Burkina Faso this is only available at specific locations.

A total of 21,526 video watches by the G50 groups have been recorded between 01-05-2025 and 28-05-2026 though these will not be all videos watched due to the challenges in data collection in the start up phase.

Qualitative interviews

Farmers were interviewed individually through semi-structured interviews to understand in detail how and why the application is valued and used by farmers. These interviews focused on how and why farmers use and appreciate the application, and how they move from technical theory to field practice. Some interviews explored the utility of the weather module, identifying how seasonal forecasts and probability graphs are interpreted by farmers to plan their agricultural activities.

This includes:

- 14 individual interviews with horticultural farmers across nine villages in Korsimoro, Didyr, Kordié, and Kyon ^[A]
- A series of interviews with cereal (rice, maize and sorghum) farmers, across Koulsé, Kadiogo, Nando, and Bankui ^[B]
- Eight interviews with horticultural farmers across Korsimoro, Boussouma, Boromo, Ténado, and Pouni ^[D]

Digital surveys

Digital surveys were conducted to verify if the results from interviews could be extrapolated to larger user groups. For these surveys, AUXFINs survey application Fatou was used.

This includes:

- Survey with 213 valid respondents, focusing on usage frequency, module appreciation and overall yield improvements for horticultural farmers ^[A]
- Survey with 164 valid responses with cereal farmers, focusing on the appropriation of the tool, user satisfaction, and the perceived effects on practices for rice, maize, and sorghum ^[B]

Quantitative field measurements of best practice application and productivity

Quantitative field measurements were collected to measure the impact of the AgriCoach on production on farmers' fields in detail in terms of the application of best practices and crop productivity.

Standardized plots of 100m² were established with demonstration plots (using best practices) and reference plots (using traditional practices) to compare the results. The plots were managed by the G50 groups themselves. In most cases the farmers were supported with inputs and visits to manage the demonstration plots. Farmer activity was monitored during the crop cycle, usually with the use of digital surveys. At the end of the growing seasons, yield measurements using a random sampling method were done to establish crop productivity.

This includes:

- Onion and tomato field measurements: 50 demonstration plots benchmarked against reference plots managed with traditional practices ^[A]
- Cereal field measurements (rice, maize and sorghum): 90 demonstration plots: 30 using best practices with support, 30 using traditional practices and 30 plots of farmers using the AgriCoach independently ^[C]
- Onion and amaranth field measurements: 32 demonstration plots in the second year of using the AgriCoach ^[D]

Results

1. User experience and appreciation

How is the AgriCoach appreciated and used by farmers?

Short summary

The AgriCoach has been met with enthusiasm, though some users were skeptical at first. Farmers report to either generally appreciate (20%) or **highly appreciate the AgriCoach (80%)**, generally for clarity of the messaging and the practical, demonstrative nature of the videos. Usage statistics show the app has been **widely and frequently used** from the start. All the available crops have been watched, though users had particular interest in maize. The use of local languages was high (95% of watched videos), proving the importance of localized content.

Appreciation

Introduction and first adoption

The AgriCoach is a new type of digital technology for rural households in Burkina Faso. The introduction and adoption of the AgriCoach application among rural households in Burkina Faso has been met with significant **enthusiasm**, marking a successful shift toward digital agricultural support. The application has been quickly adopted by farmers, shown by usage statistics of the application, farmer testimonials and the results on fields from the first season. ^[B]

“AgriCoach has become a valuable guidance tool for us. The app has helped us better understand and implement best agricultural practices, particularly regarding planting, fertilization, spacing, and other essential farming operations. Thanks to this advice, we have been able to improve our yields and better organize our farming activities.”

- Naolie, member of a G50 group in the village of Kayero, Léo commune ^[C]



However, not all farmers were the first to adopt this new tool. There is often normal reluctance or **skepticism** among community members when a new digital tool is first introduced, which needs to be overcome at first. Farmers explain that the presence of Key Activators (KA) is essential in overcoming these hurdles by providing local, continuous support and facilitating social inclusion within the groups. ^[A]

“At first, the women were reluctant... but with guidance... the women accepted .”

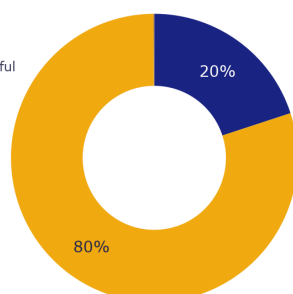
- Quote from a woman in the village of Daniè, Kordié ^[A]

Farmer reported appreciation

After having used the AgriCoach for a growing season, user appreciation for the platform is exceptionally high. **All of the users** think the application is useful, and **the majority of people find the tool very useful (80%)** (see Figure 1.1.) ^[A]

What do you think of the AgriCoach?

- Generally useful
- Very useful
- Just a little bit useful



What module from the AgriCoach do you find most interesting?

- The videos teaching good practices
- Information about different crops
- The weather

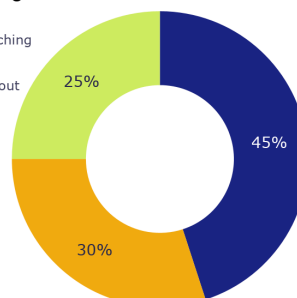


Figure 1.1 (left): Farmer reported perception of the AgriCoach, based on survey data ^[A]

Figure 1.2 (right): Farmer reported interest in AgriCoach modules, based on survey data ^[A]

This is further explained by farmers as being due to the **clarity of the messaging and the practical, demonstrative nature of the videos**. Nearly half of the users cited ease of understanding (49%) as their main reason for engagement with the app, while others specifically value the relevance of the technical advice directly related to crops they grow (32%) or receiving concrete examples presented in the field throughout the various videos (19%). Farmers explain they find the video format easy to understand and practical (video style learning is elaborated more in the next chapter). ^[B]

“Access to practical information and video demonstrations has led to a better understanding and mastery of sowing and transplanting techniques, resulting in improved crop management. [...] Previously, farmers faced considerable difficulties with nursery setup and transplanting seedlings. These tasks were often poorly executed, impacting crop success. Thanks to the tablet application, these problems have been partially resolved.”

- Quote from a G50 group member in the village of Lapiopadir, Didyr ^[A]

Farmers explain they use the application in multiple ways: to learn about best practices during key periods of the crop cycle (soil preparation, sowing, maintenance, harvesting), as a tool for reminding people of good agricultural practices as well as for support for discussions within the G50 groups. ^[B] Each user shows to have their **own preferences within the AgriCoach**, and will tend towards a different module as the most interesting part of the AgriCoach: the best practices videos (45%), crop information (30%) and weather information (25%) (see Figure 1.2) ^[A]

Added value in relation to previous agricultural training

The AgriCoach users had varying levels of agricultural training before they started using the application. 70% of users report that they already had some type of agricultural training before using AgriCoach, while 30% had never received any type of training. Of the people who had received training, this was received through agricultural extension workers (36%), through the ICTs (28%), formal classroom training (8%) and otherwise through various informal channels. ^[B]

The combination of these two groups within one G50 group, proved to be a favorable context for integrating the AgriCoach tool, and the AgriCoach showed to have added value for both groups. The users who already possess some technical foundations explain that the AgriCoach reinforces and **complements their existing knowledge**. At the same time, these users facilitated a smoother adoption of the digital tool for the rest of the group. Also for existing sources of agricultural knowledge, especially field agents, the AgriCoach can reinforce and complement their work. ^[B]

For the untrained farmers are a priority segment that can benefit from structured support via digital channels. The AgriCoach served as an **essential primary resource for agricultural knowledge**, now having access to information they didn't have access to before, reducing disparities. ^[B]

"Thanks to the content available on the AgriCoach tablet, we've gained new insights into sorghum cultivation that are quite different from our usual practices. We compared our traditional methods with those recommended by AgriCoach on plots of the same size. The results are clear: with our usual practices, we harvested three bags of sorghum, whereas by following AgriCoach's guidance, our yield increased to four bags. This improvement shows us that the app is very beneficial for us, and we express our deep gratitude."

- Amanita, member of a G50 group in the village of Konkin, Kaya commune ^[B]



User engagement

It can be concluded that the AgriCoach was **widely used by the groups** and that good agricultural practices were well studied. ^[A]

Frequency of use

The AgriCoach is generally used in a group setting, this can be the G50 group (but it could also be another type of farmer group). Nearly all the G50 groups use the AgriCoach **at least once a week** during the weekly group meeting (93%) during the growing season, as intended. Some leave it at this weekly meeting (52%), others use it more frequently during the week (41%). ^[B] In those cases, the videos are re-watched in small groups, for example, when setting up a learning plot (demonstration and school fields), or by individual group members. This is possible because the tablet stays in the village. ^[D] A small portion of groups hasn't been using the application frequently (7%). ^[B]

The AgriCoach is used most intensively **during the agricultural seasons**, and the specific practices are generally watched more frequently during the period these practices are being implemented in the field (see Figure 1.3 and 1.4). ^[D]

For cereals such as maize, most videos are watched at the start in preparation of the rainy season and at the start of the rainy season. First videos are watched about sowing, planting and preplanting, then later on in the season this shifts to activities such as harvesting (see Figure 1.3). Horticultural crops such as amaranth, are grown during the dry season, which is also reflected in the use of videos. These videos start with a growing period in nurseries, after which the plants are transplanted. Most videos are watched at the start of the dry season and end of the wet season (see Figure 1.4). ^[B,D]

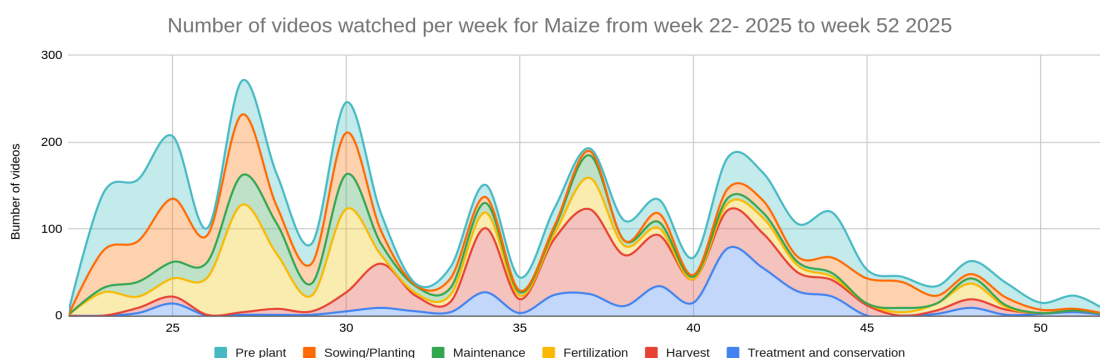


Figure 1.3: Total number of video watches of maize over time, categorized per best practice video. The x-axis represents the weeknumbers and the y-axis indicates the number of videos viewed. The growing season for maize starts at the end of May (week 22) until September (week 40). ^[D]

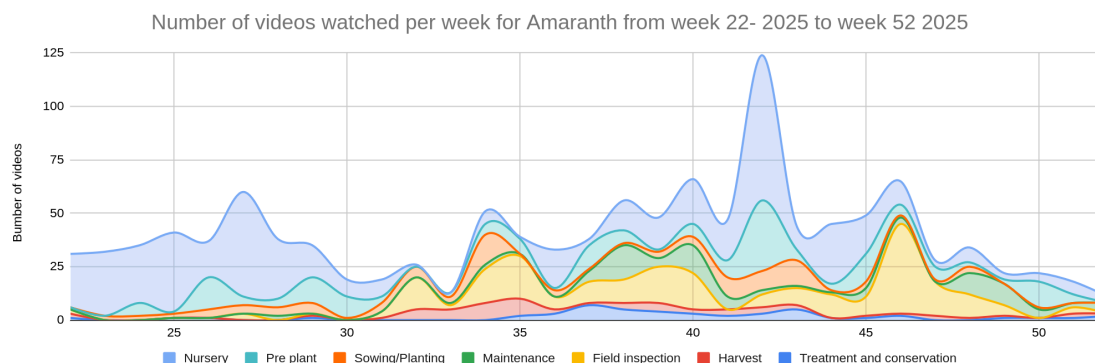


Figure 1.4: Total number of video watches of amaranth over time, categorized per best practice video. The x-axis represents the weeknumbers and the y-axis indicates the number of videos viewed. The growing season for amaranth starts in August (week 31) until November (week 49). ^[D]

Videos watched

In total, **21,526 videos have been watched** from May 2025 until May 2026: 15,550 crop videos (72%) and 5,976 instructional guide videos (28%). ^[1]

In the growing seasons of 2025/2026, seven crops were available in the AgriCoach (onion, tomato, cabbage, amaranth, maize, rice and sorghum). Users have shown interest in **all of these seven crops**. All videos from these crops have all been frequently watched, though the interest in **maize** shows to be the strongest as these videos have been watched much more frequently than any of the other crops (24% of watched crop videos), closely followed by onion (18%) and rice (14%) (see Figure 1.5). (Peanuts and cowpeas were not yet available at the time of evaluating.) ^[B]

Number of videos watched per culture

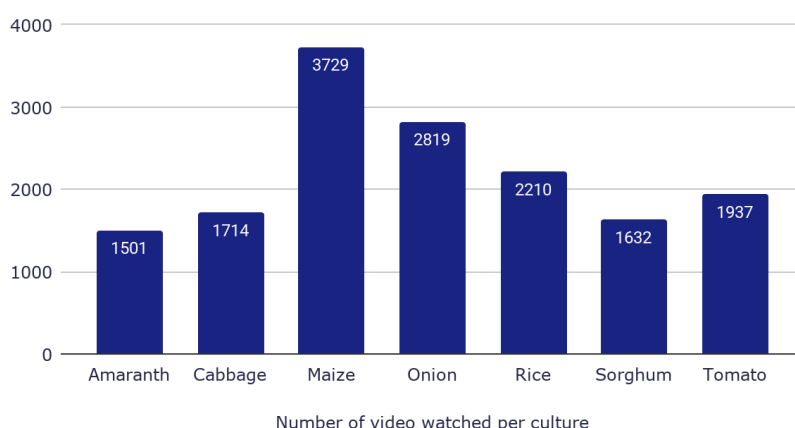


Figure 1.5: Usage data from the AgriCoach presenting the number of video views per crop in the AgriCoach application as between 01-05-2025 and 28-05-2026. ^[B]

¹ AgriCoach usage statistics, extracted from AUXFIN UMVA Dashboard, June 2026

The interest in specific best practices varies. In general the nursery videos are most popular to watch, about one third of all videos watched is about the creation of a nursery (33%). Other popular videos are about preplanting activities (15%), harvesting (11%) and fertilization 11% (see Table 1.1). ^[2]

Table 1.1: Usage data from the AgriCoach presenting the number of video views per crop and per best practice video activity in the AgriCoach application. ^[2]

Activity	Amaranth	Cabbage	Maize	Onion	Rice	Sorghum	Tomato	Total
Pre plant	203	210	959	326	262	259	184	2403
Nursery	723	959	-	1576	649	-	1179	5086
Sowing/planting	114	61	650	127	181	489	82	1704
Maintenance	104	18	348	116	78	173	67	904
Fertilization	-	174	636	92	296	199	145	1542
Irrigation	-	-	-	8	-	-	-	8
Field inspection	243	213	-	277	256	-	124	1113
Harvest	63	79	724	73	350	308	47	1644
Treatment	51	-	412	232	138	204	109	1146
Total Result	1501	1714	3729	2819	2210	1632	1937	15550

Use of local languages

For the AgriCoach users, language plays a very important role in the understanding and adoption of the digital content. 95% of users followed the videos in one of **the local languages offered**: 90% used Mooré and 5% Dioula (compared to only 5% in French). Since Mooré is the most widely spoken language in Burkina Faso (approximately 50% of the population), it is logical that it is the most used, particularly in areas such as Kadiogo, Oubritenga, Koulpélogo, Yatenga, and Namentenga. ^[B]

Farmers prefer to learn in their native language and the availability of local languages facilitates access to content for farmers with little education and the adoption of good agricultural practices by them. ^[B]

2. Learning of new knowledge & skills

Does the AgriCoach lead to increased agricultural knowledge and skills among users?

Short summary

The evaluation confirms that the AgriCoach application serves as an **effective tool** for **increasing agricultural knowledge and skills**. 95% of users report that they learned from the AgriCoach. Farmer appreciated the video style learning and 97% of users found the videos easy to understand. Barriers were also observed, such as connectivity issues, language barriers and (digital) illiteracy.

Farmer reported learning

Nearly all users (95%) report that **they learned from the AgriCoach** and that its content has directly improved their farming practices (see Figure 2.1). Users explain they learned new information and some members can easily repeat the best practice steps from each video from memory. ^[B,D]

Has the AgriCoach had a positive impact on your farming practices?

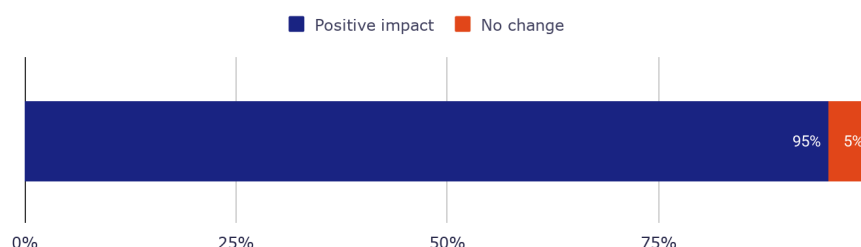


Figure 2.1: Percentage of farmers that report the AgriCoach contributed to learning and positively changed farming practices ^[B]

Members of the G50 report several positive effects related to the use of the application:

- Improvement of agricultural practices;
- Better organization of farming operations;
- Reduction of certain technical errors;
- Perceived increase in yields and quality of production. ^[A,B]

Effectiveness of the video style learning

The effectiveness of the AgriCoach can for a large part be attributed to the specific way information is delivered, especially the video style learning. Approximately **97% of farmers found the video messages easy to understand** (see Figure 2.2). ^[B] This audiovisual format has proven far more effective than simple oral instructions, as it allows farmers to visualize techniques before attempting them on their own plots. ^[A,B,D] The videos are also available in local languages and used in a high proportion of local languages. ^[A,B] Farmers report that the video content is their primary source of information they use to guide their farming practices. ^[D]

Was the message contained in the videos understandable?

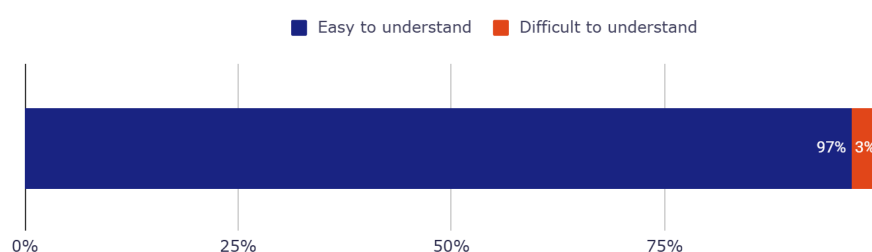


Figure 2.2: Percentage of users that report the video messages are easy or difficult to understand ^[B]

“Thanks to the AgriCoach app, we’ve gained new technical skills, particularly in bed design, targeted fertilizer application, disease and pest management, and bed disinfection. These practices, which we hadn’t mastered before, have significantly improved our production methods.”

- Fati, member of a G50 group in the village of Sanga, Léo commune ^[B]



In detail: use of the WeatherCenter and SeasonalOutlook modules

The AgriCoach's WeatherCenter and SeasonalOutlook modules have been evaluated in more detail. This evaluation shows that it really helps G50 farmers to **better plan their activities and cope with climate change**.

Use of the WeatherCenter

The daily weather reports of the AgriCoach are actively used, with **78% of members reporting to actively use the weather information** (see Figure 2.3). ^[B]

Have you actively used the WeatherCenter information?

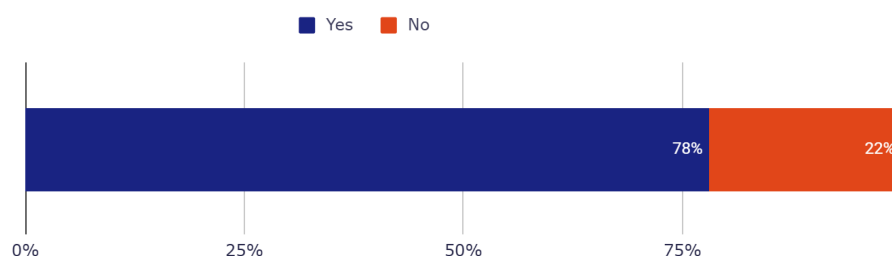


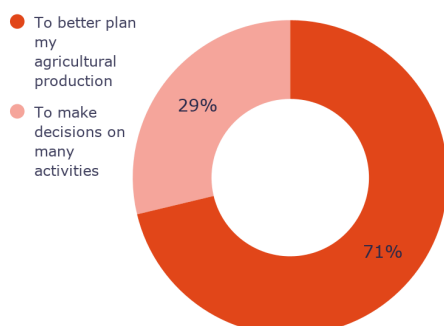
Figure 2.3: Percentage of farmers that report to actively use the WeatherCenter information ^[B]

Nearly every farmer recognizes that weather information is important for their agricultural activities (98%). Overall, the users indicate that the information and design in the WeatherCenter is clear to them in terms of symbols (82%), text (85%) and the precipitation graph (80%). ^[B]

Farmers indicate the weather reports mostly help to **better plan their agricultural activities** (sowing dates, treatments, etc.) (71%), but it is also used to guide other production-related decisions (29%) (see Figure 2.4). Easy access to weather information allows farmers to better choose sowing dates, apply inputs at the right time, to avoid certain losses due to poor timing and to better manage production-related risks. ^[B]

The usefulness of weather forecasts also varies depending on the time of year. 84% of farmers say they are most useful at the beginning of the rainy season, compared to 11% in the middle and only 5% towards the end (see Figure 2.5). This is because the beginning of the season is the most important period for farmers, particularly for: choose the right sowing date and to avoid false starts of the growing season due to rain breaks. Weather is therefore primarily seen as a tool for mitigating risks during the initial stages of agricultural decision-making. Its importance diminishes towards the end of the season, as the main decisions have already been made. ^[B]

How does the daily weather report help you?



At what point during the rainy season was the weather forecast most useful?

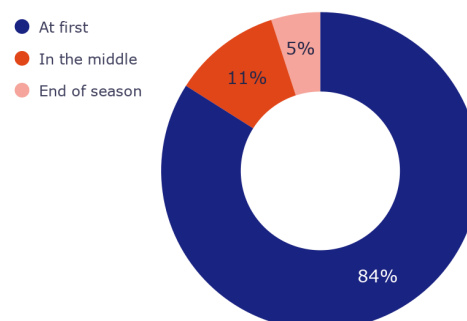


Figure 2.4 (left): Farmer reported perception of the AgriCoach, based on survey data ^[B]

Figure 2.5 (right): Farmer reported interest in AgriCoach modules, based on survey data ^[B]

The data in the table relating to the quality of the forecasts and the usefulness of the weather during the rainy season are reflected in the **usage data of the application**. In the graph presented below, the number of consultations related to weather forecasts, shown in blue, demonstrates an upward trend in line with the expansion of the user network. The highest level of usage is observed in week 24, corresponding to the **beginning of the rainy season**. Subsequently, usage gradually decreases, reaching its lowest level in week 32, i.e., in August. A new intermediate peak in usage was observed in week 42, October 2025. This corresponds to a resumption of application use, coupled with the introduction of new content related to horticultural crops at the beginning of the dry season. (see Figure 2.6) ^[B]

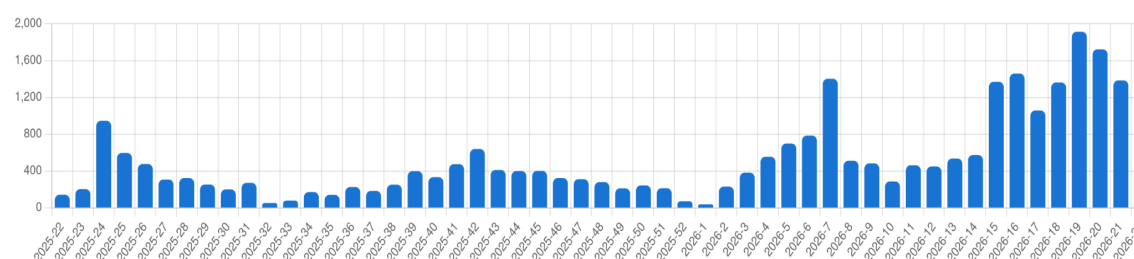


Figure 2.6: Usage data of the AgriCoach application WeatherCenter, each “call” for new weather data (refreshment of the page) is recorded and presented in this graph. ^[B]

While nearly all users recognize the critical importance of weather information for risk management, there remains a nuanced perception regarding **data accuracy**. The analysis shows that users have mixed opinions on the accuracy of weather forecasts. 30% believe the forecasts are accurate, 61% find them somewhat inaccurate, and 9% think they are completely inaccurate. This means that weather forecasts are seen as useful, but not entirely reliable, indicating that farmers find them useful while remaining cautious. They

therefore use weather forecasts as a guide for their decisions, not as completely reliable information. ^[B] Recently a functionality has been added to the AgriCoach to rate the WeatherForecast in the AgriCoach.

This demonstrates that this module plays a **key role in daily agricultural activities** and **climate-related risk management**. AgriCoach helps to strengthen farmers' ability to adapt to climatic hazards, while supporting improved yields. If the weather module is strengthened and expanded, its impact could be even greater, helping farmers to anticipate more and better plan their agricultural activities. ^[B]

"I had shelled my peanuts to plant, but I didn't know which day it was going to rain. So I decided to grab the tablet and check the weather forecast on AgriCoach. According to the information I saw, it was going to rain the next day. I had already plowed the field, but the soil had dried out. I decided to go ahead and plant in dry soil. Sure enough, on the day indicated, it rained. The next day, it rained again. I was very happy because I had a 100% germination rate for my peanuts. Three days later, my husband asked me to check AgriCoach to find out when it would rain again, because he wanted to plant his maizefield. It showed it would rain three days later. So we got everything ready and waited for the third day. Sure enough, it rained, and we planted our maize. He himself witnessed the maize's good emergence."

- Madina, member of a G50 group in Sapouy ^[B]



Seasonal Forecast

The majority of farmers (74%) used the Seasonal Forecast for the AgriCoach, and 95% consider seasonal forecasts important. This shows that farmers are very interested in medium-term climate information. Forecasts are particularly useful at the beginning of the rainy season (72%), an important period for preparing planting and organizing agricultural work. They are primarily used to better plan production (73%) and to guide decisions related to agricultural activities. Recently a functionality has been added to the AgriCoach to rate the WeatherForecast in the AgriCoach. ^[B]

Over 80% of farmers find the symbols, text, and graphics clear. This means the module's presentation is well-suited and easy to understand. However, confidence in the accuracy of the forecasts remains average: only 31% consider them accurate, while the majority view them as "not very accurate." ^B Furthermore, 70% of farmers choose a daily weather report over the seasonal forecast if they had to choose one. This shows that they favour simple and stable information. ^[B]

In summary, seasonal forecasts are seen as useful and important, especially at the beginning of the season. However, their impact could be amplified if confidence in their accuracy improves. ^[B]

Barriers to use & learning

The evaluation revealed several barriers to effective use of the tablet and an effective learning process:

- Connectivity issues: A primary challenge is the lack of reliable internet connectivity, which is essential for updating critical real-time information such as weather forecasts and seasonal data ^[B]
- Literacy and language Barriers: there is a noted need for more local language translations (e.g., Gourunsi or Lélé) to ensure inclusivity. This remains a challenge since Burkina Faso has over 70 languages. In regions where the local languages are not yet included, the Key Activator and group leaders play an important role as translators of the content, especially when literacy levels in French are low in the group. ^[A,B]
- Digital literacy: New users often face an initial complexity in manipulating the tablets. Some farmers indicate they need more support and guidance in using the tablet and the application of best practices. They require time and ongoing support to become self-sufficient in navigating the app and its features. Specifically for this reason, the Key Activators and group leaders are trained and available to provide this support. ^[A]
- Initial skepticism: There initial skepticism among community members when a new digital tool is first introduced needs to be overcome at first. ^[A,B]
- Accuracy of WeatherCenter information: The WeatherCenter is appreciated and used by farmers, though the information is considered “not quite accurate” by a large part of users. ^[A] (After receiving this feedback, a feedback button in the WeatherCenter has been added to help verify its accuracy)

“The weather module provides us with useful information that helps us better plan our farming activities. However, internet connection issues sometimes prevent the data from being updated regularly, which reduces its usefulness over time.”

- Madame Sawadodo, member of a G50 group in the village of Kayero Bo, Léo commune ^[B]



3. Application of best practices

Did the AgriCoach users apply any of the newly learned information in their lives and change their agricultural practices?

Short summary

Users of the AgriCoach have to a high extent **adopted the best practices**: 95% indicate they have improved their farming practices. Detailed measurement per demonstrated adoption rates between **60% to 90%**, and these numbers have shown to increase over time. The findings confirm that the digitization of agricultural advice via AgriCoach is not limited to the simple dissemination of information, but contributes to **concrete and measurable changes in farming practices on the ground**.

Farmer reported change in practices

An important metric of AgriCoach's success in Burkina Faso is the actual application of the information and transforming this into practices. **Nearly all the AgriCoach users report that usage of the application has improved their farming practices (95%)** only a small part (5%) did not change anything (see Figure 3.1) ^[B]

Reported change in agricultural practices by AgriCoach users

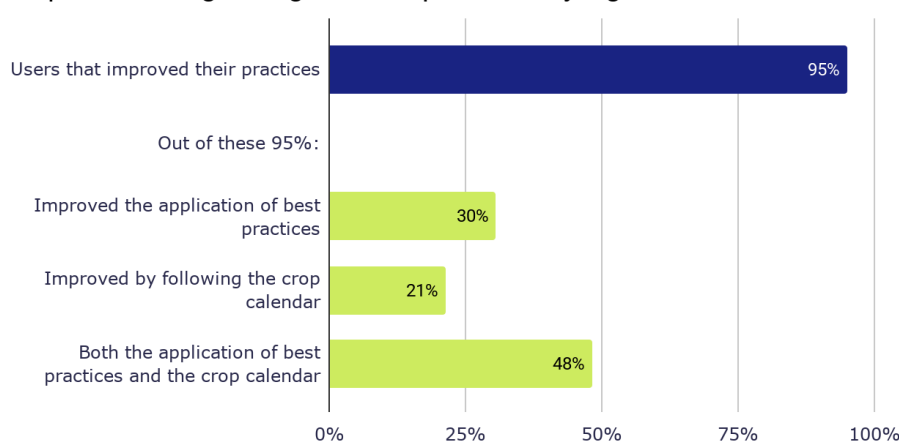


Figure 3.1: Farmer reported impact of the AgriCoach on learning new practices and changing farming practices ^[B]

Half of the far(48%) recognize a twofold impact, they both implement best practices taught in the videos, and follow the crop calendar as well. 30% just apply best practices and 21% only follow the crop calendar (see Figure 3.1). This shows that AgriCoach influences both how and when production takes place. ^[B]

“The AgriCoach app has changed my perception of agriculture. By applying the nursery setup technique, the recommended transplanting (at the right time), and proper soil amendment with organic fertilizer, I've seen much better plant establishment. The methodology proves that it's possible to reduce initial investments and limit losses, while generating higher profits.”

- Zacharie, cabbage farmer the village of Doudou, Ténado ^[D]

Analysis of best practice adoption for cereals

A high rate of the adoption of practices is confirmed by the **detailed measurement** in trails and campaigns. In these trials it has been monitored precisely which best practices are applied by farmers for certain crops. ^[B]

The campaigns for rice, maize and beans demonstrated a **strong adoption best practices** across the three crops, by the second campaign, the adoption rates reached **90% for rice, 74% for maize and 60% for sorghum**. (see Figure 3.2) ^[B]

Adoption rate of best practices per cereal crop

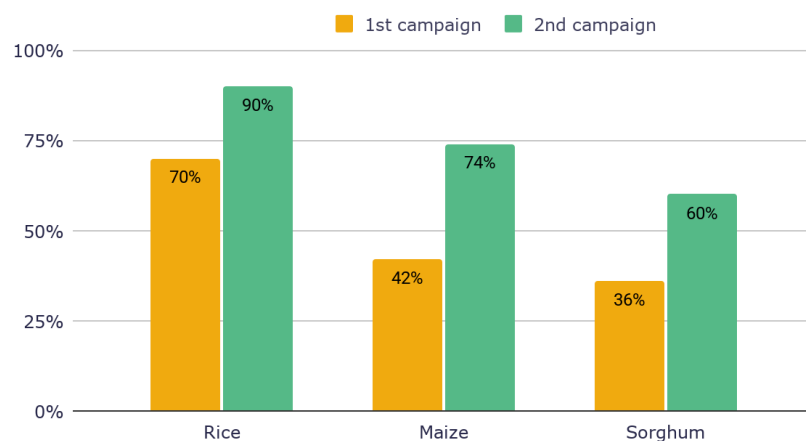


Figure 3.2: Adoption rate of best practices for rice, maize and sorghum in the 1st campaign (June-November 2024) and second campaign (June-November 2025) ^[B]

A positive development in terms of adoption is the evolution over time. For all the crops, **the adoption rate increased substantially** from the first to the second campaign. This progression shows a better understanding of digital content, greater confidence in technical advice and a gradual learning process within the G50 groups. This means that farmers are no longer just listening to or watching videos: they are actually taking action. It also reflects a growing confidence in the recommendations disseminated through AgriCoach. ^[B]

“For cereal crops, we used to apply fertilizer directly at the base of the plants by broadcasting it, which often caused burns. We thought the problem was due to the quality of the fertilizer, when in reality it was poor practices. Thanks to AgriCoach, we learned the micro-dosing technique, which has proven to be more effective and beneficial for the plants.”

“This season, with AgriCoach’s support, we’ve seen a significant increase in our yields compared to last season when we didn’t use the application.”

- Fati, member of a G50 group in the village of Sanga, Léo commune ^[B]



For **rice**, the adoption rate has been the highest reaching **90%** in the second campaign. The best practice applied at the highest rate is to soak seeds for 24 hours. This is followed by pallet storage and maintaining a spacing of 25 cm x 25 cm (see Figure 3.3). This shows that farmers primarily favor simple, inexpensive, and easy-to-implement practices. ^[B]

Application of AgriCoach best practices on rice

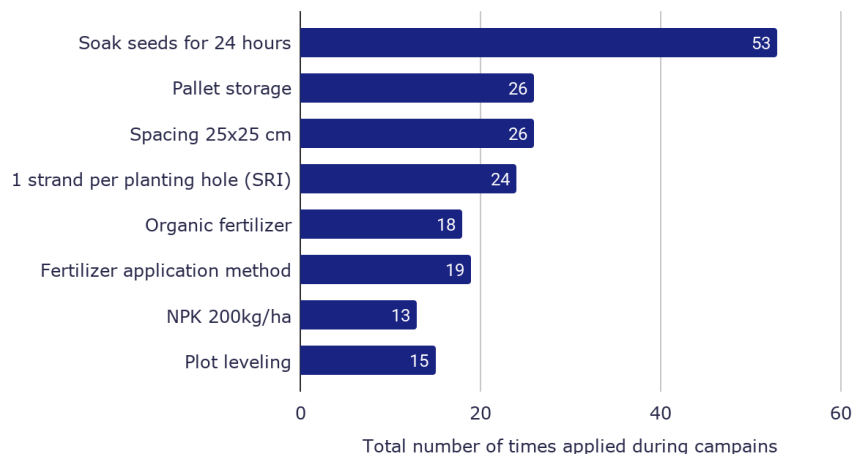


Figure 3.3: Application of best practices taught by AgriCoach on rice, during campaigns ^[B]

For **maize**, the adoption rate reached **70%** in the second campaign (see Figure 3.4). Maize farmers are increasingly applying best practices, mainly focusing on the essential elements to improve their yield: the right seeding density and appropriate fertilization. Improving adherence to seed and fertilizer application rates can contribute to: increase yields per hectare, making better use of inputs and improving farmers incomes. Looking ahead, the use of AgriCoach to disseminate technical advice on maize cultivation demonstrates that a digital tool can truly influence agricultural practices. By strengthening and expanding this system, it is possible to achieve an even greater impact on farmers' productivity and incomes. ^[B]

Application of AgriCoach best practices on maize

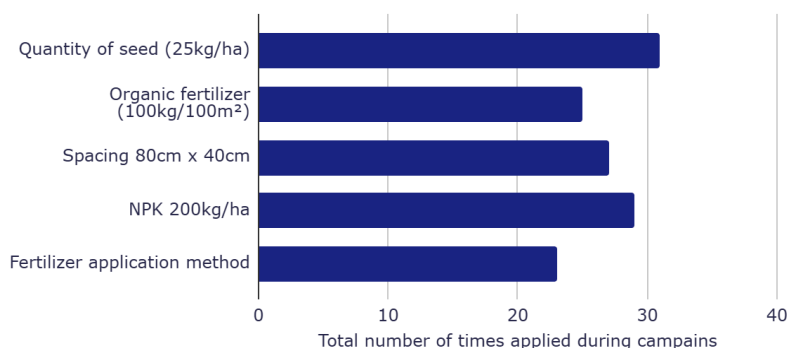


Figure 3.4: Application of best practices taught by AgriCoach on maize, during campaigns ^[B]

For **sorghum**, the adoption rate reached **60%** in the second campaign (see Figure 3.5). The AgriCoach is gradually contributing to improved sorghum farming practices, but the adoption rate can still be increased. Though, the observed trend is encouraging and suggests real potential for increased yields and improved production conditions for farmers. The best practices applied with the highest rate for sorghum cultivation is the recommended seed quantity (10 kg per hectare). This is followed by the method of fertilizer application and adherence to row spacing (80 cm x 40 cm). ^[B]

Application of AgriCoach best practices on sorghum

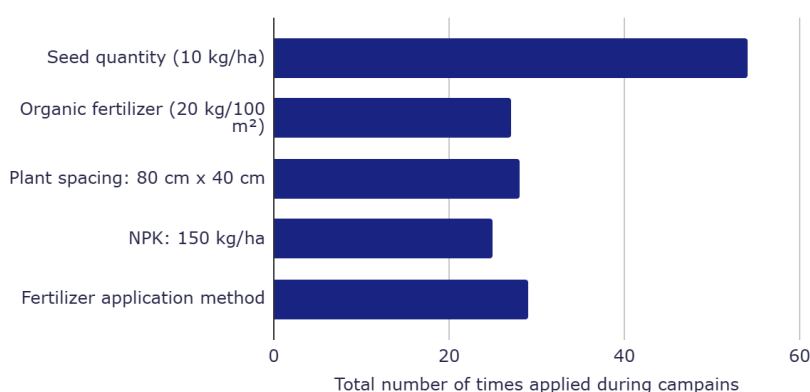


Figure 3.5: Application of best practices taught by AgriCoach on sorghum, during campaigns ^[B]

Analysis of best practice adoption for horticultural crops

For **onions**, the adoption rate of a best practice varied between 40% to 100% for farmers working on demonstration plots (see Figure 3.6). The **practices most integrated** are: setting up nurseries; improved transplanting techniques (Shallow rather than deep transplanting, respecting the expected spacing); the use of organic fertilizers (compost and manure, sometimes in combination with chemical fertilizers, to improve soil fertility and weather

monitoring) and the integration of weather information to optimize the application periods of inputs and organize the crop calendar. ^[A]

Application of AgriCoach best practices on onion

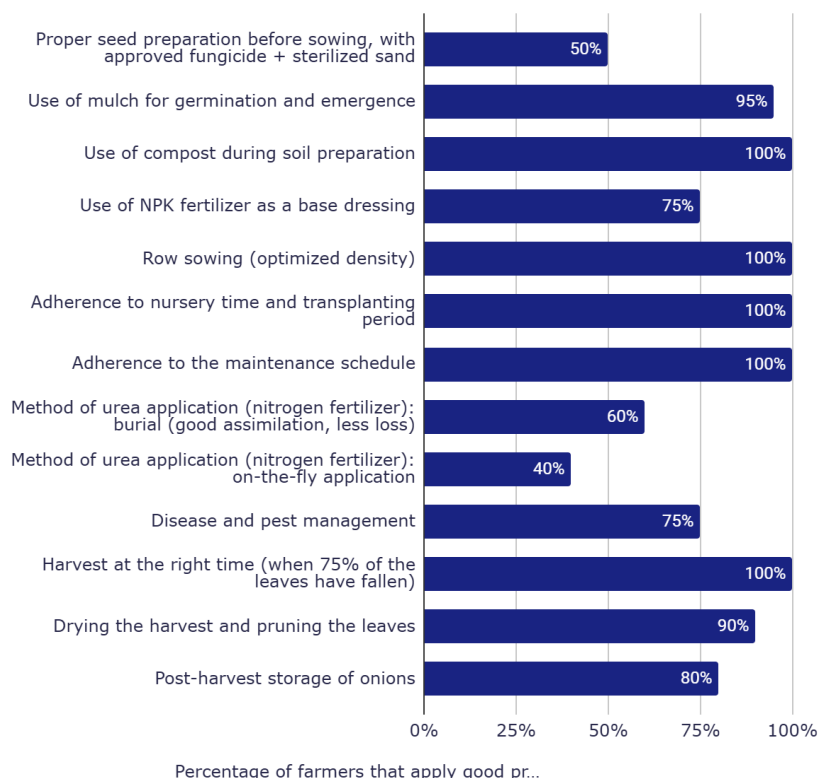


Figure 3.6: Application of best practices taught by AgriCoach on onion, by farmers on demonstration plots ^[A]

Onion farmers indicated they especially used to lack good practices when it came to transplanting seedlings. They used to transplant without any spatial organization and did not apply spacing of plants, causing poor aeration and competition for resources. Farmers report having gradually adopted more good practices regarding transplanting and the use of proper spacing. ^[A]

“Before, we used to transplant the onions in clumps, thinking it would increase yields. But we learned that this was a bad practice. Now, we measure the spacing correctly and transplant plant by plant. This proper spacing allows each plant to develop better, which considerably improves production.”

- Quote from a woman in the village of Koupela, Korsimoro commune ^[A]

“Regarding the nurseries, before, we would simply dig a hole and break up the clods of earth before sowing the seeds. This method didn't give good results. Now, we measure and properly prepare the nursery beds. Then, we water the soil with warm water, and two to three days later, we add manure/compost and sow the seeds. From the very first days, we started watering regularly. Generally, after five to six days, the seeds begin to germinate well. We have found that this new method significantly improves the germination rate.”

- Quote from a woman in the village of Nakombgo, Korsimoro commune ^[A]

For **tomatoes**, the adoption rate of a best practice varied between **75% to 100%** for farmers working on demonstration plots, though some practices had a lower adoption, but are missing precise data and are not presented (see Figure 3.7). Just like for onions, a practice to be improved is the spreading application of urea, this technique is still used too often (not shown in the graph, where precise data was missing). Sustainable water and the application of organic material was not measured precisely but considered as a significant step forward by farmers. ^[A]

Application of AgriCoach best practices on tomato

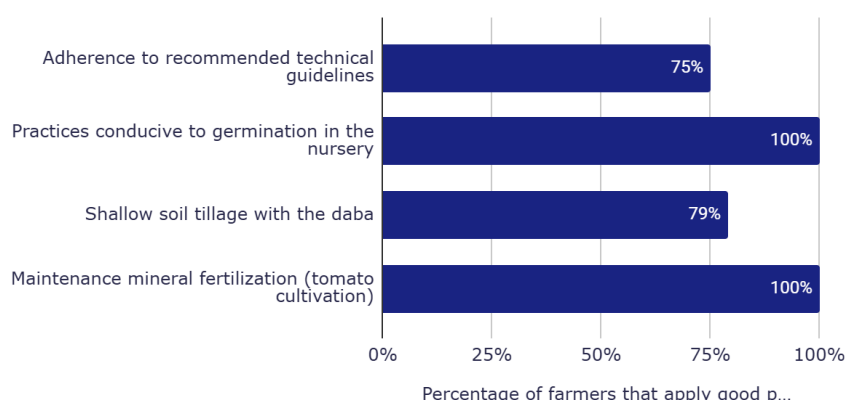


Figure 3.7: Application of best practices taught by AgriCoach on onion, by farmers on demonstration plots ^[A]

“Before, we didn't use organic fertilizer, but today, thanks to training and the use of the tablet, we incorporate organic fertilizer into our practices. This allows for better water retention in the soil, compared to the exclusive use of chemical fertilizers”

- Quote from a G50 group member in the locality of Nabdogo, Korsimoro commune ^[A]

“The instructional videos on tablets have radically transformed our working methods. Previously, we spread fertilizer by hand, an inefficient technique. We learned that we needed to work the soil before incorporating the inputs. The results speak for themselves: our yield has increased from an average of 250 kg to nearly 600 kg per harvest.”

- Fabrice, farmer from Naponé, Sanguié province ^[A]

Barriers to the application of practices

Farmers experience several barriers for the adoption of the best practices they have learned from AgriCoach.

Lack of resources or infrastructure

- Availability of Inputs: The adoption of all recommended practices is often limited by the availability and timing of inputs, such as improved seeds and fertilizers ^[A]
- Delays in seed delivery can delay the planting schedule and prevent optimal yields ^[A]
- Infrastructure: Physical limitations, such as broken dikes or a lack of compost pits, hinder the practical application of certain techniques like water management and organic fertilization ^[A]

Environmental issues:

- Water scarcity: A recurring and critical issue is the lack of water or insufficient irrigation, which can lead to crop failure regardless of the agricultural techniques applied ^[A,D]

Technical complex techniques

- Complexity of techniques: Some agricultural practices, such as making high-quality compost, are partially mastered and require more intensive reinforcement and continuous learning ^[A]

Organizational

- Timing of deployment: For digital advice to be effective, it must be deployed early (before the season starts) to allow farmers sufficient time to plan and master the information ^[A,D]

4. Effects on crop productivity

Does use of the AgriCoach lead to measurable improvement of production?

Short summary

The use of AgriCoach consistently **improves agricultural yields** for the all six crops included in the evaluation. The impact is particularly pronounced for **rice (+103%)**, **amaranth (+83%)**, **onion (+65%)**, **tomato (+65%)** and **maize (+30%)**, and less pronounced but still significant for sorghum (+9%). Yield increases were observed both on demo plots (where farmers received support in terms of inputs and visits), as well as on plots of farmers using the AgriCoach independently. These results confirm that, when used effectively, the AgriCoach can be a very effective lever for transforming practices and agricultural productivity.

Crop productivity results for cereals

For the cereal crops, rice, maize and amaranth, the evaluation showed the AgriCoach has **consistently improved agricultural yields**. In all cases, the yields of farmers using the AgriCoach exceed those of farmers not using the tool, and the impact is measurable from the very first growing seasons, though the effect is more pronounced for crops that are technically demanding (Figure 4.1).^[C]

Crop productivity for cereals - with and without use of the AgriCoach (in tonnes/hectares)

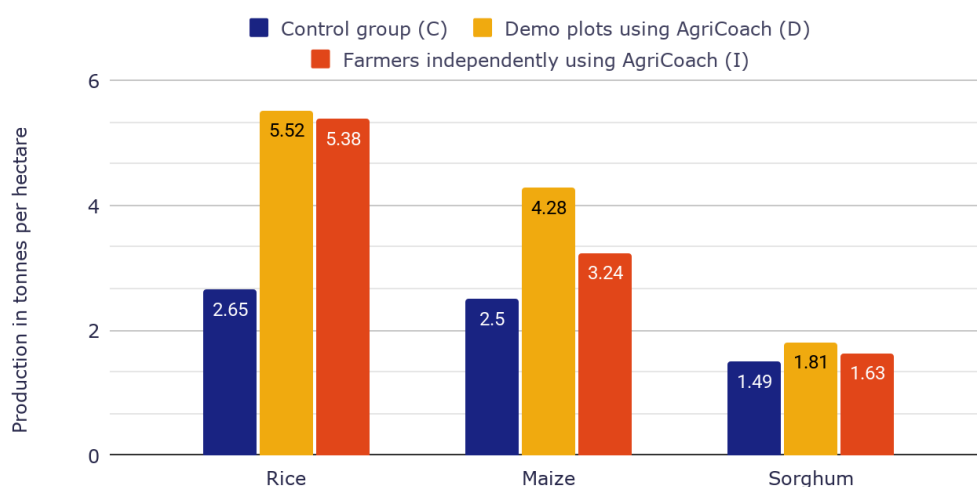


Figure 4.1: Crop productivity for the cereal crops rice, maize and sorghum in tonnes per hectare disaggregated per group and crop, based on the measurement of 90 plots. Demonstration plots confirm the maximum technical potential, while AgriCoach plots demonstrate effective and rapid adoption of recommendations.^[C]

Rice is the cereal crop evaluated where AgriCoach has the strongest positive impact on yield growth. The comparison shows that farmers using AgriCoach achieve an **increase of approximately +103% in yield**, which is more than double those of farmers who did not use the tool. These results are likely due to: better adherence to seeding density, more appropriate application of fertilizer rates, better adherence to the crop calendar and better organization of crop management operations. Since rice is a crop sensitive to technical practices, the effect of digital support is particularly noticeable. ^[C]

“Good practices help us a lot. Before, with the land we have, we could only harvest 2 to 3 bags. But now, with the same dimensions, we can get up to 5 bags. So, it's really an improvement.”

- Quote from a woman in the village of Koupela, Korsimiro ^[A]

Also for **maize**, the AgriCoach had a positive and measurable impact on crop productivity with an increase of **+30% in yield**. The improvement observed among farmers supported by AgriCoach is mainly due to: better organization of the crop calendar, more accurate application of best practices (plant spacing, fertilization, maintenance) and better decision-making in the field thanks to technical advice. Since maize is sensitive to farming practices, these technical adjustments directly translate into yield gains. ^[C]

The effect of AgriCoach on **sorghum** productivity is positive but more moderate compared to the tool's positive effect on corn and rice. Though the impact is still transformative since sorghum is a traditionally extensive crop. Farmers using AgriCoach achieve an average yield **increase of approximately +9%**. The more moderate impact observed on sorghum can be explained by the traditional and extensive nature of the crop, a lower sensitivity to inputs compared to rice or maize and sometimes partial adoption of the technical recommendations from the tool. There is still room for improvement, particularly in terms of strict adherence to seeding density, control of fertilizer application rates and the management of the cropping calendar. Nevertheless, the observed gains confirm that even small technical adjustments (planting density, sowing, schedule) can generate measurable improvements. ^[C]

Demonstration plots v.s. independent use of AgriCoach

The evaluation of rice, maize and sorghum compared control plots (C) with farmers that used the AgriCoach on demonstration plots with support (in terms of inputs and visits by Key Activators) (D) as well as farmers that used the AgriCoach independently (I) (see Figure 4.1). ^[C]

The results show that demonstration plots, where technical standards are strictly applied, yield the highest harvest. However, the difference compared to the plots of farmers using the AgriCoach independently remains small for rice and maize. This indicates that G50 farmers using AgriCoach are coming very close to the optimal technical potential and that the **technical recommendations provided by the app are therefore correctly understood and applied in the field.** ^[C]

For maize, the observed difference between the demonstration plots and independently managed plots indicates that there is still room for improvement in the application of AgriCoach's best practices, particularly through better adherence to seeding rates, more rigorous application of fertilizer rates and enhanced technical monitoring. ^[C]

Crop productivity results for horticultural crops

For the horticultural products, amaranth, onions and tomatoes, the evaluation also indicates significant potential for improving agricultural yields through the dissemination of good farming practices. ^[A,D]

For **amaranth**, demonstration plots using the AgriCoach showed an **yield increase of +83%**, compared to plots using traditional practices. The adoption of the best practices through the use of organic fertilizers, transplanting, proper spacing between rows and hills, and multiple leaf harvests, has significantly boosted yields. Furthermore, the application of best practices in amaranth has enabled farmers to make the leaves available over a longer period. This is because through these practices, harvesting is no longer done entirely at once. ^[D]

For **onion**, plots using good onion farming practices compared to the control plots, representing an average **productivity increase of +65%**. ^[A,D]

The application of good agricultural practices for **tomatoes** has yielded similar satisfactory results, resulting also in a **+65% increase in productivity.** ^[A]

"Before, on this same plot, I only used chemical fertilizers. Production was low and the onion bulbs remained small. This year, I used compost as a supplement, and the result is remarkable: the bulbs are much larger. Last year, I only harvested about four 120kg bags. This year, I was able to get six 120kg bags. Where I applied the compost, the difference is really visible."

- Quote from a man in the village of Komtenga, Korsimiro ^[A]

Barriers to increasing crop production

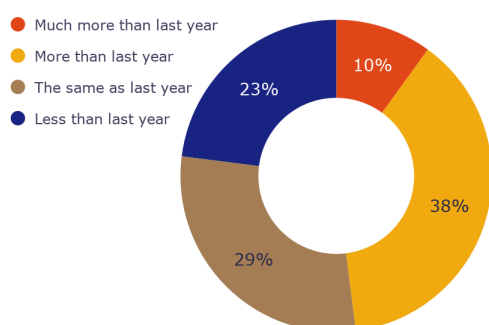
The results from the yield measurements showed an overall increase in productivity when best practices were followed. These studies measured in detail the changes on individual plots.

When looking at the entire group of AgriCoach users (independent/unsupported), **48% observed an increase in their yield**, for 29% their yield was the same and 23% had a lower yield (see Figure 4.2). ^[A] It is expected that not all users will have adopted practices (to its full extent), and also, farmers generally face a number of **challenges during cultivation** that prevent the potential for increased yields. ^[A,D]

Nearly all farmers (91%) experience these types of issues during cultivation to some extent, only a small group (11%) did not have any issues (see Figure 4.3). These are challenges that are largely out of the farmers own control and can be difficult to manage without specific support: ^[A,D]

- Mainly **drought** (60%) has been problematic. A lack of water and insufficient irrigation has been a recurring problem in several localities, even when good practices are applied. Also when water points are available, farmers have reported these have been drying up early. ^[A,D]
- **Pests and diseases** (21%) have caused issues for farmers, these can be attacks of uncontrolled diseases. ^[A,D]
- Crop damage caused by **animals** (8%). ^[A,D]

How was your harvest this year compared to last year?



Have you encountered specific problems in this years cultivation?

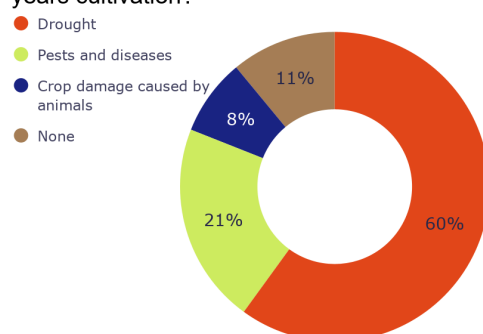


Figure 4.2 (left): Farmer reported changes in harvest compared to the year before ^[A]

Figure 4.3 (right): Cultivation problems reported by farmers ^[A]

5. Secondary effects

What are secondary effects of the implementation of the AgriCoach?

Short summary

The use of the AgriCoach showed to have several secondary effects. Firstly, the use of AgriCoach supported **social inclusion** and group collaboration, thanks to the group approach, localized content and support by Key Activators. Secondly, farmers explain the AgriCoach creates **economic benefits**, through an increased production and more effective use of inputs. Thirdly, it is observed that the AgriCoach can positively impact the **food diversity** of households, by cultivating new crops and adding these to their diet.

Social effects

Farmers report that the use of the application generally has a positive impact within communities.

The AgriCoach has demonstrated a high degree of **social inclusion**, facilitated by the G50 approach, specifically targeting groups that are often marginalized in traditional agricultural extension services.

- Users of the AgriCoach indicate that the presence of KA on-site enables local, ongoing training, which is seen as a more accessible alternative to centralized training programs, which are not accessible to all women. ^[A]
- The information available in localized content, (local languages, short videos, practices adapted to the local situation) has made complex agricultural information accessible to farmers with little to no formal education, ensuring that digital transformation does not leave behind those with lower literacy levels. ^[A,B,D]
- **Group collaboration** is enhanced, as farmers use the app to support discussions within their groups, facilitation exchange within the community and stimulating cooperation. ^[D]

In the G50 approach, the **group leader** plays an important role in bridging the gap between those who are fluent in the main languages of Burkina Faso and those who are not. The leader and other more experienced G50 members can also play a crucial role in ensuring the participation of all members and promoting social inclusion within the group. ^[A,B,D]

The results achieved by the user AgriCoach are visible and inspire other farmers. The majority of farmers indicate that their **neighbors also wish to have access to the application (80%)**, though a small part have neighbours who remain skeptical (20%) (see Figure 5.1). This indicates that in most cases, the changes are observed and there is potential for natural expansion through word of mouth. ^[B,D]

What is the reaction of your neighbours (outside G50) to the AgriCoach?

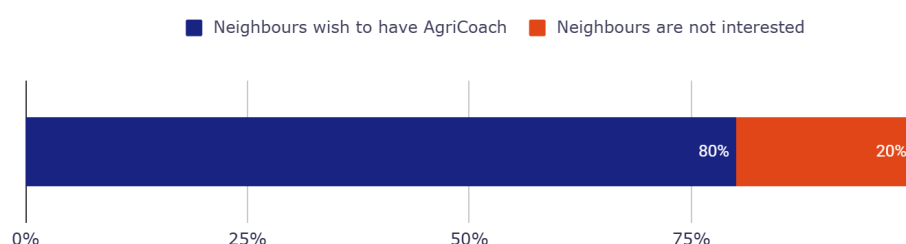


Figure 5.1: Percentage of farmers that report neighbours have shown interest in the AgriCoach versus neighbours not shown any interest ^[B]

"G50 is a great initiative because it has brought us out of the dark. Through the G50 meetings, understanding and social cohesion among members have grown stronger. All we see is joy and satisfaction.

The AgriCoach shed a lot of light on our farming activities. We can't say that AgriCoach hasn't helped us—that would be a lie. I am living proof of AgriCoach's importance. Anyone who hasn't joined the G50 yet should do so right away, because it's a great initiative."

- Madina, member of a G50 group in Sapouy ^[B]



Economic effects

These observed yield gains can have a significant economic effect, such as:

- An **increase in agricultural income** through higher yields and better quality products ^[A]
- **Reducing production costs**, such as
 - Savings on input purchase costs through micro-dosing fertilizers ^[A]
 - Saving seeds due to better spacing and better management of nurseries and transplanting ^[A]
 - Reducing costs of labour, saving having to hire additional labour thanks to having access to information on agricultural (best) practices ^[A]

“Thanks to optimizing fertilizer use, combined with organic manure, we have cut our expenses in half. For example, before, a field could cost around 75,000 FCFA, but now expenses no longer exceed 50,000 FCFA, or even slightly less. This makes production much more profitable after the sale.”

- Quote from a woman in the village of Koupela, Korsimiro ^[A]

“Before, we didn’t have control over all the farming operations and had to hire people for certain tasks. Now, we carry out these operations ourselves using the tablet. When we have doubts, we discuss them with the other members of the G50 to better understand and perform the tasks correctly. This has allowed us to reduce our production costs. For example, before, we spent between 75,000 and 100,000 FCFA for two plots. Today, with the same amount, we can manage four plots. This allows us to increase the cultivated area and make the activity more profitable.”

- Quote from a woman in the village of Nakombga, Korsimiro ^[A]

Even modest gains (as in the case of sorghum) can have a significant impact at the level of family farms. This could then lead to a **strengthened household food security situation** and increased resilience to climatic and economic uncertainties. ^[A]

Though, it has been mentioned that **poor market access** to sell surplus crops can be a limiting factor to benefit from the success of a good production. ^[A]

“The market is essential, because if the market doesn't exist, no matter what you do, it won't be effective”

- Quote from a farmer ^[A]

Nutritional effects

The AgriCoach has great potential to improve the **nutritional diversity for households**, as farmers have proven they are able to grow new crops. As an example, for amaranth it was measured that 31% of the farmers grew amaranth for the first time. These households improved their food diversity by adding amaranth to their cultivation crops. ^[D]

Conclusions and lessons learned

This chapter summarizes the main conclusions and lessons learned from this evaluation. These have already enabled AUXFIN to implement strategic improvements where necessary.

Appreciation and effect on productivity

The AgriCoach is widely used by farmers and highly appreciated. The content of the different AgriCoach modules have proven to be relevant to farmers: the weather information and calendar change how farmers plan critical agricultural activities, and the crop information and best practice videos change the way agricultural practices are performed. ^[A,B,C,D]

Though, farmers emphasise that the tool must be deployed well before the season begins to allow them enough time to plan effectively. ^[A]

One of the most profound lessons is that use of the AgriCoach can result in a significant yield increase. Use of the AgriCoach has positively affected farmers' yields for all the evaluated crops, ranging from +9% to +102%. ^[A,C,D] And importantly, yield increases were observed both on trial plots where farmers had received support in terms of inputs and visits, as well as by farmers using the AgriCoach independently. ^[A,B] This proves the application can effectively transfer complex technical knowledge into real results.

Importance of localization and visual learning

The delivery format of information is key for effective learning and inclusive learning in the rural context. 97% of farmers found the audiovisual format easy to understand ^[B] and 95% of users chose to watch videos in a local language rather than French. ^[B] While the app supports Moore and Dioula, there is a significant barrier for farmers who speak other local languages, such as Gourunsi or Lélé, which are currently not supported. ^[A,B] This highlights the need to continue the creation of localized information in more languages, but this will remain a challenge since Burkina Faso has over 70 languages.

Thus, AgriCoach represents not only a digital tool, but also a way to make agricultural information more accessible and more inclusive. To develop AgriCoach in other areas, it is important to adapt the content to local languages and consider translation as a necessary investment to guarantee the impact and effectiveness of the system.

The Role of Key Activators (KA)

Farmers recurrently mentioned the importance of the Key Activators. They were important in overcoming the initial scepticism and learning to manipulate the tablet and application. But farmers especially appreciate the presence of Key Activators for having local and continuous training. The collaboration in the field among Key Activators and farmers seemed genuine and effective. ^[A, B]

Though, it has been suggested to train more women in leading roles (like AUXFINs Key Activators or HortiPlus' Community Action Network). This suggests that more female leadership is desired, specifically in groups where many females are present (as is the case in the HortiPlus groups). ^[A]

Technical barriers

Despite high satisfaction, the evaluation showed several technical barriers. Some users need more support and guidance in using the tablet and the application of best practices. ^[A,B] Some users don't have a reliable internet connection. ^[A,B] Since this was known on the offset, the AgriCoach functions largely offline. Though, to update the weather information, some connectivity is needed. Also, a large group of farmers indicated they found the weather data "not quite accurate". ^[B] This has been followed up by adding a feedback button in the WeatherCenter.

Environmental and resource barriers for farmers

To reach the full potential yield increase, farmers need to be able to learn the good practices, to be able to apply these and then not have too many issues during cultivation. The yield measurements of this evaluation showed that yield increase is possible and was realized by a large group of farmers independently. ^[A,B] However, farmers generally face many barriers during cultivation, of which the majority is outside of their control. These most important ones are:

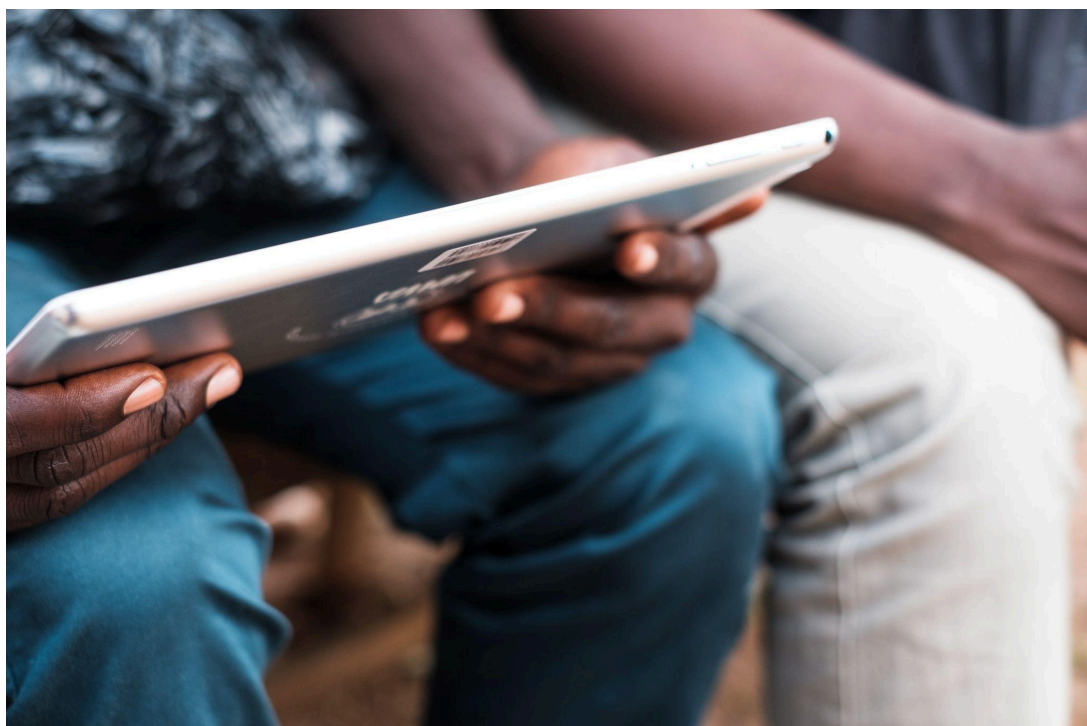
- Water and irrigation: a critical and recurring challenge is the lack of water and insufficient irrigation systems, which can cause crop failure even when good agricultural practices are followed ^[A,D]
- Input availability: adoption is frequently disrupted by the late delivery of improved seeds and fertilizers, which throws off the planned agricultural calendar ^[A]
- Pest and disease management: farmers often struggle with uncontrolled diseases and parasites, highlighting a need for better access to phytosanitary solutions alongside technical advice ^[A]
- Infrastructure: physical limitations, such as broken dikes or a lack of compost pits, prevent farmers from implementing specific water management and soil fertility techniques ^[A]

Additionally, farmers mentioned a need for a better developed market and saving mechanisms, to fully benefit from increased production. ^[A]

To some extent these problems can be mitigated by support in the form of:

- Water management systems (drilling, castle, stable availability)
- The organization of timely input delivery (seeds, fertilizers and manure)
- Availability of crop protection products

AUXFIN is collaborating with partners to develop a digital WaterCoach for sustainable water management. This evaluation further emphasises the need for this tool, to support farmers with their drought and water management challenges .



Outlook

The evaluation reports of the AgriCoach application in rural Burkina Faso demonstrate that the tool has become a transformative force for smallholder farmers. Farmers like and use the app, they are learning the new practices with a positive result in the field. With these prospects, AUXFIN continues the progressive expansion within the G50 network and strengthening of the AgriCoach in Burkina Faso, maximizing its impact across projects.

Currently as of January 2026, the AgriCoach was installed for 1754 G50 groups in Burkina Faso, impacting 60,000 households with its best practices. In following years the application is planned to be **scaled up** to 5,000 G50 groups, reaching more than **200,000 households** and benefitting an **estimated 1.5 million people**.

These numbers are showcasing the efficiency of AUXFINs digitisation approach. Even though the AgriCoach was developed under the HACA and the HortiPlus project, because of the scalability of the tool, it can easily reach an impact way beyond the project boundary of 100,000 households, whereas from the donorside no extra investments are needed for the development or creation of new capacity building materials. In AUXFIN's holistic approach, once a network is established, access to all eCoaches and services developed is guaranteed to the end user creating a huge multiplier effect.

The challenges presented in this evaluation also emphasise the relevance to **further develop AUXFINs digital tools**. The development of the AgriCoach is continued by adding more content in terms of crops and videos, and by further developing features such as the new verification button for the WeatherCenter to receive direct feedback from the field to verify the WeatherCenter accuracy. Furthermore, AUXFIN is collaborating with partners to develop a digital WaterCoach for sustainable water management.