At BPN, we place entrepreneurs at the centre of everything we do. In partnership with the Mastercard Foundation, we are collaborating with YEAN to provide sector-specific support tailored to your needs.

Following the online info-session held on Tuesday, 19th August, we would like to better understand your individual needs for training and/or technical expertise that YEAN can provide.

We kindly ask you to take a few minutes (approximately 12 minutes) to complete this short survey. Your input will help us design support that is most relevant and impactful for your business.

**Would you be interested in receiving agriculture sector-specific support tailored to your business needs?**

☐ Yes

☐ No

☐ Not sure yet

#### **1. Training Needs**

*(This section helps us understand the specific knowledge and skills you want to acquire.)*

**1.1.** On a scale of 1 (low priority) to 5 (high priority), please rate your need for training in the following financial areas specific to agriculture:

* [ ] Developing financial proposals for asset financing (e.g., machinery, equipment).
* [ ] Managing cash flow in a business with seasonal income and volatile input costs.
* [ ] Understanding and accessing agricultural insurance products.
* [ ] Record-keeping and financial reporting for agricultural enterprises.
* [ ] Cooperative formation and financial management for bulk purchasing.

**1.2.** Which of these quality and certification standards is most critical for your business growth right now? (Please select up to two)

* [ ] HACCP for food safety in processing.
* [ ] Global GAP for accessing export markets.
* [ ] Rwandan standards (RSB) for formal domestic markets.
* [ ] Fairtrade or organic certification.
* [ ] Internal quality control systems for raw material sourcing.

**1.3.** To improve your supply chain, which area of the technical assistance would be most valuable with YEAN?

* [ ] Negotiating fair and reliable contracts with farmers or suppliers.
* [ ] Implementing systems to trace products from farm to market.
* [ ] Managing logistics for timely delivery and collection of goods.
* [ ] Building and managing a network of out-growers or suppliers.
* [ ] Forecasting demand to better plan purchasing and production.

**1.5.** Which specialized training would most effectively support your leadership and growth?

* [ ] Advanced negotiation skills for dealing with buyers and suppliers.
* [ ] Building confidence and networks in a male-dominated sector.
* [ ] Strategies for accessing finance and investment opportunities available to women.
* [ ] Balancing business management with social and family responsibilities.
* [ ] Mentorship from other successful women in agribusiness.

1.6. Is there any other specific training you believe is critical for your success that was not mentioned above? Please describe.

#### **2. Market Access**

*(This section is about the challenges you face in selling your products and how we can help.)*

**2.1.** What is the single biggest obstacle preventing you from accessing higher-value markets?

* [ ] Lack of connections to the right buyers (exporters, hotels, supermarkets).
* [ ] Inability to consistently meet the quality or volume requirements of large buyers.
* [ ] High cost of transportation and logistics.
* [ ] Competition from imported or more established products.
* [ ] Insufficient branding, packaging, and marketing for my products.

**2.2.** How interested are you in collaborating with other BPN entrepreneurs to improve market access? (1 = Not interested, 5 = Very interested)

* [ ] Forming a network for joint marketing and sales.
* [ ] Bulk purchasing of inputs to lower costs.
* [ ] Creating a formal supply chain link (e.g., producers selling to processors within the group).
* [ ] Sharing transportation to reduce costs.
* [ ] Sharing market information and contacts.

**2.3.** If you are interested in exporting, what is your most immediate need for support?

* [ ] Understanding the specific requirements (certifications, documentation) for target countries.
* [ ] Finding and connecting with international buyers or brokers.
* [ ] Developing export-ready packaging and branding.
* [ ] Securing financing for an export order.
* [ ] I am not currently interested in exporting.

**2.4.** Which of these activities would be most helpful for YEAN to facilitate?

* [ ] Organized B2B matchmaking events with potential buyers.
* [ ] Coaching on how to develop a professional sales pitch and marketing materials.
* [ ] Introductions to reliable transport and logistics providers.
* [ ] Support to participate in local or international trade fairs.

**2.5.** How do you currently get information about market prices and demand?

* [ ] From other farmers or traders in my local market.
* [ ] Through a digital platform or mobile app.
* [ ] Directly from my current buyers.
* [ ] Radio or other media.
* [ ] I struggle to find reliable and timely market information.

2.6. In your own words, please describe your ideal customer or market and what you think is preventing you from reaching them.

#### **3. Individual Technical Support**

*(This section helps us understand the specific, hands-on help you need at your farm or facility.)*

**3.1.** If a YEAN expert could provide one-on-one coaching at your business, which area would create the most immediate impact on your productivity?

* [ ] Improving crop/livestock health and disease management protocols.
* [ ] Optimizing the use of inputs (fertilizer, water, feed) to reduce costs.
* [ ] Implementing better post-harvest handling and storage techniques.
* [ ] Improving the efficiency of my processing workflow.
* [ ] Guidance on farm layout and infrastructure development.

**3.2.** For livestock producers (poultry, pigs, goats): What is your most pressing technical challenge?

* [ ] High cost and inconsistent quality of animal feed.
* [ ] Preventing and managing common diseases and pests.
* [ ] Improving animal breeding and genetics.
* [ ] Access to reliable veterinary services and medicines.
* [ ] Waste management and biosecurity on the farm.

**3.3.** For crop producers (horticulture, primary inputs): What is your most pressing technical challenge?

* [ ] Managing soil health and fertility.
* [ ] Controlling pests and diseases with cost-effective methods (IPM).
* [ ] Accessing high-quality, certified seeds or seedlings.
* [ ] Implementing efficient irrigation and water management systems.
* [ ] Knowing the optimal time for harvesting and post-harvest handling.

**3.4.** For agri-processors (value addition): What is your most pressing technical challenge?

* [ ] Ensuring a consistent supply of high-quality raw materials.
* [ ] Improving product quality, consistency, and shelf life.
* [ ] Meeting food safety standards in my facility.
* [ ] Operating and maintaining processing equipment efficiently.
* [ ] Developing new, innovative products.

**3.5.** How confident are you in your ability to manage the following technical risks? (1=Not confident, 5=Very confident)

* [ ] Losses from pests and diseases.
* [ ] Losses due to extreme weather events (drought, floods).
* [ ] Post-harvest losses during storage or transport.
* [ ] Equipment breakdown during critical periods.
* [ ] Contamination or food safety issues.

3.6. Please describe the single biggest technical or operational challenge you face in your day-to-day business.

#### **4. Sustainability & Innovation**

*(This section explores how we can help you build a more resilient and forward-looking business.)*

**4.1.** Which of these climate-smart practices are you most interested in adopting? (Select up to two)

* [ ] Water conservation and efficient irrigation techniques.
* [ ] Soil conservation and improvement methods (e.g., cover crops, composting).
* [ ] Agroforestry or integrating trees on your farm.
* [ ] Diversifying my crops or income streams to reduce climate risk.
* [ ] Renewable energy solutions (e.g., solar power for irrigation or processing).

**4.2.** What is the biggest barrier preventing you from innovating in your business?

* [ ] Lack of access to capital to invest in new ideas.
* [ ] Lack of technical knowledge or expertise.
* [ ] The day-to-day challenges of the business leave no time for innovation.
* [ ] Uncertainty about the market demand for new products or services.
* [ ] Difficulty finding reliable partners or suppliers for new ventures.

**4.3.** Which innovative business model are you most interested in exploring?

* [ ] Developing new value-added products (e.g., turning macadamia nuts into snacks, goat milk into cheese).
* [ ] Implementing a "Business Rescue" plan to pivot away from a failing market (e.g., macadamia).
* [ ] Creating a social impact model (e.g., a revolving goat scheme for community empowerment).
* [ ] Adopting advanced technology like hydroponics, aeroponics etc….
* [ ] Offering training or advisory services to other farmers as a new revenue stream.

**4.4.** How could YEAN best support your efforts to become more innovative?

* [ ] Connecting me with technical experts and mentors in a specific area of agri-innovation.
* [ ] Organizing exposure visits to other innovative farms or businesses.
* [ ] Facilitating pilot projects to test new ideas on a small scale.
* [ ] Providing coaching on how to develop and test a new agri related business idea.

**4.5.** Thinking about the long-term sustainability of your business, what is your biggest concern?

* [ ] The impact of climate change on my production.
* [ ] Changes in market prices and consumer demand.
* [ ] Ensuring a smooth transition of the business to the next generation or new leadership.
* [ ] Maintaining soil health and environmental quality.
* [ ] Keeping up with new technologies and competition.

4.6. If you had no constraints on time or money, what is one bold or innovative idea you would implement in your agri-business in the next year?

Could you please share your feedback regarding the online info-session held on Tuesday 19th August.