

# Financial Inclusion Insights Report

## Understanding 1,000,000 Farmer Questions Across Kenya & Uganda

---

### 1. Executive Summary

This report analyses 1,000,000 farmer-generated questions from Kenya and Uganda, focusing on how smallholder farmers seek financial information. After cleaning crop names and removing animal and non-crop terms, 67,463 questions were identified as financial in nature, spanning market prices, income and profit, credit and loans, and savings and cooperatives.

#### **Key Insight:**

Farmers overwhelmingly seek market price information. Credit and savings interest is very low. Financial question patterns follow seasonal agricultural cycles.

#### **Strategic Implication:**

Agritech and digital advisory platforms can create strong value by providing real-time market intelligence, profitability tools, and seasonal financial guidance, while also improving awareness of credit and savings options.

---

### 2. Data Overview

- Total questions analysed: 1,000,000
  - Total financial questions: 67,463 (6.7%)
  - Countries included: Kenya and Uganda
  - Financial categories: Market & Prices, Income & Profit, Credit & Loans, Savings & Cooperatives
- 

### 3. Key Findings

#### 3.1 Only 6.7% of Questions Are Financial

Financial questions represent a small portion of the dataset but highlight strong pain points.

Category distribution (counts and percentages):

- Market & Prices: 61,342 questions (90.9%)
- Income & Profit: 5,466 questions (8.1%)
- Credit & Loans: 569 questions (0.8%)
- Savings & Cooperatives: 86 questions (0.1%)

#### **Interpretation:**

Farmers strongly prioritise price information and profitability.

Credit and savings questions are extremely rare, likely due to:

- Low access or awareness of financial services, or

- Low expectations of receiving helpful loan/savings information on these platforms.

**Implication:**

Solutions that provide strong market intelligence are most likely to drive adoption and impact.

---

### 3.2 Farmer Language Reveals Practical Financial Needs

Top words used by category:

- **Market & Prices:** “market, price, cost, buy, sell, maize, beans, kg”  
→ Indicates need for real-time, transparent market data.
- **Income & Profit:** “money, profit, income, earn, start, crop”  
→ Shows interest in income diversification and profitable crop choices.
- **Credit & Loans:** “loan, credit, offer”  
→ Demonstrates some interest, despite low volume.
- **Savings & Cooperatives:** “sacco, saving, join”  
→ Farmers seek clarity on group savings mechanisms.

**Implication:**

Tools should use farmer-friendly terminology that matches these frequently used words.

---

### 3.3 Financial Needs Follow Agricultural Seasons

Seasonality patterns observed:

- **Market & Prices:** Peak in April–May and November–December (harvest periods).
- **Income & Profit:** Highest in March–June (planting and budgeting).
- **Credit & Savings:** Small spikes occur just before planting seasons.

**Interpretation:**

Farmers experience the highest financial uncertainty during:

- **Harvest**, when prices are volatile
- **Planting**, when investment costs are high

**Implication:**

Advisory systems should provide financial information aligned with the planting and harvest calendar.

---

### 3.4 Country Comparison — Kenya vs Uganda

Both countries show nearly identical behaviour.

- Market price questions: Kenya 36,189; Uganda 25,153
- Income questions: Kenya 2,971; Uganda 2,495
- Credit questions: Kenya 396; Uganda 173
- Savings questions: Kenya 67; Uganda 19

### **Interpretation:**

Priority order is the same in both countries:

**Market → Income → Credit → Savings**

This consistency strengthens the reliability of findings.

---

### **3.5 Top 15 Crops Mentioned in Financial Questions**

(Animals, trees, and generic terms were removed.)

Top crops include:

1. Maize (6550 mentions)

2. Beans (2679)

3. Tomato

4. Potato

5. Wheat

6. Coffee

... and others including cabbage, watermelon, millet, banana, rice, onion, cassava, passion fruit, peanut.

### **Interpretation:**

- Maize dominates financial conversations due to its importance and price volatility.
  - High-value crops (tomato, potato, coffee) attract more income-related questions, reflecting their commercial potential.
- 

### **3.6 Financial Category × Crop Heatmap — Key Insight**

The heatmap reveals:

1. **Market & Price questions dominate all crops.**

This suggests financial uncertainty is primarily driven by market volatility.

2. **Income & Profit questions cluster around crops with strong commercial potential** such as tomato, potato, maize, and coffee.

3. **Credit and Savings questions are almost nonexistent**, regardless of crop.

### **Interpretation:**

Farmers' financial concerns are tied to market realities rather than formal financial products.

---

### **3.7 Word Clouds Reinforce These Patterns**

- Market-related terms dominate heavily.
- Income-related clouds emphasize earnings, profit, and economic decisions.
- Credit and savings clouds are small and sparse, matching their very low question volume.

---

## **4. Synthesis: What Farmers Care Most About**

Top priorities identified:

1. Market prices (dominant theme)
2. Crop profitability
3. Seasonal planning
4. Occasional credit needs
5. Very limited interest in savings/cooperative information

### **Why farmers ask financial questions:**

- To decide what and when to plant
- To choose profitable crops
- To find market opportunities
- To manage risk
- To explore financing options (though rarely)

---

## **5. Implications for Agritech Platforms (e.g., WeFarm)**

### **5.1 High-Impact Product Opportunities**

- 1. Market Intelligence Suite**
  - Real-time price dashboards
  - Price prediction models by region and season
  - Alerts for price spikes or drops
- 2. Crop Profitability Tools**
  - Profit calculators
  - Input cost estimators
  - Seasonal crop profitability guides
- 3. Seasonal Advisory Engine**
  - Planting budget reminders
  - Harvest market outlooks
  - Weather- and season-responsive advice
- 4. Financial Inclusion Partnerships**
  - Educational content with microfinance institutions
  - Loan eligibility guidance

- Seasonal prompts for credit needs

## 5. SACCO Awareness Features

- Simple guidance on benefits
  - Local SACCO discovery
  - Information on how to join
- 

## 6. Closing Information Gaps

### **What farmers currently lack:**

- Clear, accessible credit information
- Understanding of savings/cooperative options
- Tools for planning financial decisions effectively

### **Opportunity:**

Platforms can increase financial service usage by improving trust, awareness, and seasonal relevance—especially during planting seasons when financing needs peak.