

Gendered Preferences For Timely Crop Insurance Payouts

WAGENINGEN UNIVERSITY AND ACRE AFRICA

Study funded by Wee-Difine Initiative (BIGD)

BASELINE QUESTIONNAIRE

Champion Farmer Script: Introduce yourself and your purpose

Good day, my name is {champion's name} from {champion's village}. I am visiting this village on behalf of Acre Africa to inform my fellow farmers about crop insurance now being offered in this village. Have you heard about crop insurance before? It can help you protect yourself and your family if your crops get damaged due to poor weather. If you are interested, I can explain more and you can insure yourself for the coming Short Rains season

Do you have some time to know more about this?

Champion Farmer Instructions: Check if the farmer qualifies for the study

1. Farmer must be 18 years or above
2. Farmer must be active, that is, must have cultivated in the last 12 months
3. Farmer must be growing maize, potatoes or snow peas in the Short Rains season 2023
4. Farmer must have access to a smartphone and M-Pesa
5. Farmer must have decision-making power over M-Pesa account
6. Farmer must have a farm located in the study counties Nakuru, Elgeyo-Marakwet, Uasin Gishu

Champion Farmer Instructions: If farmer qualifies for study, please enter his name in your TARGETING SHEET and note the Respondent Sequence.

SECTION1: IDENTIFICATION

A. Identifying Variables		
A0.	Champion ID	
A1.	Verify Champion Name	0. No 1. Yes
A2.	Respondent Sequence	[To be filled from paper record]
A3.	Respondent National ID	
A4.	Respondent Name	[Enter First Name <space> Last Name] as it appears in the National ID
A5.	Respondent Primary Contact Note: Preferred number for future communications, operating M-Pesa	[Entered twice]

A6.	Respondent Secondary Contact	[Entered twice]
A7.	County Hint: County in which farm is located	1. Nakuru 2. Elgeyo-Marakwet 3. Uasin Gishu
A8.	Sub-county Hint: Sub-county in which farm is located	[Select from list]
A9.	Ward Hint: Ward in which farm is located	[Select from list]
A10.	Enter village name	
A11.	Nearest public or private school to the farm	
A12.	Where is the interview taking place?	1. Respondent's home. 2. Respondent's farm. 3. Respondent's workplace. 4. Shopping center/Social Hall. 5. Other(describe).
A13.	Geo Points Note: Wait till accuracy is within 10 metres	Record
A14.	Survey Date	DD/MM/YYYY Format (Automated)
A15.	Survey Start Time	24 Hour Format (Automated)

Champion Farmer Script: Request consent for data collection

Before we begin, I would like to learn a little bit more about you and your farming practices. This information will be very useful to researchers who are trying to make crop insurance work better for farmers. It will take about 20 minutes of your time. Any information you share will be completely confidential and will not be traced back to you. I have a form here mentioning this.

Take the consent form and go through it with the participant.

(start printed consent form)

CONSENT FORM

Gendered Preferences For Timely Crop Insurance Payouts

WAGENINGEN UNIVERSITY AND ACRE AFRICA

In order to learn about agriculture and demand for weather insurance by households in this area, Acre Africa is conducting a short survey partnering with Wageningen university (Netherlands). As a part of our study, we are interested in measuring farmers' interest and

willingness-to-pay for a crop insurance product that covers against abnormal rainfall during the Short Rains season of 2023. You are eligible to participate in the study if you are cultivating a crop in the Short Rains season 2023 and if you or someone in your household has an M-Pesa account.

At the end of the survey, you will have the opportunity to express your interest for a crop insurance product offered commercially by APA Insurance Ltd and distributed by Acre Africa (Agriculture and Climate Risk Enterprise Ltd.), a risk management and value chains solutions provider, both of whom are licensed by the Insurance Regulatory Authority of Kenya and operate independently from the researchers conducting this study. If you agree to participate we will ask you a few questions about yourself, your farming practices and financial decisions made within the household. We will then conduct a small exercise to determine your interest in purchasing crop insurance. If you agree to participate in the exercise, we will ask you if you would be willing to purchase the insurance product at different prices. If you are not interested in the insurance product at all, you are free to say no to purchasing the product at any price. After we record the maximum amount you are willing to pay for insurance, the form will reveal a random discount price. If the price you are willing to pay is higher than a randomly chosen discount price, you will be asked to pay ONLY the discounted price for the insurance product. **THIS WILL BE LESS OR EQUAL TO THE HIGHEST AMMOUNT YOU INDICATED YOU ARE WILLING TO SPEND ON THIS INSURANCE PRODUCT.** You will then be enrolled by Acre Africa in insurance through USSD along with its full terms and conditions, to protect you against abnormal rainfall related crop loss in the short rains season 2023. You will receive an SMS to confirm your purchase. If you say no to purchasing the insurance at any price, then there will be no cost to you. If you say no to purchasing the insurance at any price, then there will be no cost to you.

The main benefit of participating in the study today is that you may be offered a special discounted rate for the insurance, which farmers who are not participating will not be offered. By participating, researchers will learn about farmers' preference for crop insurance and how we can make it more useful to farmers like yourself to protect against climate shocks. There will be no risk or cost from participating in the survey. Your participation is completely voluntary. You are free to withdraw from this survey at any time.

Your data will be stored securely and will be destroyed once the data has been analyzed. Data on your participation in the insurance product, M-pesa account details and compensation will be strictly confidential and only be available to the researchers at Wageningen University, Acre Africa, APA Insurance and yourself. This data will be anonymized after the end of the long rains season and will not be used to identify you.

If you have any questions regarding this study, or concerns or complaints we welcome you to contact Kennedy Busienei from Acre Africa at +254 720131066 or Samyuktha Kannan from Wageningen University at samyuktha.kannan@wur.nl.

We will leave one copy of this form for you so that you will have record of this contact information and about the study.

The researcher read to me orally the consent form and explained to me its meaning. I agree to take part in this study. I understand that I am free to discontinue participation at any time if I so choose, and that the investigator will gladly answer any question that arise during the course of the study.

Name	Consent to participate in the survey (Check one box)		Signature or mark
	YES	NO	

(end printed consent form)

A16.	Farmer provided informed consent [Take picture of the signed consent form and present the physical copy to the respondent]	0. No 1. Yes
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SECTION2: SURVEY QUESTIONS

B. Demographics		
B0.	Farmer gender	1. <input type="checkbox"/> Male 2. <input type="checkbox"/> Female 3. <input type="checkbox"/> Other 4. <input type="checkbox"/> Prefer not to disclose
B1.	Do you or anyone in your household have an MPESA account?	0. No 1. Yes
B2.	If [B1 =2]	[Replace farmer] Note: Thank you so much for talking to me, unfortunately this survey will require an MPESA account that belongs to you or someone in your household that you can borrow from. I hope you will be able to participate in similar studies in future. Have a good day.
B3.	If [B1 = 1] Do you decide how to use the money in the MPESA account on your own?	1. I make the decision myself. 2. I make decisions with other household members. 3. I do not make decisions for this account.

B4.	If [B3 = 3]	[Replace farmer] Note: Thank you so much for talking to me, unfortunately this survey will require that you have some decision-making power on the MPESA account, to be able to bid for insurance. I hope you will be able to participate in similar studies in future. Have a good day.	
The following questions are all asked only if If [B3=1 or 2]			
B5.	Enter the MPESA phone number		
B6.	In whose name is the MPESA account registered?	1. Self 2. Spouse 3. Son/daughter 4. Son-in-law/Daughter-in-law 5. Father 6. Mother 7. Other household member	
B7.	How old are you? Instruction to the champion: If unsure, please enter age estimate	1. (Years.....) 2. Don't Know	
B8.	Can you tell me what best describes your marital status?	1. Single 2. Monogamously Married 3. Polygamously Married 4. Divorced 5. Widowed 6. Widowed & Remarried 7. Separated 8. Other	
B9.	What is the highest grade of schooling that you have completed?	None Preschool 1. Standard 1 2. Standard 2 3. Standard 3 4. Standard 4 5. Standard 5 6. Standard 6 7. Standard 7 8. Standard 8	11. Form 3 12. Form 4 13. College Certificate 14. College Diploma 15. University 1 16. University 2 17. University 3 18. University 4 19. Postgraduate 20. Vocational Training

		9. Form 1 10. Form 2	
B10.	What is the total number of household members in your household? (Including yourself)	[Number]	
B11.	What is your relationship to the household head?	1. I am the household head 2. I am their spouse 3. I am their son/daughter 4. I am their father/mother 5. I am their grandchild 6. Other relative [please specify...] 7. Other non-relative [please specify..]	
B12.	What is your primary (main) economic activity?	1. Farming 2. Self-employment 3. Permanent (long-term) employment 4. Formal contract (short-term) employment 5. Temporary (casual) employment 6. None	
B13.	What is monthly income earned by all members of your household in July? Instruction to champion: This includes harvest sales revenues, business profits, and regular/casual paid work/remittances and transfers	1. <5000 Ksh 2. 5000-10000 Ksh 3. 10000-20000 Ksh 4. 20000-30000 Ksh 5. 30000-50000 Ksh 6. >50000 Ksh	
C. FARMING ACTIVITIES AND SHORT CROP SEASON			
C0.	How many acres of agricultural land do you/your household own? Instruction to champion: If smaller than 1 acre, you can include decimals	Acres	

C1.	How many acres of land did you/your household use for cropping activities in the last 12 months? Instruction to champion: Do not include land left fallow. Include land rented in. If smaller than 1 acre, you can include decimals)	Acres
C2.	Do you own any of the land owned or cultivated by your household? Instruction to the champion: This question is about the respondent individually	1. Yes, solely 2. Yes, jointly 3. Yes, solely and jointly 4. No
SHORT CROP 2022 (crop planted around Aug-Oct and harvested in Dec-Feb)		
C3.	How many acres of land do you intend to use for cropping activities in the upcoming SHORT RAINS Season?	Acres
C4.	Which crops do you intend to plant in the upcoming SHORT RAINS Season? [Select multiple]	A. Maize B. Coffee C. Beans D. Irish potatoes E. Green Grams F. Finger Millet G. Pigeon peas H. Soghurm I. Other(Specify)

**D. Input in livelihood decisions and control over use of income
(Drawn from Pro-WEAI)**

The following questions pertain to ANY of the farming activities of the farmer's household including producing and processing of staple grains, horticulture, large livestock (eg. cows, buffaloes), small livestock (eg. goats, pigs), poultry (eg. chicken, duck), fishpond,

D1.	Did you participate in FARMING ACTIVITIES of your household in the past 12 months?	0. No 1. Yes
D2.	When decisions are made regarding FARMING ACTIVITIES of your	1. Myself, solely 2. myself, jointly with my spouse

	household, who normally makes the decision?	3. Myself, jointly with someone else from household 4. Others from the household
D3.	How much input did you have in making decisions about FARMING ACTIVITIES of your household?	1. Little to no input in decisions 2. Input into some decisions 3. Input into most or all decisions 98. Not applicable / no decision made
D5.	How much input did you have in decisions about how to use INCOME generated from FARMING ACTIVITIES?	1. Little to no input in decisions 2. Input into some decisions 3. Input into most or all decisions 98. Not applicable / no decision made
E. Input in expenses and agency over sums of money		
E1.	How much input did you have in making decisions about LARGE OCASSIONAL PURCHASES of your household? Hint: For example buying bicycles, land, transport vehicles	1. Little to no input in decisions 2. Input into some decisions 3. Input into most or all decisions 98. Not applicable / no decision made
E2.	How much input did you have in making decisions about SMALL ROUTINE PURCHASES of your household? Hint: For daily consumption or other household needs	1. Little to no input in decisions 2. Input into some decisions 3. Input into most or all decisions 98. Not applicable / no decision made
E3a.	What is the largest amount of money you could SPEND from your own savings (including M-Pesa) solely by yourself without consulting with other household members?	1. <100 Ksh 2. 100-500 Ksh 3. 500-1500 Ksh 4. 1500-5000 Ksh 5. >5000 Ksh
E3b.	What is the largest amount of money you could SPEND from your own savings (including M-Pesa) solely by yourself without consulting with other household members?	_____ Ksh
F. Input in savings and agency over receipts		
F1.	How much input did you have in making decisions about SAVINGS of your household?	1. Little to no input in decisions 2. Input into some decisions 3. Input into most or all decisions

		98. Not applicable / no decision made
F2a.	What is the largest amount of money you could RECEIVE in your account (including M-Pesa) without disclosing to other household members?	1. <100 Ksh 2. 100-500 Ksh 3. 500-1500 Ksh 4. 1500-5000 Ksh 5. >5000 Ksh
F2b.	What is the largest amount of money you could RECEIVE in your account (including M-Pesa) without disclosing to other household members?	_____ Ksh

G. Food security

Please think about the months from November to April. How often do you usually go to bed hungry or not have enough money to purchase the foods you like in this month?

G1. November – (1) Never, (2) Rarely, (3) Sometimes, (4) Often, (5) Very often

G2. December – (1) Never, (2) Rarely, (3) Sometimes, (4) Often, (5) Very often

G3. January – (1) Never, (2) Rarely, (3) Sometimes, (4) Often, (5) Very often

G4. February – (1) Never, (2) Rarely, (3) Sometimes, (4) Often, (5) Very often

G5. March – (1) Never, (2) Rarely, (3) Sometimes, (4) Often, (5) Very often

G6. April – (1) Never, (2) Rarely, (3) Sometimes, (4) Often, (5) Very often

SECTION 3: INTRODUCING CROP INSURANCE

H. Participation in crop insurance		
H1.	Do you know what weather insurance is?	0. No 1. Yes
H2.	[If H1=1] If yes, have you purchased weather insurance before?	0. No 1. Yes
H3.	If yes, from which provider?	1. ACRE AFRICA 2. PULA 3. Other

SECTION 4: INSURANCE MODULE

J. Standard Insurance product

Champion Farmer Script: Introduce Standard Insurance

Now I would like to tell you about an insurance product offered by a company called Acre Africa

[Hand over the insurance flyer]

Acre Africa offers crop insurance to insure you against drought or excessive rainfall.

This short rains season we will be offering a Soil Moisture Index insurance. Acre Africa will be monitoring soil moisture content on your farm using satellites throughout the season.

If you buy this insurance and you experience crop failure due to too high or too low soil moisture, you will get a payout from Acre Africa.

The payout will be proportional to how much damage you suffer. The maximum you can receive will be 7500 Ksh

Do you think this insurance could be useful to you?

Champion Farmer Script: Introduce Price Exercise for Standard Insurance

We would like to know how much you may be willing to pay for such an insurance.

RECAP: Remember, this insurance pays a maximum of 7500 Ksh and you will receive the payout at some point after harvest.

I will now ask you if you would be willing to purchase this insurance at different prices. Please respond Yes or No.

You should propose a price that you are comfortable with actually paying for this insurance. You should not propose too little either since you will not be able to review your choice.

At the end, we reveal the special offer price for insurance this season.

If the amount you were willing to pay is higher than this price, you can purchase the insurance at the special offer price. We will ask you to pay this amount today in full or in part, but the total payment must be made no later than 28th August 2023.

J1. Do you have any questions?

Enumerator: If the participant has questions, go back and explain again.

J2. Would you like to continue with this?

a. Yes

b. No Go to end game.

J3. Why did the farmer refuse to continue?

- a. Not interested in purchasing insurance
- b. Did not understand insurance
- c. Did not understand price exercise
- d. Did not have time
- e. Would like to continue later
- f. Did not have balance in his M-Pesa
- g. Exceeded M-Pesa credit limit
- h. Does not wish to take this decision on their own
- i. 99. Other

K. Take it or leave it questions – Standard insurance product		
The following questions pertain to a range of prices where [AMOUNT1, AMOUNT2 AND AMOUNT3] will be calculated by the Kobo tool		
K1.	Are you willing to purchase the insurance product by paying a premium of 100 Ksh?	0. No 1. Yes
K2.	Are you willing to purchase the insurance product by paying a premium of [AMOUNT1] Ksh?	0. No 1. Yes
K3.	Are you willing to purchase the insurance product by paying a premium of [AMOUNT2] Ksh?	0. No 1. Yes
K4.	What is the maximum amount you are willing to pay for the premium	_____ Ksh
K5.	You have indicated that the maximum amount you are willing to pay for standard insurance which can give you a compensation of upto 7500 Ksh, all at once after harvest is [CALCULATED AMOUNT]. Remember you get a special offer price that is [CALCULATED AMOUNT] or less, you will have to pay the price we offer. Do you confirm that you are willing and able to pay [CALCULATED AMOUNT] for the insurance?	0. No 1. Yes
If K5=No, go back and replay the questions		

L. Timely Pay product

Champion Farmer Script: Introduce Timely Pay Insurance

Now, we are testing a new insurance product called Timely Pay Insurance.

[Hand over timely pay insurance flyer]

In this new product, instead of receiving the payout at some point after harvest, you can choose to receive the payout in 4 different stages whenever it is most useful to you. Each stage will contain a part of your total payout.

On 30 October, you can receive maximum of one stage. On 30 November you can receive a maximum of two stages. On 30 December you can receive a maximum of three stages. From January, after harvest, you can receive a maximum of four stages.

WHILE IN THE PREVIOUS PRODUCT YOU CANNOT BE SURE WHEN THE PAYMENT WILL COME, IN THIS ONE YOU ARE THE ONE TO DECIDE WHEN AND HOW THE PAYMENT IS MADE, AND ACRE GUARANTEES THAT IN CASE OF PAYOUT IT WILL PAY IN TIME AND IN THE WAY YOU PREFER

Champion Farmer Script: Introduce laminated sheet

Here are four pegs to represent the 4 stages in which insurance losses are assessed. In the standard product, you can only receive compensation for all stages together on February 28th. [Place the pegs in Feb]

In the Timely Pay product, for example you can receive a little on November 30th, a little in December 30 and the rest in January.

If you were offered this Timely Pay insurance, how would you choose to receive the payout? Do you want it all together or spread out? In which months would it be most useful for you to receive some money?

[Hand over laminated sheet]

L1. Record the farmer’s choices

OCTOBER 30	NOVEMBER 30	DECEMBER 30	JANUARY 30	FEBRUARY 28	MARCH 30
Farmer can choose to receive payment for:	Farmer can choose to receive payment for:	Farmer can choose to receive payment for:	Farmer can choose to receive payment for:	Farmer can choose to receive payment for:	Farmer can choose to receive payment for:
MAX 1 STAGE in Oct	MAX 2 STAGES till Nov	MAX 3 STAGES till Dec	MAX 4 STAGES	MAX 4 STAGES	MAX 4 STAGES

Champion Farmer Script: Introduce Price Exercise for Standard Insurance

Now we are going to determine how interested you are in the Timely Pay insurance product compared to the Standard insurance product you gave your price for earlier.

RECAP: Remember, Timely Pay insurance pays a maximum of 7500 Ksh and you will receive the payout however you have chosen just now. Whereas Standard insurance will only pay you all at once after harvest.

We will follow the same rules as the exercise you went through for the Standard insurance product. I will ask you if you would be willing to purchase this insurance at different prices. Please respond Yes or No.

Just like before, you should agree to a price that you are comfortable with actually paying for this insurance. We will once again reveal a special offer price for this insurance. If the amount you were willing to pay is higher than this price, you can purchase the insurance at the special offer price. We will ask you to pay this amount today in full or in part, but the total payment must be made no later than 28th August 2023.

L2. Do you have any questions?

Enumerator: If the participant has questions, go back and explain again.

L3. Would you like to continue with this?

a. Yes

b. No Go to end game.

L4. Why did the farmer refuse to continue?

- a. Not interested in purchasing insurance
- b. Did not understand insurance
- c. Did not understand price exercise
- d. Did not have time
- e. Would like to continue later
- f. Did not have balance in his M-Pesa
- g. Exceeded M-Pesa credit limit
- h. Does not wish to take this decision on their own
- i. 99. Other

M. Take it or leave it questions – Timely Pay insurance product		
M1.	Suppose you get the improved product at [AMOUNT1a] Ksh and standard product at [AMOUNT1b] Ksh, would you go for the improved product or the standard product?	0. Standard product 1. Improved product
M2.	Suppose you get the improved product at [AMOUNT2a] Ksh and standard product at [AMOUNT2b] Ksh, would you go for the improved product or the standard product?	0. Standard product 1. Improved product

M3.	Suppose you get the improved product at [AMOUNT3a] Ksh and standard product at [AMOUNT3b] Ksh, would you go for the improved product or the standard product?	0. Standard product 1. Improved product
M4.	What is the maximum amount you are willing to pay for the premium	_____ Ksh
M5.	[Once decision tree has been played out] You have indicated that the maximum amount you are willing to pay for the improved insurance product which can give you a compensation of upto 7500 Ksh, at your preferred dates is [CALCULATED MAX AMOUNT]. Remember you get a special offer price that is [CALCULATED AMOUNT] or less, you will have to pay the price we offer. Do you confirm that you are willing and able to pay [CALCULATED AMOUNT] for the insurance?	0. No 1. Yes
If M5=No, go back and replay the questions		

N. Random discount and insurance purchase

N1.	Product offered to the respondent: (PREFILLED BY TABLET)	1. Standard insurance product 2. Flexi payout product
N2.	Price offered to the respondent (PREFILLED BY TABLET)	_____ Ksh

If the price is less or equal to what the respondent offered, read:

“Congratulations, we offer you the [N1 product] at [N2 price]. You were willing to pay up to [CALCULATED WTP] for this product. It is being offered at a lower price to you.

N3.	Would you like to proceed with the purchase?	0. No 1. Yes
N4.	If not, why would you not like to proceed with the purchase?	a. Not interested in purchasing insurance b. Did not understand insurance c. Did not understand price exercise d. Did not have time e. Would like to continue later f. Did not have balance in his M-Pesa

		<ul style="list-style-type: none"> g. Exceeded M-Pesa credit limit h. Does not wish to take this decision on their own i. 99. Other
N5.	Which crop would you like to insure for the upcoming Short Rains season?	<ul style="list-style-type: none"> 0. Maize 1. Irish potatoes 2. Snow peas
N6.	What is the planting date for this crop?	DD/MM/YYYY
N7.	Would you like to pay the premium of 400 Ksh all at once today or in installments till 28 th August? (Please note: You must pay a minimum of 250 KES now)	<ul style="list-style-type: none"> 1. All at once 2. In installments before 28th August
N8.	<p>If all at once,</p> <p>Please, send [N2 amount] KES to the following : M-PESA Pay Bill – Business number: 697744 Account number: [Generated Farmer ID]. We will give Acre Africa both your phone number and the location of your farm to place insure cover. After a few days, you will receive a message from Acre Africa confirming your insurance purchase. For any questions, call : +254 719 249 615</p> <p>If installments,</p> <p>Please, send a minimum of 250 KES to the following : M-PESA Pay Bill – Business number: 697744 Account number: [Generated Farmer ID]. We will give Acre Africa both your phone number and the location of your farm to place insure cover. After a few days, you will receive a message from Acre Africa confirming your insurance purchase. For any questions, call : +254 719 249 615</p>	
N9.	Transfer completed	<ul style="list-style-type: none"> 0. No 1. Yes
N10.	Transfer amount (Note: Must be greater than 250 KES)	_____ Ksh

If the price is more than what the respondent offered, read:

The product offered to you is [N1 product] at [N2 price]. We are sorry, but the price we offer is above the price of [CALCULATED AMT] you mentioned you would be willing to pay.. Thanks a lot for your participation in this study. You can still purchase the standard insurance policy at the commercial price from Acre Africa later if you wish.”

We have one last question for you:

N11.	Do you regret not having chosen a higher price?	0. No 1. Yes
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