






60 _ decibels

Koa

Impact Performance Report



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About This Report

Koa is a Ghanaian-Swiss company working directly with small-scale cocoa farmers in Ghana to create additional income streams by processing cocoa pulp into products such as juice, dried pulp powders, and concentrates. These products are used in the food and beverage industry, offering a sustainable approach to reducing waste while supporting rural communities.

This report is designed to provide you with an in-depth understanding about Koa's farmers, their profile, the outcomes they experience and how satisfied they are with Koa's offering. During the survey, farmers were asked to reflect on their experience in the most recent crop year (September 2023 – June 2024). This report presents insights based on our analyses of the information they shared with us.

The insights are based on phone interviews with 290 farmers who supply cocoa pulp to Koa. Respondents were selected randomly from a database of all farmers associated with Koa's Achiase factory, where operations began in 2023. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your farmers – they had a lot to say!

To learn more about our methodology, head to the [Appendix](#).



To contextualize your results, you can see how your performance compares to similar companies in the [Performance Snapshot](#) and [Appendix](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

290 farmers interviewed, 25% were female.

“

[Koa] are excellent at what they do because they take their business seriously and are always ready to pick up our cocoa. This motivates us, as farmers, to work faster to harvest and process our cocoa immediately. They also help transport our cocoa at no extra cost and provide us with additional income from the juice they extract from it.

- Female farmer

Top Insights

1

Most farmers make some profit by selling to Koa, which is improving their livelihoods.

Over the last two farming seasons (September 2023 – June 2024), farmers earned an additional GHS 534 (~35 USD) from selling cocoa pulp to Koa. This constitutes approximately 5% of farmers' overall cocoa net earnings. As a result, more than 9 in 10 farmers report an increase in their money earned and a similar proportion report quality of life improvements, with increased income and greater farm investments as the top drivers. When asked about what they use the additional income for, farmers most frequently say hiring labor for the cocoa farm. This could reflect that Koa pays farmers on the day of harvest; thus, farmers can immediately reinvest the earnings into the farm. See pages [10](#) - [14](#).

2

Farmers generally have access to basic needs and are food secure, but there is room to improve their financial resilience.

Most of Koa's farmers also report access to other elements of a decent standard of living like safety, adequate space, clean drinking water, healthcare providers, and toilet access. Nearly all farmers 'strongly agree' that school aged children in their household regularly attend school and three quarters say children do not work on their farms. However, 2 in 5 would find it difficult to afford an emergency expense of 900 Cedis and only half report regularly saving money. 42% continue to remain stressed about meeting their family's basic needs. See pages [16](#) - [18](#).

3

Addressing challenges can improve farmers' satisfaction with Koa.

Koa's Net Promoter Score is 43, which is good and indicates high farmer satisfaction. Promoters value the ability to earn an additional income because of Koa, while dissatisfied farmers want timely pick ups and processing. Additionally, 66% of farmers report that the price offered by Koa is good. However, 41% of farmers report facing a challenge with Koa. These challenges are largely around operational delays ranging from unreliable scheduling for pick-ups, or pulp processing and transportation delays. These concerns are shared by the Passive and Detractors. Reducing and addressing farmers' challenges can boost farmer satisfaction. See pages [21](#) - [23](#).

4

Farmers who cultivate on more land generally experience deeper impact from their engagement with Koa.

Farmers cultivate cocoa on a median of 2.8 hectares. Those larger land sizes (≥ 2.8 hectares) report deeper improvements in their quality of life, crop income, financial planning ability and farm investment, and are also more likely to say that Koa has impacted the farming community compared to their counterparts who produce cocoa on less than 2.8 hectares of land. See pages [7](#) and [25](#).

Performance Snapshot

The performance column showcases how you compare to 60 Decibels Benchmarks in the Farmer as Supplier sub-sector in Africa. You can find additional insights of your results, in the context of the 60 Decibels Benchmarks, in the [Appendix](#).

Performance vs 60dB Benchmarks



Benchmark Overview

Africa geographical focus	Farmer as Supplier sector focus	40 companies included	6,451 voices listened to
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👤 Who are you reaching?

Female

Koa
Performance

25%

Benchmark
Performance



📊 What impact are you having?

% reporting 'very much improved' quality of life

30%



% reporting 'very much increased' money earned

35%



% reporting 'very much improved' financial planning

39%

% reporting 'very much increased' farm investment

38%

🗳️ How satisfied are your farmers?

Net Promoter Score

43



% experiencing challenges

41%



% reporting price offered by Koa is 'very good'

31%





01: Profile

This section helps you understand your farmers to help contextualize the results.

The key indicators in this section are:

- **Demographics:** How old are your farmers? How long have they been working with Koa?
- **Land Size:** How much land are farmers cultivating? How many people do they employ?
- **Shade Trees:** How many shade trees do farmers have? Have they added any in the past crop year?
- **Agricultural Practices:** What are the different types of farming practices implemented?

Profile

A typical farmer we spoke to is a 51-year-old male and has been selling cocoa pulp to Koa for 15 months.

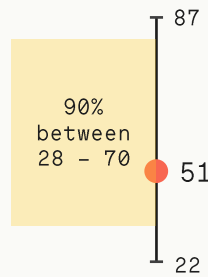
Demographics (n = 290)

Gender Breakdown	
Male	75%
Female	25%

Median Tenure	
15 months	
Min: 12	
Max: 24	

●●○○○
BOTTOM 40% - 60dB Benchmark

Age Distribution*



*Based on MIS data from Koa.

The median land size of Koa’s farmers is 2.8 hectares, and they employed a median of 7 farm workers during the last two seasons.

Total Land Under Cultivation and Workers Employed

Q: On how much land did you cultivate cocoa in the last two farming season [between September 2023 – June 2024]? (n = 271)
Q: How many workers did you employ on your farm during the last two farming seasons? (n = 290)



2.8

Median hectares of total land cultivated



7

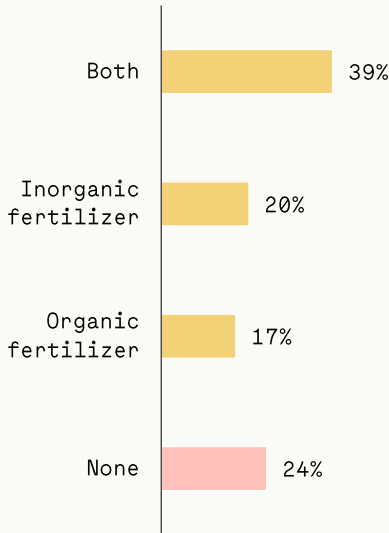
Median number of workers employed on farm

Profile

39% of farmers report using both organic and inorganic fertilizers. 41% burn biodegradable waste from cocoa cultivation on their farm.

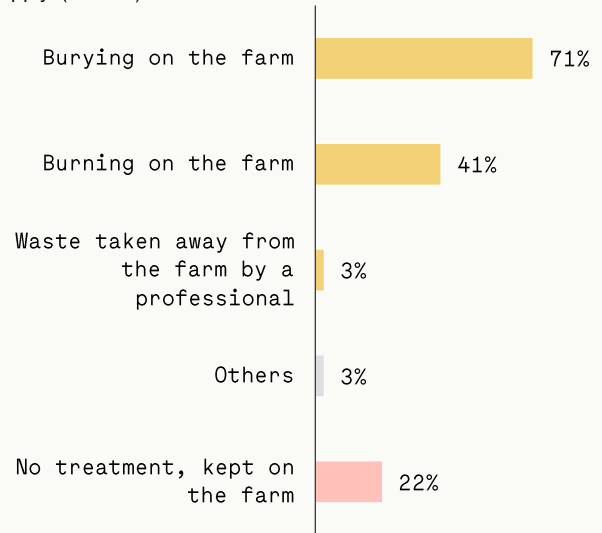
Fertilizer Use

Q: What kind of fertilizer did you use in the last crop year? (n = 290)



Biodegradable Waste Management

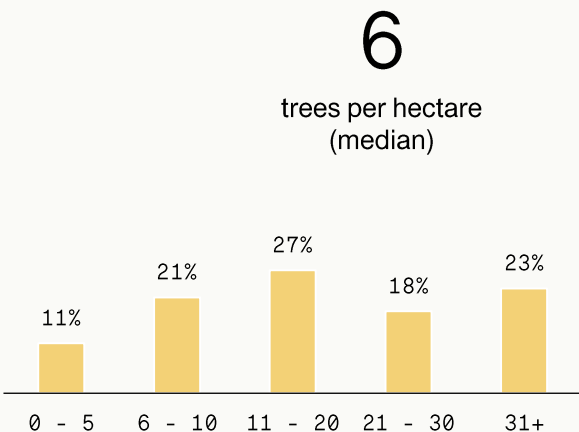
Q: Did you use any treatments to manage the biodegradable waste generated on the cocoa farm in the last 12 months? Select all that apply. (n = 290)



Farmers have a median of 6 shade trees per hectare of their farm. 2 in 5 report planting additional shade trees in the last crop year.

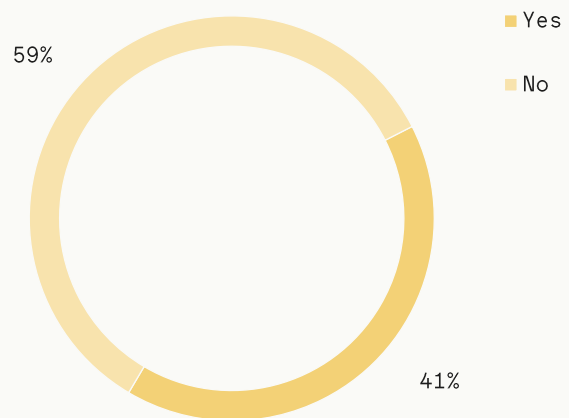
Number of Shade Trees

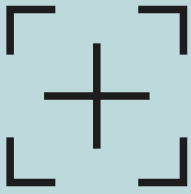
Q: How many shade trees do you have on your cocoa farms (n = 290)



Additional Shade Trees Planted

Q: Did you plant additional shade trees in the last crop year (n = 290)





02: Impact

We believe that the best way to understand the social impact that you are having, is to simply ask farmers whether their livelihood and farm outcomes have changed as a result of access to your offering, and if so, how.

This section shows the degree to which you are impacting your farmers' farm and their livelihoods.

The key indicators in this section are:

- **Quality of Life Change:** To what extent has the quality of life of your farmers changed as a result of your offering?
- **Earnings:** To what extent are farmers experiencing changes in their cocoa earnings because of Koa? How are they using these additional earnings?
- **Financial Planning and Investment:** Are farmers able to better plan their finances and investments because of Koa?
- **Child Labour:** Is there a change in amount of time children work on the farm because of Koa?
- **Community-level changes:** Has Koa brought about any changes in the farming community at large?

[+] Impact

Farmers earn a median additional profit of 534 GHS from selling cocoa pulp to Koa.

Net Income from Cocoa Farming (between September 2023 – June 2024)*
(n = 290)

Medians	Cocoa Beans	Cocoa Pulp
Revenue (amount harvested x price)	25,938 GHS	867 GHS**
Production costs	2,750 GHS	350 GHS
Profit (revenue - cost)	23,388 GHS	534 GHS
Profit per hectare	8,696 GHS	191 GHS



70%

Report increased cocoa profits from selling pulp.

(~8% average increase in total cocoa profits)



5%

Revenue from pulp as a proportion of total cocoa revenue (average)

*Revenue and profit are calculated at the respondent level, following which the median value is represented. Find out more in the [appendix](#).

**Based on MIS data from Koa.

In the last two farming seasons, farmers harvested a median of 16 cocoa bags and spent a median of GHS 2,750 on cocoa farming.

Production and Costs Associated with Cocoa Farming

Q: In the last two farming season [between September 2023 – June 2024] how much cocoa beans did you harvest from that land? (n = 290)

Q: In the last two farming season [between September 2023 – June 2024] roughly how much did you spend on cocoa farming? (n = 290)

Q: Approximately how much did you spend producing cocoa pulp to sell to Koa last two farming season [between September 2023 – June 2024]? Include all costs such as labor, transport, storage, etc. (n = 290)



Median Cocoa Harvest

16 bags (~1000 kgs)

Min: 0.6 bags
Max: 330 bags



Median Cocoa Expenses

2750 GHS

Min: 350 GHS
Max: 27,500 GHS



Price per Bag for Cocoa***

1308 GHS (major season)

2070 GHS (minor season)



Median Pulp Expenses

350 GHS

Min: 0
Max: 3,795 GHS

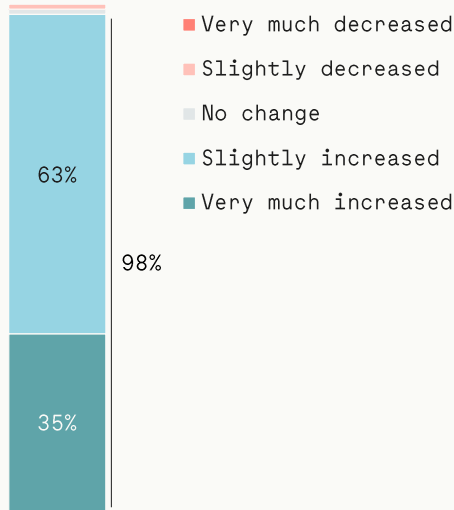
***Based on Farmgate prices for Major and Minor seasons between September 2023 – June 2024.

[+] Impact

Most farmers realized increased cocoa earnings because of Koa.

Change in Earnings

Q: Has the money you earn from cocoa changed because of Koa?
 Has it: (n = 290)



●●●○
 TOP 40% - 60dB Benchmark

Farmers report using the additional income to pay labourers and support with food expenses.

Increased Income Usage

Q: How are you using this additional income? Open-ended question, responses coded by 60dB (n = 285)

- 46% Paying farm labour
- 29% Affording food expenses
- 19% Purchasing farm inputs

“

I use the income to support and maintain farm activities, such as paying the laborers who assist me on the farm.

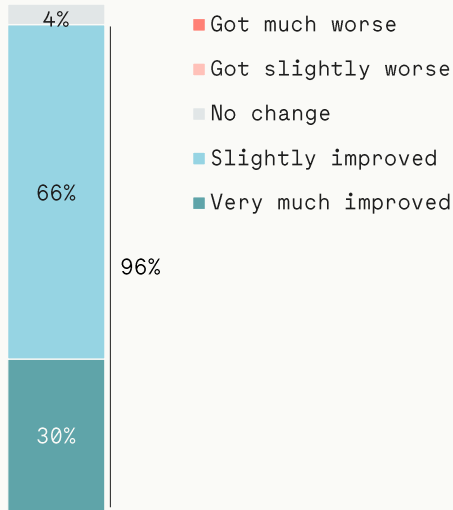
- Female farmer

[+] Impact

96% of farmers report that their quality of life has improved because of Koa, with 30% reporting significant improvements.

Quality of Life Change

Q: Has your quality of life changed because of Koa? (n = 290)



Insight

Among farmers reporting 'no change' in their quality of life (4%), most talk about Koa not having a large enough impact on their income (6 farmers), or high labor and input costs (5 farmers).

●●●○○
MIDDLE - 60dB Benchmark

Top three self-report outcomes for 96% of farmers who say their quality of life improved.

Open-ended question, responses coded by 60dB (n = 279)

65%
talk about increased income
(62% of all respondents)

33%
mention greater ability to invest in their farm
(31% of all respondents)

30%
report being able to better afford food
(29% of all respondents)

“
Since selling to Koa, I've seen significant improvements in my finances. The income I earn allows me to reinvest in my cocoa business.

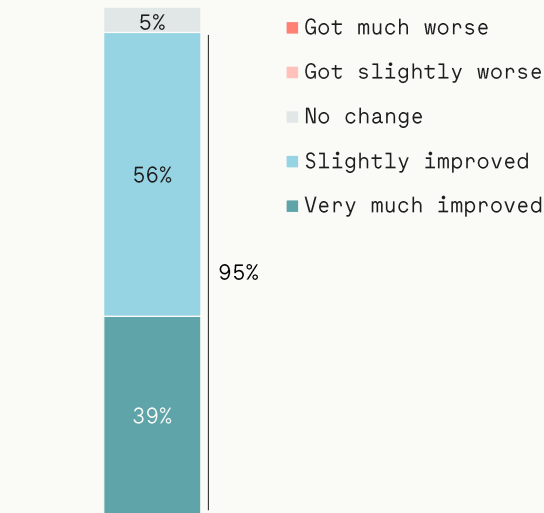
- Male farmer

[+] Impact

Nearly 2 in 5 farmers report significant improvements in their ability to plan finances and make farm investments because of Koa.

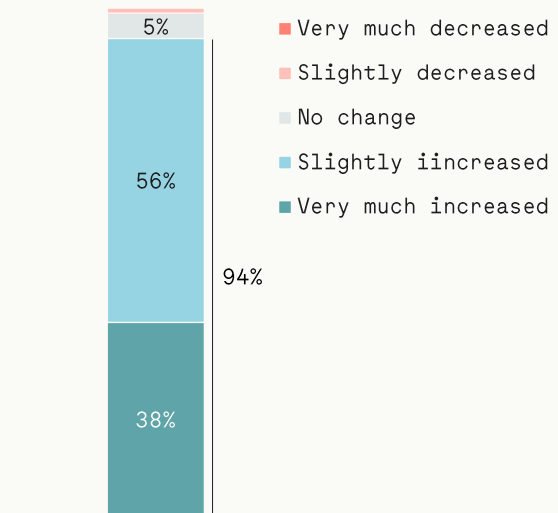
Change in Financial Planning

Q: Has your ability to plan your finances changed because of Koa?
Has it: (n = 290)



Change in Confidence Levels

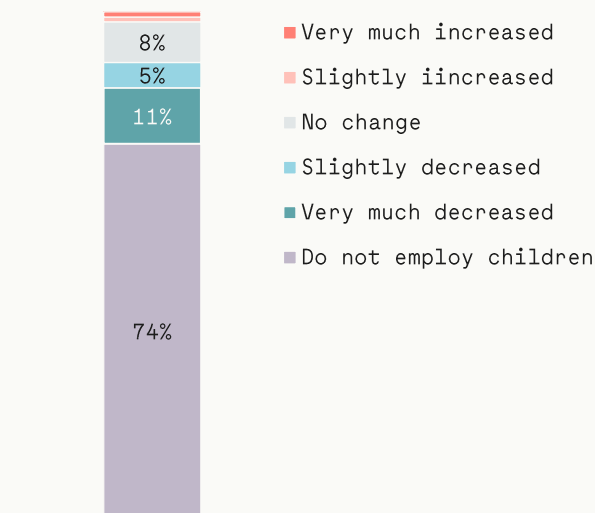
Q: Has your ability to invest in your farm changed because of Koa?
(n = 290)



Of the 26% of farmers who say children work on the farm, 62% say the time children work has reduced due to Koa.

Change in Time Spent Working By Children

Q: Has the amount of time children work on the farm changed because of Koa? Has it: (n = 290)



Reasons for Decrease in Time Spent

Q: Why has it decreased? Open-ended question, responses coded by 60dB. (n = 48)

65%
talk about having enough money to pay labourers
(11% of all respondents)

29%
mention being able to prioritize education
(5% of all respondents)

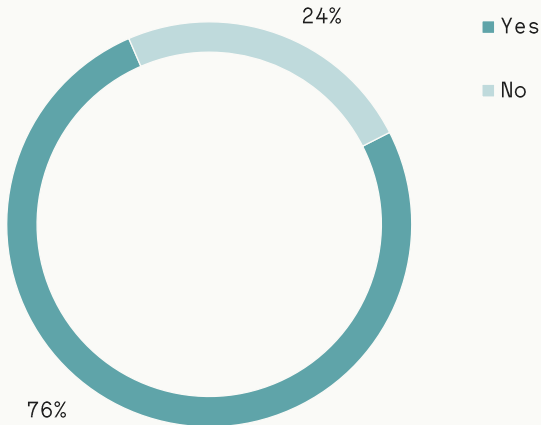
25%
report following guidance from Koa agents
(4% of all respondents)

[+] Impact

76% of farmers report seeing changes in their community since farmers have started working with Koa.

Impact on Community

Q: Have you seen changes in your community after Koa started with working with farmers in your community?
(n = 287)



Of those who witnessed changes, 3 in 5 talk about seeing an overall increase in their community’s income.

Community Improvements

Q: Please explain your answer. Open-ended, coded by 60dB.
(n = 217)

58%
talk about witnessing an overall increase in community income
(47% of all respondents)

22%
mention improved farming practices in the community
(18% of all respondents)

16%
report greater trainings and knowledge-sharing
(12% of all respondents)

“

Everyone is motivated to work harder to improve their yields and quality. Everyone wants the extra money they can earn from selling juice to Koa.

- Female farmer



03: Resilience

A farming household's resilience—or capacity to absorb and respond to shocks—is increasingly critical as climate shocks become more frequent.

Resilience capacities prevent households from resorting to coping strategies with long-term negative consequences, such as selling assets or withdrawing children from school.

The key indicators in this section are:

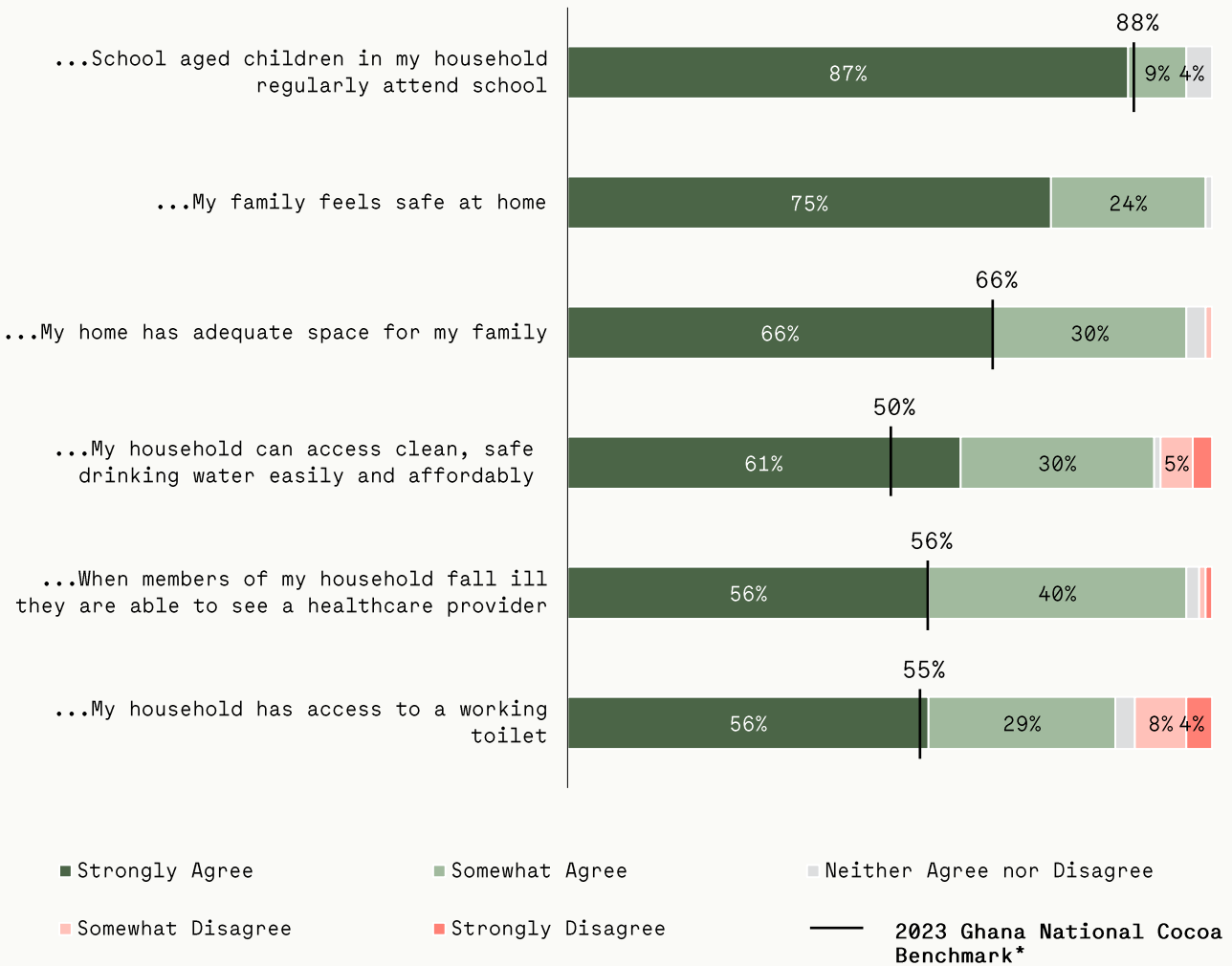
- **Living Standards:** Do farmers report access to the basic elements of a decent standard of living? Are they food secure?
- **Financial Resilience:** Is the farmer able to come up with funds in case of an emergency? Does the farmer save money?
- **Livelihood Stress:** Is the farmer stressed about meeting their family's basic needs? Has this stress changed because of Koa?
- **Climate Resilience:** How severe was the impact of climate shocks that a household may have experienced? Did Koa affect farmers' recovery?

Resilience

Most report access to basic elements of a decent standard of living. Nearly 10% may not have access to a toilet or clean drinking water.

Living Standards

Q: To what extent do you agree or disagree with the following statement about the security of your home and household: (n = 290)



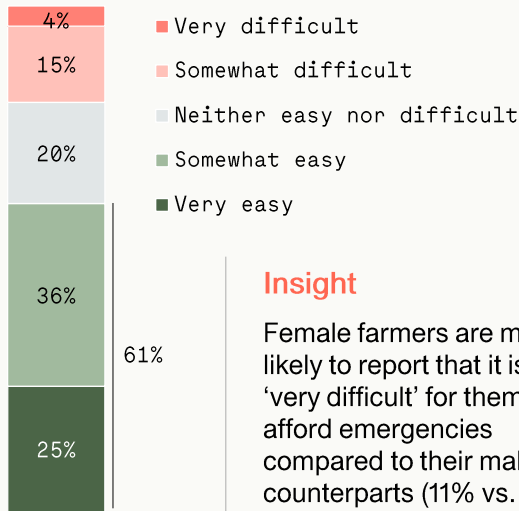
*Benchmark for farmers reporting 'Strongly agree'. Find out more about the benchmark in the [Appendix](#)

Resilience

3 in 5 farmers would find it easy to arrange emergency funds. Half of them could save regularly over the past year.

Financial Resilience

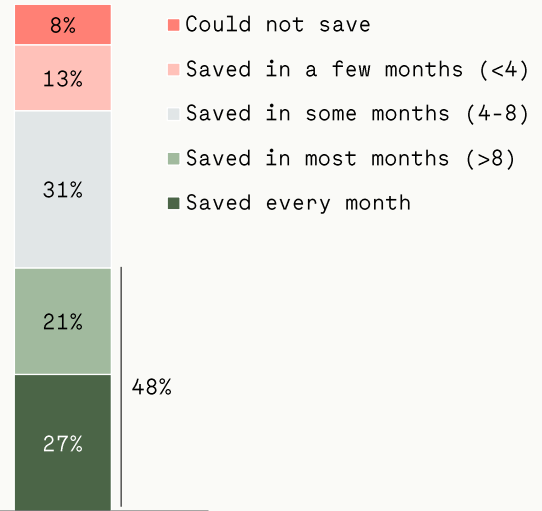
Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 900 Cedis within the next month. How easy or difficult would it be to come up with this money? (n = 290)



Insight
 Female farmers are more likely to report that it is 'very difficult' for them to afford emergencies compared to their male counterparts (11% vs. 2%).

Savings

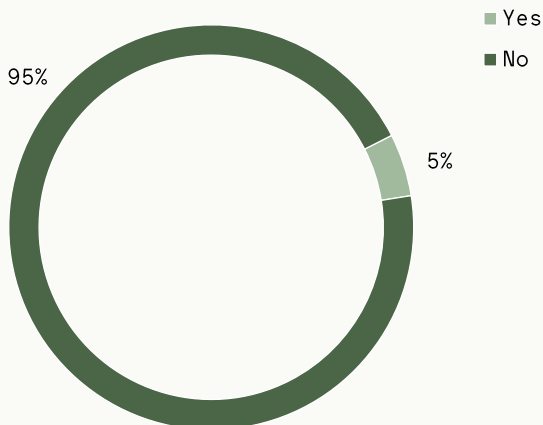
Q: In the past 12 months, how frequently were you able to save a portion of your household income? (n = 290)



Nearly all farmers report having access to enough food to meet their family's needs in the past 12 months.

Food Security

Q: Were there times, in the past 12 months, in which you did not have enough food to meet your family's needs? (n = 290)



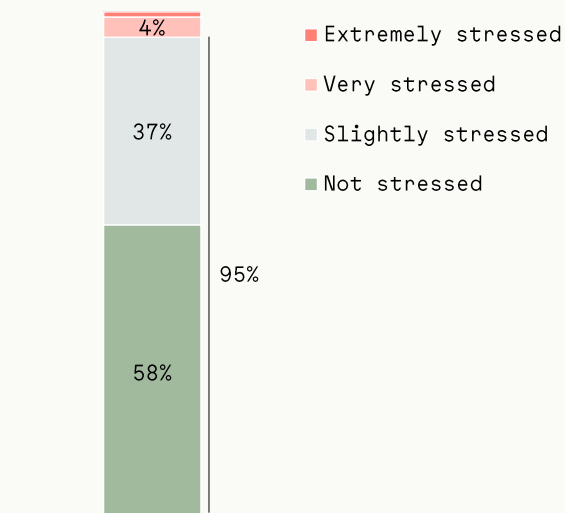
“
 I used the additional income [from Koa] to buy food to feed my family.
 - Male farmer

Resilience

58% report not feeling stressed about meeting their family’s basic needs. 83% say their stress levels have decreased because of Koa.

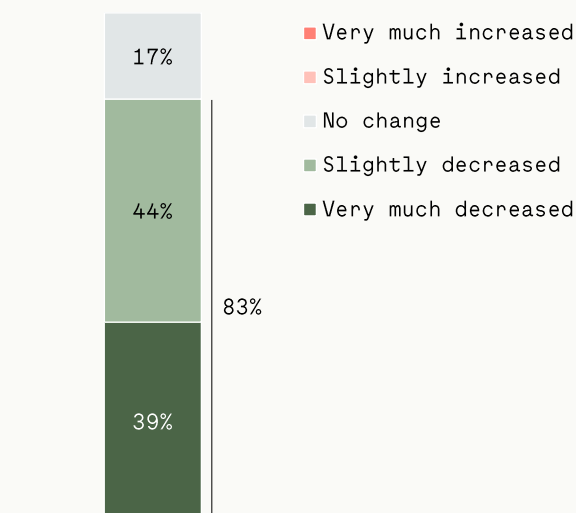
Livelihood Stress

Q: In the past 12 months, were you stressed about meeting your family’s basic needs? (n = 290)



Change in Livelihood Stress

Q: Has how stressed you feel about meeting your family’s basic needs changed because of Koa? (n = 290)



Compared to 60dB benchmarks, Koa’s farmers are faring better than the 2023 Ghana national average across most resilience metrics.

In 2023, 60 Decibels recruited a sample of 2400 cocoa farmers in Ghana – namely Western, Eastern, and Ashanti regions, and spoke to 750 of them to understand how they’re faring within the cocoa supply chain, as a part of the Farmer Thriving Index. The benchmarks below showcase results from the panel survey.

Indicator	Koa	Eastern Ghana	Ghana Overall
(n)	290	255	750
‘very easy’ to afford emergency expenses	25%	5%	8%
could save in the past 12 months*	92%	49%	52%
‘not stressed’ about meeting family needs	58%	52%	30%
not food stressed*	95%	NA	42%

- Above the Eastern Ghana average
- At par with the Eastern Ghana average

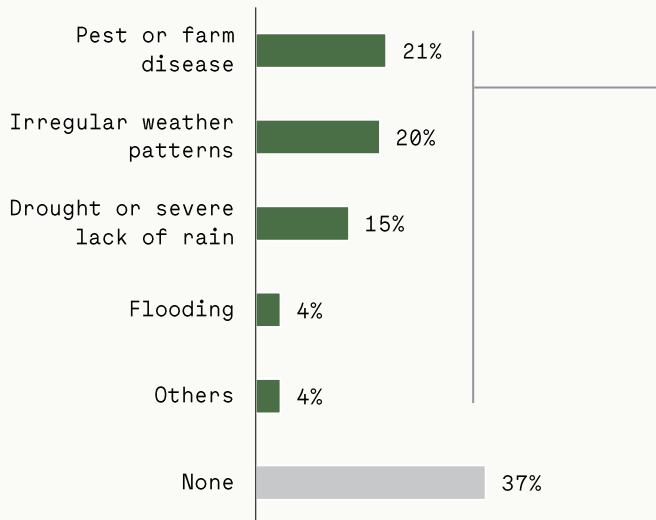
* Note: The question texts used were slightly different during the panel survey and were iterated upon over several rounds. However, the reported outcomes are still comparable.

Resilience

Two thirds of farmer households experienced a climate shock in the past 2 years. However, 7 in 10 of them have recovered since.

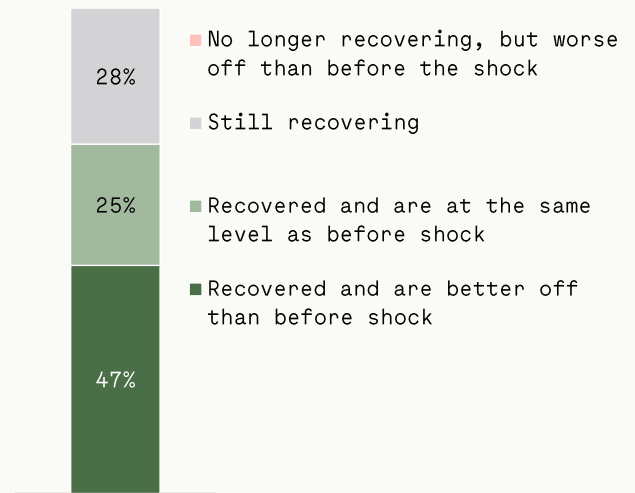
Climate Shocks Impacting Households

Q: Which of these events affected your household the most in the last 24 months, if any? (n = 290)



Recovery of Household from Shock

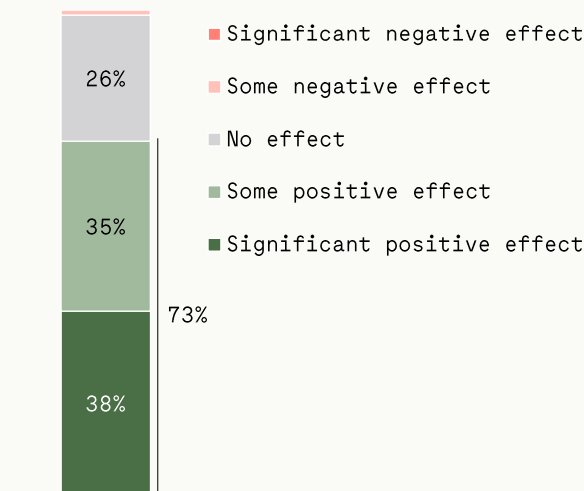
Q: To what extent was your household able to recover from this event? (n = 184)



Three quarters say Koa had a positive effect on their recovery from the climate shock.

Koa Contribution to Recovery

Q: Did your involvement with the Koa have a positive, negative, or no effect on your recovery? (n = 184)





04: Experience

If your farmers are happy, it's likely they will continue to choose your service or recommend to others.

This section uses the popular Net Promoter Score[®] to understand the level and drivers of satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

- **Net Promoter Score:** How likely are farmers to recommend your Koa to a friend or family member?
- **% Experiencing Challenges:** What proportion of Koa's farmers experience challenges with your service?
- **Price Perception:** What do your farmers think about the price offered by Koa?

Experience

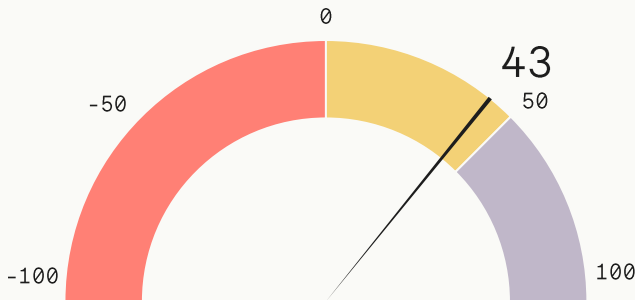
Koa has an NPS of 43, which is good and at par with relevant 60dB Benchmarks in Africa.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Koa to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 290)

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of farmers rating 9 or 10 ('Promoters') minus the percent of farmers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. Koa in Ghana has a NPS of 43, which is good.



$$\text{NPS} = \text{x\% Promoters} - \text{x\% Detractors}$$

9-10 likely to recommend 0-6 likely to recommend

●●●○○
MIDDLE - 60dB Benchmark

Promoters value the ability to earn an additional income because of Koa. Dissatisfied farmers want timely pick ups and processing.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

53% 😊
are Promoters

They love:

1. Ability to earn additional income (52% of Promoters / 28% of all respondents)
2. Free transportation offered (36% of Promoters / 19% of all respondents)
3. Timely payments (26% of Promoters / 14% of all respondents)

37% 😐
are Passives

They like:

1. Ability to earn additional income (51% of Passives / 19% of all respondents)
2. Good market access (22% of Passives / 8% of all respondents)

But want to see:

2. Timely pick-up and processing (22% of Passives / 8% of all respondents)

10% 😞
are Detractors

They want to see:

1. Timely pick-ups (54% of Detractors / 5% of all respondents)
2. Reliable staff / agents (39% of Detractors / 4% of all respondents)



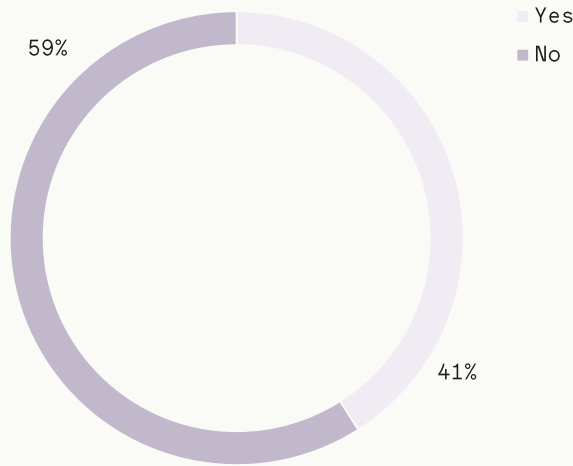
Other drivers of satisfaction: Reliability of Koa's services (25%), reduction in farm waste (14%), Koa's support with processing costs (12%), and good training on farming practices (10%).

Experience

41% of farmers report facing a challenge with Koa or its services.

Proportion of Farmers Reporting Challenges

Q: Have you experienced any challenges with Koa? (n = 290)



Insight

We don't see any major differences in the challenge rate based on farmer tenure with Koa, gender, or region.

●●○○○
BOTTOM 40% - 60dB Benchmark

Of those experiencing a challenge, unreliable scheduling for pick-up or processing is the top issue reported.

Most Common Challenges

Q: Please explain these challenges. (n = 119). Open-ended, coded by 60 Decibels.

39%

talk about unreliable scheduling for pick-up or processing
(16% of all respondents)

25%

mention transportation delays
(10% of all respondents)

24%

talk about delays in pulp processing*
(10% of all respondents)

“

Sometimes after we harvest the cocoa, we wait on the farm for them to come get it. They either come so late, or they don't come at all, and we leave the cocoa on the farm overnight.

- Male farmer

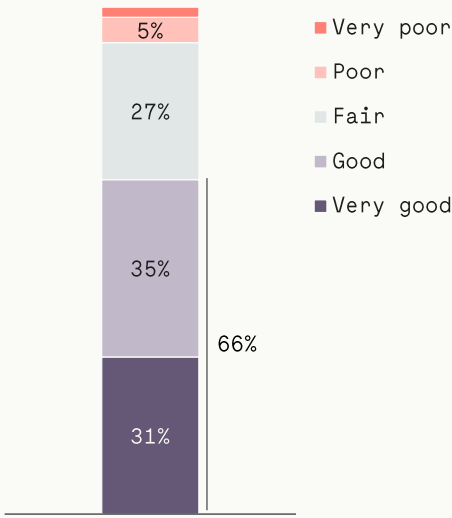
*Leading to farmers having to wait longer than expect to get back their cocoa beans.
60 _ decibels

Experience

Two thirds of farmers find the price offered by Koa to be ‘very good’ or ‘good’.

Price Perception

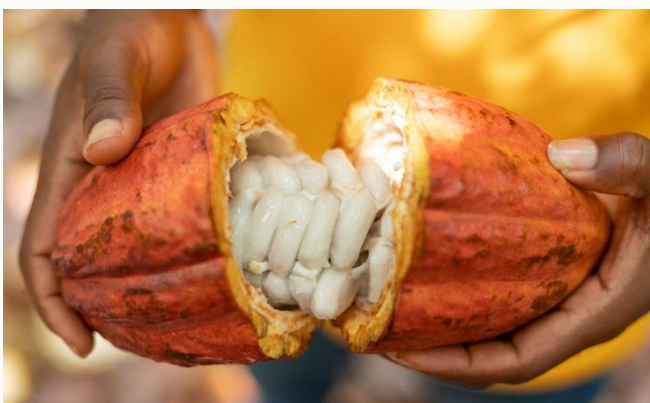
Q: How do you rate the price offered by Koa? (n = 290)



●●●●●
TOP 20% - 60dB Benchmark

Insight

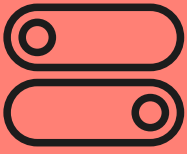
Farmers who have been engaging with Koa for longer (> 15 months) are slightly more likely to find the prices offered to be ‘very good’ or ‘good’, compared to their less-tenured peers, who have engaged for less than 15 months (72% vs. 61%). Could prolonged engagement play a role in how much farmers can earn from coco pulp?



“

The price they offer is good considering that I would have thrown the pulp away. At least some money from Koa lightens my financial burden for the farm.

- Male farmer



05: Segmentation Analysis

Not every farmer is the same. Understanding your impact across different groupings can reveal additional insights into how you can improve performance.

This section disaggregates results by gender and size across five key indicators introduced in previous sections.

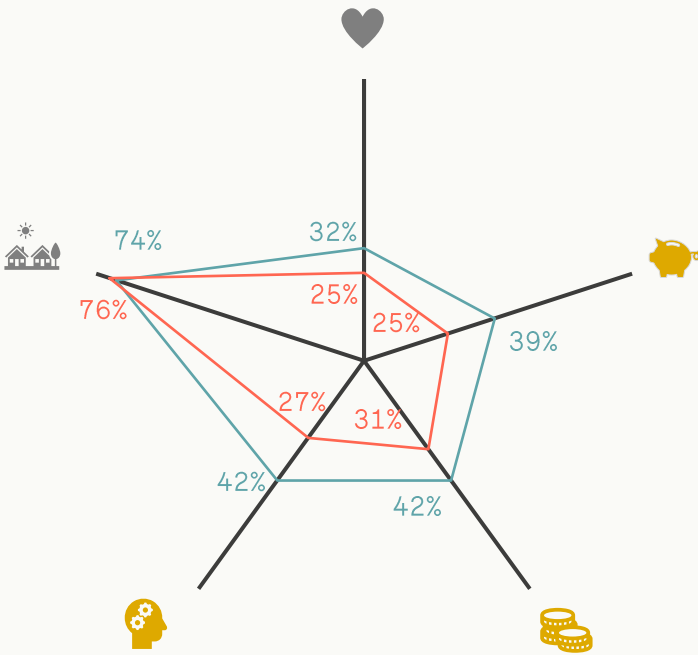
The key indicators in this section are:

- **Quality of life**
- **Money Earned**
- **Financial Planning Ability**
- **Confidence to Invest**
- **Community Impact**

Segmentation

Men are more likely to report increased cocoa earnings, and in turn better financial planning ability compared to women.

Gender Segmentation Analysis*



Key:

- Quality of Life**
% "very much improved"
- Money Earned**
% "very much increased"
- Financial Planning Ability**
% "very much improved"
- Confidence to Invest**
% "very much increased"
- Community Impact**
% "yes"

Results

- Male avg. n = 219
- Female avg. n = 71

Insights

We wanted to understand if the differences in impact experienced by farmers differed by gender. Male farmers are more likely to fare better across most impact metrics than their female peers, barring community impact, wherein both groups report similar outcomes.

Male farmers also typically harvest a greater amount of cocoa (18 bags vs 13 bags) and report greater profits, both for cocoa beans (GHS 23,300 vs GHS 18,610) and cocoa pulp (GHS 582 vs GHS 375), compared female farmers.

We also find that male farmers are more satisfied compared to female farmers. However, their challenge rates remain comparable.

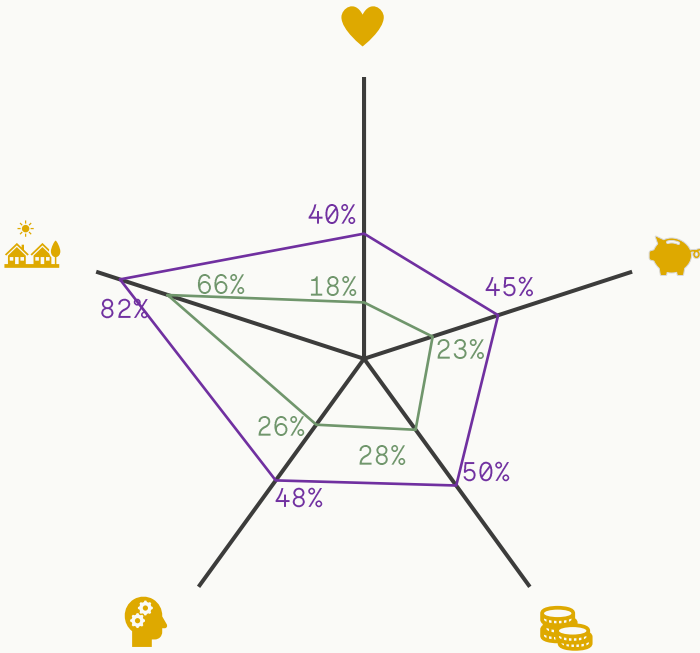
Metric	Male	Female
NPS	47	35
Challenges	41%	41%

*Results that are statistically significantly different are indicated with a yellow icon. A statistically significant difference is more likely to be real and less likely to be sampling error. That said, differences can be large but statistically insignificant or small but significant. Managers do not necessarily have to rely on this scientific concept for decision-making, as explained in [this article](#).

Segmentation

Farmers producing cocoa on 2.8 hectares or more report deeper impact from their engagement with Koa than those with smaller plots.

Land Size Segmentation Analysis*



Key:

- Quality of Life**
% "very much improved"
- Money Earned**
% "very much increased"
- Financial Planning Ability**
% "very much improved"
- Confidence to Invest**
% "very much increased"
- Community Impact**
% "yes"

Results

- Less than 2.8 hectares
n = 116
- 2.8 hectares and more
n = 159

Insights

Farmers with larger land sizes (≥ 2.8 hectares) report deeper improvements in their quality of life, crop income, financial planning ability and farm investments, and are also more likely to say that Koa has impacted the farming community compared to their counterparts who produce cocoa on less than 2.8 hectares of land.

Unsurprisingly, larger scale farmers also typically report greater profits from both cocoa beans (GHS 36,033 vs GHS 14,488) and cocoa pulp (GHS 848 vs GHS 262).

We do not find any significant differences in satisfaction or challenge rates with Koa based on the farmers land size.

Metric	Less than 2.8 hectares	2.8 hectares and more
NPS	41	46
Challenges	46%	37%

*Results that are statistically significantly different are indicated with a yellow icon. A statistically significant difference is more likely to be real and less likely to be sampling error. That said, differences can be large but statistically insignificant or small but significant. Managers do not necessarily have to rely on this scientific concept for decision-making, as explained in [this article](#).



Appendix

Detailed Koa Impact Performance

Performance Relative to Benchmark indicates where Koa falls in the ranking relative to other companies in the Farmer As Supplier Benchmark in Africa.

Performance vs 60dB Benchmark



Benchmark Overview	# Companies	# Respondents
60dB Farmer as Supplier Benchmark (Africa)	40	6,451

Indicator	Description	Koa	60dB Benchmark	60dB Top 20%	Performance Relative to Benchmark
Profile & Access					
Gender	% female	25	30	41	● ● ○ ○ ○
Impact					
Quality of Life	% 'very much improved' quality of life	30	37	61	● ● ● ○ ○
Income	% 'very much increased' money earned	35	24	36	● ● ● ● ○
Satisfaction					
Net Promoter Score	NPS, on a scale -100 to 100	43	37	57	● ● ● ○ ○
No Challenges	% not experiencing challenges	59	22	10	● ● ○ ○ ○
Price	% 'very good' price offered	31	8	19	● ● ● ● ●

Compared to 60dB benchmarks among Ghanaian cocoa growers, Koa’s farmers are faring better than the national average.

In 2023, 60 Decibels recruited a sample of 2400 cocoa farmers in Ghana – namely Western, Eastern, and Ashanti regions, and spoke to 750 of them to understand how they are faring within the cocoa supply chain, as a part of the Farmer Thriving Index. The benchmarks below showcase results from the panel survey.

Indicator	Koa	Eastern Ghana	Ghana Overall
(n)	290	255	750
‘strongly agree’ to children’s schooling access	87%	75%	88%
‘strongly agree’ to having access to clean water	61%	52%	50%
‘strongly agree’ to having access to a working toilet	56%	56%	55%
‘strongly agree’ to having access to healthcare providers	56%	61%	56%
‘strongly agree’ to having adequate space at home	66%	67%	66%

- Above the Eastern Ghana average
- At par with the Eastern Ghana average



“

The income from cocoa pulp has enabled me to maintain my farm with good practices. It also allows me to support myself, care for my family, and fund my children’s education—all without needing a loan.

- Male farmer

Breakdown of Cocoa Earnings by Gender

Indicator	Overall	Male	Female
(n)	290	219	71
Cocoa Beans			
Harvest (in bags)	16	18	13
Revenue (GHS)	25,938	28,332	20,814
Production costs (GHS)	2,750	3,000	2,250
Profit (GHS)	23,388	25,300	18,610
Profit per hectare (GHS)	8,696	9,270	7,995
Cocoa Pulp			
Revenue (GHS)	867	987	690
Production costs (GHS)	350	350	275
Profit (GHS)	534	582	375
Profit per hectare (GHS)	191	192	185

Methodology

About the 60 Decibels Methodology

In November – December 2024, 60 Decibels’ trained researchers conducted 290 phone interviews with Koa’s farmers. They were randomly sampled from a database of farmers from Koa’s Achiase factory. Here is the breakdown of how we collected this data:

Country	Ghana
Sample Frame	1068
Interviews Completed	290
Response Rate	65%
Languages	Twɔ, English
Average Survey Length	18 mins
Confidence Level	90%
Margin of Error	4%

Calculations and Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this report.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 (‘Promoters’) minus the % of clients rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.
Price, Volume and Earnings Calculations	Farmers reported volume of cocoa sold in kgs, tonnes and bags (1 bag = 64 kg). All prices were reported in Ghanaian Cedi. Farmers either reported volumes and prices as an exact number, or in ranges. The mid-point value of ranges was used for all conversions. Earnings were calculated individually at a farmer level, after which, the median earnings at an aggregate level were reported. This was done in order to better reflect individual farmer experience and not diminish any variation with price and volume.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- Review your results and qualitative farmer responses. There's a lot of interesting feedback in there!
-

Engage Your Team

- Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
 - Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.
-

Spread The Word

- Reach a wider audience on social media & show you're invested in your farmers.
-

Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'
 - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
-

Take Action!

- Collate ideas from team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is the world's leading customer insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 2,000+ researchers in 87+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here!](#)

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

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