



IMPROVING THE INVESTMENT READINESS OF FARMER COOPERATIVES IN CAMBODIA

Chamroeun August 2024



Source: Chetra Ten

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About This Report

This report is designed to provide an in-depth understanding about Chamroeun's stakeholders, their profile, the outcomes they experience, how satisfied they are, and what improvements can be applied for greater impact and business performance.

The insights are based on phone interviews with 30 cooperative representatives and 228 associated farmers, in Cambodia. The cooperative respondents were sampled from a list of 63 representatives, while farmer participants were randomly selected from a population of 762 farmers. The interviews were conducted by 60 Decibels trained researchers.

60 Decibels employed a random sampling method to select respondents. To learn more about 60 Decibels methodology, head to the [Appendix](#).

To contextualize the results, see how Chamroeun's performance compares to other Agriculture companies in the [Performance Snapshots](#) and [Appendix](#).

30 cooperative representatives interviewed, 30% were female.

228 associated farmers interviewed, 52% were female.



After enrolling in the financial management program and business development training with Chamroeun, it has made work easier and given me more knowledge when about lending money to farmers. It has also helped me to advise farmers on how to properly allocate their expenses and offer assistance when challenges arise during planting.

- Male cooperative representative



I. Cooperatives' Experience of Chamroeun Loans



Top Insights – Cooperatives

1 Chamroeun is a key financial partner and enabler for cooperatives in Cambodia.

67% of cooperatives report that Chamroeun's loan is their first from a financial institution, while 44% could not find an alternative to Chamroeun. 67% of cooperatives use Chamroeun's loans for purchasing farmers' harvests, thus enhancing cooperatives' ability to serve farmers by providing a reliable buyer for their produce.

Additionally, Chamroeun's business development and accounting software services are widely used by 92% and 67% of the cooperatives, respectively, potentially enhancing their operational efficiency and long-term capabilities.

See pages: [7](#), [8](#)

2 Chamroeun's capacity development program is highly valued and beneficial.

50% of the cooperatives received capacity building services from Chamroeun. The capacity development NPS of 92 given by cooperatives reflects the program's effectiveness. While all cooperatives report the training was very useful, only 7% applied all the training. Those that did not apply all, primarily plan to do so in the future (58%) or lacked funds (42%). This indicates that access to additional technical assistance and perhaps funding could enhance the application of the training and maximize the benefits to the cooperatives and subsequently, to the farmers.

See pages: [14](#), [15](#).

3 Chamroeun's NPS of 100 reflects outstanding satisfaction and loyalty.

This NPS is exceptional and cooperative attribute this high satisfaction to low interest rates (57%), favorable loan terms (53%), and no guarantor requirements (50%). Nearly all cooperatives (97%) find the loan application process easy, and 94% manage guarantor requirements effortlessly, highlighting Chamroeun's effective and accessible financial support. All cooperatives are pleased with the clarity of loan terms and the promptness of accessing it, with 93% receiving loans within two weeks.

Only 7% report challenges, mainly related to technical glitches with the financial management system and quality of customer support.

See page: [10](#), [11](#), [12](#), [13](#).

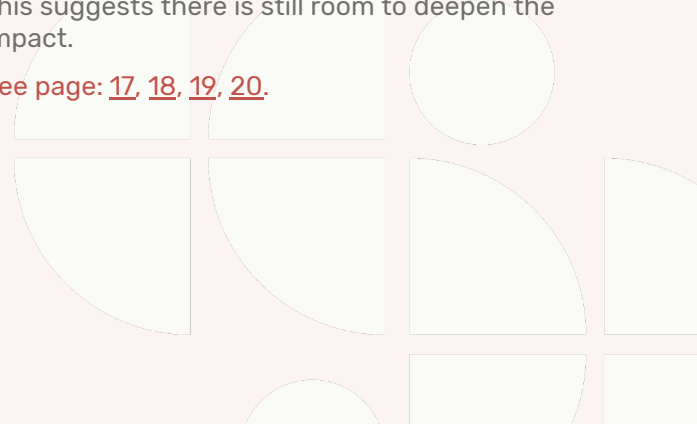
Highlight: Chamroeun's exceptional NPS, clear loan terms, efficient processing, and transparent procedures showcase its strong impact on cooperatives, exceeding their expectations and reinforcing its role as a trusted financial partner.

4 Chamroeun's support has had a multifaceted and positive impact.

Nearly all cooperatives experienced revenue growth, primarily driven by market demand and access to loans. Additionally, 73% of cooperatives reported an increase in the number of farmers they work with, with a median increase of 60 farmers, thanks to support from Chamroeun. They attribute this growth to low-interest loans, provision of inputs, and improved trust. Almost all cooperatives expanded their offerings to farmers due to Chamroeun's support, focusing on market access (48%), input purchases (35%), and training (35%), among other areas.

When asked to reflect on how Chamroeun's capacity development program has impacted their overall management and ability to qualify for, manage, and repay loans, the majority (93%) indicated that it has 'slightly improved.' This suggests there is still room to deepen the impact.

See page: [17](#), [18](#), [19](#), [20](#).



Profile

A typical cooperative has engaged with Chamroeun for 24 months, utilizing a contract farming or agriculture loan worth USD 47,201.

Cooperative Characteristics

(n = 30)



70%

Male representatives*
Female representatives: 30%



24

Median months of engagement with Chamroeun
Min: 5 months | Max: 60 months

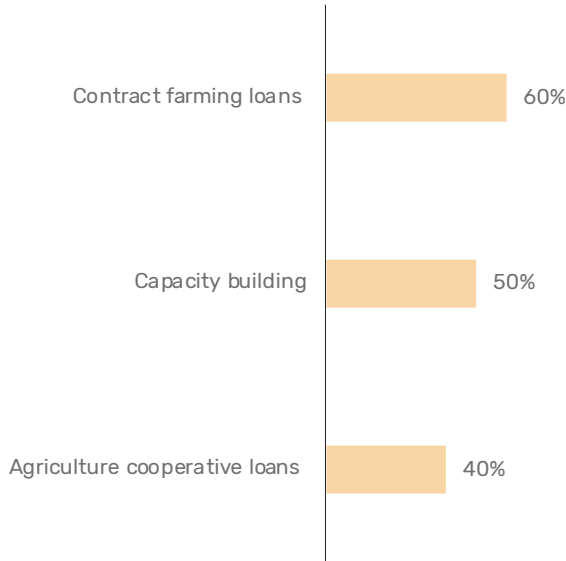


USD 47,201

Average loan accessed from Chamroeun
Min: USD 11,000 | Max: USD 100,000

Offerings Aailed

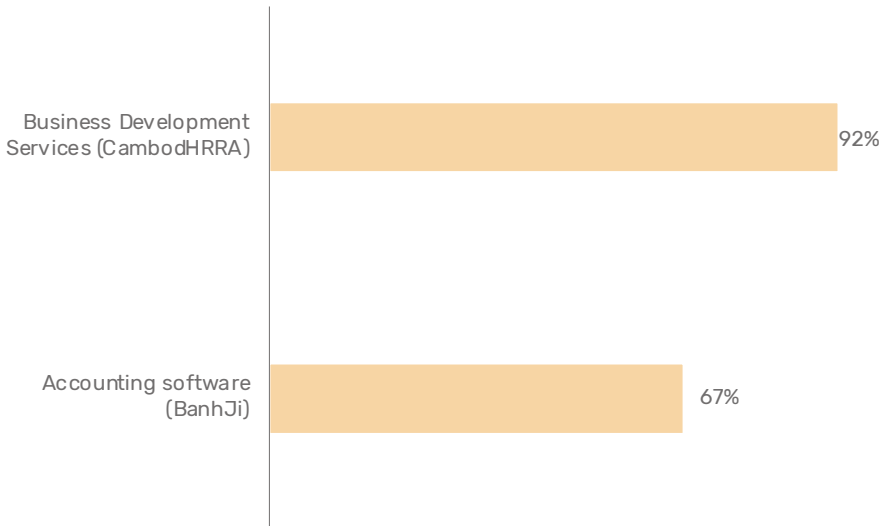
Q: Which of these Chamroeun offerings did your cooperative receive in the last 3 years? (n = 30)



Of cooperatives utilizing capacity building offering, 92% benefited from business development, and 67% from accounting software.

Capacity Development Program Participation

Q: Which capacity development program did you take part in? (n=12*)



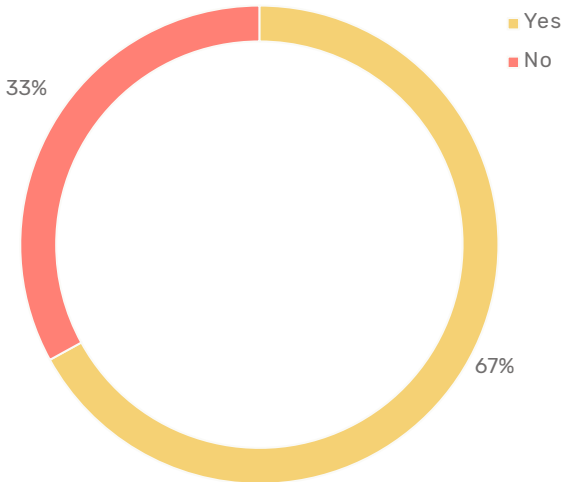
*Small sample size, interpret data indicatively.

Profile

67% of cooperatives accessed their first loan from a financial institution. 44% could not find an alternative to Chamroeun.

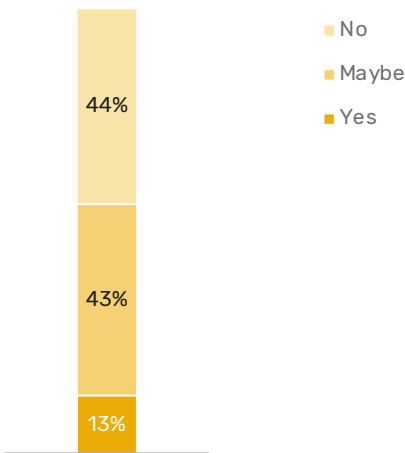
First Access

Q: Is this your first loan from a financial institution as a business? (n = 30)



Access to Alternatives

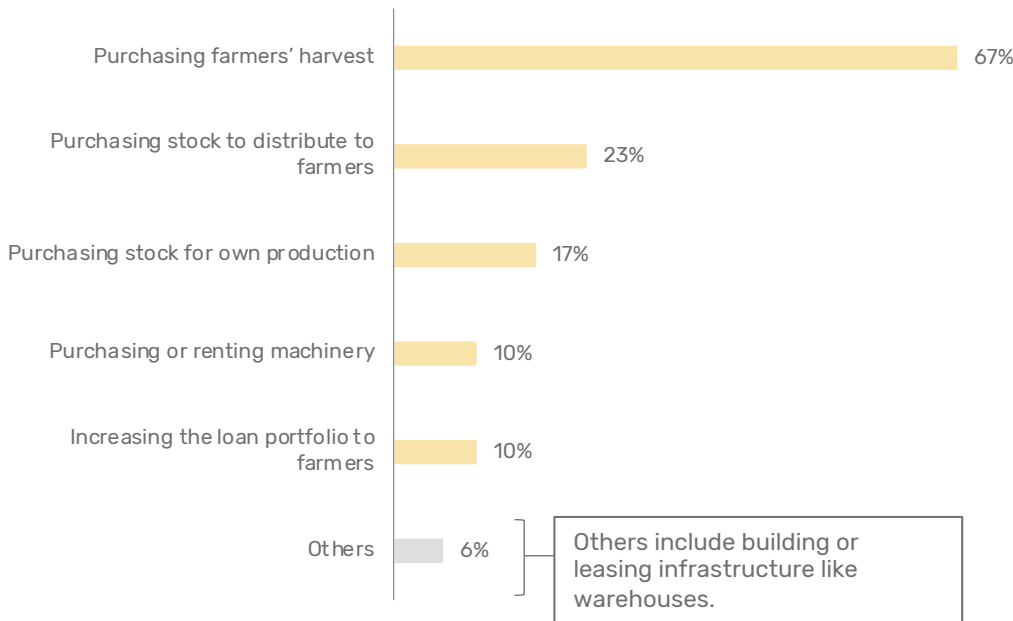
Q: Could you easily find a good alternative to Chamroeun? (n=30)



2 in 3 of the cooperatives report that they utilize Chamroeun’s loan for purchasing harvests from farmers.

Loan Utilization

Q: How are you utilizing the current/latest loan from Chamroeun in your business? (n = 30)



02:

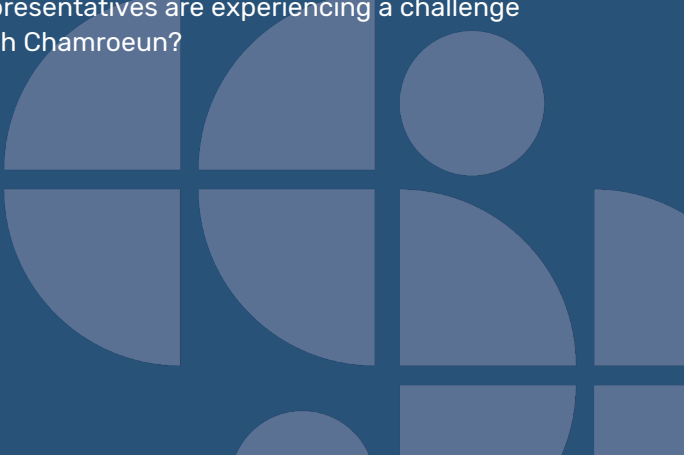
Cooperatives Experience



Cooperatives' experience with ease of acquiring the loan can determine their motivation to continue seeking capital from their lender. The timeliness of loan disbursement and amount would influence how the cooperatives are able to utilize the financing to improve their operations.

This section focuses on the cooperatives' experience of the loan application, disbursement, as well as satisfaction with non-financial support they may have received from their lenders.

The key indicators in this section are:

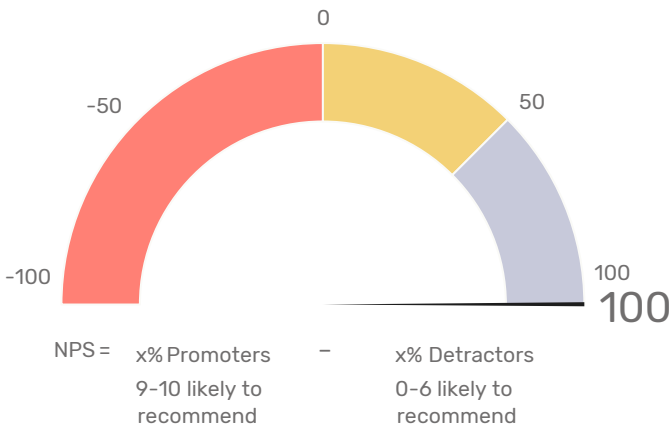
- **Capacity Building Experience:** How relevant was the capacity building program, and how much of the training information was applied by the cooperatives?
 - **Loan Application Experience:** Are the guarantor and documentation requirements easy for the Cooperatives to meet?
 - **Satisfaction with Loan Features:** Are the representatives satisfied with the loan amount and terms?
 - **Net Promoter Score®:** How likely are representatives to recommend the loan and capacity building support from their lenders to other Cooperatives?
 - **Challenge Experience:** What proportion of representatives are experiencing a challenge with Chamroeun?
- 

Experience

Chamroeun has an NPS of 100 in Cambodia, which is world-class and exceeds the 60dB Benchmark.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Chamroeun to another cooperative, where 0 is not at all likely, and 10 is extremely likely? (n = 30)



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

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

100% 😊

are Promoters

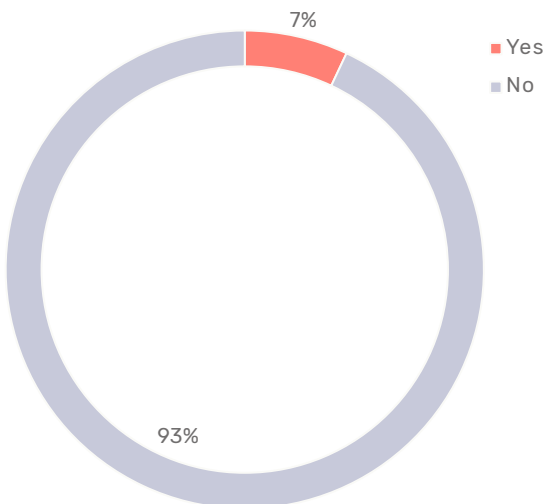
They love:

1. Low interest loans (57% of all cooperatives)
2. Good loan terms (53% of all cooperatives)
3. No collateral required (50% of all cooperatives)

Only 7% of cooperatives report facing a challenge with Chamroeun. Below are the self-reported challenges by cooperatives.

Challenges Experience

Q: Have you experienced any challenges with Chamroeun? (n = 30)



Most Common Challenges

Q: Please explain the challenge(s) you have experienced. (n = 2*). Open-ended, coded by 60 Decibels.

100% complain of **technical glitches with financial management system** (2 Cooperatives)

50% talk about **poor customer support** (1 Cooperative)

50% mention **system update delays** (1 Cooperative)

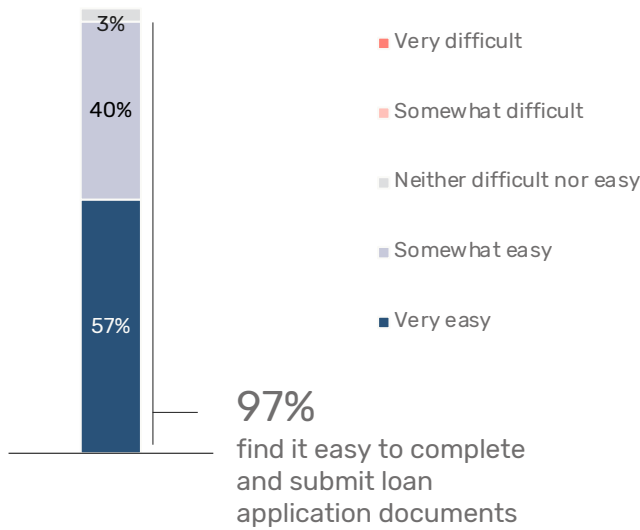
* Small sample size, interpret data indicatively i.e. Cooperatives reporting challenges with Chamroeun.

Experience

Almost all cooperatives report finding it easy to complete and submit loan application documents and fulfill the guarantor requirements.

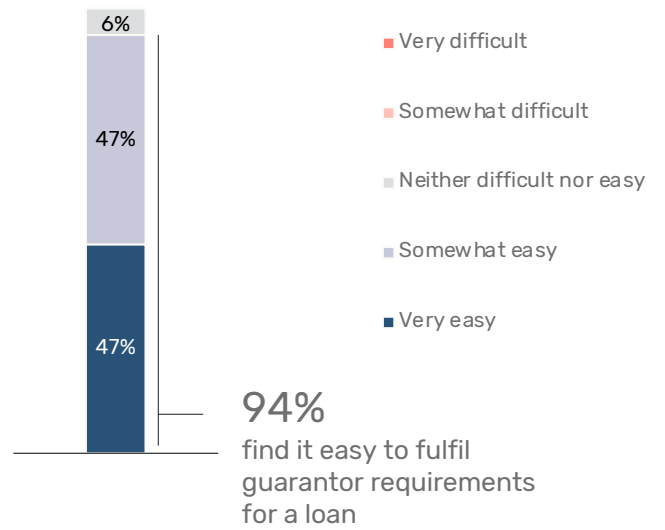
Ease of Documentation

Q: How easy or difficult was it for you to complete and submit the documents required by Chamroeun for the current / latest loan?
(n = 30)



Ease of Fulfilling Guarantor Requirements

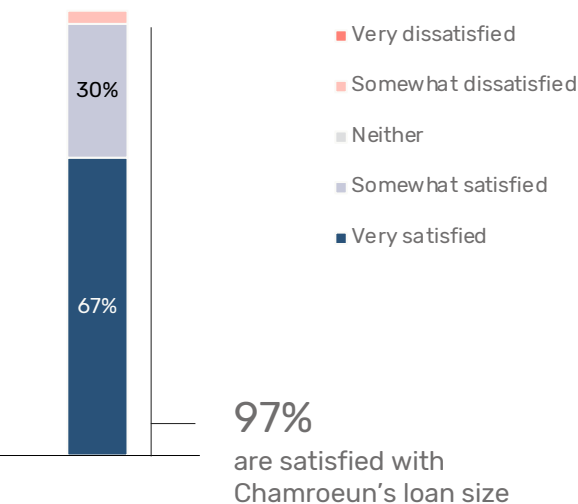
Q: How easy or difficult was it to fulfill Chamroeun’s guarantor requirements for the current / latest loan? (n = 30)



Almost all cooperatives are satisfied with Chamroeun’s loan amounts. None have reported any unexpected charges or fees.

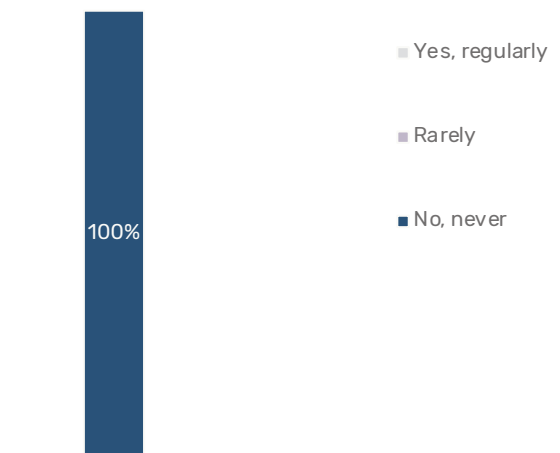
Satisfaction with Loan Amount

Q: How satisfied or dissatisfied are you with loan amounts for the current / latest loan from Chamroeun? (n = 30)



Unexpected Charges or Fees

Q: Since engaging with Chamroeun, have you experienced an unexpected charge or fee from Chamroeun? (n = 30)

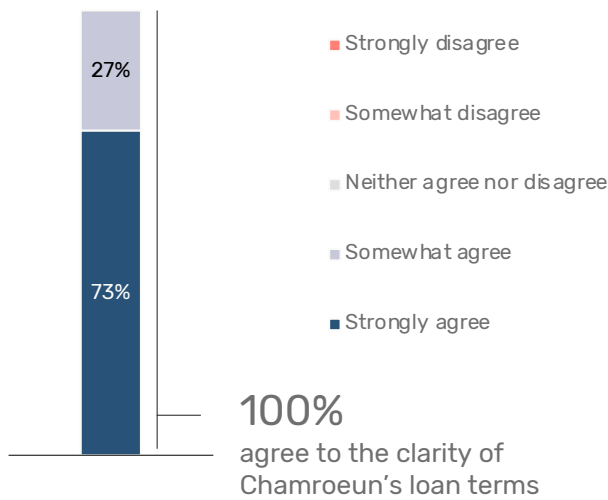


Experience

All cooperatives find Chamroeun’s loan terms clear and easy to understand. 93% report that loan processing takes less than 2 weeks.

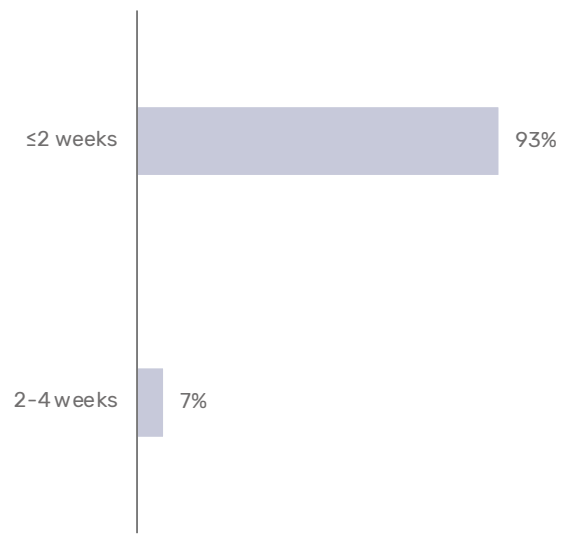
Clarity on Loan Terms

Q: To what extent do you agree or disagree with the following statement: “Chamroeun’s fees, interest rates, and penalties are easy to understand and clear.” (n = 30)



Loan Processing Duration

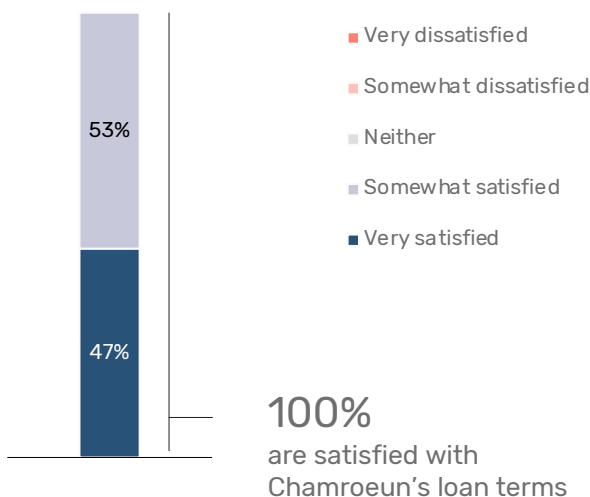
Q: On average, how long did it take for Chamroeun to process the current / latest loan? (n = 30)



All cooperatives are satisfied with Chamroeun’s loan terms. Top reason for satisfaction include low interest rates and clear loan terms.

Satisfaction with Loan Terms

Q: How satisfied or dissatisfied are you with Chamroeun’s current / latest loan terms? (e.g. interest rates, loan fees, payment timelines) (n = 30)



Factors Contributing to Loan Satisfaction

Q: What aspects of the loan contribute to your satisfaction? (n=30) Open-ended, coded by 60 Decibels.

63%
are happy with the low interest on loans

43%
mention clear loan terms

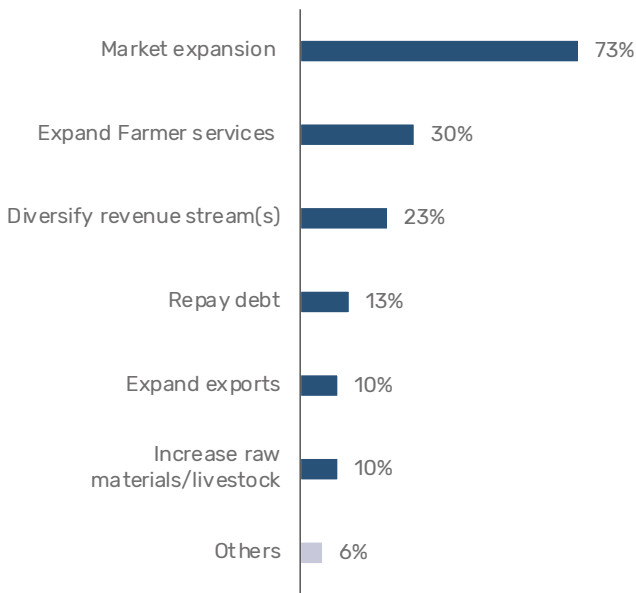
33%
talk about reasonable loan fees

Experience

73% of cooperatives plan to expand their markets and 1 out of 3 feel 'very confident' about achieving this plan.

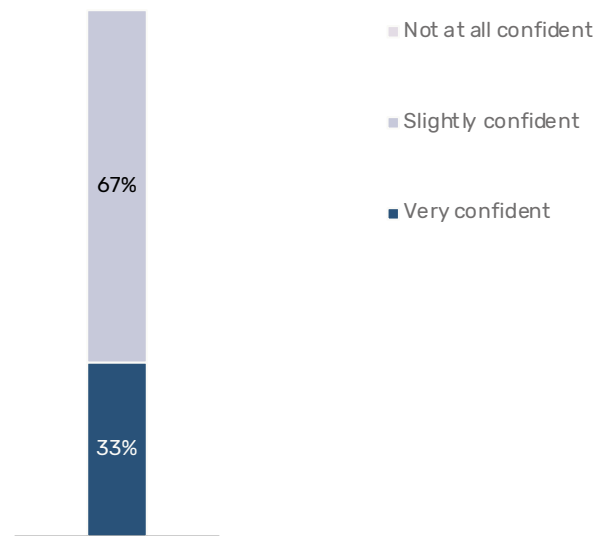
Priorities for Future Growth

Q: Could you please describe your priorities for growth in the coming 12 months? (n = 30)



Confidence in Achieving Future Growth Plans

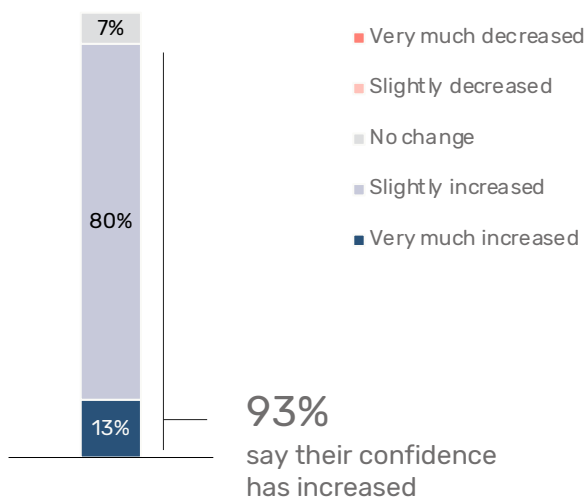
Q: How confident do you feel about achieving these plans? (n = 30)



93% of cooperatives say that their confidence in achieving future plans has increased because of Chamroeun's loan.

Change in Confidence due to Chamroeun

Q: Has the current loan from Chamroeun changed your confidence about achieving these plans? (n = 30)



Because Chamroeun provides quick loans and many opportunities for my cooperative, I have plenty of money to buy rice from farmers, which also generates a lot of income.

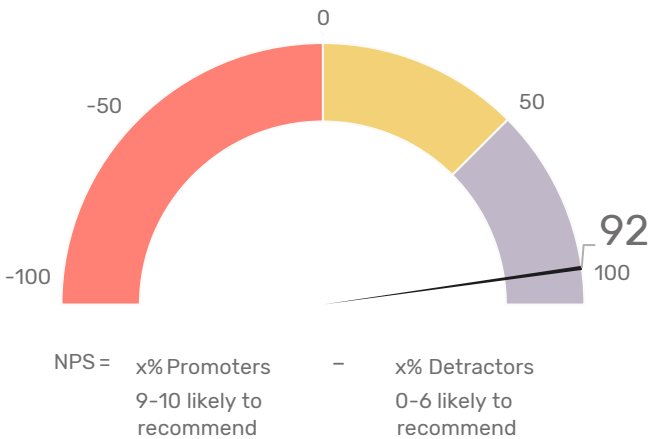
- Female cooperative representative

Experience

Chamroeun’s capacity development program has an NPS of 92, reflecting high cooperative satisfaction with the program.

Capacity Building Program NPS

Q: On a scale of 0-10, how likely are you to recommend capacity development program to another cooperative, where 0 is not at all likely, and 10 is extremely likely? (n = 15*)



The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. In this case, the NPS is the percent of Cooperatives rating Chamroeun’s capacity development program 9 or 10 (‘Promoters’) minus the percent of Cooperatives rating it 0 to 6 (‘Detractors’). Those rating 7 or 8 are ‘Passives’.

The score can range from -100 to 100. Chamroeun’s Capacity Building Program has a NPS of 92, which is excellent.

●●●●●
TOP 20% - 60dB Benchmark

*Small sample size, interpret data indicatively i.e. Cooperatives that received capacity development

Promoters value the comprehensive financial guidance, clear instructions and the practical effectiveness of the program.

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

92% 😊
are Promoters

They love:

1. Comprehensive financial guidance (67% of Promoters / 27% of all cooperatives)
2. Clear training content (42% of Promoters / 17% of all cooperatives)
3. Acquisition of actionable skills (42% of Promoters / 17% of all cooperatives)

8% 😐
are Passives

They like:

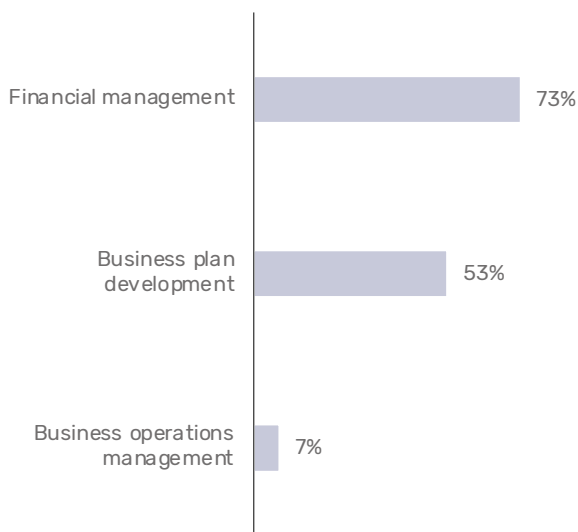
1. The ability to monitor financial oversight (2 cooperatives)
2. Ability to generate financial reports (1 cooperative)
3. Better business planning (1 cooperative)

Experience

73% of cooperatives utilizing Chamroeun’s capacity development program covered financial management, and all found it very useful.

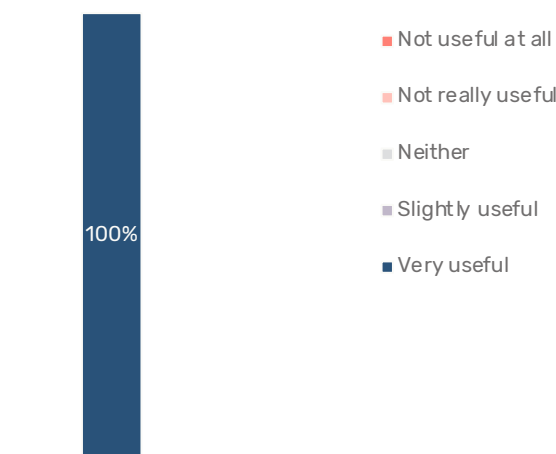
Training Topics

Q: Which of these topics were covered in the capacity development program? (n = 15*)



Relevance of Training

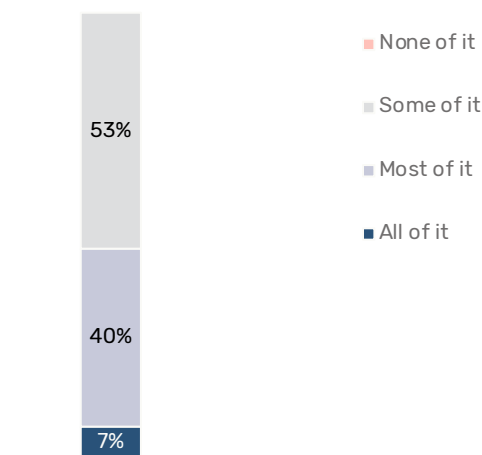
Q: Was the [training/information] useful (to your work)? (n = 15*)



Only 7% of cooperatives applied all the training. Those that did not apply all, 58% plan to do so in future.

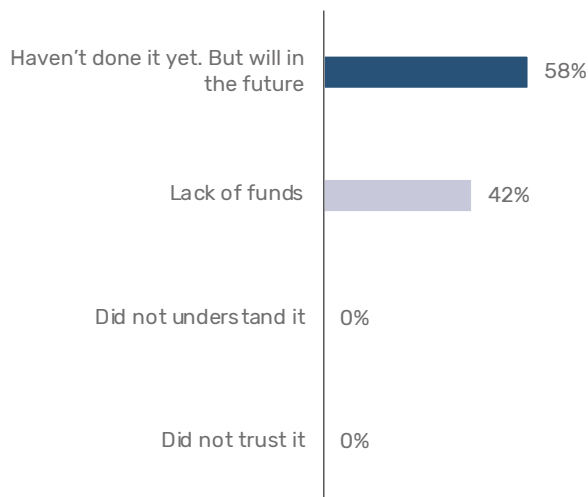
Training Application

Q: How much of this information were you able to apply? (n = 15*)



Training Application Barriers

Q: Would you mind sharing with me what prevented you from applying all of the information? (n = 12*)



*Small sample size, interpret data indicatively i.e. Cooperatives that received capacity development

03:

Impact on Cooperatives



Chamroeun's aim with financing is to unlock the growth and impact potential of Cooperatives. To capture the success in achieving this goal, we asked Cooperatives if they were able to upgrade their business operations, improve their offering to their farmers, and increase their overall revenue.

This section focuses on the impact the Cooperatives have experienced as a result of financing.

The key indicators in this section are:

- **Business Operations and Management:** Have the Cooperatives been able to change their business operations? Have they grown their employee base?
- **Farmer Services:** Has the financing impacted the services they offer to their farmers and the size of the farmer base they serve?
- **Revenue:** What has been the impact on the Cooperatives' revenue?
- **Looking Ahead:** How confident do the Cooperatives feel about achieving their future goals?

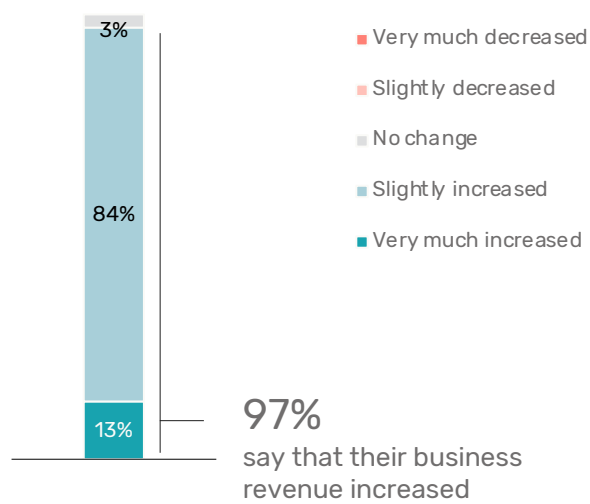


Impact

Almost all cooperatives report that their business revenue have increased due to Chamroeun.

Business Revenue

Q: Has your business revenue changed because of Chamroeun? (n = 30)



Factors Contributing to Revenue Increase

Q: What aspects of the loan contribute to your satisfaction? (n=29) Open-ended, coded by 60 Decibels.

41% talk about strategic sales to meet market demand (40% of all cooperatives)

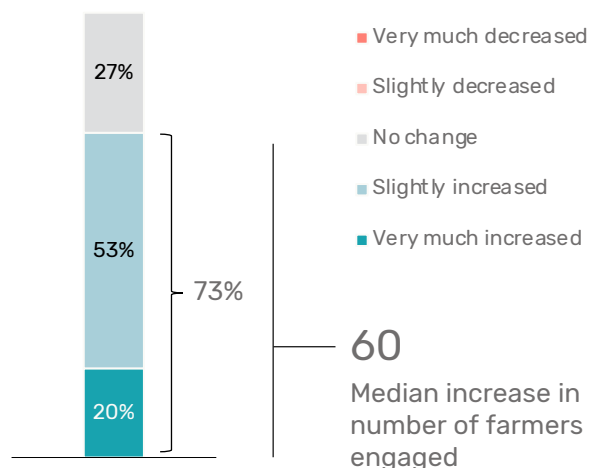
38% mention loan utilization for business growth (37% of all cooperatives)

28% report enhanced farmer production for increased sales (27% of all cooperatives)

73% of cooperatives report increase in farmers engagement due to Chamroeun.

Change in Farmers Served

Q: Has the number of farmers working with your cooperative changed because of Chamroeun? Has it: (n = 30)



Factors Contributing to Increase in Farmers Served

Q: What factors have contributed to the increase in the number of farmers? (n=22*) Open-ended, coded by 60 Decibels

64% talk about access to low interest loans** (47% of all cooperatives)

64% mention provision of farming inputs (47% of all cooperatives)

50% report improved trust in cooperative (37% of all cooperatives)

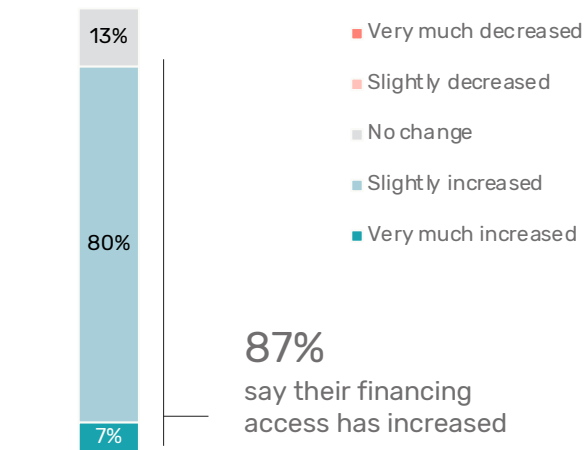
* Only asked to cooperatives reporting increased in the number of farmers served. **Chamroeun supported loans

Impact

87% of cooperatives report increased access to financing due to Chamroeun, with half citing better loan terms as the reason.

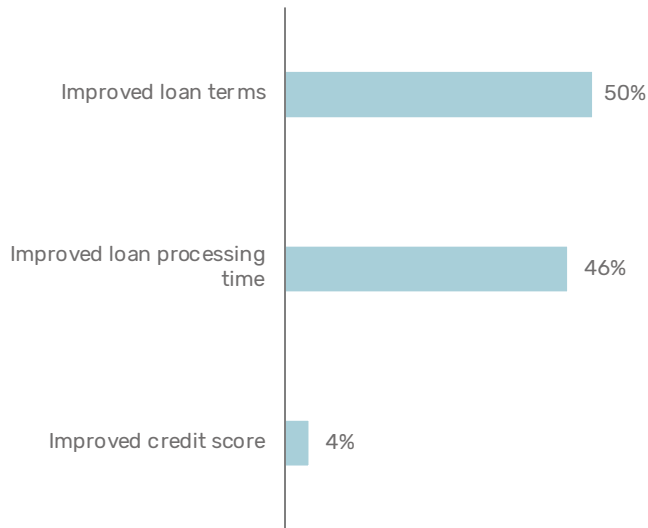
Change in Cooperative’s Financing Access

Q: Has your cooperative’s ability to access financing changed because of Chamroeun? (n = 30)



Reason for Increased Financing Access

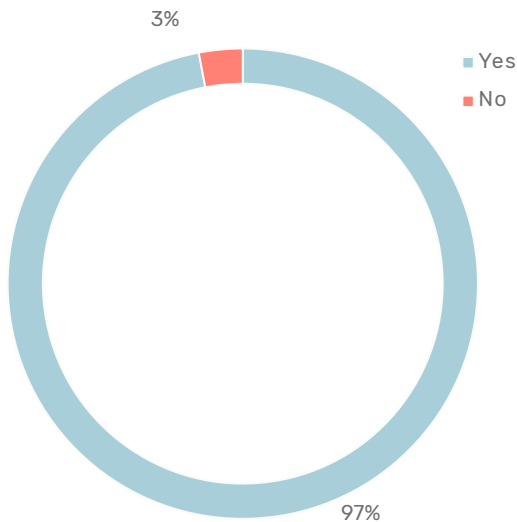
Q: What is the main reason your ability has increased? (n=26)



All cooperatives have expanded their offerings to farmers, mainly in market access, input purchases and training, due to Chamroeun.

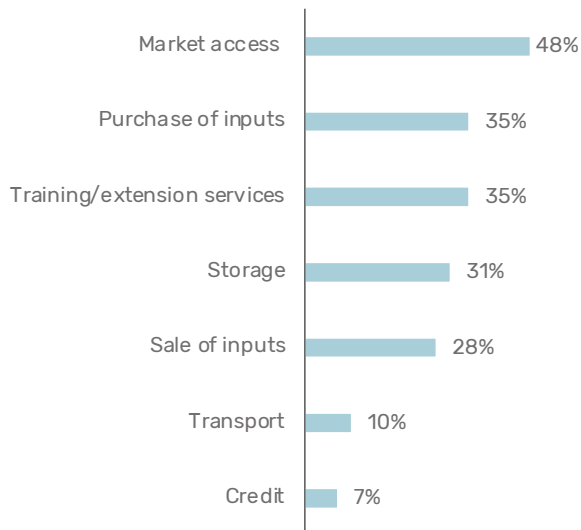
Change in Services/Products Offering to Farmers

Q: Have the services/products you offer to farmers increased since you started working with Chamroeun? (n = 30)



New Services/Products offered.

Q: Please describe the new services/products offered? (n=29)

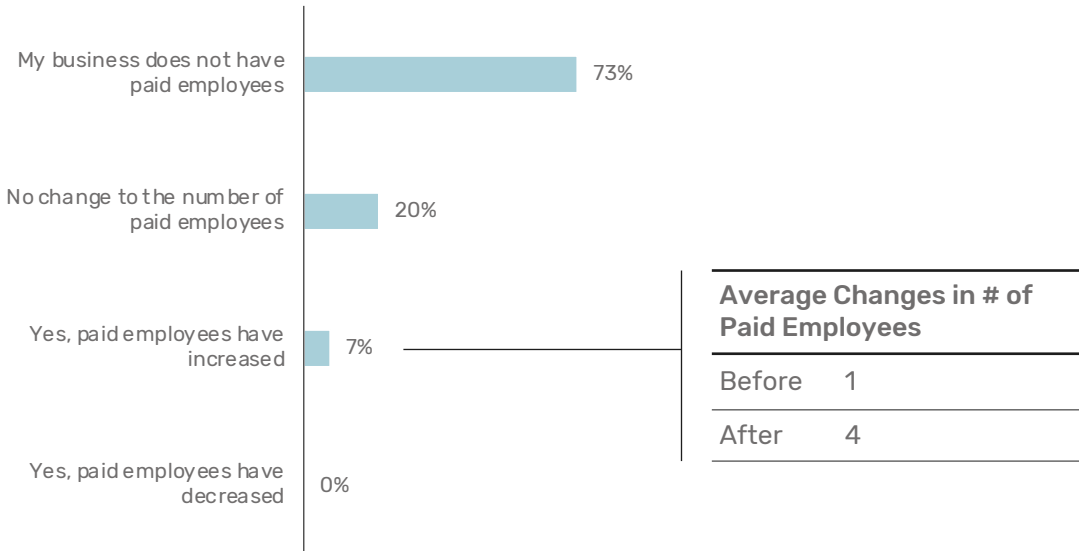


Impact

Only 7% of cooperatives report increasing the number of paid employees due to Chamroeun.

Change in Employees

Q: Has the number of paid employees working for your cooperative changed because of Chamroeun? (n = 30)



Average Changes in # of Paid Employees	
Before	1
After	4

I have a market for exporting food when farmers are harvesting. Every time a farmer harvests, there are firms ready to buy the produce. So they are unconcerned about lack of buyers for their produce.

- Male cooperative representative

I help farmers find markets for their produce or harvest and give them loans to grow their businesses. This has contributed to the rise in the number of farmers.

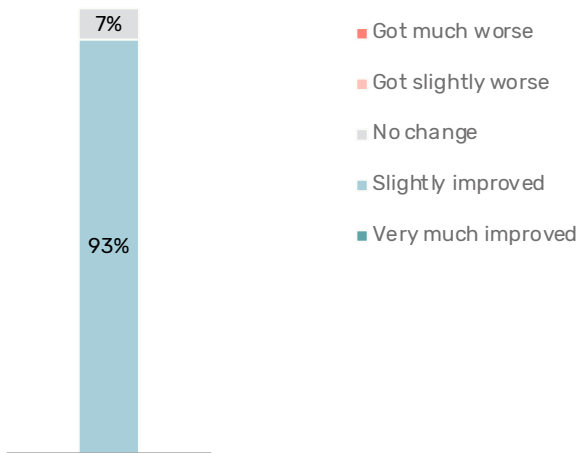
- Male cooperative representative

Impact

93% of cooperatives report slight improvements in their overall business management due to Chamroeun’s capacity development.

Change in Management

Q: How has your cooperative’s overall management changed because of Chamroeun’s capacity development? (n = 15*)



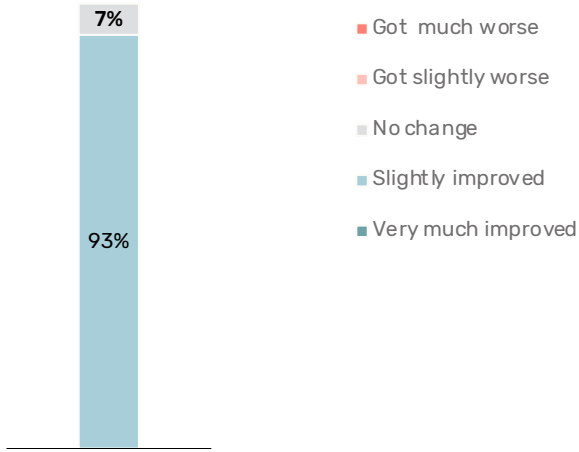
I have a clear plan of collecting produce from local farmers and have enough funds to cover other farming expenses. When I collect the produce, I sell it for a good price, allowing me to make good profit.

- Female farmer, 60

93% of cooperatives report slight improvements in loan management and repayment due to Chamroeun’s capacity development.

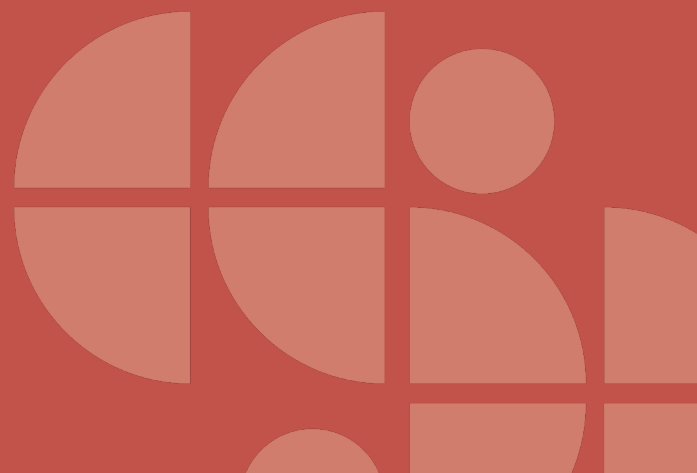
Capacity Development Impact

Q: Has your cooperative’s ability to qualify, manage, and repay loans changed because of Chamroeun’s capacity development program? Has it: (n = 15*)



*Small sample size, interpret data indicatively i.e. Cooperatives that received capacity development

II. Farmers' Experience of Cooperatives



Top Insights – Farmers

1 Chamroeun-supported cooperatives are playing a pivotal role in Cambodia by providing essential offerings to farmers.

Cooperatives are positively impacting farmers by offering essential training and advisory services (83%), and farm inputs (55%).

Farmers have a median engagement with cooperative of 36 months, forming strong, long-term relationships, which is crucial for sustained impact. 66% of farmers could not easily find a good alternative to Chamroeun supported cooperatives. Majority of the farmers report accessing training (83%) and farm inputs (55%) among other services. 13% of the supported farmers live below the \$5.50/day poverty line, with an inclusivity ratio of 1.08, suggesting great inclusivity.

See pages: [25](#), [26](#).

2 Farmers report high satisfaction with cooperatives, though there is room for improvement.

Cooperatives have an NPS of 57, indicating strong farmer loyalty and satisfaction. 77% of farmers report improved overall satisfaction over the last 24 months, 65% of them view cooperatives' offerings as good value for money. However, 19% of all farmers report experiencing challenges with cooperatives. The main challenges mentioned by farmers include unfulfilled promises (8%), loan delays (6%) and poor input quality (6%), which could undermine trust if not addressed. Among those experiencing challenges, 84% mention unresolved issues.

See pages: [28](#), [29](#), [30](#)

Recommendation: To sustain their success, cooperatives must address farmers' challenges promptly and effectively.

3 Positive impact on farmers' way of farming, business revenues, and quality of life, due to Cooperatives' support.

78% of farmers report improved farming methods due to cooperative engagement, primarily attributing this to enhanced farming knowledge, better animal husbandry, and access to quality inputs. 70% have experienced revenue growth, driven by easier market access, improved crop production and effective training. Additionally, 79% report better quality of life, reporting improvements in crop yields (62%), financial stability (50%), and enhanced farming knowledge (37%).

See page: [32](#), [33](#), [34](#).

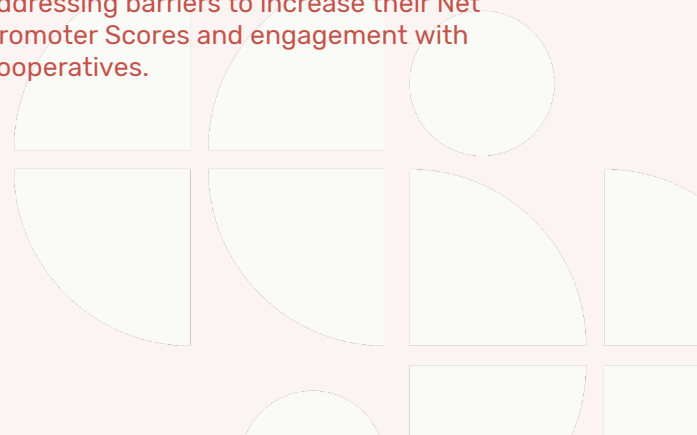
Highlight: The cooperatives' role of providing essential offerings like training and quality inputs has been effective in driving meaningful improvements in farmers' lives.

4 Female farmers report greater impact and higher satisfaction from cooperative engagement.

Female farmers (70%) are less likely to have access to alternative resources compared to male farmers (61%). Additionally, female farmers report higher ease of use 86% (vs. 76% male) and a higher Net Promoter Score of 62 (vs. male 52). Farmers supported by cooperatives that received contract loans report greater ease of use.

See page: [36](#), [37](#).

Recommendation: Given the significant impact on female farmers, cooperatives should consider enhancing satisfaction for male farmers by improving ease use and addressing barriers to increase their Net Promoter Scores and engagement with cooperatives.



Performance Snapshot – Farmers

The performance column presents how you compare to 60 Decibels Benchmarks in the Agriculture sector globally.

Performance vs 60dB Benchmarks



Benchmark Overview

Global geographical focus	Agriculture sector focus	79 companies included	15,461 voices listened to
---------------------------------	--------------------------------	-----------------------------	---------------------------------

Who are you reaching?

	Chamroeun Performance	Benchmark Performance
Female	52%	● ● ● ● ●
<u>Inclusivity Ratio</u>	1.08	● ● ● ● ●
Could not easily find a good alternative*	66%	● ● ● ● ○

What impact are you having?

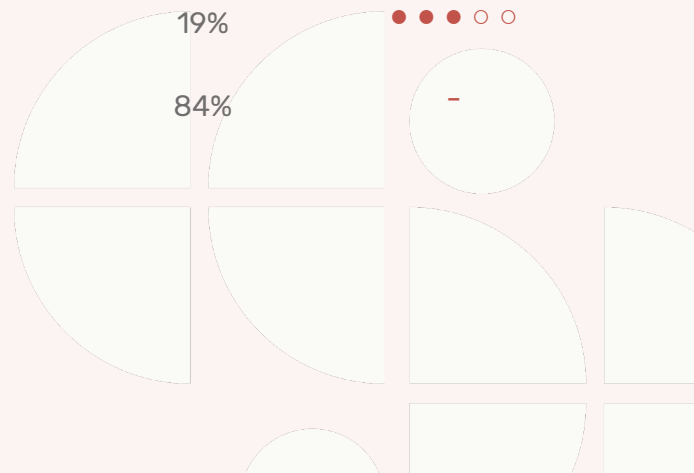
% seeing 'very much + slightly' improved quality of life	79%	● ● ○ ○ ○
% seeing 'very much + slightly' improved way of farming	78%	● ○ ○ ○ ○
% seeing 'very much + slightly' increased business revenue	70%	● ● ○ ○ ○

How satisfied are your farmers?

Net Promoter Score	55	● ● ● ● ●
% experiencing challenges	19%	● ● ● ○ ○
% with unresolved issues**	84%	—

*Farmer answered 'no' i.e. could not find a good alternative to the current Cooperative supporting them.

**Metric not benchmarked in the 60dB database



Profile

A typical farmer is a 44-year-old female, living in rural area with five household members, and has 36 months of cooperative engagement.

About the Farmer and their Farming*
(n = 228)



52%

Female farmers*
Male farmers: 48%



100%

Reside in rural areas



44

Median age
Youngest: 24
Eldest: 72



36

Median months of engagement
with cooperative



4.8

Average household size



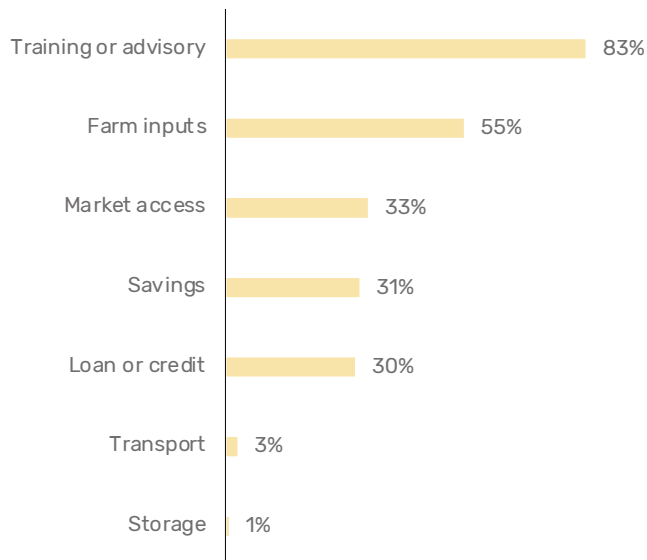
70%

Cooperative supporting the
farmer received working capital
loan.
Contract farming loan: 30%

Farmers received training or advisory and farm inputs from cooperatives, but fewer received transport and storage services.

Services Availed From Cooperatives

Q: Which of these services have you availed from [Cooperative] in the past 12 months? (n= 228)



Participating in the cooperative training allowed me to gain valuable farming knowledge and expertise. Because they showed me how to cultivate and rear animals with contemporary techniques that produce faster results than traditional farming.



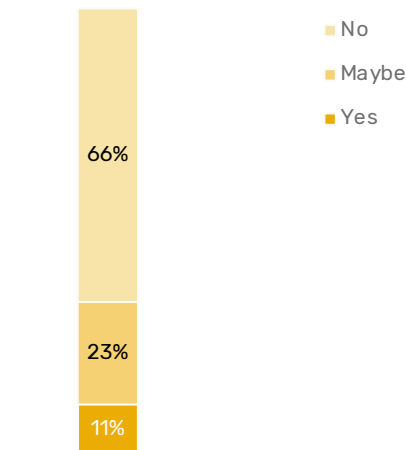
- Female farmer, 32

Profile

Two-thirds of the farmers say that they cannot easily find a good alternative to their cooperative.

Access to Alternatives

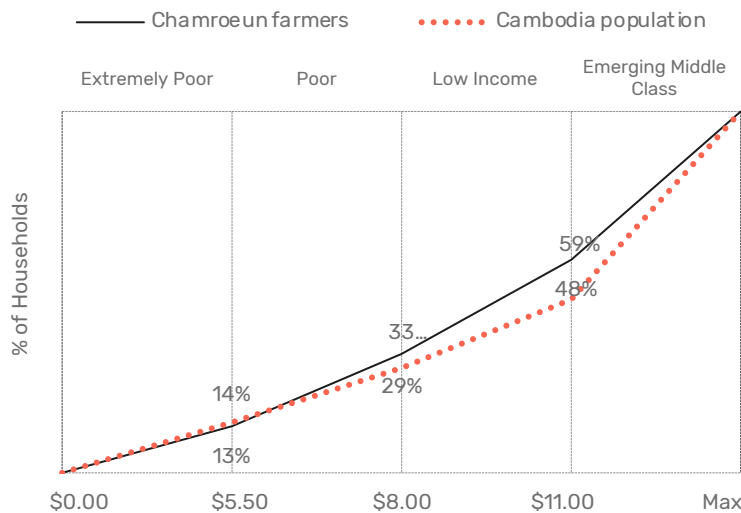
Q: Could you easily find a good alternative to [Cooperative]?
(n= 228)



13% of farmers live under \$5.50 per day, compared to 14% of Cambodia’s national population, giving an inclusivity ratio of 1.08.

Farmers’ Income Distribution Relative to Country Average

13% living below \$5.50 per person per day (2011 PPP) (n = 226)



Inclusivity Ratio

Degree to which cooperatives is reaching low-income farmers in Cambodia (n = 226)

1.08

1 = parity with population;
> 1 = over-serving;
< 1 = under-serving.
See Appendix for calculation.

●●●●●
TOP 20% - 60dB Benchmark

02:

Farmers Experience



If your farmers are unhappy, it's unlikely 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 farmer satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

- **Perception of Service Delivery:** How do farmers view the timeliness of service delivery? Has this improved over time?
- **Net Promoter Score:** How likely are your farmers to recommend your company to a friend? Has there been any changes in the satisfaction levels over the last 24 months?
- **% Experiencing Challenges:** What proportion of farmers experience challenges with your service?

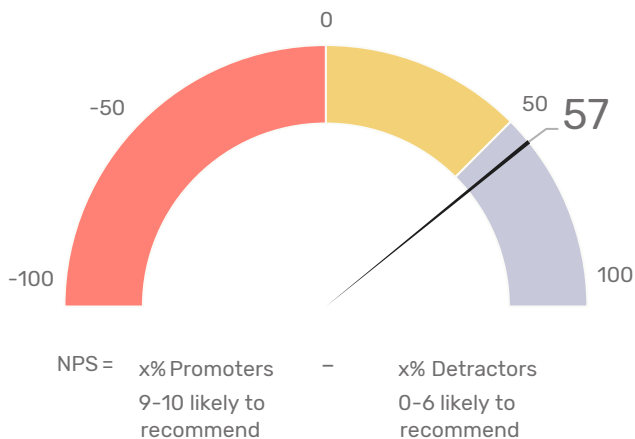


Experience

Chamroeun-supported cooperatives have an NPS of 57 in Cambodia, which is excellent and higher than the 60dB Benchmark.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend [Cooperative] to another farmer, where 0 is not at all likely and 10 is extremely likely? (n = 228)



Change in Satisfaction Level

Q: In the past 24 months, has your overall satisfaction with [Cooperative] changed? (n = 228).



Promoters love training, quality inputs, and reliable market access, while Detractors seek fulfilled promises and better market support.

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

63% 😊
are Promoters

They love:

- 1. Good & useful training (60% of Promoters / 38% of all farmers)
- 2. High-Quality Inputs (33% of Promoters / 21% of all farmers)
- 3. Reliable market access (25% of Promoters / 16% of all farmers)

31% 😐
are Passives

They like:

- 1. Comprehensive farming support (33% of Passives / 10% of all farmers)
- They want to see:**
- 2. Faster loan processing (23% of Promoters / 7% of all farmers)
- 3. Fulfilment of promises (19% of Promoters / 6% of all farmers)

6% 😞
are Detractors

They want to see:

- 1. Fulfilment of promises (36% of Detractors / 2% of all farmers)
- 2. Adequate market access support (29% of Detractors / 2% of all farmers)



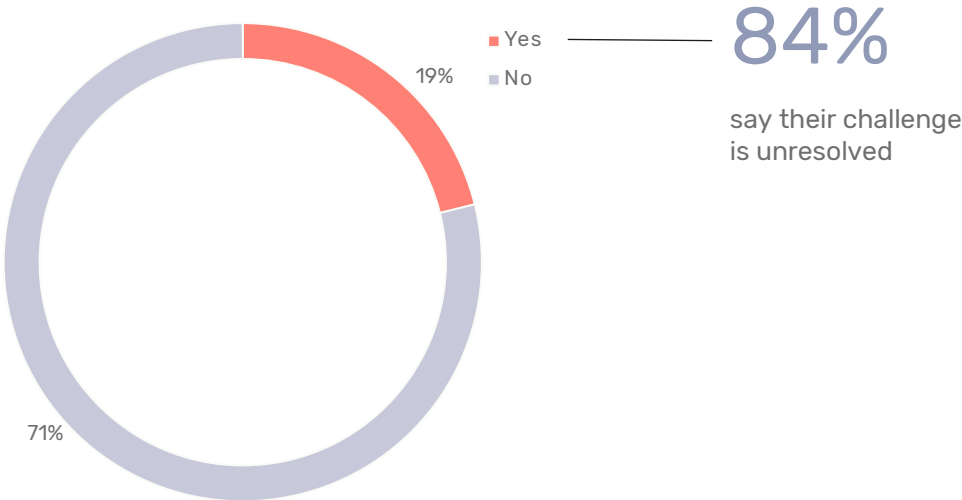
Higher proportion of farmers (29%) working with cooperatives that received contract farming loans, report access to high quality inputs, compared to those working with cooperatives that received working capital loans (17%).

Experience

19% of farmers report facing a challenge with the cooperative. Out of this, 84% say that their challenge remain unresolved.

Proportion of farmers Reporting Challenges

Q: Have you experienced any challenges with [Cooperative]? (n = 228)



TOP 20% - 60dB Benchmark

Of the 29% facing challenges, the most common issues are unfulfilled promises, loan processing delays and poor input quality.

Most Common Challenges

Q: Please explain these challenges. (n = 43). Open-ended, coded by 60 Decibels.

42% talk about unfulfilled promises (8% of all farmers)

33% complain about loan processing delays (6% of all farmers)

30% mention poor quality of inputs (6% of all farmers)

It takes a while for the farmers to receive their money through the association's loan service.

- Male farmer, 61

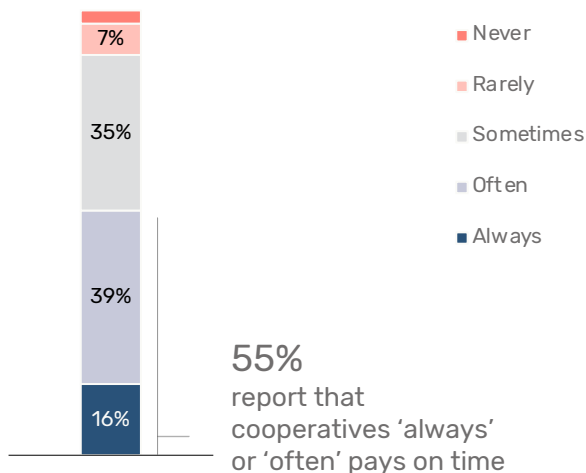
Unresolved issues could erode trust, satisfaction, and loyalty, potentially lowering NPS scores. Farmers who face challenges with their cooperatives report a significantly lower NPS compared to those who do not (NPS of -23 vs. 75).

Experience

55% of farmers report that the cooperative 'always' or 'often' pays them on time. 1 in 5 received payment in less time than before.

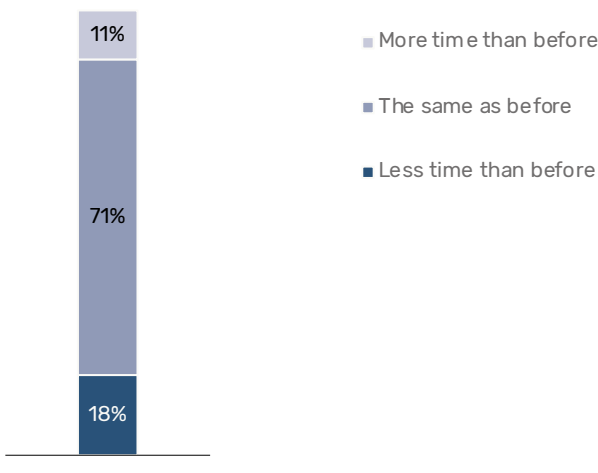
Payment Timeliness

Q: How often does [Cooperative] pay on time? (n = 228)



Payment Timeliness Improvement

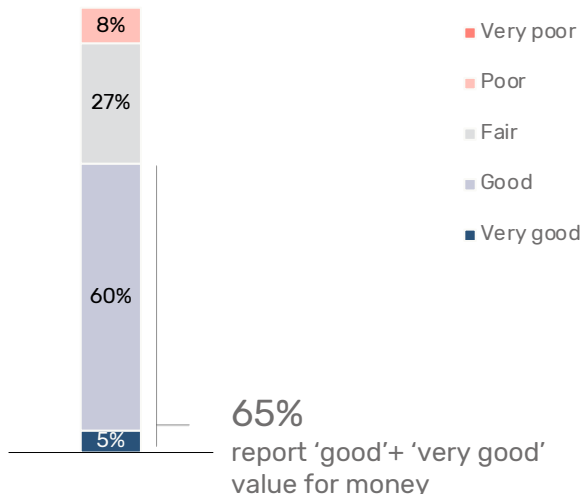
Q: Over the last 12 months, did it take less time for the cooperative to pay you upon purchasing your produce. (n = 228)



65% of farmers rate the cooperative's offerings to be 'good' or 'very good' value for money.

Value for Money Rating

Q: All things considered how do you rate the value for money of [Cooperative] offering? (n = 228).



03:

Impact on Farmers



We believe that the best way to understand the social impact that you are having, is to simply ask farmers whether their quality of life has changed as a result of access to the Cooperative service, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are farmers experiencing, in their own words.

The key indicators in this section are:

- **Quality of Life Change:** To what extent has the quality of life of farmers changed as a result of their interaction with the Cooperative?
- **Way of Farming:** Have farming practices changed as a result of farmers' interaction with the Cooperative?
- **Business Revenue:** How has the revenue of your business changed as a result of your interactions with the Cooperative?



Impact

79% of farmers report that their quality of life has improved as a result of the cooperative.

Change in Quality of Life

Q: Has your quality of life changed because of [Cooperative]?
(n = 228)



●○○○○
BOTTOM 20% - 60dB Benchmark

Farmers report better crop yields, financial stability, and enhanced farming knowledge as their top quality of life improvements.

Open-ended question, responses coded by 60dB

62%
talk about improved crop yields
(50% of all farmers)

50%
report financial stability
(40% of all farmers)

37%
mention improved farming knowledge and practices
(29% of all farmers)

The training that I received from the cooperative has helped me manage my income. With our profits, my family and I are able to afford our expenses, while still having enough money left over for farming.

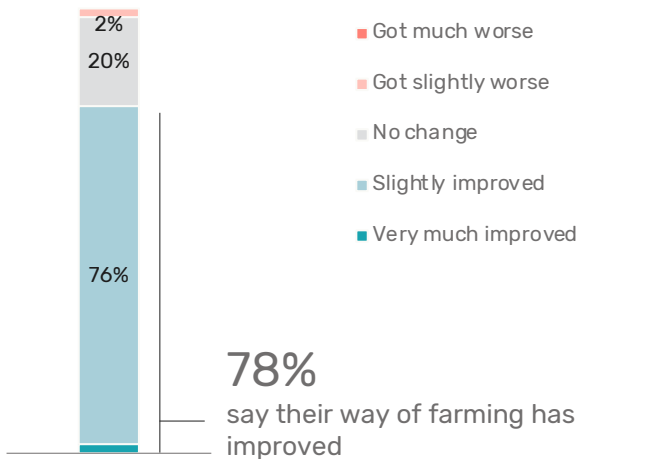
- Male farmer, 52

Impact

78% of farmers report that their way of farming has improved as a result of the cooperative.

Change in Way of Farming

Q: Has your way of [farming/managing] [crop/ farm/ livestock] changed because of [Cooperative] offering? (n = 228)



A higher proportion of farmers working with cooperatives that received contract farming loans, report access to high quality inputs (36%) and reduced chemical use (22%), compared to those working with cooperatives that received working capital loans (23% and 11% respectively).

●○○○○
BOTTOM 20% - 60dB Benchmark

Farmers cite improved farming knowledge, animal husbandry, and access to quality inputs as their top way of farming improvements.

Q. How has it improved? Open-ended question - Farmers' responses indicating how cooperative offerings have changed the way of farming. Coded by 60dB

76%
talk about improved farming knowledge
(59% of all farmers)

37%
report improvement in animal husbandry
(29% of all farmers)

34%
now have access to high quality inputs
(27% of all farmers)

“Attending agricultural training with the cooperative allowed me to obtain new farming and animal husbandry experiences. In addition, I understand how to care for crops in order to maximize output.”

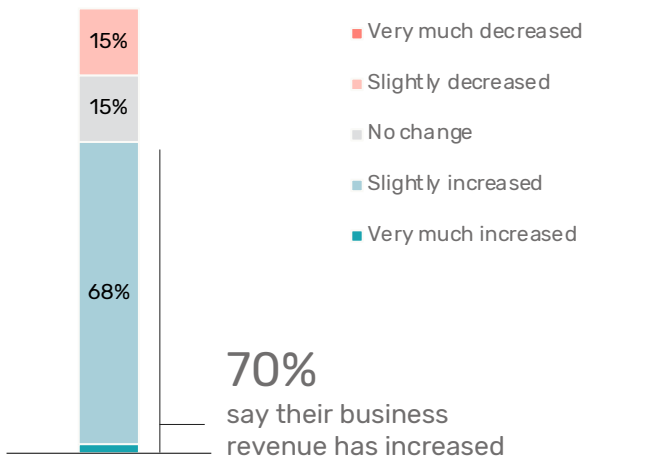
- Female farmer, 39

Impact

68% of farmers report that their business revenue has slightly increased as a result of the cooperative.

Change in Business Revenue

Q: Has your business revenue changed because of [Cooperative] (n = 228)



A greater proportion of farmers working with cooperatives that received contract farming loans, mention access to high quality seeds (28%) and organic farming support (10%), compared to those working with cooperatives that received working capital loans (16% and 3% respectively).

●○○○○
BOTTOM 20% - 60dB Benchmark

Farmers attribute their increased business revenues to better market access, crop production, and effective agricultural training.

Open-ended question, responses coded by 60dB

62%
report easy access to the market (43% of all farmers)

31%
talk about productive crops (22% of all farmers)

30%
mention effective agricultural training (21% of all farmers)

The cooperative team's assistance in purchasing my crops at a high price allowed me to boost my income and reduce the amount of time and effort I had to put into finding a market for them.

- Male farmer, 45

04: Segmentation Analysis



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

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

The key indicators in this section are:

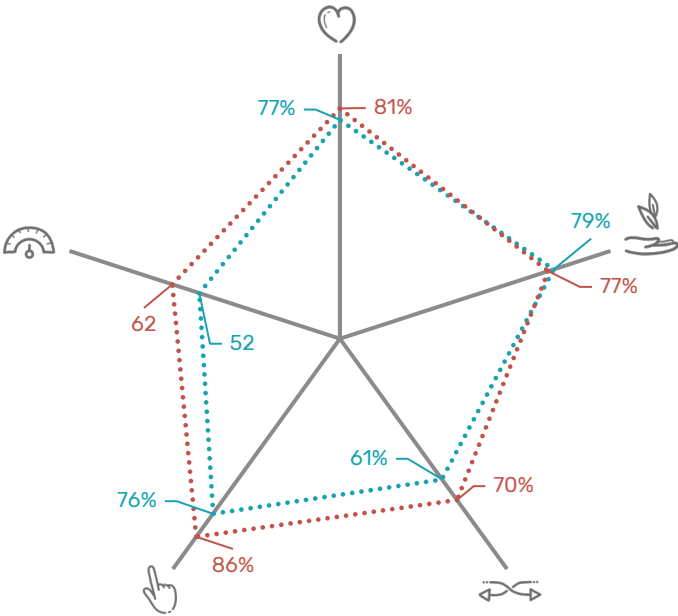
- **Quality of life**
- **Way of farming**
- **Access to alternatives**
- **Ease of use**
- **Net Promoter Score**



Segmentation

Female farmers report greater impact and satisfaction, both genders equally report improved way of farming and quality of life.

Gender Segmentation Analysis



Key

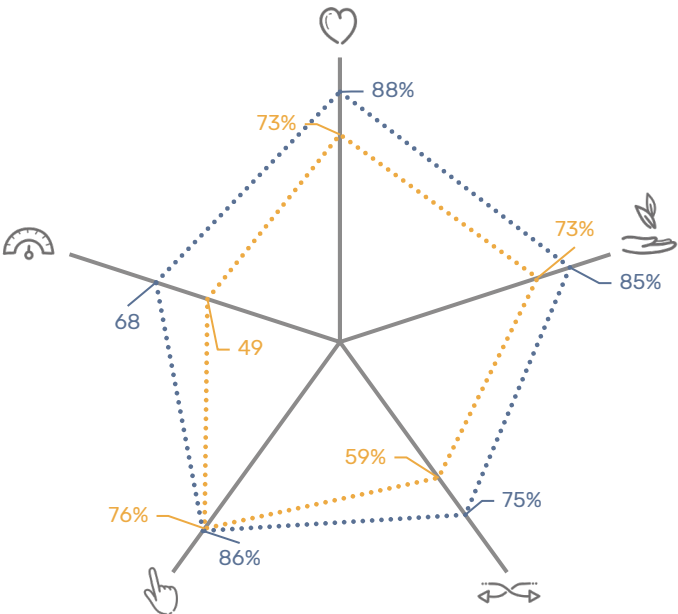
- Quality of life**
% of farmers whose lives have slightly or significantly improved
- Way of farming**
% of farmers whose way of farming have slightly or significantly improved
- No access to alternatives**
% of farmers not able to access a good alternative
- Ease of use**
% of farmers not experiencing challenges
- Net Promoter Score (NPS)**
Scale -100 to 100

Results

..... Female avg. n = 118 Male avg. n = 110

More tenured farmers report greater impact.

Tenure Segmentation Analysis



Key

- Quality of life**
% of farmers whose lives have slightly or significantly improved
- Way of farming**
% of farmers whose way of farming have slightly or significantly improved
- No access to alternatives**
% of farmers not able to access a good alternative
- Ease of use**
% of farmers not experiencing challenges
- Net Promoter Score (NPS)**
Scale -100 to 100

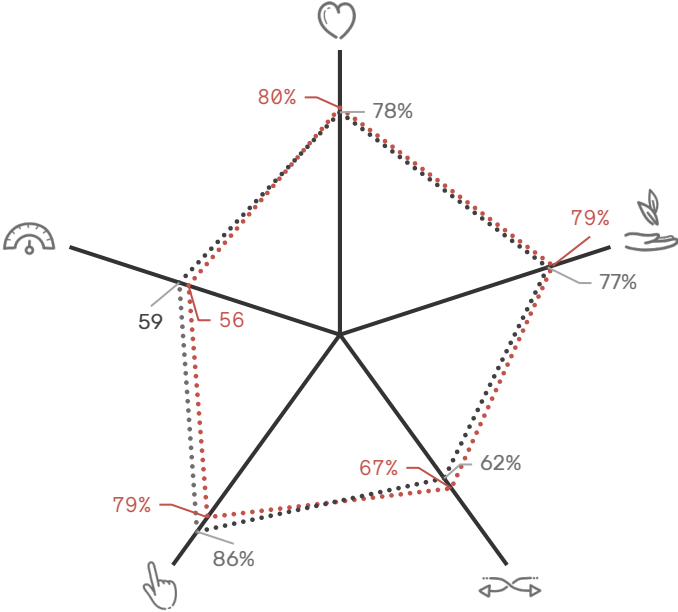
Results

..... ≤ 36 months avg. n = 133 ≥ 37 months avg. n = 95

Segmentation

Farmers supported by cooperatives that received contract loans report directionally higher ease of use.

Farmer Segmentation Analysis based on Loan Type Received by Supporting Cooperatives



Key

- Quality of life**
% of farmers whose lives have slightly or significantly improved
- Way of farming**
% of farmers whose way of farming have slightly or significantly improved
- No access to alternatives**
% of farmers not able to access a good alternative
- Ease of use**
% of farmers not experiencing challenges
- Net Promoter Score (NPS)**
Scale -100 to 100

Results

- Coop received contract farming loan n = 69
- Coop received working capital loan n = 159

Appendix



For those who are curious about the calculations used in the report and want to learn more about the stakeholders interviewed, the Appendix includes the following sections:

- **Methodology**



Methodology

About the 60 Decibels Methodology

In June and July, 2024, 60 Decibels' trained researchers conducted 30 and 228 phone interviews with Chamroeun's cooperative representatives and associated farmer beneficiaries, respectively. The participants were randomly selected from a sample of 63 cooperatives representatives and 762 farmers. Here is the breakdown of how we collected this data:

	Cooperatives	Farmers
Country	Cambodia	
Client Population	63	762
Interviews Completed	30	228
Response Rate	64%	53%
Languages	English, Khmer	
Average Survey Length	24 mins	17 mins
Confidence Level	90%	90%
Margin of Error	11%	5%

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

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off clients. It is calculated by taking the average of Company % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$5.50, \$8.00 and \$11.00 lines for middle income countries. The formula is:

$$\sum_{x=1}^3 \frac{([\text{Company}] \text{ Poverty Line } \$x)}{([\text{Country}] \text{ Poverty Line } \$x)} / 3$$

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 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'.



about ADA and SSNUP

Appui au développement autonome (ADA) is involved in inclusive finance in Africa, Latin America and Asia and focuses on three main topics: youth entrepreneurship, agricultural and forestry value chains and access to basic services. These activities address three transversal themes: climate change, gender and the use of digital technologies. ADA is the coordinator of the Smallholder Safety Net Upscaling Programme (SSNUP), a 10-year programme which aims to strengthen the safety nets of 10 million smallholder households through technical assistance and investment in agricultural value chains, resulting in an improved well-being of 50 million low-income people. Funded by the Swiss Agency for Development and Cooperation, the Liechtenstein Development Service (LED) and the Luxembourg Directorate for Development Cooperation and Humanitarian Affairs, SSNUP works as a facility to co-finance the technical assistance projects of impact investors active in the field. ADA ensures the coordination as well as the knowledge management component of the whole programme.

Website: www.ssnup.org

Email: ssnup@ada-microfinance.lu

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 1,400+ researchers in 80+ 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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