



# A Practical Guide for Stakeholder-led Communication Campaigns

Raising Awareness and Addressing  
Misinformation on Organic Inputs in Kenya

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Co-Authors: **Milka Wahu, Lily Chepkemai, Lydia Kimani and Jeffrey Ngari**



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# Foreword

## Why Addressing Misinformation Matters

In Kenya's ongoing journey toward food systems transformation, misinformation has emerged as a critical barrier, obstructing progress, fueling public confusion, and undermining trust among stakeholders and, even more so, target beneficiaries such as farmers. As the sector grapples with other pertinent challenges, ranging from ensuring food security and nutrition to building climate resilience, misleading information distorts public understanding, weakens consensus, delays necessary reforms, and hinders the adoption of certain practices. The stakes are high: consumers demand safe and nutritious food, producers require enabling environments to thrive, and investors seek stable, predictable policy conditions. Yet, in a space where these interests converge and sometimes clash, misinformation thrives—often amplified by emotion, fear, or incomplete knowledge.

## How Misinformation Affects Progress

False or misleading narratives disrupt more than just conversations—they erode the very foundation on which inclusive and evidence-based decisions are made. When consumers are misinformed, they may reject proven innovations or critical food sources, as has recently occurred in public debates on agricultural inputs. When producers receive distorted signals about market trends or input safety, they may alter their practices in counterproductive ways. Policymakers, too, may find it challenging to enact or enforce sound policies amid public opposition rooted in inaccurate claims. As these effects compound, they weaken dialogue, strain partnerships, and delay the systemic changes required for building a sustainable, just, and resilient food system.

## What This Guide Offers

This resource addresses the urgent need for stakeholder-led, context-sensitive communication strategies to counter misinformation and disinformation in the food and agriculture sector, particularly regarding organic inputs. It offers practical guidance for designing and implementing grassroots communication campaigns, strengthening evidence-based dialogue, and fostering trust within communities. Through this guide, stakeholders at all levels—community-based organizations, extension agents, farmer groups, consumer associations, and local governments—are equipped to lead proactive and collaborative communication efforts. The goal is not only to correct falsehoods but also to build a culture of informed engagement, critical thinking, and shared responsibility for the future of Kenya's food systems.

# Acronyms

<b>AAFC</b>	Agriculture and Agri-Food Canada
<b>AFAM</b>	African Farmers Agroecology Movement
<b>AFSA</b>	Alliance for Food Sovereignty in Africa
<b>AMKA</b>	Awakening Movement for Kenya Agriculture (assumed from context)
<b>BFCK</b>	Biovision Farmer Communication Kenya
<b>BIBA</b>	Biosafety and Biodiversity Association
<b>BMZ</b>	German Federal Ministry for Economic Cooperation and Development
<b>CAADP</b>	Comprehensive Africa Agriculture Development Programme
<b>CIFOR</b>	Center for International Forestry Research
<b>EA</b>	East Africa
<b>FAO</b>	Food and Agriculture Organization of the United Nations
<b>FFP</b>	Food for Progress
<b>GBM</b>	Green Belt Movement
<b>GIZ</b>	<i>Deutsche Gesellschaft für Internationale Zusammenarbeit</i>
<b>ICE</b>	Institute for Culture and Ecology
<b>ICIPE</b>	International Centre of Insect Physiology and Ecology
<b>ICRAF</b>	World Agroforestry (International Centre for Research in Agroforestry)
<b>IFOAM</b>	International Federation of Organic Agriculture Movements
<b>ITC</b>	International Trade Centre
<b>KALRO</b>	Kenya Agricultural and Livestock Research Organization
<b>KCOA</b>	Knowledge Centre for Organic Agriculture in Africa
<b>KEBS</b>	Kenya Bureau of Standards
<b>KEPHIS</b>	Kenya Plant Health Inspectorate Service
<b>KIOF</b>	Kenya Institute of Organic Farming
<b>KOAN</b>	Kenya Organic Agriculture Network
<b>KOCI</b>	Kenya Organic Consumers Initiative
<b>MEL</b>	Monitoring, Evaluation and Learning
<b>MKSLP</b>	Mainstreaming Kenya Sustainable Land Practices
<b>NARIGP</b>	National Agricultural and Rural Inclusive Growth Project



<b>OACK</b>	Organic Agriculture Centre of Kenya
<b>OAF</b>	One Acre Fund
<b>OFAK</b>	Organic Farmers Association of Kenya
<b>OFIMAK</b>	Organic Fertilizer Industry Manufacturers Association of Kenya
<b>OTA</b>	Organic Trade Association
<b>PAK</b>	Participatory Approaches Kenya
<b>PELUM</b>	Participatory Ecological Land Use Management
<b>SCOPE</b>	Strengthening Community Opportunities through Participatory Empowerment
<b>SMS</b>	Short Message Service
<b>SPS</b>	Sanitary and Phytosanitary
<b>TBT</b>	Technical Barriers to Trade
<b>TV</b>	Television
<b>UNFCCC</b>	United Nations Framework Convention on Climate Change
<b>WHO</b>	World Health Organization
<b>WTO</b>	World Trade Organization
<b>WWF</b>	World Wide Fund for Nature

## About GIZ Sustainable Agricultural Systems and Policies (AgSys)

The global programme Sustainable Agricultural Systems and Policies (AgSys) is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, in partnership with the Kenya Ministry of Agriculture and Livestock Development. The programme supports nine cooperating countries in transforming their agricultural and food systems through various interventions related to transformative policies and implementation, innovation scaling and institutionalization, agency and empowerment, sustainable agri-sector financing, and global-level exchanges and learning. AgSys in Kenya aims to strengthen transformation processes, including policy advisory towards sustainable agricultural systems at the national and county level, and upwards, contributing to transnational exchange.

The overall objective of the country measure is “Transformation processes towards sustainable agricultural systems are strengthened in Kenya,” and works in five output areas:



**Transformative agricultural policy:** promoting reform approaches through development and accelerating implementation of transformative policies in the agri-food sector, integrating core policy goals such as food and nutrition security, climate resilience, biodiversity conservation, soil health, and fertility, etc.



**Scaling successful practices:** providing support in consolidating and institutionalizing tried-and-tested approaches and innovations contributing to sustainable agriculture for wide-scale adoption.



**Inclusion, agency and empowerment:** ensuring participation and contributions from civil society by involving non-state actors, above all women and young people, in the reform agendas.



**Financing towards sustainability:** harmonizing public and private financial contributions to transform the national funding landscapes and open access to additional funding and contributions to support the reform agendas.



**Connecting national and global initiatives:** linking national and global agendas to strengthen national reform processes and enrich the debate on the transformation of agri-food systems at all levels.

## AgSys Leadership Academy for Agri-Food Systems

The academy, running under the AgSys global programme, aims to develop skills of participants across nine (9) countries in leading agrifood systems transformation. The goal is to empower participants to navigate complex systems supporting socio-economic transformations in multi-stakeholder constellations. To enhance practicality and experiential learning, each country team was required to choose a practical, transformative action to pursue over the six-month period from December 2024 to June 2025. The transformative action should directly relate to felt and actual needs in agri-food systems transformation, thereby requiring stakeholder consultations and advancing collective efforts. Brief profiles of participating members in the GIZ AgSys leadership academy for agri-food systems for 2024/25 can be found in **Annex I**.

## Choice of Transformative Action: Misinformation Around Organic Inputs

The Kenyan delegation in the leadership academy identified misinformation as a growing challenge in the present digitally vast and integrated age. In recent times, the agri-food sector has experienced waves of misinformation and disinformation that could undermine the effectiveness of interventions. Further, to narrow down efforts to several possible options, the team chose a transformative action focused on promoting organic inputs and their immense benefits in the agri-food sector, while recognizing that it involves stakeholders and actors across domains and all components of the agri-food system.

## Pursuing the Transformative Action

The academy aimed to trigger and actively rally stakeholders to recognize misinformation and disinformation and their potential impacts, and to co-create a unified strategy and approach to enhance the availability and proactive dissemination of credible information, thereby raising awareness and amplifying the adoption and use of organic agricultural inputs. The intervention aimed to support pre-emptive efforts to address the existing information gap that could hinder adoption and use due to misconceptions, myths, misinformation, disinformation, and fake news that may be propagated. It also acknowledged debunking some already existing forms of misinformation and myths. Leveraging the current momentum of agroecological transition, soil health, and related topics, the leadership team actively sought to support an informed and unified approach that, at its core, proposes a combination of pre-bunking and debunking as a robust strategy to preempt future scenarios and counter the spread of existing false narratives. Proactive communication, unified messaging, and fact clarification are important for upskilling and raising awareness among target audiences, correcting biased opinions, and improving perspectives to build a common understanding.





# Introduction

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In today's fast-moving digital world, information spreads faster than ever. Unfortunately, not all of it is true or factual. For organic inputs, considering it as a new niche market and recommended products in sustainable agricultural practices, this is potentially a serious challenge. Misinformation and disinformation may spread quietly but powerfully in various channels such as WhatsApp groups, on social media, in village meetings, leaving many farmers unsure of who or what to trust.

Some say organic inputs don't work. Others say they're too expensive, while others think they're meant only for certified organic farms. Most worry about quality, ethics, or whether what's labelled "organic" really lives up to its name. These doubts aren't just background noise; they shape real decisions, whether to invest or not, shift practices, or stick with what's familiar.

And yet, the potential of organic inputs is undeniable. Whether it's compost, farmyard manure, green manure, biofertilizers, or botanical pesticides, all these products or materials help **revitalize depleted soils**, increase productivity, reduce chemical dependence, reduce inputs in the long run, and support climate resilience. These inputs are not just for organic farmers, as may be perceived, but are key to sustainable production. More and more conventional farmers are acknowledging their role and incorporating them into integrated, sustainable practices. When applied correctly, organic inputs complement or supplement fertility and have been documented to work well.

**Due to its hazardous and volatile nature, anhydrous ammonia is typically applied by injecting it into the soil using specialised equipment to minimise nitrogen loss through volatilisation.**

It is therefore clear that stakeholders and actors at large must continue to foster trust in the promotion of organic inputs adoption. To effectively upscale their use and unlock other related potentials, e.g., private-sector investments, expansion of the market niche for sustainable and organic products, and policy conditions, safeguarding the integrity of information reaching key practitioners and producers is crucial.

This is why **prebunking** matters! Simply getting ahead of false narratives before they spread or take root. While debunking is still needed and widely recognized, prebunking helps identify potential aspects of information that can be misinterpreted or used to elicit emotions that run counter to existing beliefs, norms, or practices. Farmers, policymakers, decision makers, and farmer-facing intermediaries such as agro-dealers, agronomists, and extensionists require timely, accurate, and relevant information they can rely on to make investment and uptake decisions. This must be done in ways that feel localized, humane, and respectful, taking their perspective into account, rather than just being too technical or authoritative, top-down communication.

This is the goal of this practical guide for stakeholder-led campaigns!

Co-created in partnership with agri-food system stakeholders, this guide is a practical tool for building trust and promoting informed choices. It highlights approaches that emphasizes how to listen first, understand what people are hearing and feeling, embody their perspectives, then respond with clarity, empathy, and verifiable truth and facts. It explores how to identify key audiences, craft messages that resonate, use trusted channels - whether that's a community radio, a WhatsApp broadcast, a demonstration plot, or a trusted elder - and monitor whether the message is reaching and shifting hearts and minds.

Importantly, effective information and awareness campaigns are not just about correcting misinformation; they are about shaping the right story from the beginning. A resonating and credible story rooted in farmers' realities, scientific evidence, and shared values around sustainability, ethics, and health.

**Across the world**, the transformative movement toward sustainable production through various approaches - from agroecology, organic agriculture, regenerative agriculture, climate-smart agriculture, to integrated soil fertility management - is growing. For growth to be meaningful and lasting, it must be supported by clear, inclusive, and empowering communication. **While this guide has been co-developed by agri-food systems stakeholders in Kenya, the practicability of the strategies contained applies across the globe and is open for use by anyone as a tool for countering misinformation and disinformation about organic inputs.**

The guide provides practical strategies for **prebunking** information by getting ahead of false narratives before they take root. It outlines simple, actionable ways for farmers and other stakeholders to separate fact from fiction, challenge common myths, and make informed decisions about organic inputs. Whether in designing a radio campaign, leading a farmer field day, or training agro-dealers, the guide supports actors in crafting messages that are not only accurate but also relatable, respectful, and rooted in local realities.

It is a call to action - whether as a farmer, extension officer, agro-input supplier, community leader, journalist, or policymaker, everyone plays a role in shaping what people hear, believe, and act on. Each actor is part of the broader information ecosystem - and their words and actions carry weight!

The aim is to make sure the truth gets there first. Strategies and approaches must centre farmers in the conversation, listen to their questions, and respect their experiences. When they have the right information, they can make confident, informed choices - for their land, their families, and the future of food systems.



# Key Terms in Tackling Organic Inputs Misinformation

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Table 1: Key terms in tackling organic inputs misinformation

Term	Definition	Example
<b>Misinformation</b>	False or misleading information shared <b>without the intent to deceive</b> . Often spread through word-of-mouth or informal networks, where accuracy isn't verified.	A farmer genuinely believes that compost attracts pests and reduces yields, and repeats this in a farmers' group during training. The intent is not to mislead, but inform.
<b>Disinformation</b>	False information is <b>deliberately spread</b> to mislead, confuse, or manipulate others, often for personal, political, or commercial gain.	A dealer knowingly sells fake "organic" fertilizer, labeling it as certified despite knowing it does not meet standards, to increase profits and outcompete genuine sellers.
<b>Malinformation</b>	Accurate information but used in a <b>deliberately harmful or misleading</b> context.	Amplifying some prescriptive "don'ts" in the use of the product to entirely condemn its usefulness, e.g., nitrogen leaching, weed introduction through animal manure, etc.
<b>Myths</b>	<b>Widely held</b> beliefs that are <b>false or exaggerated</b> , often grounded in cultural or historical origins.	Bio-inputs do not work unless combined with synthetics, which can undermine organic-use-only approaches.
<b>Misconceptions</b>	<b>Inaccurate or mistaken</b> understandings, often unintentional.	Compost works instantly like chemical fertilizers – results in disappointments and possible rejection based on expectations

Term	Definition	Example
<b>Fake news</b>	<b>Content</b> that is <b>deliberately fabricated or falsified</b> and presented as legitimate news	A sensational and viral article painting products or practices as harmful without a credible source or scientific evidence, e.g., disease-causing organic products without
<b>Hoax</b>	A <b>deliberate deception</b> that is passed or <b>masquerades as truth</b> , often intended to trick or advance a narrative.	Hoaxes designed to push products, e.g., a concoction presented as a panacea for curing multiple diseases in crops
<b>Conspiracy theory</b>	A belief that observable <b>events</b> , trends, or situations are <b>secretly manipulated by powerful groups</b> , often with little or no evidence	Organic and agroecological farming as (hidden) agenda to reduce food production in Africa for a growing population.
<b>Rumour</b>	Information that is <b>unverified and passed informally</b> , often through word of mouth or social media. Grapevine.	A farmer shares a rumour that organic products in the market do not meet standards or are harmful to crops.
<b>Fact-checking</b>	A process of <b>verifying the factual accuracy of claims or content</b> before or after it is shared.	A responsible agency or catalyst releasing a fact-checking
<b>Media literacy</b>	The ability to <b>question, critically analyze, evaluate, and create information</b> across various forms of media.	A session for farmers highlighting the ability to question information circulating in informal social media.
<b>Verification</b>	A process for confirming the <b>authenticity, source, and credibility</b> of information or products.	A farmer organisation verifying biofertilizer certification or quality standards before buying through the authority or equivalent.
<b>Pre-bunking</b>	The <b>proactive strategy</b> of equipping people with accurate, evidence-based information before they are exposed to misinformation, so they are better able to resist false claims.	A county government runs a campaign before planting season that teaches farmers how to verify organic labels and recognize signs of counterfeit inputs in the market.
<b>Debunking</b>	The act of <b>exposing and correcting</b> false or misleading claims that are already circulating, using factual evidence and trusted voices.	An agricultural extension officer appears on a local radio station to explain that adopting agroecological practices, when done correctly, can match or exceed conventional yields.



## Who Can Use This Guide to Conduct Campaigns

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The guide is designed to assist individuals, organizations, and entities actively involved in promoting sustainable agriculture—especially those focused on countering misinformation and disinformation, promoting accurate knowledge, and supporting the adoption of organic inputs.

Additionally, the guide is versatile, and can be adopted by any organization, individual, or group seeking to promote sustainable agriculture, debunk myths, and raise awareness of the benefits and challenges associated with organic inputs. Implementing this guide will ensure more informed and active participation by all stakeholders in the organic input sector.

To enhance practicality, user focus, ownership, and instructional processes, the guide uses possessive pronouns such as “your,” “our,” and “their” to emphasize designing campaigns and tailoring messages appropriately.

Below is a detailed list of who can use this guide to carry out effective campaigns:

### 3.1 Agricultural Extension Workers

Extension officers, field agents, and agricultural advisors who work directly with farmers.

**How:** These professionals can use the guide to design and deliver campaigns that provide farmers with accurate information on the use of organic and bio-inputs, debunk common myths, relevant innovations, sustainable practices, and market information. They can also organize field demonstrations, training sessions, and farmer field schools.

**Why:** Agricultural extension workers are key in reaching grassroots farmers and equipping them with the skills, knowledge, and tools they need to transition to the use of organic inputs or adopt more sustainable practices.

## 3.2 Non-Governmental Organizations (NGOs) and Civil Society Organizations (CSOs)

Local, national, and international NGOs and CSOs that focus on agricultural development, sustainability, or climate change.

**How:** NGOs can use this guide to design awareness campaigns, train community leaders and field officers, and facilitate workshops or outreach activities that educate farmers about the benefits of organic inputs. They can also advocate for stronger policy support for sustainable agriculture and work to spread fact-based information at the community level.

**Why:** NGOs and CSOs are crucial in advocating for marginalized groups and rural populations, ensuring that accurate information about sustainable agriculture reaches communities that may not have access to traditional extension services.

## 3.3 Government Agencies

Ministries of Agriculture, Environment, Health, and other governmental bodies involved in agricultural policy and regulation.

**How:** Government agencies can use the guide to support national campaigns that promote organic inputs. They can also use the guide to train government officials, regulators, and policymakers to ensure that sustainable agriculture is adequately represented in policy frameworks and that farmers receive the proper guidance on certification standards.

**Why:** Governments play a central role in creating an enabling environment for organic industry growth, including the formulation of policies and regulations that support the niche sub-sector. This guide can help improve the coordination of public campaigns and outreach efforts.

## 3.4 Agricultural Input Suppliers and Agro-dealers

Businesses, agro-dealers, and retailers who supply agricultural inputs, including organic bio-inputs, inorganic fertilizers, agro-inputs, and chemicals such as insecticides, pesticides, and seeds.

**How:** These stakeholders can use the guide to educate customers about the importance of purchasing certified organic inputs and the dangers of counterfeit or mislabelled products. They can incorporate this guide into their product promotion, shelf branding, and customer service practices to ensure that the right information is shared at the point of sale.

**Why:** Agro-dealers are often the first point of contact for farmers looking for agricultural inputs. By educating them, businesses can directly influence the spread of accurate information and promote trust in organic inputs.

### 3.5 Media Professionals

Journalists, media houses, content creators, and social media influencers.

**How:** Media professionals can use the guide to create informed and engaging content about sustainable agriculture and the use of organic inputs. This can include writing articles, producing radio or TV shows, creating social media posts, and conducting interviews with farmers who produce organically or follow agroecological practices. The guide can help journalists ensure that their content is factual, accurate, and impactful.

**Why:** The media is a powerful tool for shaping public opinion. By providing media professionals with accurate information, this guide can help ensure that the use of agroecological inputs receives the appropriate attention in the media and that myths about organic inputs are dispelled.

### 3.6 Educational Institutions and Researchers

Universities, colleges, research organizations, and educational programs focusing on agriculture, sustainability, and climate change.

**How:** Educators and researchers can incorporate this guide into their curriculum, teaching students about agroecological inputs and practices, sustainability, and the importance of accurate information in agriculture. Researchers can use the evidence-based approach to conduct studies on organic inputs and the effectiveness of various campaigns.

**Why:** Academic institutions play a key role in training the next generation of agricultural leaders and researchers. By using this guide, they can ensure that future agricultural professionals understand the value of accurate information and ethical messaging in promoting agroecological approaches and the use of bio- and organic inputs.

### 3.7 Private Sector Stakeholders

Agribusinesses, organic input manufacturers, food processing companies, and other private companies engaged in the production of organic inputs and in market niches for sustainably produced food.

**How:** Private sector actors can use this guide to create marketing and communications campaigns aimed at reaching producers and educating consumers about the benefits of sustainably produced or organic food. They can also help build consumer trust by providing transparent, evidence-based information.

**Why:** Private sector companies that are involved in organic inputs, synthetic fertilizers, and organic food niches are all essential partners in the promotion of sustainable agriculture. By referencing this guide, they can promote organic, agroecological inputs and products in a way that enhances their credibility and market appeal.

### 3.8 Community Leaders and Local Influencers

Religious leaders, community elders, youth leaders, local celebrities, and other trusted community figures.

**How:** These key leaders can use the guide to advocate for sustainable farming and influence their communities by promoting accurate messages and encouraging the adoption of organic practices. They can also organize community events, discussions, and other outreach initiatives to increase awareness and encourage action.

**Why:** Community leaders often hold significant sway over their followers' decisions. By using this guide, they can help ensure that sustainable farming messages are delivered in a culturally relevant and impactful manner.

### 3.9 Consumers (Urban & Rural)

Urban and rural consumers who purchase sustainably or organically produced food or are interested in learning about the benefits of such products.

**How:** Consumers can use this guide to expose themselves and improve their knowledge on sustainably produced products, understand the health and environmental benefits of adhering to agroecological principles in farming, and make informed purchasing decisions. They can also act as advocates for sustainable agriculture within their communities by spreading accurate information.

**Why:** Consumer demand for sustainably farmed products is critical to the growth of the organic inputs sector. By being well-informed, consumers can help expand market awareness and demand and contribute to the adoption and growth of industry and niche sectors.

### 3.10 International and Regional Organizations

International agencies and regional organizations focused on sustainable agriculture.

**How:** These organizations can use the guide to support global and regional campaigns, provide technical assistance, and develop resources for stakeholders in developing countries. They can also offer capacity-building programs to strengthen local efforts to promote sustainable agriculture.

**Why:** These organizations influence sustainable agricultural practices at a global scale and can support sectors in developing and implementing campaigns that promote sustainable production, sustainability, and food security.



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### How to Implement:

- ③ **Collaborate with representative groups:** Engage women's groups, youth organizations, disability rights advocates, and community leaders in the message creation process.
- ③ **Ensure accessibility:** Use inclusive language and accessible formats such as sign language, braille, or audio descriptions. Provide materials in multiple languages and accessible channels (e.g., SMS for illiterate populations).
- ③ **Co-design materials:** Organize workshops, focus groups, or participatory sessions with marginalized groups to co-create campaign materials and ensure that their voices are represented.

## 4.2 Evidence-Based

Communication should be grounded in verified data, research findings, and real-world evidence, such as farmer testimonies or documented outcomes. Avoid making speculative claims or relying on anecdotes that cannot be substantiated.



### Why It's Important:

Evidence-based communication builds credibility and trust among your audience. People are more likely to believe and act on information that is backed by facts and proven results. This also ensures that the messages you are communicating are accurate and align with established research.



### How to Implement:

- ③ **Use reliable sources:** Base your messages on scientific research, data from trusted institutions, or credible farmer stories.
- ③ **Share impact stories:** Highlight documented successes and tangible outcomes from the community or pilot projects. Use visuals such as before-and-after photos, charts, and graphs to make data more accessible.
- ③ **Refer to case studies and research:** Incorporate findings from academic research, government reports, or agricultural studies to reinforce key points in your messaging.

## 4.3 Cultural Sensitivity

Cultural sensitivity ensures that communication resonates with the target audience by considering local customs, traditions, languages, and values. It requires an understanding of the cultural contexts of the people you are trying to reach and adjusting your messaging to reflect those nuances.



### Why It's Important:

Culture shapes how people receive and process information. Culturally sensitive messages are more likely to be understood, accepted, and acted upon. Ignoring cultural contexts can lead to misunderstandings, resistance, or ineffective communication.



### How to Implement:

- **Use local languages and idioms:** Tailor your messages to the specific languages and dialects spoken by the target audience. Use metaphors, proverbs, or idiomatic expressions that resonate with the community.
- **Respect cultural norms:** Be mindful of local customs, taboos, and practices when designing messages. For instance, in some cultures, talking about certain issues (like health or gender) may require specific language or context.
- **Incorporate local formats:** Use formats that people are familiar with—such as oral storytelling, radio programs, or community gatherings—to deliver your messages effectively.

## 4.4 Participatory Approach

A participatory approach involves stakeholders in the co-creation, validation, and dissemination of messages and strategies. This principle ensures that communities own the campaign, thereby enhancing their engagement and the initiative's long-term sustainability.



### Why It's Important:

When stakeholders participate in the design and implementation of messages, they are more likely to feel ownership and responsibility for the campaign's success. This increases the likelihood of the campaign's success and helps create a sense of shared purpose among participants.



### How to Implement:

- ③ **Conduct co-creation workshops:** Involve community members, farmers, local leaders, and other stakeholders in the brainstorming and message design process.
- ③ **Validate strategies:** Before launching any campaign materials, test them with a small group from your target audience to gather feedback and make necessary adjustments.
- ③ **Promote community-led dissemination:** Empower local champions, such as farmers or youth leaders, to disseminate messages and encourage others to get involved.

## 4.5 Multipronged Messaging

A multipronged messaging approach uses multiple communication channels and formats to reach a wider audience. This layered approach ensures that different segments of the population are engaged using the platforms they are most likely to use (e.g., radio, social media, community gatherings).



### Why It's Important:

Different audience segments consume media differently. By using a range of communication channels, you increase the likelihood of reaching your audience through their preferred medium. This increases the impact and reach of your campaign.



### How to Implement:

- ③ **Utilize multiple platforms:** Combine mass media (e.g., radio, television), digital media (e.g., social media, SMS), and interpersonal communication (e.g., community meetings, peer-to-peer discussions) to ensure maximum outreach.
- ③ **Adapt messages for each channel:** Customize your message to suit the platform. For example, on social media, use short, catchy messages with visuals, while on the radio, you might rely on longer-form stories and interviews.
- ③ **Cross-promote across channels:** Ensure that each platform reinforces the message. For example, a radio show could mention a related social media campaign, or SMS updates could direct people to community meetings.

## 4.6 Continuous Feedback

Continuous feedback mechanisms involve creating tools for ongoing listening, monitoring, and co-learning with the target community. This principle helps ensure your campaign remains relevant, adaptable, and responsive to the audience's needs and concerns.



### Why It's Important:

Feedback helps measure the effectiveness of your campaign, understand how messages are being received, and identify areas for improvement. Continuous feedback ensures the campaign stays on track and evolves based on real-time information from the community.



### How to Implement:

- ④ **Create two-way communication channels:** Establish feedback tools such as surveys, suggestion boxes, social media polls, or in-person interviews to gather insights from the audience.
- ④ **Monitor reactions:** Regularly track how the community is responding to messages and adjust strategies as needed. This could include tweaking the messaging, changing the channels, or addressing emerging issues.
- ④ **Conduct regular reviews:** Hold regular workshops or meetings with community stakeholders to review the campaign's progress, discuss feedback, and refine strategies.







# A Strategic Framework for Proactive Communication & Awareness Campaigns

## 5

### 5.1 Goal of framework

To counter misinformation and disinformation on organic inputs by empowering Kenyan stakeholders to design, lead, and implement inclusive, context-relevant, and evidence-informed communication campaigns.

### 5.2 Strategic Objectives

- Raise awareness about the value and safety of organic inputs among farmers, agro-dealers, and consumers.
- Build stakeholders' ability to detect, prebunk, debunk, and prevent the spread of false information.
- Strengthen trust in certified organic systems, products, and standards.
- Promote collaboration among key actors—government, CSOs, media, farmers, academia, and consumers—in advocating for safe organic input use.

### 5.3 Expected Outcomes

- Increased awareness and rejection of misleading claims.
- Higher confidence among farmers to ask questions and verify information.
- Strengthened trust in certified organic inputs and local information sources.
- Reduced spread of input-related disinformation during critical agricultural cycles.

## 5.4 The Prebunking Strategy

Prebunking is a proactive communication approach that equips stakeholders with accurate, anticipatory information before they encounter false or misleading narratives. Unlike debunking, which reacts after misinformation has already spread, pre-bunking focuses on **preparing the ground**—arming communities with the facts, critical thinking tools, and confidence they need to resist and reject disinformation from the outset.

### Why Prebunking?

In Kenya's agri-food systems, misinformation about organic inputs—such as compost causing plant diseases, organic fertilizers being ineffective, or certification being unnecessary—is often shared informally, especially in rural areas where digital literacy may be low and trusted information is limited. Once such myths take root, they are complicated and resource-intensive to correct. Prebunking offers a cost-effective, preventive solution to stop misinformation before it spreads widely. A holistic strategy may combine debunking efforts in areas where misinformation is already spreading, while proactively reaching intended audiences with credible, verifiable information and providing guidance on potential areas of misinformation, disinformation, and related cases.

## 5.5 How the Prebunking Strategy Works: Key Pillars

Tackling misinformation and disinformation around organic inputs requires more than simply reacting to falsehoods – it demands a proactive, coordinated, and inclusive approach. This communication strategy is grounded in proven behavioural science and communication principles designed to anticipate, prevent, and respond to harmful narratives while promoting trust and accurate knowledge. The following five pillars define how the strategy operates:

### ➤ Anticipation

The strategy begins by mapping out common myths, rumours, and misconceptions about organic inputs that are likely to surface across regions and communities. Through stakeholder consultations, social listening, and local research, the strategy identifies high-risk narratives before they become widespread. This ensures that responses are not reactive, but timely and targeted.

### ➤ Inoculation

Just like a vaccine works by introducing a harmless version of a virus to build immunity, **inoculation theory** in communication introduces people to weakened versions of false claims alongside refutations. By forewarning audiences about potential misinformation and providing preemptive facts, stakeholders become more resilient to future exposure.

### ➤ Engagement

Communication must not be one-directional. The strategy places strong emphasis on participatory engagement through trusted messengers—such as farmer champions, community leaders, extension officers, agro-dealers, and local radio presenters. Content is designed to reflect local languages, cultural norms, and delivery formats that resonate with diverse audiences, especially rural communities and marginalized groups.

## ➤ Feedback and Trust-Building

Building credibility involves creating feedback loops where farmers and other stakeholders can question, share experiences, and verify claims. Platforms for two-way communication—including call-in radio shows, community WhatsApp groups, and feedback surveys—strengthen trust and legitimacy. Transparency, consistency, and the use of verified data are central to sustaining long-term confidence in organic input systems.

## ➤ Leveraging Ecosystems

No single actor can effectively counter misinformation alone. The strategy leverages Kenya's broader information ecosystem—linking government agencies, CSOs, academic institutions, media, agro-dealers, farmers' cooperatives, and digital influencers. This coordinated network amplifies accurate messages, ensures consistency across platforms, and enables cross-learning to improve campaign design and delivery.

### A Prebunking Strategy for Organic Inputs Promotion

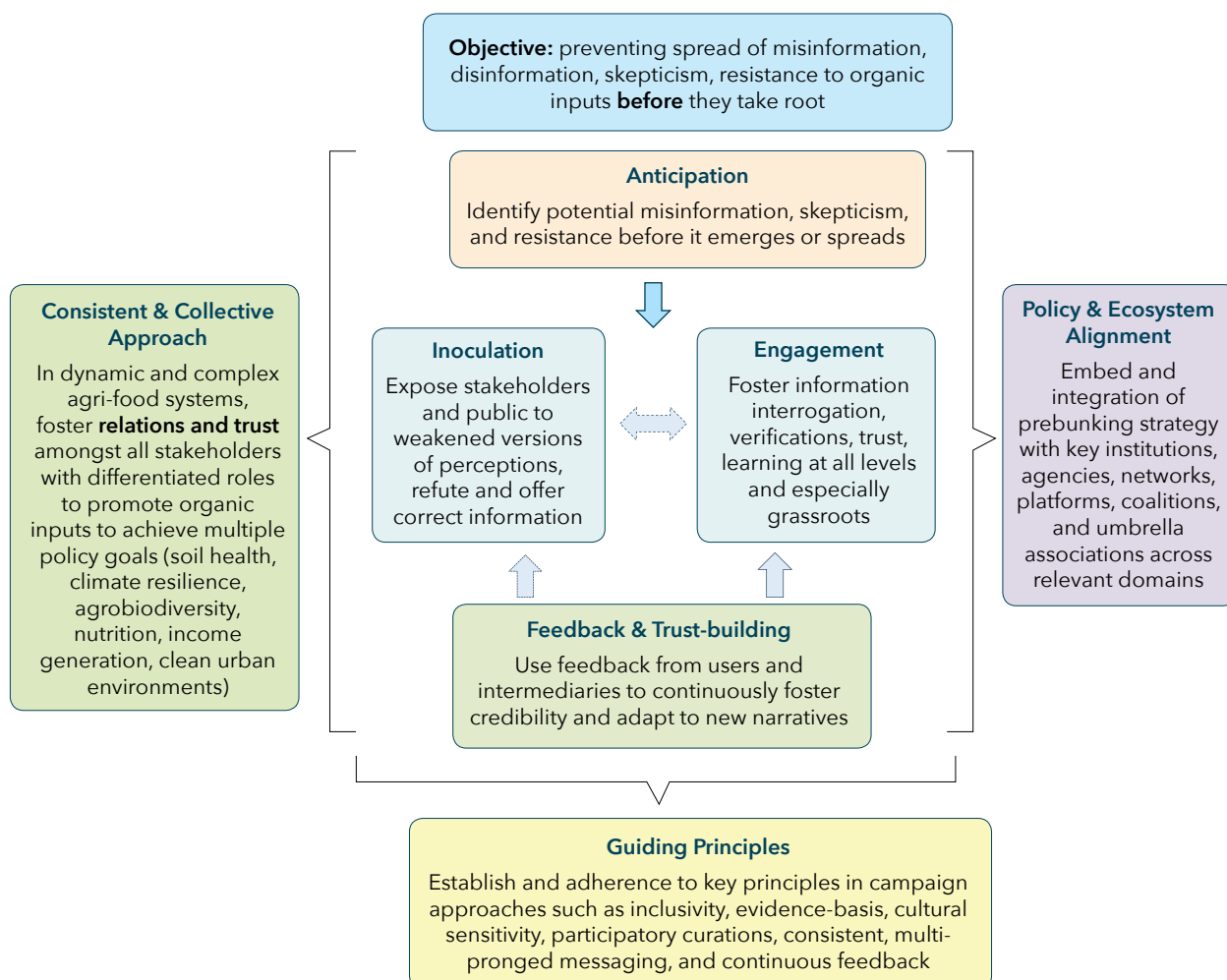


Figure 1: Illustration of a pre-bunking strategy concept

## 5.6 Core Elements of the Pre-bunking Strategy

Table 2: Core elements of a pre-bunking strategy

Element	Description	Example Application
<b>Message Inoculation</b>	Introducing people to likely myths they may hear, along with simple, evidence-based corrections.	"You might hear that organic fertilizer is just soil and has no nutrients. In truth, it's made from nutrient-rich compost proven to enhance soil fertility."
<b>Timely Communication</b>	Disseminating accurate information <b>ahead of the planting or input-buying season</b> , when misinformation typically spreads.	A short radio segment or mobile SMS tip during input distribution explaining how to verify certified organic labels.
<b>Trusted Messengers</b>	Using respected figures—such as lead farmers, agro-dealers, or local influencers—to deliver prebunking messages in culturally appropriate ways.	Agrovet staff trained to inform customers about common organic input myths and how to identify quality products.
<b>Localized Content</b>	Tailoring messages to reflect <b>local languages, farming systems, soil types, and agroecological realities</b> to build relevance and credibility.	Short videos in Kiswahili and local dialects explaining how compost works for specific crops or regions.
<b>Storytelling &amp; Analogies</b>	Using relatable storytelling and analogies to explain falsehoods and their corrections in simple, memorable formats.	A farmer theatre skit shows a rumor about compost causing root rot being proven wrong through a demo plot.

To be effective, a prebunking strategy in organic input promotion must be timely, anticipatory, and grounded in credible, community-centered messaging. By proactively exposing audiences to common misinformation tactics - such as fear-based narratives, twisted scientific claims, or false dilemmas- informational campaigns can help build public resilience before harmful content gains traction.

For wide reach, leveraging mass media for broad awareness and social media for rapid, targeted engagement allows messages to reach diverse audiences at multiple touchpoints. Tactics such as myth-busting visuals, narrative reframing, and interactive content should be coupled with trusted messengers, including farmers, extension agents, and local influencers. Most importantly, community engagement should not be an afterthought; instead, it must shape how information and messages are designed, shared, and discussed. Through timely, transparent, and participatory communication, prebunking becomes a powerful tool to create an effective buffer to manipulation and deception, uphold truth, and foster informed choices in the transition toward agroecologically sound food systems.

Table 3: Channels and Tactics for Effective Pre-bunking Communication on Organic Inputs

Channel / Tactic	Description	Potential Impact
<b>Community Radio</b>	Local language broadcasts featuring expert interviews, myth-busting segments, and call-in Q&As.	Reaches rural and semi-urban audiences with trusted, familiar voices. Encourages listener participation.
<b>National TV Broadcasts</b>	Educational myth-busting segments in agri-shows or primetime slots.	Mass exposure and credibility. Helps counter misinformation with authoritative visuals.
<b>Newspaper Articles &amp; Pullouts</b>	News features, success stories, farmer interviews, and Q&A on organic inputs.	Reaches literate decision-makers, especially extension workers, agribusinesses, and local officials.
<b>Op-Eds in Newspapers &amp; Online Media</b>	Expert-written opinion pieces clarifying myths, promoting science, and policy alignment.	Influences public opinion, policymakers, and institutions; positions prebunking as a national concern.
<b>SMS Campaigns</b>	Scheduled texts with prebunking tips, myth alerts, and links to more info.	Fast, wide-reaching, and usable even with basic phones.
<b>Posters and Print Materials</b>	Visuals in markets, agro-dealer shops, input hubs, etc., with core messages and counter-myths.	Static presence ensures repeated exposure; effective for non-literate populations when image-based.
<b>Call-in Radio Shows</b>	Interactive sessions with experts and local leaders answering community questions live.	Builds credibility; encourages discussion and real-time myth rebuttal.
<b>Infographics (social media)</b>	Visual posts showing myth/fact contrasts, organic input benefits, or testimonials.	High shareability; makes complex info digestible; appeals to youth and digital natives.
<b>Short Reels &amp; Videos</b>	30-90 second videos on TikTok, Facebook, or WhatsApp showing farm results, demos, or expert advice.	Engages emotionally and visually; appeals to short attention spans; humanizes messaging.
<b>Voice Notes (WhatsApp)</b>	Local-language audio explainer clips with counter-narratives and the benefits of organic matter.	Useful for low-literacy audiences; easy to forward in farming and family WhatsApp groups.
<b>Facebook &amp; TikTok Groups</b>	Targeted myth-busting posts, Q&A sessions, and mini-campaigns in farming or local networks.	Builds digital trust, allows engagement from agro-youth, and keeps messages timely and adaptive.

Channel / Tactic	Description	Potential Impact
Content-Specialized Bloggers	Influencers or farmers who share evidence-based experiences on blogs or vlogs.	Builds long-term trust with online communities and connects stories to facts.
Training Manuals for Extension Workers	Standardized guides with myth/fact scripts, visuals, and local examples.	Promotes message consistency and confidence among frontline workers.
Agro-dealer Messaging Kits	Posters, badges, mini-guides, and talking points for agro-dealers to share with buyers.	Leverages trusted sales actors to reinforce manufacturer-approved messages.
Barazas (Public Gatherings)	Local meetings led by chiefs, elders, or extension agents discussing organic inputs.	Culturally embedded platform for public consensus building and debunking myths.
Farmer Field Schools (FFS)	Group learning through guided on-farm experimentation and comparison trials.	Encourages peer-to-peer verification; converts skepticism into trust through observation.
Churches and Mosques	Use of religious gatherings to share scientifically aligned messages with moral framing.	Leverages moral authority; reaches families with deep influence in behavioral change.
Women's & Self-Help Groups	Facilitated discussions and materials adapted for women's roles in farming and decision-making.	Ensures messages reach and empower a critical but often excluded group.
Youth Clubs and Schools	Integration of prebunking themes into school talks, 4K clubs, or agri-youth programs.	Instills correct knowledge early; fosters agri-digital champions.
Agri-Theatre and Storytelling	Street drama, puppet shows, or music-based storytelling tackling myths and promoting facts.	Memorable, emotional, and culturally resonant; excellent for informal settings.
Demo Plot Visits	Field tours to organic demonstration farms with clear result comparison.	Promotes experiential learning and direct myth debunking.
WhatsApp Groups (Extension & Farmer Groups)	Consistent distribution of prebunking infographics, audio notes, and event invites.	Builds a community verification loop; fast rumor response mechanism.
Webinars and Live Q&As	Online expert panels or farmer discussions hosted by CSOs, research institutions, or the government.	High-quality, credible technical information; allows real-time clarifications.
Input Fair Booths and Market Stalls	Information desks or pop-ups with leaflets, Q&A, and demos in busy markets or expos.	High-traffic environment; facilitates face-to-face engagement at the point of decision.



Table 4: Strategic Recommendations for Prebunking Communication Campaigns

Recommendation	Description & Impact
<b>Use a Multipronged Approach</b>	Combine several communication channels (e.g., SMS + radio + agro-dealer messaging) to reinforce message consistency, increase repetition, and maximize reach. Layering platforms ensures exposure at multiple touchpoints and reduces the influence of competing misinformation.
<b>Tailor Messages to Audience Segments</b>	Customize content for specific demographics such as youth, women, elders, agro-dealers, and persons with disabilities. Use their preferred formats, languages, and messengers to enhance relevance, credibility, and trust. Example: youth may respond better to TikTok videos, while elders may prefer church announcements or barazas.
<b>Ensure Message Consistency Across Stakeholders</b>	Develop core messages—evidence-based and vetted—that all actors (manufacturers, extension workers, CSOs) can use. Emphasize themes such as the long-term benefits of organic matter for soil’s physical, chemical, and biological health, not just short-term fertility.
<b>Integrate Feedback Mechanisms</b>	Include interactive tools such as WhatsApp polls, post-event surveys, community radio call-ins, or extension feedback forms to monitor shifts in perception and evaluate impact. Adapt communication tactics based on real-time community input.
<b>Strengthen Trust through Repetition and Familiarity</b>	Engage trusted local influencers (e.g., agro-dealers, religious leaders, lead farmers) who consistently repeat core messages over time. Familiarity with the messenger and the message builds credibility and fosters social proof.
<b>Invest in Continuous Learning &amp; Documentation</b>	Document successes, lessons, and evolving misinformation trends. Share learnings through case studies, internal reports, or digital newsletters to build institutional memory and inform broader advocacy.
<b>Leverage Ecosystem Partnerships</b>	Work through networks of government, CSOs, research institutions, media houses, and private sector actors. Coordinated action prevents mixed messaging and amplifies the reach of accurate information.
<b>Build Capacity of Frontline Communicators</b>	Train agro-dealers, extension officers, youth champions, and community leaders in prebunking techniques, local myth identification, and adaptive messaging. Equip them with easy-to-use prebunking kits (e.g., cards, manuals, infographics).
<b>Localize, Translate, and Simplify Information</b>	Translate messages into local languages and adapt them using culturally resonant formats (e.g., proverbs, analogies, community stories). Use plain language and visual aids for inclusivity.
<b>Monitor Media Trends and Misinformation Flows</b>	Set up media scanning systems (social listening tools, community rumors logs, etc.) to anticipate emerging myths. Use this intel to design proactive prebunking messages before rumors gain traction.



## Core Communication Strategies for Effective Prebunking

# 6

Below is a table outlining key strategies for promoting effective messaging in a campaign, detailing their necessity, what they entail, and how to implement them. This will help guide the development of a comprehensive and impactful campaign.

Table 5: Core communication strategies for effective pre-bunking

Strategy	What It Entails	Why It Is Necessary	How to Do It
<b>Capacity Strengthening</b>	Train stakeholder groups (e.g., lead farmers, agro-dealers, journalists) to recognize and correct misinformation/disinformation and promote accurate messaging.	Ensures that key influencers can help spread accurate information and counteract misinformation in the community.	Conduct workshops, webinars, and training sessions for stakeholders. Develop training materials, including fact sheets and FAQs, to help them handle common myths.
<b>Audience Mapping</b>	Analyze target audiences based on geographic location, socio-economic characteristics, media access, education levels, and trust networks.	Helps tailor messages to the right people in the right way, ensuring the campaign reaches those who need it most.	Use surveys and data analysis tools to gather demographic and psychographic information. Conduct focus group discussions to understand community dynamics and preferences.
<b>Message Design</b>	Tailor messages that respond to prevalent myths using localized evidence, storytelling, demonstrations, and testimonies in local languages and visual formats.	Ensures that the campaign's content is relatable, impactful, and addresses the community's specific concerns and needs.	Work with local experts, farmers, and community leaders to gather stories and testimonies. Use local languages and visuals in posters, videos, and other campaign materials.

Strategy	What It Entails	Why It Is Necessary	How to Do It
<b>Channel Diversification</b>	Utilize radio, public forums, school outreach, agrovet shops, SMS, WhatsApp, vernacular stations, posters, church gatherings, and social media to reach diverse audiences.	Expands the campaign's reach through multiple communication channels, ensuring all segments of the population are engaged.	Create a multi-channel strategy, selecting platforms based on the target audience's media consumption habits. Customize content for each platform (e.g., posters for physical spaces, SMS for mobile users).
<b>Engagement of Trusted Actors</b>	Involve religious leaders, community elders, youth champions, extension officers, and model farmers as spokespersons to enhance the message's credibility.	Trusted figures can lend credibility to the campaign, helping to overcome skepticism and build trust within communities.	Identify and build relationships with local leaders and trusted community figures. Involve them in events, radio programs, and workshops, and encourage them to share their experiences.
<b>Monitoring &amp; Feedback</b>	Develop two-way feedback tools (e.g., call-ins, social media polls, in-person surveys) to evaluate impact, adapt messages, and improve campaign reach.	Allows the campaign to be flexible, responsive to community feedback, and continually improve based on real-time data.	Set up feedback mechanisms such as SMS surveys, community meetings, or social media polls. Regularly analyze the feedback to refine strategies and make necessary adjustments.



## Points to Consider when Designing Messages

# 7

Designing clear, impactful messages that are easy to understand and culturally relevant is key to the success of any campaign. Proper message design ensures that the information being shared is relevant, engaging, and understandable, ultimately leading to better outcomes.

- **Simplicity and clarity:** Messages should be simple and clear, avoiding technical jargon or overly complex language. The goal is to ensure that the audience easily grasps the key message without confusion.
- **Cultural relevance:** Consider the cultural context of the audience. Language, visuals, and examples in the messages should align with the target community's values, beliefs, and preferences.
- **Engagement focus:** Messages should not just inform but also engage the audience. Encourage participation by asking questions or seeking feedback. This can be done through participatory activities or interactive platforms.
- **Action-oriented:** Messages should include clear action steps. If the goal is to promote the adoption of organic practices, for example, the message should tell people exactly how to take the next step, whether that's checking a certification label, attending a workshop, or trying organic inputs.
- **Evidence-based:** To build trust, rely on real success stories, statistics, and verifiable facts. This helps people see the tangible benefits of the action being promoted.



# Stakeholder-Specific Campaign Design Framework

8

The table below outlines tailored approaches for each stakeholder group, including objectives, actions, communication tools, and evaluation methods.

Table 6: A design framework for stakeholder-led campaigns

Stakeholder	Campaign Objective	Proposed Actions	Tools/Channels	Expected Outcomes
Smallholder Farmers and Farmer Groups	Empower farmers to adopt certified organic inputs through accessible and accurate knowledge.	<ul style="list-style-type: none"> <li>- Conduct Focus Group Discussions (FGDs) to identify common myths and misinformation.</li> <li>- Organize Farmer Field Schools (FFS) to demonstrate the use and benefits of organic inputs.</li> <li>- Share field results from certified organic pilot farms.</li> <li>- Facilitate local Q&amp;A forums with organic champions and extension workers.</li> </ul>	Community barazas (public meetings), on-farm demonstration plots, peer-to-peer farmer exchanges, vernacular radio segments, SMS alerts, farmer-to-farmer video tutorials.	<ul style="list-style-type: none"> <li>- % increase in knowledge of organic practices.</li> <li>- Uptake rate of certified organic inputs.</li> <li>- Change in perceptions (measured via before-and-after surveys).</li> </ul>

Stakeholder	Campaign Objective	Proposed Actions	Tools/Channels	Expected Outcomes
Government Ministries and Agencies, e.g., Ministry of Agriculture and Livestock Development (MoALD) Kenya Plant Health Inspectorate Service (KEPHIS) Kenya Agricultural and Livestock Research Organization (KALRO)	Align public sector messaging, investments, and policies with scientifically accurate information on bio-inputs in sustainable agriculture.	<ul style="list-style-type: none"> <li>- Host evidence-sharing and dialogue forums with senior ministry officials and technical staff.</li> <li>- Integrate agroecological principles into farming modules and fact sheets into national agricultural extension packages.</li> <li>- Identify and counter outdated or harmful government advisories or subsidy schemes.</li> </ul>	Policy briefs, targeted stakeholder workshops, sectoral performance reviews, official newsletters, and social media campaigns on MoALD and KEPHIS platforms.	<ul style="list-style-type: none"> <li>- Number of policy mentions or inclusions of organic and bio-inputs.</li> <li>- Budget allocations or earmarked funds for promoting agroecological-oriented initiatives.</li> <li>- Number of officials trained or sensitized.</li> </ul>
Civil Society Organizations (CSOs) and Non-Governmental Organizations (NGOs)	Strengthen grassroots outreach with inclusive, fact-based messaging on organic inputs.	<ul style="list-style-type: none"> <li>- Train field officers and community facilitators on identifying false claims and harmful practices.</li> <li>- Develop rapid-response communication templates to address rumours and misinformation.</li> <li>- Translate information, education, and communication (IEC) materials into local languages for diverse audiences.</li> </ul>	Local radio dramas, roadshows with live skits, illustrated information kits, community theatre, and WhatsApp dissemination networks.	<ul style="list-style-type: none"> <li>- Audience reach and engagement statistics.</li> <li>- Number of CSOs co-developing or supporting campaign activities.</li> <li>- Community knowledge levels before and after campaigns.</li> </ul>
Agro-dealers and Agricultural Input Suppliers	Reduce misinformation and ensure transparency in product quality and labeling at the point of sale.	<ul style="list-style-type: none"> <li>- Conduct targeted training sessions and sensitization for agro-input suppliers.</li> <li>- Require visible display of verification or certification documentation in shops.</li> <li>- Distribute branded posters debunking myths.</li> <li>- Introduce traceability mechanisms for organic inputs.</li> </ul>	Shelf branding in agroveter shops, certified product labeling, agro-dealer loyalty programs, brochures with QR codes, and agro-dealer WhatsApp discussion forums.	<ul style="list-style-type: none"> <li>- % of agro-dealers procuring from certified suppliers.</li> <li>- Sales increase of certified organic inputs.</li> <li>- Reduction in complaints or reported fraud cases.</li> </ul>



Stakeholder	Campaign Objective	Proposed Actions	Tools/Channels	Expected Outcomes
Media Professionals (including print, radio, TV, and digital journalists)	Enhance the quality, depth, and accuracy of media coverage on organic and bio-inputs.	<ul style="list-style-type: none"> <li>- Organize journalist training workshops on eco-friendly and agroecological approaches, fake input detection, and agricultural fact-checking.</li> <li>- Connect reporters with scientific and grassroots sources.</li> <li>- Promote feature stories that highlight real organic farmer experiences.</li> </ul>	Journalist toolkits, mini media grants for investigative reporting, podcast series, and farmer profile interviews in newspapers or radio.	<ul style="list-style-type: none"> <li>- Number of published articles with verified content.</li> <li>- Media professionals trained and engaged.</li> <li>- Overall audience reach and impressions across platforms.</li> </ul>
Religious and Cultural Leaders	Promote community trust and acceptance of organic inputs through respected moral and cultural authorities.	<ul style="list-style-type: none"> <li>- Frame agroecological approaches within religious and cultural values (e.g., environmental stewardship, health, purity).</li> <li>- Provide template sermon messages and discussion points.</li> <li>- Organize eco-faith days or cultural events featuring sustainable or organic food exhibitions.</li> </ul>	Sermon and prayer guide booklets, announcements during religious gatherings (churches/mosques/temples), integration in cultural festivals, and religious radio shows.	<ul style="list-style-type: none"> <li>- % of congregants reached or aware of agro-ecological and organic messages.</li> <li>- Sermon/event mentions use of organic inputs.</li> <li>- Shifts in trust and perception levels among local communities.</li> </ul>
Youth and Educational Institutions (Schools & Colleges)	Inspire the next generation to take an interest in agroecological practices and organic inputs, and to become informed agroecological and organic champions.	<ul style="list-style-type: none"> <li>- Develop interactive agriculture club activities (e.g., composting, garden plots).</li> <li>- Organize drama and art competitions focused on myths around organic inputs.</li> <li>- Promote digital edutainment through TikTok and Instagram challenges.</li> </ul>	School drama skits, comic books, TikTok reels, agroecological or organic-themed radio jingles, club meetings, quizzes, and innovation contests.	<ul style="list-style-type: none"> <li>- Number of students participating in campaign activities.</li> <li>- Increase in youth knowledge scores (quizzes/surveys).</li> <li>- Innovation and creativity in message delivery.</li> </ul>

Stakeholder	Campaign Objective	Proposed Actions	Tools/Channels	Expected Outcomes
Urban and Rural Consumers	Demystify sustainably produced or organic food as being unsafe, elitist, or expensive, and promote its value for health and sustainability.	<ul style="list-style-type: none"> <li>- Curate and share stories of local, verified organic farmers and sustainably produced foods.</li> <li>- Run digital campaigns featuring trusted influencers debunking myths.</li> <li>- Partner with supermarkets and restaurants to host "Sustainable Foods" "Organic Days" with sample tasting and info booths.</li> </ul>	Mass-market radio ads, influencer-led social media content, billboards, packaging with organic certification tags, and national and county-level consumer fairs.	<ul style="list-style-type: none"> <li>- Survey results on customer satisfaction and trust.</li> <li>- Observed change in buying behaviour toward certified organic products.</li> <li>- Visibility and availability of organic products in stores and markets.</li> </ul>

## Examples and Definitions of Campaign Approaches

9

Each of the strategies relies on distinct **campaign approaches** designed to tackle misinformation and disinformation while promoting inclusive access and uptake of organic inputs:

Table 7: An overview of campaign approaches

Communication Strategy	Detailed Description	Effectiveness
<b>Experiential Demonstration and Learning</b>	Brings organic input use to life through physical demonstration plots, field days, and interactive farm tours. These platforms allow farmers to observe results firsthand—like improved soil texture from compost use—while asking questions and trying techniques themselves, building trust through experience rather than theory.	Very High - hands-on exposure significantly improves understanding, trust, and uptake.
<b>Peer-to-Peer Learning and Communication</b>	Encourages farmers to learn directly from each other through organized exchange visits, mentorship circles, WhatsApp groups, or local farmer field schools. This horizontal knowledge-sharing reinforces confidence and practical understanding, especially when inputs are demonstrated in relatable local contexts.	Very High - reinforces knowledge through relatable, social learning models.
<b>Behaviour Change Communication (BCC)</b>	A structured, participatory process that uses tailored messages, tools, and community engagement to promote sustainable behaviour change. In the context of organic inputs, BCC helps farmers unlearn misinformation (e.g., myths about compost being ineffective), while consumers gain trust in organically grown food and its benefits.	High - drives long-term attitude and practice change when sustained and localized.

Communication Strategy	Detailed Description	Effectiveness
<b>Participatory Communication</b>	Empowers communities by involving them in co-creating messages that reflect their realities, language, and priorities. For example, farmers may co-develop radio dramas or hold peer-to-peer learning sessions to discuss and refine organic input practices collectively, ensuring greater adoption and message ownership.	High - builds ownership and contextual relevance, increasing adoption.
<b>Testimonial-Based Communication</b>	Amplifies the voices of farmers who have successfully adopted organic practices. Sharing these authentic stories through video clips, field events, or social media gives others relatable proof of concept, creating a powerful sense of possibility and peer motivation.	High - relatable success stories reduce skepticism and inspire change.
<b>Community Champions</b>	Empowers well-respected local individuals—such as successful organic farmers, women leaders, or youth innovators—to act as consistent voices promoting organic inputs in their daily interactions, local gatherings, and informal spaces. Their lived experience and visibility help bridge trust gaps between innovations and communities.	High - trusted peers are highly influential and effective in sustained engagement.
<b>Gender-Responsive Messaging</b>	Tailors communication to reflect the different needs, roles, and constraints of women and men in farming. This includes using inclusive language, depicting women in visuals as competent organic producers, and ensuring the content speaks to women's concerns—such as safety, affordability, and ease of use of organic inputs.	High - increases inclusivity and ensures women are effectively reached and engaged.
<b>Religious-Driven Communication</b>	Collaborates with faith-based organizations, clergy, and religious spaces to spread organic farming messages through sermons, church announcements, mosque gatherings, and spiritual teachings—linking ecological stewardship with faith values and expanding reach in rural and peri-urban communities.	High - taps into moral authority and the wide reach of religious institutions.
<b>Local Leaders' Voices</b>	Involves chiefs, ward administrators, elders, and community opinion leaders in delivering trusted messages on the benefits and legitimacy of organic inputs. Their endorsement—particularly in community meetings or barazas—can sway public opinion and support collective shifts in behaviour.	High - local leaders have a strong influence over public opinion and community decisions.

Communication Strategy	Detailed Description	Effectiveness
<b>Multi-Channel Communication</b>	Employs a diverse blend of communication channels to maximize reach. This includes rural-appropriate tools such as radio, village barazas, community theatre, and posters, as well as urban/digital tools such as WhatsApp, TikTok, podcasts, and Facebook Live. This multi-platform approach ensures inclusivity across age, gender, and literacy levels.	High - ensures wide reach and repeated exposure, especially when locally adapted.
<b>Mobile-Based Microlearning</b>	Leverages mobile phones to send concise, timely lessons on topics like how to apply compost or identify fake organic products. This could include 2-minute videos, voice notes in local languages, or SMS tips—ensuring even low-literacy or offline farmers can learn and act.	High - cost-effective, scalable, and accessible; very effective for reaching remote users.
<b>School and Youth Outreach</b>	Targets youth through school garden programs, agricultural clubs, permaculture design contests, and creative activities like mural painting or music competitions. These interventions plant early seeds of agroecological thinking, turning students into long-term advocates for organic practices in their homes and communities.	Medium to High - builds early mindset shift, though results are often long-term.
<b>Influencer-Led Social Marketing</b>	Utilizes respected community figures—such as local leaders, agro-dealer champions, teachers, or digital youth influencers—to deliver organic farming messages using relatable storytelling and aspirational narratives. These trusted voices can help normalize the adoption of organic inputs by making it trendy, culturally accepted, and trustworthy.	Medium to High - effective in shaping norms and public interest, especially among youth and urban audiences.
<b>Community Resource Centres</b>	Establishes physical spaces in rural areas where farmers can access printed materials, organic product samples, demo videos, and trained facilitators. These centres act as trusted hubs for learning, troubleshooting, and building deeper understanding and confidence in organic input use.	Medium to High - builds trust and provides sustained support, though dependent on location and maintenance.
<b>Fact-Based Rapid Response</b>	Empowers frontline actors—such as agro-dealers and NGO field staff—with verified data and fact sheets to swiftly address misinformation or rumours related to organic inputs and farming practices.	Medium - effective for countering misinformation quickly, but impact depends on staff capacity and reach.

Communication Strategy	Detailed Description	Effectiveness
<b>Policy and Institutional Advocacy</b>	Focuses on influencing decision-makers and institutions to create a supportive environment for organic agriculture. This includes lobbying for subsidies, regulations, and quality standards that encourage the use of certified organic inputs, while also countering outdated policies that promote chemical dependency.	Medium - essential for systemic change, but slower to yield visible community-level impact.

# Crafting Effective Messages: Best Practices and Common Pitfalls

# 10

## 10.1 Best Practices

Table 8: Best practices for crafting effective messages

Best Practice	Explanation
Use short, simple, and culturally grounded language	Use plain, everyday language that resonates with the local community. For example, instead of saying “synthetic nitrogenous fertilizers,” say “factory-made fertilizers” or a local equivalent. Culturally grounded terms or proverbs can make messages more relatable. This ensures accessibility for people with low literacy or those unfamiliar with formal agricultural terms.
Include visuals: before/after photos, farmer testimonials, diagrams	Visual storytelling is powerful, especially where literacy levels vary. Before-and-after images of a farm using organic inputs, simple infographics on composting, or short video testimonials from trusted local farmers help build trust and clarity. Diagrams can explain input types or soil health without needing complex text.
Cite real success stories from known farmers	Featuring actual farmers, especially those respected in the community, builds credibility. Sharing their names, faces, and farming context (e.g., “Mary from Kakamega reduced input costs by switching to compost”) avoids suspicion and positions the message as practical and proven.
Focus on benefits people care about: health, soil fertility, yields	Link organic input use to real-life concerns: better food for children, healthier soils for future seasons, and sustained productivity. This emotional and practical framing helps move the message from “interesting” to “relevant and urgent.”
Offer action steps (e.g., how to check certification, where to get inputs)	Practicality drives uptake. Telling people what to do (e.g., “Ask to see the organic verification label” or “Visit XYZ Agrovet for certified compost”) bridges the gap between awareness and adoption. Vague slogans are replaced with clear instructions and pathways.



Best Practice	Explanation
Test messages and visuals with real users before rollout	Even the best-designed content can misfire if it doesn't make sense locally. Pilot your flyers, radio messages, or demo scripts with a small group of farmers, women, or youth before full-scale use. Their feedback helps improve clarity, cultural fit, and relevance.
Use local languages and dialects	Communicating in Kiswahili or local languages (e.g., Luhya, Luo, Kamba) ensures the message reaches everyone—including elders and low-literacy groups. It also builds trust and signals respect for local identity.
Make communication interactive, not one-way	Facilitate two-way exchange—allow people to ask questions, correct misunderstandings, and share feedback. In barazas or training sessions, include Q&A segments. On the radio, use call-in or SMS participation. Dialogue builds ownership and learning.
Leverage trusted messengers (e.g., chiefs, agro-dealers, extension workers)	People are more likely to trust a familiar voice. Collaborate with village leaders, religious figures, successful organic farmers, or local agro-dealers to deliver key messages. Their endorsement strengthens credibility and helps normalize the use of organic inputs.
Repeat and reinforce the message over time	Don't rely on one-time communication. Use multiple touchpoints—local radio, follow-up SMS, barazas, posters—to reinforce the same message over weeks or months. Repetition helps people remember, reflect, and eventually change behavior.
Tailor messages for women, men, and youth differently	Different groups have different interests and challenges. Women may want messages about household safety and food; men may focus on productivity; youth may need quick, low-cost ideas. Tailoring content ensures relevance and inclusion for all genders and ages.
Use demonstration plots and field visits	Seeing is believing. A live plot using compost or biofertilizer lets people witness real results, ask questions, and consider switching. Demonstrations build practical knowledge and trust.
Connect communication to available services or programs	Messaging is more effective when tied to real opportunities. If there's a subsidy program, group training, or certified inputs available in a nearby market, include those details. Example: "This week, you can get certified compost at 20% off from XYZ Agrovat with your group ID."




## 10.2 Common Pitfalls to Avoid

Table 9: Common pitfalls when crafting messages

Pitfall	What Not to Do	Explanation and What to Use Instead
<b>Technical jargon</b>	Don't use academic terms like "biological nitrogen fixation" or "ecological intensification."	<p>These scientific phrases may be accurate, but they alienate farmers and consumers unfamiliar with formal agricultural terms. Use locally meaningful and relatable language. Instead of saying "biological nitrogen fixation," say "these plants help improve soil naturally." Instead of "ecological intensification," use "growing more without harming the land."</p> <p>It is important to note that some words might be jargon to one or more categories of the audience but not to others. So, it is vital to understand your target audience to use language and word choice effectively.</p>
<b>Text-heavy materials</b>	Don't create posters or brochures full of long paragraphs.	Long text can overwhelm or discourage readers, especially those with limited literacy. Use simple sentences and include photos, icons, or pictorial steps. Instead of a dense pamphlet on composting, use a one-page visual guide with three labeled steps and drawings showing how to build a compost pile.
<b>Exaggerated claims</b>	Don't say "Organic farming works for everyone" or "All synthetic inputs are dangerous."	Such sweeping statements ignore the diversity of farming realities and can backfire if challenged. A more honest approach builds trust. Say instead: "Many farmers using compost have seen improvements in soil health and crop quality" or "Organic inputs are safer when properly used and combined with good practices."
<b>Overpromising results</b>	Don't say "This will triple your income instantly" or "You'll never have crop failure again."	Unrealistic promises lead to disappointment. Use evidence-based, cautious optimism. Say: "Many farmers who switched to organic inputs saw 10-20% yield increases and reduced their spending on chemical inputs within a year." This builds hope without exaggeration.
<b>Vague messaging</b>	Don't use abstract slogans like "Go green" or "Choose organic" with no instructions.	Motivational messages are not actionable. People need clear steps. Say: "Start by using kitchen waste to make compost. Here's how." Or "Ask your local agro-dealer for certified organic fertilizers." This helps people move from awareness to action.

Pitfall	What Not to Do	Explanation and What to Use Instead
<b>One-size-fits-all message</b>	Don't give the same advice to farmers in different regions or contexts.	Messages should reflect local realities, such as climate, soil, and access to inputs. For example, don't promote liquid biofertilizer in areas with no water. Instead, say: "For dry areas like this, try using composted manure—it requires no extra water and improves soil moisture retention."
<b>Gender/youth exclusion</b>	Don't show only adult men in visuals, or speak only to "farmers" as if they're all the same.	Women and youth are key players in agriculture. Their exclusion signals they're not the intended audience. Use visuals that show women applying inputs or young people leading organic training. Say: "Young farmers like Achieng are using kitchen waste to grow vegetables organically."
<b>No reinforcement</b>	Don't conduct one training and expect lasting change.	One-time communication is easily forgotten. Use repeated and varied formats: radio reminders, SMS follow-ups, WhatsApp posters, or monthly barazas. Example: after a compost training, send weekly SMS reminders with tips like "Turn your compost pile this week for better results."
<b>Unclear visuals</b>	Don't assume all images are self-explanatory or culturally familiar.	Poorly labeled or confusing visuals can mislead or be ignored. Always test your visuals with real users. Instead of a photo of compost alone, use a sequence showing banana peels, composting, and planting. Add simple captions like "Step 1: Add food waste" to guide understanding.
<b>Ignoring local rumours</b>	Don't stay silent on local beliefs like "composting invites snakes" or "organic food is for the poor."	Misinformation spreads fast and can stop adoption. Acknowledge concerns respectfully and offer facts. Say: "Many farmers used to believe compost brings snakes, but with proper covering and turning, compost is safe and keeps pests away." Or "Organic farming is for anyone who wants safe food and better soil—not just the rich or poor."
<b>Hiding trade-offs</b>	Don't pretend organic inputs are always easy, fast, or cheap.	Being transparent builds credibility. For example: "Making compost takes time and effort, but it reduces your need to buy fertilizer and improves your soil over the long term." When people know the challenges upfront, they are better prepared and more likely to stay committed.



# Monitoring, Evaluation & Learning (MEL)

## 11

Once the campaign has launched and messages have been designed, it is crucial to track its progress using systematic monitoring. Monitoring allows campaign managers to understand how the target audience is receiving and interacting with the campaign, and whether behaviour change is occurring. The monitoring process ensures the campaign stays on track and provides critical data to inform adjustments, if necessary.

### 11.1 Why Monitoring is Necessary

- **Assess effectiveness:** Monitoring helps assess whether the campaign is achieving its objectives. Are people understanding the messages? Are they taking action?
- **Identify gaps:** It allows campaigners to spot areas where engagement is low, or messages aren't resonating, and make necessary adjustments.
- **Real-time feedback:** Monitoring provides insights in real time, allowing for quick adjustments and ensuring the campaign is responsive to the community's needs and concerns.
- **Data for strategy development:** The data captured during the monitoring process can serve as a critical resource for strategizing future campaigns or tweaking the current one to maximize its impact.

## 11.2 Components of Monitoring

The table below outlines key monitoring components, what they track, how to measure them, and why they are important.

Table 10: Components for monitoring awareness campaigns

Component	What to Track	Tools	Why It's Important
Reach	Number of people engaged, materials distributed, platforms used	Attendance lists, analytics, and radio logs	Tracking reach shows how many people were exposed to the campaign and through which channels. This helps gauge the scope of the campaign.
Engagement	Community interaction with messages—questions, feedback, participation	Feedback forms, comment analysis	Engagement measures how actively the audience interacts with the messages, indicating the level of interest and involvement.
Behaviour Change	Adoption of certified organic inputs, reduction in misinformation spread	Surveys, interviews, observation	Behaviour change is the ultimate goal, indicating whether the campaign is driving actual shifts in actions or perceptions.
Knowledge Improvement	Increased correct knowledge of organic inputs	Pre- and post-tests, FGDs	Knowledge improvement helps measure if the campaign is effective in raising awareness and correcting misunderstandings.
Adaptation	Adjusting strategies based on feedback	After-action reviews, learning workshops	Adaptation allows the campaign to remain flexible, responding to challenges and feedback for continuous improvement.

## 11.3 Explanation of Each Component:

### 1. Reach



#### What to Track:

Tracking reach means measuring how many people are exposed to the campaign, which materials are distributed, and which platforms (radio, social media, events) are used.



### Why It's Important:

Knowing the campaign's reach helps you gauge its exposure. If you aren't reaching your intended audience, it's an opportunity to adjust the strategy, possibly by exploring additional channels or different messaging formats.



### How to Go About It:

- Use tools such as attendance lists for physical events, social media analytics, and radio logs to track how widely the campaign is distributed and how many people are interacting with it.

## 2. Engagement



### What to Track:

Engagement involves tracking how actively the audience interacts with campaign materials. Look for indicators such as the number of people commenting on posts, asking questions, or attending Q&A forums.



### Why It's Important:

Engagement is a direct reflection of interest. High engagement suggests the messages are relevant and the community is actively participating, while low engagement might indicate the campaign isn't resonating as intended.



### How to Go About It:

- Collect feedback forms at events and use social media comment analysis tools to track interactions with posts. This helps understand the quality of the interaction and how the audience is responding.

### 3. Behaviour Change



#### What to Track:

This component tracks whether individuals or groups are adopting the promoted behaviours—such as using certified organic inputs or refraining from spreading misinformation.



#### Why It's Important:

Behaviour change is the ultimate objective of any campaign. If people change their behaviours, it indicates the campaign's success. If the desired behaviour isn't happening, you can revise the messages or methods.



#### How to Go About It:

- Conduct surveys before and after the campaign to assess adoption levels, and use observational techniques to assess whether people are putting their learning into practice.

### 4. Knowledge Improvement



#### What to Track:

Knowledge improvement refers to the extent to which the audience knows about organic inputs after being exposed to the campaign.



#### Why It's Important:

Knowledge improvement is a key indicator of whether the campaign has succeeded in educating the target audience. Without this, there might be little to no change in behaviour.



#### How to Go About It:

- Conduct pre- and post-campaign tests to assess the increase in knowledge. FGDs can also provide deeper insights into what participants have learned.

## 5. Adaptation:



### What to Track:

Adaptation focuses on the campaign's ability to respond to feedback and make necessary changes to its strategies.



### Why It's Important:

The flexibility of a campaign ensures that it remains relevant. If a particular message or method isn't working, the ability to change direction based on data is crucial.



### How to Go About It:

- After-action reviews and learning workshops allow you to gather feedback, discuss challenges, and develop strategies to improve the campaign's performance.

## 11.4 Using Data for Feedback and Strategizing:

This section highlights how you can use data from monitoring components to provide valuable insights into how well the campaign is performing and where it needs adjustment.

- **Feedback loops:** Use feedback from surveys, interviews, and direct observations to understand the audience's experience with the campaign. If they're not engaging with the materials as expected, ask why and adapt accordingly.
- **Strategic adjustments:** If certain channels or methods aren't working, use data to strategize better ways to reach your audience. For instance, if social media engagement is low but radio usage is high, shift more efforts to radio-based campaigns.
- **Message refinement:** Based on feedback, refine your messages. If certain myths persist, focus more on debunking them. If there's a knowledge gap, tailor your content to fill it.
- **Future campaigns:** The data you collect can also help in strategizing future campaigns. Use the knowledge gained to predict what works and apply those strategies to new campaigns, ensuring that each one is more effective than the last.



It is important to note that by continuously gathering data and using it to adapt, the campaign can remain relevant, responsive, and impactful, leading to long-term success in promoting organic practices. Through these approaches, stakeholders-including farmers, local leaders, and marginalized groups-become more informed, empowered, and active participants in promoting sustainable agricultural practices that benefit both people and the environment. This creates a foundation for long-term change, greater inclusivity in the agricultural sector, and a deeper commitment to sustainable practices.

## Key Takeaways

# 12

Exploring an effective communication and awareness campaign in sustainable production and use of organic inputs to improve soil health and fertility, there are some key takeaways for practitioners:

- **Prioritize prebunking as a proactive approach:** Begin communication efforts with prebunking, that is, anticipating potential misinformation and proactively sharing accurate, culturally relevant messages to neutralize misconceptions before they spread. This pre-exposure approach increases audience resilience and prepares them to evaluate incoming information critically.
- **Consistency in messaging across the ecosystem:** Ensure harmonized and coherent messaging from all actors, especially manufacturers, agro-dealers, extension officers, and media. Core messages should emphasize the benefits of organic matter for soil's physical, chemical, and biological health, promoting wholesome, long-term soil health over short-term, narrow gains in fertility.
- **Involvement of marginalized groups:** Actively involve marginalized or vulnerable groups such as women, youth, and persons with disabilities in the design and delivery of communication and awareness campaigns. This ensures inclusion, enhances relevance, and improves the accessibility and equity of information dissemination.
- **Evidence-based communication:** Anchor all messages in credible data, facts, scientific research, and verified farmer experiences. Avoid speculation and generalizations that could undermine trust in organic inputs or the credibility of communication channels.
- **Cultural sensitivity:** Tailor content to local languages, idioms, values, and farming practices. Using relatable metaphors, analogies, and storytelling enhances understanding and strengthens the connection with diverse audiences.
- **Participatory approach:** Engage local stakeholders and community members in co-creating messages and validating materials. This participatory model builds local ownership, reflects lived realities, and fosters trust in the communication process.

- **Multipronged messaging:** Utilize a diverse mix of communication channels and tools to reach varied demographic and geographic audiences effectively. These include mass media, digital platforms, community dialogues, mobile outreach, interpersonal communication, and print materials.
- **Trusted messengers and local champions:** Leverage respected and well-informed individuals, such as lead farmers, local agro-dealers, cooperative leaders, and extension agents, to champion and disseminate accurate messages. Their influence and credibility increase acceptance of the information.
- **Continuous feedback loops:** Establish mechanisms to collect real-time feedback from target audiences. Use this feedback to assess message clarity, correct gaps, and iterate on the communication strategy for continuous improvement.
- **Monitoring, documenting, and disseminating progress:** Establish robust mechanisms for monitoring communication efforts to track reach, engagement, and behavioural change over time. Collect both quantitative and qualitative data to assess the effectiveness of messaging and delivery channels. Document key milestones, success stories, and challenges, and regularly disseminate this information through accessible platforms such as reports, community feedback forums, and social media. This supports continuous learning, transparency, accountability, and the potential replication or scaling of successful strategies.

## Conclusion

13

The guide outlined above provides a comprehensive framework for designing and executing effective communication and awareness campaigns, particularly for promoting organic inputs and practices in agricultural communities. By adopting principles such as inclusivity, evidence-based communication, cultural sensitivity, and participatory approaches, campaigns are better positioned to resonate with diverse audiences and drive meaningful behaviour change.

To ensure the success of such campaigns, it is vital to engage with communities directly, use evidence-backed information, and employ a multipronged messaging strategy that leverages a variety of communication channels. Continuous feedback and adaptability are also critical for refining messaging, improving reach, and addressing challenges as they arise.





## References and Resources on Organic Inputs (Including Kenyan Cases)

# 14

Here are some key references on organic inputs, with Kenyan-specific cases and global resources. While there are many other organizations and resources, the listed organizations and resources can help farmers and stakeholders navigate the complexities of organic certification, identify appropriate organic inputs, and access training and market opportunities.

### 14.1 Kenyan Organizations Supporting Organic Inputs

These organizations drive agroecological transformation in Kenya through training, certification, innovation, and grassroots mobilization for sustainable organic input use.

**BIBA Kenya (Biodiversity and Biosafety Association of Kenya)**

Supports agroecological and indigenous input use while defending biodiversity in farming.  
<https://bibakenya.org/>

**Bio-Fertiliser Consortium Kenya (BFCK)**

Facilitates the use and awareness of biofertilizers through standards and farmer support.  
*No website*

**Biovision Africa Trust (BvAT)**

Promotes ecological farming through advocacy, training, research, and farmer-led campaigns.  
<https://www.biovisionafricatrust.org>

**FAO - Family Farming Platform Kenya**

Supports agroecology and the integration of organic inputs for sustainable family farming practices.  
<https://www.fao.org/family-farming/network/network-detail/en/c/176369>

**Green Belt Movement (GBM)**

Encourages composting, tree planting, and organic mulching to restore degraded ecosystems.

<http://www.greenbeltmovement.org>

**ICIPE (International Centre of Insect Physiology and Ecology)**

Develops eco-friendly biopesticides and bio-inputs that support organic farming systems.

<http://www.icipe.org>

**ICE (Institute for Culture and Ecology)**

Strengthens indigenous knowledge and promotes community-driven organic farming systems.

<https://www.icekenya.org>

**KALRO (Kenya Agricultural and Livestock Research Organization)**

Leads research on sustainable agriculture, soil fertility, and organic inputs.

<https://www.kalro.org>

**KEBS (Kenya Bureau of Standards)**

Sets national organic input standards and certifies agricultural products for quality.

<https://www.kebs.org>

**KEPHIS (Kenya Plant Health Inspectorate Service)**

Regulates registration, inspection, and quality of organic and biological inputs.

<https://www.kephis.org>

**Kenya Institute of Organic Farming (KIOF)**

Provides training in organic agriculture and local input production techniques.

*No website*

**Kenya Organic Agriculture Network (KOAN)**

Promotes organic agriculture through certification, advocacy, training, and access to inputs.

<https://www.koan.co.ke>

**Kenya Organic Certification Initiative (KOCI)**

Offers organic certification and helps farmers access local and export markets.

<https://www.koci.or.ke>

**KickStart International**

Provides low-cost irrigation tools supporting sustainable and organic agriculture.

<https://kickstart.org>

**Komaza Forestry Limited**

Supports tree-based farming using regenerative, organic-compatible practices.

<https://komaza.com>

**KCOA-EA (Knowledge Centre for Organic Agriculture & Agroecology in Eastern Africa)**

Disseminates knowledge of agroecology and organic farming through digital and community platforms.

<https://pelumkenya.net>



**Mount Kenya Sustainable Landscape Programme (MKSLP)**

Implements regenerative agriculture and organic input solutions in highland regions.  
<https://clim-eat.org>

**NARIGP (National Agricultural and Rural Inclusive Growth Project)**

Government project promoting inclusive adoption of sustainable organic practices.  
<https://www.agriculture.go.ke>

**OACK (Organic Agriculture Centre of Kenya)**

Trains farmers in composting, organic input use, and sustainable land management.  
<https://oack.or.ke>

**OFIMAK (Organic Fertilizer Input Manufacturers Association of Kenya)**

Represents manufacturers to promote access, quality, and use of organic inputs.  
<https://ofimak.co.ke>

**OFAK (Organic Farmers' Association of Kenya)**

Provides grassroots advocacy and training to support smallholder organic farmers.  
<https://www.ofak.org>

**One Acre Fund (OAF)**

Supports smallholders with credit, training, and organic-compatible farm inputs.  
<https://oneacrefund.org>

**PAK (Practical Action Kenya)**

Designs and scales farmer-friendly models for organic fertilizer distribution and adoption.  
<https://practicalaction.org>

**PELUM Kenya**

A civil society network advancing agroecological farming and local organic practices.  
<https://pelumkenya.net>

**SCOPE Kenya (Schools and Colleges Permaculture Programme Kenya)**

Promotes composting and agroecology through schools and youth engagement.  
<https://www.scopekenya.net/>

## 14.2 International Organizations Supporting Organic Inputs

These global institutions promote organic agriculture through research, policy, capacity-building, market access, and support for agroecological transitions.

**AAFC - Agriculture and Agri-Food Canada**

Shares national policies and research supporting organic agriculture and certification.  
<https://www.agr.gc.ca/eng/agriculture-and-environment/organic-agriculture/?id=1395069375131>

**AFSA - Alliance for Food Sovereignty in Africa**

Advocates for agroecology, seed sovereignty, and organic inputs across Africa.  
<https://afsafrika.org>

**Biovision Foundation**

Funds ecological agriculture, organic input innovations, and farmer resilience programs.

<https://www.biovisionafricatrust.org>

**CIFOR-ICRAF (World Agroforestry)**

Advances agroforestry systems and organic inputs to restore land and livelihoods.

<https://www.worldagroforestry.org>

**FAO - Organic Agriculture Division**

Provides global tools, standards, and evidence to guide sustainable organic agriculture.

<http://www.fao.org/organicag/oa-home/en/>

**GIZ - KCOA Africa**

Strengthens organic agriculture in Africa through training, networking, and knowledge hubs.

<https://khea-africa.org>

**IFOAM - Organics International**

Sets global organic agriculture standards and drives sustainable input adoption.

<https://www.ifoam.bio>

**International Trade Centre (ITC)**

Enables organic trade access and capacity for smallholder producers in developing countries.

<https://www.intracen.org>

**Organic Trade Association (OTA)**

Supports the organic industry with research, policy advocacy, and market development.

<https://www.ota.com>

**Rodale Institute**

Pioneers regenerative agriculture research, focusing on soil health and organic inputs.

<https://rodaleinstitute.org>

**The Organic Center**

Provides scientific research on the environmental and health benefits of organic practices.

<https://www.organic-center.org>

**WHO - Organic Foods and Health**

Provides global insights on food safety, health, and nutrition in organic systems.

<https://www.who.int/news-room/fact-sheets/detail/organic-food>

**WWF-Kenya (World Wide Fund for Nature)**

Promotes compost-based input systems and nature-positive agricultural practices.

<https://www.wwfkenya.org>

# Annex I

15

Short profiles of participants of the GIZ AgSys leadership academy for agri-food systems transformation who, as a practical learning action, took a keen interest in supporting approaches and strategies of addressing misinformation in organic input promotion and in the agri-food sector.

## Milka Wahu Kuria

Executive Director / Team Leader

AMKA Africa Justice Initiative

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Milka has been an attorney for over 15 years and is fully committed to pursuing justice for the vulnerable. She is an executive at Amka Africa Justice Initiative, an independent non-profit organization working collaboratively with university legal clinics and grassroots organisations to promote access to justice for the poor, the minority and marginalised groups in Kenya and the rest of Africa. [About Us - Amka Africa](#)

## Lily Chepkemai

Senior Agricultural Officer

Ministry of Agriculture and Livestock Development

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Lily Chepkemai has more than 10 years of experience across different sectors. She is currently working in agri-food systems transformation as a senior agricultural officer supporting CAADP processes in the Ministry of Agriculture and Livestock Development.

## **Lydia Kimani**

Executive Director

Agribusiness for African Markets (AFAM)

Email: [lydia@afam.or.ke](mailto:lydia@afam.or.ke)

Lydia Kimani is a passionate Private Sector Development specialist with a background in Agricultural Economics and Resource Management. She is also a trained expert on the WTO SPS and TBT Agreements, the UNFCCC Negotiations, and implementing climate change in the agriculture sector.

## **Jeffrey Ngari**

Policy Advisor

GIZ Global project Sustainable Agricultural Systems and Policies (AgSys)

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Jeffrey is a Policy and Technical Advisor with the GIZ project 'Sustainable Agricultural Systems and Policies' (AgSys), Kenya Country Measure. He has over 8 years of experience in international development cooperation in Agriculture, Environment, Sustainability, and Policy Engagement. He holds a Master of Science (M.Sc.) in Sustainability Science and Policy from Maastricht University, the Netherlands.



