



SHAMBA SHAPE UP

Area of Focus: Agricultural information

How it works: Shamba Shape Up is a farm makeover reality show that was first developed in Kenya. During each episode the presenter and agricultural experts visit a family farm to demonstrate practical solutions to help them improve their production practices. In addition to promoting improved agricultural practices, the show also weaves financial literacy messaging into each episode. During the first season, viewers got to know 13 families, learn along with them, and then see the results of the changes they made. The show has also taken efforts to identify and interact with its viewers. During each episode, viewers are invited to send an SMS to a short code number with their name and address to request a free leaflet about the practices covered during the episode or to ask questions. Shamba Shape Up uses a custom-built database to manage these SMSs and has an administrator who can respond to questions directly or tag them for someone else to respond to.

The show began airing weekly on Citizen TV in Kenya—which has the highest broadcast audience of local Kenyan stations—in 2012 in both English and Kiswahili versions. The second and third season will run back to back weekly for six months and are scheduled to start airing in Kenya, Tanzania and Uganda in March 2013.

Technology used: Video, broadcast television, SMS databases, social media

Implementer/Funder: The Mediae Company developed and implements Shamba Shape Up with funding from DFID's Africa Entrepreneurship Challenge Fund (AECF) and through sponsorships from international civil society organizations, research organizations, and leading commercial agrobusinesses.

Fees: The program is free to watch for anyone with access to broadcast television. Leaflets are also free, although standard SMS rates apply for requesting information from Shamba Shape Up. Episodes are also available free online.

Primary Markets: Kenya, Tanzania, Uganda

Users: The target audience of this program is primarily rural and small-scale farmers.

Business Model: Shamba Shape Up aims to be fully self-sustaining through promotional sponsorships, although at present these sponsorships cover only about half of the programming costs.

Impact: The first season was estimated to have reached close to 3 million individuals. During the broadcast run, they received over 25,000 SMSs from viewers and have sent out over 16,000 leaflets to date. A survey of just over 800 farmers with access to television, which was sent prior to the first episode airing and after the final episode aired, revealed that 36% of respondents had changed their farming practices as a result of watching the show.

For more information visit: <http://www.shambashapeup.com/> and <http://mediae.org/>

Sources: Interview and emails from Hannah Harris, New Business Development Manager, The Mediae Company in January 2013. Additional information came from articles on [CGAP](#), the [New Agriculturist](#), and [Voice of America](#).

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This profile is supported by USAID's Fostering Agriculture Competitiveness Employing Information Communication Technologies (FACET) project under the Financial Integration, Economic Leveraging, Broad-Based Dissemination and Support Leaders with Associates award (FIELD-Support LWA). It was written by [Josh Woodard](#) of FHI 360. FACET offers on-demand field support to help missions with the challenges of using these ICT interventions in agricultural development. To learn more about field support options, contact Judy Payne, ICT Advisor, (jpayne@usaid.gov).