

The Sustainable Lifestyle Influencing Approach (SuLIA) Farmfluencer Campaigns



About SuLIA

The Sustainable Lifestyle Influencing Approach (SuLIA) promotes the consumption of organic products by combining influencer-led digital campaigns with on-the-ground events. It leverages trusted local figures—such as farmers, chefs, nutritionists, and digital content creators—to build trust, shape social norms, and encourage lasting behavior change. SuLIA works with a “basket” of different campaigns to reach different target audiences and fulfill specific goals.

SuLIA campaigns in Kenya were implemented through the AOMD Project (Accelerating Organic Market Development) and the Influencer Marketing Project, funded by the Leopold Bachmann Foundation, between 2022 and 2025. Campaigns were implemented by KOAN (Kenya Organic Agriculture Network), owner of the organic Kilimohai mark, in partnership with WOWZI, a Kenyan influencer marketing agency, with technical backstopping from FiBL.

Among the SuLIA campaigns implemented in Kenya, the Farmfluencer Campaign highlighted how authentic, farmer-led storytelling can build consumer trust, promote organic products, and drive demand for sustainable agricultural practices.

The Farmfluencer Campaign in Kenya October 2022 to April 2023

The Farmfluencer Campaign in Kenya was implemented by KOAN in partnership with WOWZI, who developed the training program, consisting of both physical and online events.

The Farmfluencer Campaign identified and trained 40 highly motivated farmers in social media marketing, guiding them through a structured journey to become influencers and digital content creators in order to boost their business opportunities.

As part of the training process, selected farmers learned about key social media platforms, the influencer business model, and the principles behind agroecology and the Kilimohai organic mark.

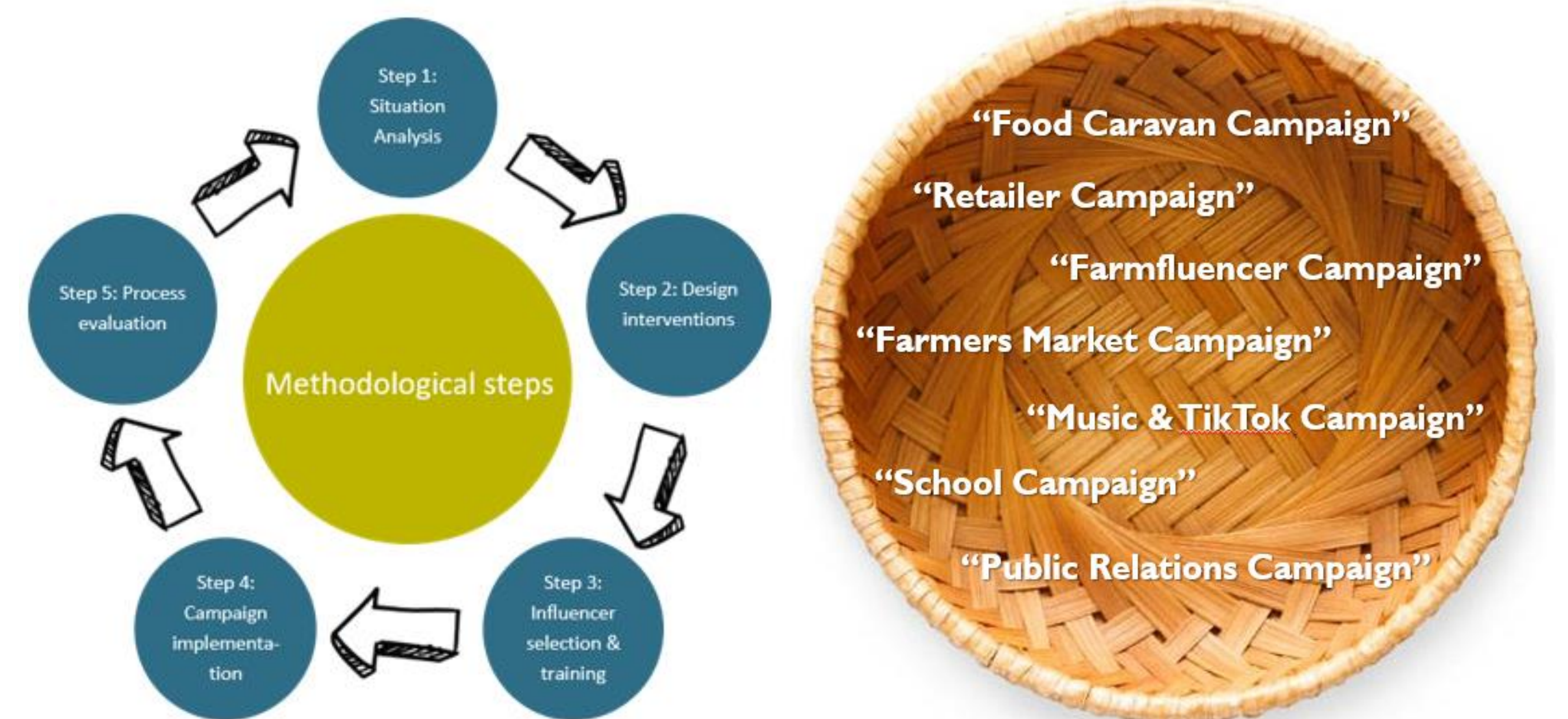
Participants also learned how to create effective multimedia posts and could practice content creation during field visits to organic farms and shops. The training also explained how to strategically plan content pieces and monitor posts' performance to better tailor content to followers.

Key campaign outcomes & success factors

Although social media competence among trainees was initially quite low, enthusiasm to learn was extremely high. Farmers provided very positive feedback on the training: they received invitations to join additional campaigns, reported growth in their followership on Instagram, TikTok, and Facebook, increased product visibility, and gained wider market access. Ultimately, farmers began using social media not only to share their stories but also to drive direct sales of their products.

All posts shared by the Farmfluencers during the campaign reached 1.5 million people and led to over 450,000 Kenyan Shillings of Kilimohai-certified product sales.

A key factor in the campaign's success was the partnership between FiBL, KOAN and WOWZI, which was instrumental in designing an engaging and tailored training program that aligned with farmers' needs, interests, and digital skills. Equally important was the farmers' creativity and determination to learn, demonstrating how authentic, farmer-driven content can effectively capture customer interest and inspire behavior change. Thanks to the Farmfluencer campaign, many farmers are now able to sell their produce straight to consumers.



METRIC	IMPACT
Reach	1,500,000
Positive sentiment	90%
Engagement	6%
Sales	480,750 Kenyan Shillings

