FY 16’s Q2 was a busy and productive quarter for myAgro focused on a number of important activities: harvesting, expanding and enrollment for the next season. By the end of December, myAgro enrolled over 30,000 farmers towards its goal of planting with 30,000 farmers in June 2017. Farmers also saw an increased harvest of 50-80% on average compared to control farmers. The year is half way through and myAgro’s outlook is positive. Payments continue to be at or slightly higher than historical projections and new tools, like using mobile as a simple financial planning calculator to help farmers plan regular payments, are proving to be useful additions to the myAgro toolkit. Read on for more developments of myAgro’s progress towards the goals for FY 17 and our work in R&D and Partnerships.

**Program Dashboard**

<table>
<thead>
<tr>
<th>Metric</th>
<th>FY 15 Actual</th>
<th>FY 16 Goals</th>
<th>FY 16 Actual</th>
<th>FY 17 Goals</th>
<th>FY 17 To-Date</th>
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</thead>
<tbody>
<tr>
<td>Scale: Farmers Served</td>
<td>10,000</td>
<td>15,000</td>
<td>18,000</td>
<td>30,000</td>
<td>30,000</td>
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<tr>
<td>Scale: myAgro Team</td>
<td>180</td>
<td>205</td>
<td>220</td>
<td>300</td>
<td>280</td>
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<tr>
<td>Scale: Vendors</td>
<td>226</td>
<td>309</td>
<td>315</td>
<td>590</td>
<td>604</td>
</tr>
<tr>
<td>Impact: % Harvest Increase</td>
<td>&gt; 50% - 100%</td>
<td>&gt; 50%</td>
<td>&gt; 50% - 80%</td>
<td>&gt; 50%</td>
<td>TBD Dec 2017</td>
</tr>
<tr>
<td>Field revenue (USD gross, in ‘000s)</td>
<td>$261</td>
<td>$575</td>
<td>$559</td>
<td>$1,100 (600MM CFA)</td>
<td>$195 115MM CFA</td>
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<tr>
<td>Field Sustainability %</td>
<td>29%</td>
<td>40%</td>
<td>38%</td>
<td>40%</td>
<td>TBD</td>
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Program Timeline

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<th>Activity</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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<tbody>
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<td>Enrollment</td>
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<td>Delivery &amp; Planting</td>
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<tr>
<td>Ag Corps Hires</td>
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<tr>
<td>Harvest</td>
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<td>Vendor Selection</td>
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**myAgro’s Model**

myAgro’s **North Star** is to help 1 million smallholder farmers to increase their income by $1.50 per day by 2025 to move above the poverty line and into the middle class. myAgro does this through a mobile layaway platform that enables farmers to invest their own funds in high-quality seed, fertilizer, tools and training to significantly increase their harvests and income.

Through myAgro’s mobile layaway model, farmers in Mali and Senegal use their mobile phone to make small payments toward seed, fertilizer, and technical training in advance of the rainy season. These investments allow farmers to produce 50-100% more food each year. Currently, myAgro farmers earn an additional $75-$350 per farm. A mobile layaway-led model widens financial inclusion to all farmers who want to invest in their farm to increase their productivity, including women, risk-averse, or non-creditworthy farmers.

Over the past five years, myAgro has developed an effective, replicable program model that is becoming increasingly cost-efficient. Each district has a hierarchy of Field Coordinators, Supervisors, Agents, and Vendors who work with farmers. Improvement of the trainings, materials, and systems that support the field teams has driven down the field cost of service delivery from $200/farmer in 2012 to around $60/farmer in 2015. Forty percent of field costs are currently covered by field revenue. Continued improvements in all of these areas will push the cost per farmer down further and drive myAgro to 100% field sustainability by 2021.

**Core Program Update**

**Growing more with myAgro: Harvest Results**

myAgro farmers overall had a great season, growing 50 – 80% more than control farmers, translating to a farm income of $245 for myAgro peanut farmers (who make up > 60% of myAgro farmers), $272 for myAgro maize farmers, which is more than a 60% increase in farm income of control (traditionally planted) farms. myAgro also did an in-depth survey of myAgro precision planter users and found that the precision planter generates $3500 of increased net income over 5 years. From a household survey done earlier in 2016, myAgro identified that increasing the land cultivated with myAgro is a key to increasing farmer income further. The precision planter, which cuts the time it takes to plant by more
than half, is an important part of myAgro’s North Star of increasing farmer income by $1.50 per day per farmer for 1 million farmers.

**Harvest measurement**
For peanuts, the M&E team physically harvested and weighed three defined parcels of a farmer’s field at the time of harvest, when the plants were still fresh, and again when the plants had dried and only the peanut pods remained. The average yield per sample is then used to extrapolate yield per hectare and a quality control process is implemented to ensure accuracy in measurement.

For maize the M&E team implemented the slide rule method for all client farms, an approach commonly used by academics and private companies to measure maize yields. This method involves sampling a parcel of the field, counting the average grains produced in that sample, and then calculating the average tons per hectare using a formula. The team weighed individual grains at several fields to ensure the correctness of the formula used. The benefit is this can be done before the field is harvested, a factor that helps us better manage the harvest measurement process.

The vegetable harvest survey was last done in 2014 and includes a thorough survey every 3-4 days to interview farmers about the vegetables harvested, sold, eaten, stored or gifted to others to determine a harvest weight. Market prices are collected weekly, as they tend to lower over time as increased supply hits the market and a weekly gross and net profit is calculated over a 6-week period.

**Next steps**

**Increasing Impact and Scale**
myAgro conducted a more in-depth survey of 290 randomly-selected myAgro members and 395 farmers who were not part of the program to increase understanding of myAgro’s clientele. Insights from this survey and the M&E harvest survey include:

- **myAgro’s packages cover farmer’s top crops for both men and women, but there is potential to increase package size.** Women dedicate around 0.5HA to their peanut fields (out of 1.2HA planted), while men dedicate around 2HA to maize (out of 5.4HA planted). myAgro farmers are cultivating on average .20 HA (.13 HA for peanuts and .5 for maize) This shows potential to double their current average package selection with myAgro and cultivate a larger percentage of farmers’ land by introducing new crops, like sorghum.

- **myAgro has strong customer density – and it can be even deeper by leveraging household structures.** The average myAgro farmer lives in a 26-person household. Out of the 17 adults in this household, three are currently myAgro members. Unlike a credit program, which would not want to over-indebt households, myAgro farmers can each save independently with minimal risk.

- **myAgro is successful at targeting women at all ages, but male myAgro farmers tend to be older than the average.** The survey showed that the average farmer is 35-50 years old, but within myAgro more than half of men were over age 50. This shows potential to engage younger men in the program. For women, their biggest need was being able to opt in and out of the program frequently as they are reluctant to invest in their farm when they are pregnant due to financial and personal health factors. The average woman has over 6 kids each.

myAgro is thinking through all of these opportunities as the team develops the plan to reach the North Star.

**Enrollment Phase 1: Re-enrollment**
In the second quarter myAgro began re-enrollment, re-enrolling 80% of farmers in its mobile layaway model, which is significantly higher than the microcredit average of 50% re-enrollment. myAgro’s Product team also rolled out a Commcare application to replace paper-based enrollment processes. The system significantly reduces paperwork in the field. The myAgro enrollment application also has
built in logic function to improve sales per clients – initial data shows that 30% of farmers selected a 2nd package, compared to 20% historically.

By integrating mobile applications into Field Agent activities, myAgro is able to improve farmer outreach and enrollment. While myAgro has focused on pulling demographic data on farmers from the field, the new system will allow myAgro HQ to push payment and enrollment data back into the field, reaching Field team within 1-2 days of when the data was collected. This is exciting for a number of reasons. First, in Q2 during Phase 1 re-enrollment, the field team could make real-time decisions on where the enrollment opportunities and challenges lay. The payment data and tracking ability also helped the field team focus on farmers soon after enrolling, pushing the average payments per farmer to over 2X historical averages at the same time period (~2000 CFA vs. 750 CFA).

The initial roll out was bumpier than expected, as the field team took longer to adapt to the new tool, preferring pen and paper instead. However, after a few re-trainings field agents eventually saw the benefits of the mobile applications. Farmers had more trust in this “official” enrollment process and field agents had an easier way to look up data and make decisions. The phase 1 roll out will lay the groundwork for a smoother introduction during expansion in phase 2, which begins in February 2017.

**R&D**

**Sorghum Trial Results**

As reported in Q1, myAgro designed a new sorghum package for farmers. Aside from being an important staple crop for the region’s farmers, sorghum is more drought resistant than maize and can build a household’s resilience to poor weather conditions. An improved sorghum package could act as a buoy during times when maize investments produce lower yields than expected.

The trial results, measured in Q2, are positive:

- myAgro sorghum farmers yielded 60% more than control farmers
- 75% of myAgro sorghum farmers used modern planting techniques compared to less than 10% of control farmers
myAgro Quarterly Report | FY 2017 Q2

- New customer acquisition: myAgro attracted new farmers who had not earlier enrolled with myAgro for maize or peanuts. Offering sorghum allows myAgro to reach an even poorer segment of smallholders.
- myAgro’s lower-fertilizer intensity package (half-dose of planting fertilizer) yielded nearly identical results to the more expensive, full dose. This is exciting because it means farmers can pay less and still harvest relatively the same amount generating a higher net profit per hectare.

Based on the results of pilot, myAgro is adding sorghum into its core program portfolio of products across all 11 myAgro districts in Mali.

Partnership update

myAgro’s partnerships strategy is a key driver to myAgro’s scaling strategy. In Q2, myAgro conducted an impact study on its 2016 Partnerships pilot in cooperation with Stromme Foundation and Oxfam. The results are promising and prove the potential in working with savings groups:

- **Impact**: Farmers generated 4X ROI compared to 0X to Savings model alone.
- **Scale**: Savings Group model provides faster enrollment and payment completion rate; customer density (a key budget driver) increased by 30% in each village.
- **Sustainability**: Farmer acquisition/mobilization costs 4X lower than myAgro’s core program.

myAgro confirmed two new exciting Partnerships trials – Catholic Relief Services (CRS) in Senegal, and an expanded trial with Stromme Foundation in Mali, enabling myAgro to collectively reach 2,000 saving group members this season. The trials will allow myAgro to gather critical data and best practices that myAgro will use to inform its Partnerships scaling strategy in 2018 for phase II of these partnerships, and with new NGOs.

myAgro is prioritizing saving group models for partnership, since globally there are over 12 million saving group members who are estimated to be farmers. The Partnerships Model, to be developed over this year through the work on these two trials, is a key driver to myAgro’s scaling strategy, and presents an immediate, realistic opportunity to move the needle for smallholder farmers worldwide.

**New and Promoted myAgro Team Members!**

**Maqui Ndiaye | Regional Coordinator, Senegal**

Maqui Ndiaye joined myAgro Senegal in its first year in 2013 starting as a Field Agent. He was promoted to Regional Field Coordinator last Fall and now supervises 4 Field Coordinators across Senegal. Maqui oversees all field operations in Senegal and leads the development of Senegal’s overall strategy with the Country Director.

**John Mark Feilmeyer | Program Manager, Bamako**

John Mark is a former Peace Corps Volunteer in Benin. After three years with Peace Corps, John Mark then led CIAMO, a local arts program in Benin for 5 years before returning to the US. Most recently he was the founding Executive Director of Art Force Iowa. John is happy to return to West Africa to put his leadership and management expertise to use. As program manager in Mali, he is leading marketing & sales, and providing additional leadership support in the headquarters to the HQ and Innovations teams.
Organization and Finance

In Q2, myAgro built and implemented new financial systems and processes that ensure a more robust finance program:

1. Improved internal reporting -- Our financial reporting now includes detailed monthly organization-wide and country level financial statements and budget to actual comparisons, and periodic forecast updates. These allow management to assess the performance of the organization each month against targets and make changes to operations as needed.
2. FY16 audit successfully completed.
3. Upgraded our internal process for tracking and reporting on grant-specific expenses. This will also make our external grant reporting more efficient.
4. We are actively recruiting (or are hiring) additional experienced Finance staff -- a Finance Manager to oversee field office functions and a Financial Analyst to assist with forecast, grant reporting, and data analysis. These positions are critical to supporting myAgro's operational growth and providing the analytic tools necessary to optimize our performance.

Fundraising Update: In Q2, myAgro was pleased to receive a total of $3,951,000 in new or renewed commitments from the following donors:

- Anonymous
- Jasmine Social Investments
- Mulago Foundation
- Ray and Tye Noorda Foundation
- Salesforce's Force for Change
- Sall Family Foundation
- Vitol Foundation
- David Weekley Family Foundation

Donor Field Visit: myAgro hosted Ken Inadomi & Melinda Wolfe, representatives of Project Redwood, a current donor funding field agent training and integration of mobile into our enrollment and payment completion program. (Photo on following page.) myAgro is grateful to Ken and Melinda for spending time in the field deepening their partnership with our team, farmers and impact model.
Farmer Profiles: Savings Group Members in Sikasso, Mali

myAgro is excited to finally be serving the Sikasso region in Mali. Sikasso is the agricultural heartland of Mali, and studies have estimated that Sikasso has enough natural resources to be the breadbasket for not only Mali but also the entire West Africa Region. Sikasso is the highest populated region in Mali and has the best rainfall and agricultural potential. Against this fertile backdrop is a high rate of poverty -- Sikasso is the poorest region in the Mali where 83% live below the poverty line compared to 68% nationally, and where the rate of stunting and malnutrition amongst children under 5 is the highest.

Saving group member, Goyo, is thrilled with her harvest. “I’ve never used fertilizer before,” she said, “and I am very happy with my harvests. Farmers in the Savings Group trial on average saw a 200% ROI on the initial farm investment with myAgro. There are over 1.5 million saving group members in West Africa and myAgro is excited to help hard working farmers like Fatoumata and Goyo to increase their harvests and farm income further in 2017 and beyond.

Fatoumata Kutabare was one of 23 women in her Savings for Change (SfC) group who decided to try myAgro for the first time after listening to a presentation by a myAgro field agent. Despite being a founding saving group member, since 2008, Fatoumata never had a way to buy fertilizer for her farm.

“I learned that with myAgro I could save little by little using my phone, and that I could buy fertilizer for peanuts, which myAgro would deliver to me for the planting season. This sounded exciting because I’ve never made money growing rice or peanuts, and I’ve always wanted to buy fertilizer, but could never afford it. The idea of saving little by little is a good one for me and other women because we don’t have enough money to buy seeds and fertilizer at once.” Her favorite part of her myAgro experience so far has been the ongoing training she is receiving from her myAgro field agent. “I’ve never used fertilizer before, so she showed me how to microdose, and how to plant my seeds in a row.”

When asked how her farm looks, she smiled and heaved a sigh of relief, “So good, the fields look so good! The fertilizer works!” In 2017, Fatoumata plans to buy a bigger peanut package with myAgro and to get all the women in her SfC group to enroll with her. “They will be happy with their harvest like me.”