Nassoun is a farmer and savings group member in Sikasso, Mali. Despite being an active member for years, she couldn’t access fertilizer because it was too hard to pay in a lump sum.

She planted with myAgro last year and saw her harvest jump from 100 kg to 300 kg for her small farm. “I’m thrilled,” she said of her harvest.

Nassoun is one of 10,000 savings group members who will plant with myAgro in 2018. Globally there 18 million savings group members.

Working with savings groups is a key distribution channel for myAgro at scale.
Q2 was focused on expansion and enrollment. As harvests wrapped up, myAgro farmers started looking toward the next season. myAgro is on track to serve 50,000 farmers in the 2018 season, up from 34,000 in 2017.

Behind the curtain, significant improvements were made to key systems in hiring & training field team members and decentralizing field budgeting to support new districts. The Product and Business Intelligence teams implemented and trained their team on agile process and systems for all their work moving forward. The enrollment application was redesigned with a friendlier user interface, particularly for village entrepreneurs in Mali and Senegal who use the myAgro smart phone app to enroll farmers directly without the help of a field agent. Read more about these exciting results in the report.

The outlook for Q3 is good with some known challenges in sight that could affect payments, such as Ramadan falling during the myAgro payment deadline (Ramadan is lunar and changes in timing year to year). To address these special economic pressures farmers will face in Q4, the field leadership is simplifying activities and focusing the field team and village entrepreneurs on early and frequent sales.

### Key Performance Indicators

<table>
<thead>
<tr>
<th>Scale</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>#Farmers</td>
<td>10,000</td>
<td>18,000</td>
<td>34,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impact 3 year average</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>$140</td>
<td>$154</td>
<td>$145</td>
<td>TBD</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sustainability</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>35%</td>
<td>37%</td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>
myAgro Senegal implemented a successful expansion, which included the development of an improved internal promotion process for over 14 new middle management positions in the field. The most exciting development was that the mobile vendors successfully enrolled 63 farmers per village using the myAgro smart phone application. In the savings group channel, village entrepreneurs who manage upwards of 6 villages each, enrolled 83 farmers per village (resulting in a promising 939:1 farmer/field agent ratio).

The enrollment in districts that transitioned from a field agent-to-village entrepreneur model had a rocky initial start. “During the first week of enrollment, there were some struggles as vendors learned to take on their new roles, but by the second week enrollment was starting to run smoother after additional training and technical phone support,” said Field Supervisor, Tening Diof.

The village entrepreneurs from the pilot districts from last year continued to show high motivation and strong results in their 2nd year by completing their enrollment goal a few weeks before the enrollment deadline, adding another clear data point in favour of the village entrepreneur model.

While myAgro Senegal focused on geographic footprint successfully this season, myAgro Mali focused on increasing customer density in existing villages through improved targeting and a focus on re-enrollment. This resulted in meeting the target of increasing density by 10% this year.

Improvements to the Salesforce database enabled myAgro to offer discount prices for larger investments – a key to unlocking higher revenue per farmer. New packages offered at scale this season include hybrid maize and improved climate-resilient sorghum seeds in Mali and millet, solar lamps and precision planters in Senegal. In total the team is on track to plant with 50,000 farmers this season.
Unlocking Entrepreneur Potential in Mali

In early 2017 the Mali program piloted the village entrepreneur model that has been so successful in Senegal. In Mali, a significant road block was that literacy was preventing the entrepreneur from using the myAgro smart app correctly. A/B testing proved that relationship building was the key to a successful village entrepreneur. The product team worked last quarter to remove the barriers to using a smart app for entrepreneurs.

The result is that the Mali program has been able to tap into young hard working entrepreneurs and train them to sell myAgro packages in their village using this picture-based application. The mostly female group of village entrepreneurs enrolled 25% more than expected to reach 5,000 farmers.

The picture-based application works by minimizing data entry and replacing text with pictures to help village entrepreneurs talk about package choices, sizes and help make recommendations to the farmers.

Improving Costs

Senegal lowered costs by 20% this financial year by implementing the mobile vendor program across the whole program. Mali’s success this last quarter shows a promising path forward to lower costs similarly through two key drivers: farmers per field agent and revenue per farmer. Farmers per field agent went up 34% and revenue per farmer was nearly the same. “The app is easy to use,” says village entrepreneur Fatou. Fatou works with 9 savings groups in her village and attends each meeting to enroll farmers and collect payments.
R&D update

Rice trials

In southern Mali, there is a strong demand for myAgro to sell rice packages, particularly from female farmers. Rice yields are low – and could increase 50 – 100% with the right mix of fertilizer and training methods.

However, rain-fed rice (flooded rice fields) are difficult to standardize; we want to make sure that the fertilizer doesn’t wash away and fertilizes someone else’s field. Given this risk, the agricultural R&D team focused on minimizing the investment farmers need to make while testing different methods of varying degrees of difficulty to see which would be easiest for farmers to adopt at scale.

myAgro’s process is to design with and for the farmer. The trial includes selling different package configurations of fertilizer and seed. At planting and harvest, the team will be able to collect qualitative feedback from farmers and evaluate training methods, adoption and harvest results on actual farms compared to the test field results. This will help the team find the balance between yield increase, input use & costs and value for the farmer in terms of net profit increase.

It’s a difficult choice to slow down when there’s such high demand from farmers. Farmers expect to see high yields when investing with myAgro. If we fail to deliver for even one product line, it lowers the overall trust in myAgro’s brand which is seen as reliable and high quality. We’re excited about the path in front of us, even if it is a long one, as we work to develop the desired rice package farmers need.
myAgro’s Finance Team advanced the following goals:

- Completed myAgro’s Long Term Forecast to breakeven by 2021 for Mali and Senegal
- Completed FY 2017 Consolidated Audit
- Finalized terms for second working capital facility
- Improved information flows between field and headquarters
- Developed grant tracking and reporting system

By the end of Q2, myAgro raised 65 per cent against its FY18 goal of raising > $7MM.

The team also experimented with an individual fundraising campaign at the end of the calendar year to raise funds from individual donors via the Board’s network. The campaign’s goal of $75,000 towards a precision planter trial in Senegal was surpassed in a few weeks and in total the team raised $125,000 in gifts from 70+ donors. We hope this will kickstart a new individual giving strategy in the next few years to diversify myAgro’s funding mix. The additional funds from the campaign will go to increased logistics support and M&E of the planter trial – more info on this in the next report!

One of myAgro’s core values is to treat farmers as clients. According to Elia Gandolfi, program associate in Senegal, said the precision planter is a great example of how myAgro puts this core value into practice: “This is a tool highly appreciated by our farmers.” Farmers have given us feedback that the microdosing method takes too much time. The planter cuts that time significantly. “Our team also tested the disks in the planter and adapted them to fit locally grown seeds for Senegal’s different regions,” says Elia.

“For next year, we are working to increase the efficiency of the planters’ furrow opener, which will make it easier for an animal to pull the machine,” he adds. “Thanks to these efforts, we have created a planter that helps farmers reduce the amount of seed and fertilizer they need to use while increasing yields. And it reduces planting time for farmers significantly addressing a key piece of client feedback.”
Welcome to the Team

A key part of myAgro’s G.B.I.T.E. 2018 plan (Grow, Build, Impact, Trial and Evaluate) is the “Build” section. The focus in particular is to build the human resource capacity to meet myAgro’s middle and senior management needs as the organization replicates and scales. This quarter focused on reviewing the recruitment processes for field agents and team leads of key departments. Another focus area was developing more formal promotion processes which led to the successful promotions of a number of new managers (below)!

We are also recruiting! Feel free to share our current openings with your network.

Noteworthy Press and Appearances

Global Index Insurance Conference:
In December, myAgro’s Senior Program Associate, Darcey Tindall, was invited to speak at the Global Index Insurance Conference in Dakar.

World Food Day:
myAgro was one of six agricultural tech startups serving smallholder farms featured in a AgroNews article on UN World Food Day. The 2017 theme for UN World Food Day focused on “the challenges that forced migration brings to agriculture”.

Christien van den Brink
Regional Development Manager

Ramata Barry
Regional Field Coordinator Senegal

Gora Diouf
Regional Field Coordinator Senegal

Hamadou Samounou
Regional Field Coordinator Mali

Kaba Diombana
Regional Field Coordinator Mali

Oumar Traore
Regional Field Coordinator Mali
A 17-year-old student and second year myAgro farmer, Alpha makes the most of his school vacations by using the time to focus on farming.

myAgro layaway method inspires youth like Alpha. “The layaway system works well for me, because as a student, I can pay for my package without worry,” he says. “Last year, I was able to sell my harvest to pay for my school fees. This year, I planted more land and I plan on selling some peanuts for cash to also pay for school materials.”

Alpha is excited about increasing his land size with myAgro and stresses the importance of youth getting involved in agriculture.

“It’s important for young people to be farmers,” he says. “There are a lot of young people like me who see farming as a business opportunity during vacation months. I appreciate that myAgro’s farming techniques are easier than the old methods our parents used,” he adds.