



myAgro Quarterly Report



FY 2020 Q2
October-December

At a Glance


Key Performance Indicators



Farmers Served:
60% Women



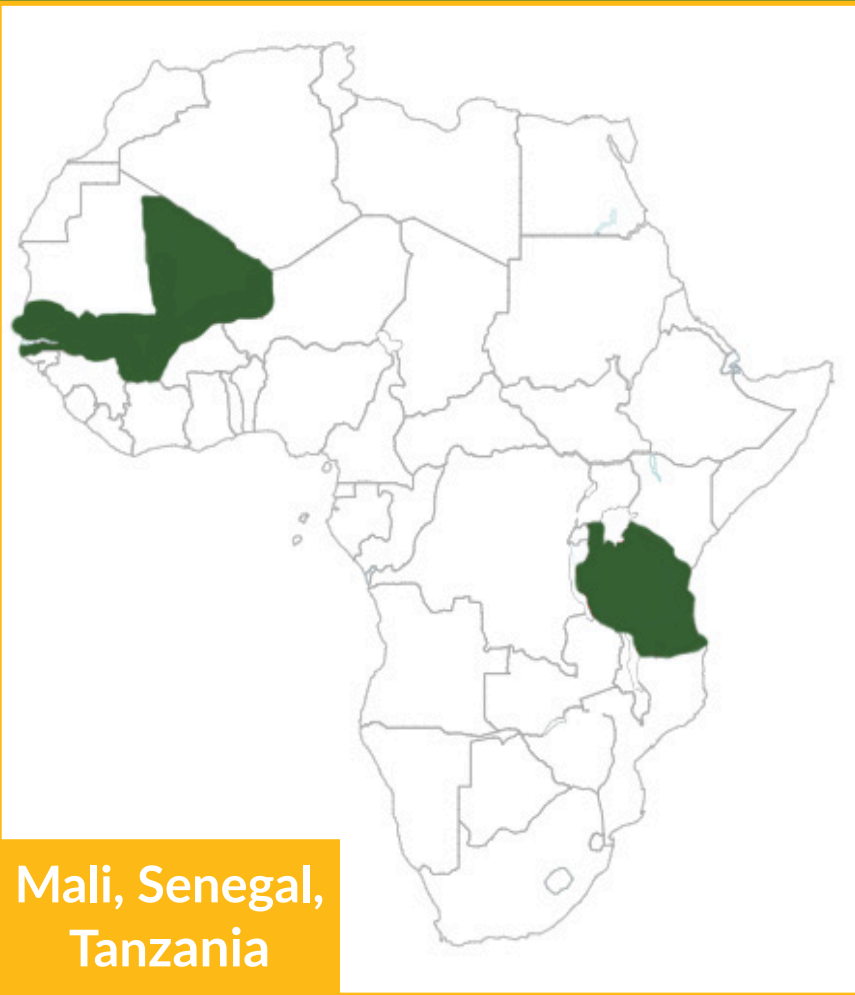
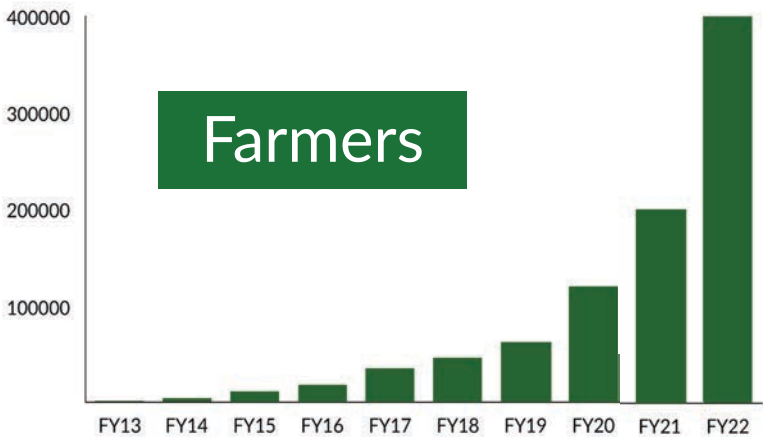
\$110 Added Annual
Income per Farmer



40% Financial
Stability



1 Million Farmers
Served by 2025



2020 Global Reach



120,000
Farmers



2,000+
Villages



75%
Higher Yields



50-100%
More Income

Impact — Field Results

myAgro's rigorous monitoring and evaluation process collects and analyzes our impact on yields and incomes to ensure our approach to serving smallholders is data-driven.



myAgro's field staff measured harvests from more than 1,850 farms across Mali and Senegal to determine yield and income increases against control farmers.

Growing Prosperity

For myAgro, improving our impact on farmers' yields and incomes is a priority. We make sure to do this by thoroughly monitoring results, and Q2 is our annual period of Monitoring and Evaluation ("M&E") reporting. After delivering improved inputs to more than 60,000 people in FY19, myAgro spent the end of the year measuring their harvests.

In FY19, our farmers increased their net incomes \$110 on average, growing 24,000 tons of food in total—enough to feed 640,000 children for a year. **Farmers saw a 221% return** on their investments with us. myAgro generated nearly **\$7 million in impact organization-wide**.

Our M&E process is audited by a third party, which continues to conclude that the methodology used is 100% compliant with industry standards.



Qualitative Impact — M&E

In addition to measuring harvest and income increases, myAgro's Monitoring and Evaluation Team undertook qualitative impact studies to measure improvements in myAgro farmers' lives.



When myAgro conducts field visits and on-farm observations, we receive valuable qualitative feedback on how our farmers use their increased incomes.

A Closer Look

Expressing myAgro's impact in the increased revenues farmers earn from their harvests allows us to evaluate whether we're on track toward our **North Star: to increase incomes by \$1.50 per day for 1 million farmers.**

While this is a great metric to demonstrate overall impact, which informs program design, it does not qualify the added value of what increased revenues mean for farmers. Anecdotally, we hear how farmers use their added income and what impact it has on their lives—for example, whether they use it to buy goats, which are then sold at a profit to pay for childhood education.

This year, myAgro undertook a secondary, internally generated impact study to record and qualify trends in farmer income usage. The goal was to get a closer look

at the living conditions resulting from farmers' increased yields and incomes, and paint a more complete picture of our organizational impact:

- Farmers who plant with myAgro for longer **have higher living standards** than newer and control farmers.
- Women who plant with myAgro have better health outcomes than control farmers.
- Children under five who belong to families that plant with myAgro have a **decreased rate of acute malnutrition.**
- Families who plant with myAgro have higher education rates for their children than control families.

While still anecdotal, myAgro is invested in standardizing qualitative impact studies. Future results will be measured against past data and published.

Entreprendre!

This season was all about getting Village Entrepreneurs to buy-in and become fully trained salespeople.



myAgro VEs are trained to help farmers select the input packages that meet their needs.

‘To Undertake’

Becoming Entrepreneurs: ‘Entreprendre’ means to undertake in French, and this season was all about training VEs to undertake their sales roles. Internal data is supported by [external studies](#) that show VEs—and all salespeople—are 30% more successful when they are trained to take ownership of their work.

In addition to traditional sales and marketing principals, this year’s training curriculum emphasized how the role as a VE contributes to a better quality of life.

- Our **training strategy is projected to increase sales 20-30% over FY19.**
- Sales at the end of Q2 reached 14% of our FY20 goal, compared to 3.8% at the same in FY19. In other words, **we are nearly 4x ahead of schedule this year!**
- VEs are managed by a strong cohort of 150 Sales Leaders, who track progress and coordinate around zonal goals.

VE Recruitment



5,000 Candidates
Interviewed



2,000 VEs
Hired



10 Training
Days



4-8 Weeks Total
Onboarding

Tanzania

The Tanzania program leverages two rain cycles to serve more farmers—we deliver inputs in time for maize and groundnut planting in December, as well as for sunflower planting in February.



In total, myAgro enrolled 1,535 maize farmers (3x increase over FY19), and has already enrolled more than 850 sunflower farmers (2x increase over FY19).

Maize Enrollment and Delivery

In Q2, enrollment was in full swing in myAgro's Tanzania program, our first expansion country in East Africa.

Led by strong leadership its second year, the Tanzania team finished the maize and groundnut season by **enrolling more than 1,500 farmers, delivering to 435**, and kicking off a strong second enrollment and payment season for sunflower farmers. In total, myAgro enrolled 1,535 maize farmers (3x increase over FY19), and has already enrolled more than 850 sunflower farmers (2x increase over FY19).

This exceptionally successful enrollment performance showed myAgro's capacity to adapt our value proposition and business strategy to the Tanzanian context, paving the way for future growth. The introduction of groundnuts as a new crop option for maize farmers was met

with excitement—farmers had expressed a strong interest in diversification, and we wanted to provide it. With this new addition, packages are more tailored to farmers' input needs.

Maize and groundnut farmers planted nearly 72 hectares of hybrid maize and 26 hectares of groundnuts. The average farmer investments in **maize inputs increased 58% over FY19**, and the average cultivated land area also increased more than 50%.

Every farmer who received a package from myAgro was trained using the same methodology myAgro developed in West Africa—98% of farmers adhered to planting best practices.

A major success during Q2 was



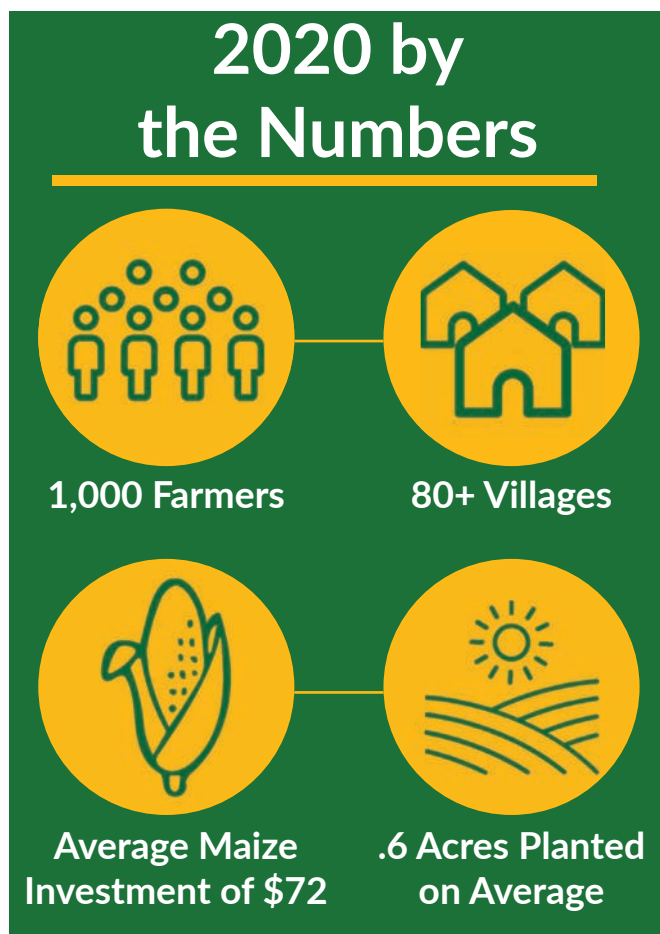
transitioning the Tanzania field team to a fully-digital suite of data collection and tracking tools—identical to those used in our Mali and Senegal programs.

Whereas in Tanzania's first season, the field team relied on slower and less reliable paper-based tools, VEs and their managers now use smartphones and myAgro's CommCare application to enroll clients and track data.

To reach farmers and **increase customer engagement, myAgro established a call center.** At the conclusion of the Maize season, those who were unable to fully complete their package payments were called and asked if they would like to roll-over their already-contributed payments to either sunflower packages or the coming years' maize packages.

Only 10 farmers asked for their money to be returned, while 223 rolled over to sunflower packages. The remaining farmers rolled-over to next years' maize packages, demonstrating a high demand for our services in the program area.

Now, Tanzania is focused on finishing the sunflower season strong. In the program's first year, the impacts of using improved inputs and modern planting methods (such as microdosing fertilizer) were substantial. Field studies demonstrated that **myAgro farmers increased their maize and sunflower yields by more than 100% over control farmers.**



Agriculture

myAgro delivers the same, excellent quality of agricultural service to every smallholder we serve. Our agricultural team is always innovating to meet farmers' changing needs.



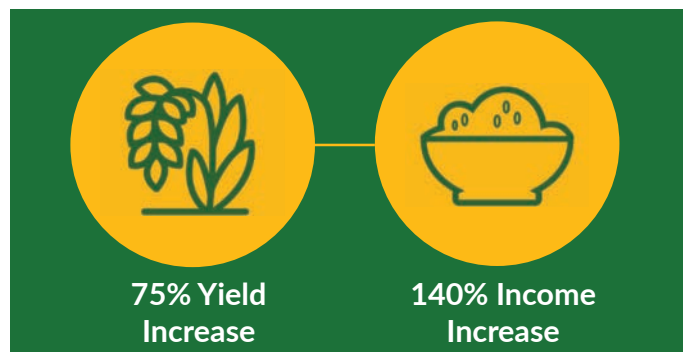
Rice Yields 140% Income Increase

Rice was a new crop for myAgro in FY19. After delivering improved rice inputs to 4,500 farmers in Senegal and Mali, the crop performed well, enhanced by a productive rainy season across the countries.

Rice farmers who planted with myAgro in Senegal increased their yields 75% and their net farm incomes 140% over control farmers. Across both Mali and Senegal, rice farmers harvested a total of 720 tons of food.

On average, one hectare of rice generated \$500 of additional income for farmers in FY19—this number gets myAgro close to reaching our impact goal of \$1.50 per farmer per day (\$550 additional annual income per farmer).

To ensure that myAgro farmers continue to benefit from rice packages going forward, our Global Procurement Team



contracted with a local seed company to procure 34 tons of rice seeds for FY20.

The company distributes seeds to local farmer cooperatives—this allowed myAgro to monitor control plots throughout FY19 to ensure germination rates were consistent with our quality standards.

This resulted in valuable insight into which seed variety and planting methods to recommend to farmers. We anticipate delivering high per-hectare impact to rice farmers across Mali and Senegal this year.

Organization Update

This quarter, myAgro refined its management structure using executive, leadership, and regional teams to administer our Senegal headquartered programming globally.



myAgro partners with the African Leadership Academy to source top candidates for our in-country leadership roles.

Developing Leaders

Each leadership team is now responsible for managing specific strategic initiatives, depending on the scope of their roles and responsibilities. This adds capacity and develops leaders organization-wide. By **focusing our efforts on leadership and improving hiring, transparency, team decision making, and the overall stability and quality of our leadership team**, our retention rates for all staff saw an increase in FY19.

In Q2, the country offices in Mali and Senegal successfully launched a leadership training program to invest in high-potential department leads with skill-building workshops. Preparing senior staff with **workshops addressing coaching, management, and feedback** strengthens myAgro's internal hiring pipeline for department directors and executive roles.

Welcome to myAgro!



Karin Fujii
Regional HR Manager



Stephanie Kabore
Director of Finance



Moses W
Software Developer

Technology

At myAgro, being innovative is in our DNA, and we are always streamlining our initiatives. Leveraging technology and systems is top of mind for improving the way we work.



myAgro Connect is a game changer for mobilization—improving sales 5x-9x for VEs who use the application regularly.

myAgro Connect

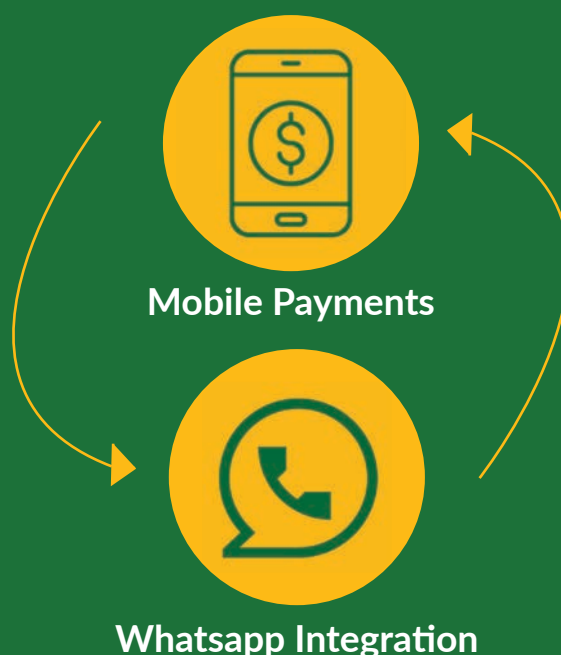
Part of getting VEs to buy-in and ‘undertake’ involves equipping them with the right tools.

New in FY20 is myAgro Connect, a mobile-based dashboard that enables VEs, Sales Leaders, and Field Coordinators to track enrollment and payment progress against goals in real-time using their smartphones. Helping VEs maximize their usage of this tool was a major component of training—now, **every tool VEs need to collect, manage, and track farmer information is fully digital.**

The result is that VEs use up-to-date data to drive their individual decision making, enabling them to target goals and measure their progress, against themselves and their peers working in other villages and regions.

More Ways to Pay

For farmers, families, and VEs





We are ultimately fostering healthy competition, which has proven to be very effective for improving top-line: using Connect is correlated with improved performance. Sales numbers of **frequent users are 5x-9x higher** than those of infrequent users.

In addition to the successful roll-out of myAgro Connect, our Global Technology Team made major improvements to field operations by developing and deploying smartphone integration with WhatsApp for Business ("WB") myAgro is **part of a small group of organizations in a WB pilot program** that is speeding up communication between field team members, all while **reducing communication costs 5x in Senegal**.

In addition, using WhatsApp and myAgro Connect has given us metadata on VE performance and results in the field, allowing us to better mentor our field team and drive greater sales performance

Perhaps most exciting, WB also enables myAgro to process payments through Whatsapp—a major step toward realizing cashless payments in Mali and Senegal.

VE Dashboard

Accessible to Every VE

SL: Oumar Niambela	Résultat	Objectif	Restant
Inscrits	744	1340	596
Ventes (CFA)	1.515.000	21.186.00	19.671.00
Nombre de VE: 10	Inscrits	Objectif	Restant
Adama Traore	45	120	75
Aly Onongo	158	200	42
Aminata Kamissoko	34	120	86
Broulaye Sacko	44	110	66
Drissa Diakite	32	100	68
Fadima Berthe	94	170	76
Modibo Keita	57	120	63
Moussa Dabo	157	180	23

VE: Aly Onongo	Résultat	Objectif	Restant
Inscrits	158	200	42
Ventes (CFA)	303.000	3.168.000	2.865.000
	Cette semaine	Semaine passée	Objectif
Jours actifs	5	2	4
Jours actifs: Jours où le VE a vendu au moins une carte			
Village	Inscrits	Objectif	Restant
Bancoumana	158	200	42

Home Page

Goals vs. Actuals, Peer Performance

VE Overview

KPIs, Days Worked, Village List

Code	Nom	Inscrit	Payé	% Payé
1059342	Sémé Sinaba	17.500	10.000	60%
1042925	Drissa Coulibaly	17.500	9.000	50%
1001044	Kadia Traoré	17.500	6.000	30%
49130	Badanasa Camara	17.500	6.000	30%
49126	Natenin Camara	17.500	6.000	30%
1102188	Nayma Konaté	17.500	6.000	30%
1001045	kodia minata keita	17.500	6.000	30%
1102190	Mariam keita	17.500	5.000	30%

Client	Code	Telephone
kodia minata keita	1001045	71854404
Dernière mobilisation: 18 mars 2019 (il ya a 221 jours)		
Cliquer pour mobiliser		
Paquet	Taille(HA)	Prix
Arachide PDS + Maraichage (Gombo)	1/4	17.500
Objectif	Payé	Restant
17.500	6.000	11.500
Carte	Montant	Date d'envoi
44627751156316	2000	24 octobre 2019

Client List

Payment Progress for Every Farmer, Village-by-village

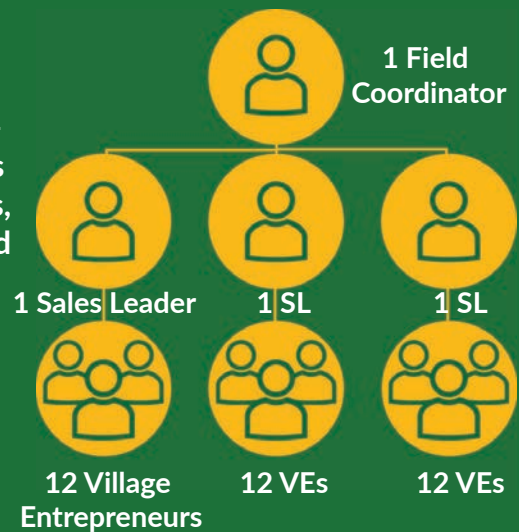
Client Details

Phone #, Package Cost, Payments, Make a Visit

Field Model as of FY19

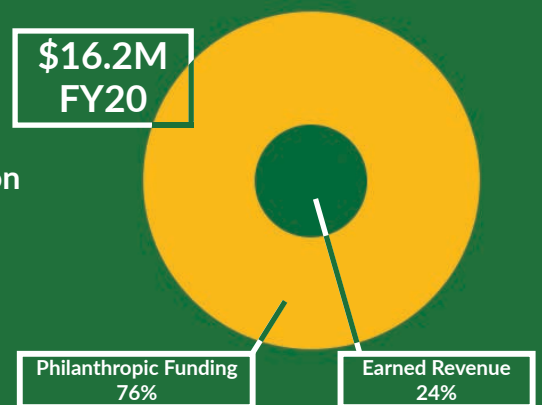
Sales leaders manage more VEs—Sales Leaders manage an average of 12 VEs, compared to a field agent, who in years-past could only manage four to six VEs. This 100%+ increase in direct reports is possible because sales leaders are specifically hired and trained to be effective managers, rather than splitting their focus between management and administrative tasks, as was the case with field agents.

Audits & cash collect—VEs not only serve our customers, they also audit farmers' myAgro accounts to ensure that the correct payments are recorded in our database. They are responsible for transferring farmer payments to myAgro via mobile money. Both of these tasks were formerly managed by field agents.



Fundraising

myAgro's budget for FY20 is \$16.2 million. Of that total, \$4 million will come from farmer revenue and \$12.2 million will be grant funding. So far, myAgro is well on our way to reaching the fundraising goal, having already raised \$10.9 million or 90% in philanthropic funding from new and existing donors.



Culture Code

In November, program staff from Mali traveled to Senegal to establish the myAgro Academy program at our headquarters in Thiès. The Academy program was developed in Mali to align with one of myAgro's core values, "We Work in Teams and are collaborative."

By offering workshops to myAgro staff on our organizational culture, as well as important professional skills like public speaking, the Academy's goal is to help team members succeed personally and professionally in their roles as individuals, on teams, and as part of the broader organization.



"The Academy training gave us a better knowledge and general understanding of how myAgro works," one academy participant said. "We can think about our roles and what we can contribute."

Impact Story

Maimouna Camara

Madame Maimouna Camara is a successful and passionate farmer from the small village of Sinthiou Limby in Kaolack, Senegal.

Maimouna has been a myAgro farmer since 2017, and plans on continuing working with myAgro in the years to come. Last year, Maimouna enrolled for a quarter hectare of peanuts and the results of her harvest went far beyond her expectations.

“Before myAgro I had a bad harvest,” Maimouna says. “After starting with myAgro, my harvest has been so good. myAgro is a very good program!”

After such a successful harvest, she doubled her package in 2020 and plans to double it again for the following season.

“The harvests I had before enrolling with myAgro barely provided enough money to buy food for the family,” Maimouna says, smiling.

“Now, I can afford hospital visits, medicine for the sick ones, and extra food like oil and rice.”



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This document along with further information on our organization is available on myAgro's website:

<http://www.myagro.org>

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