



myAgro Quarterly Report



FY 2021 Q1
July-September 2020

LETTER FROM OUR FOUNDER



Dear friends,

Q1 has flown by as the team went straight from delivery to planting and then into prepping for the 2021 season launch. We know that 2021 will continue to be a challenging year and the best thing we can do is to ensure farmers maximize how much they harvest from their farms this season. One good harvest is the difference between a year where kids and families struggle or thrive.

We were helped by good rains in both countries and we look forward to sharing the impact results in the next report. In the meantime, we have some final results from our vegetable farms which are grown by nearly all farmers and begin being harvested in August (see page 6 for more).

Looking back, a number of the changes we made during the start of the pandemic are now going to be added into our core model. Some of these were planned changes that we accelerated (integrating myAgro into mobile wallets and expanding the call center) and some were nice surprises - the radio is a great and effective way to train our agricultural field interns and to spread out over hundreds of villages in each country. You'll see the effects of these new initiatives or changes across our update this quarter. We're grateful for your support throughout this difficult year and we're excited and determined to continue to serve our smallholder farmers in such an important year for food security and health.



Best Wishes,

A handwritten signature in black ink, appearing to read 'Anushka'.

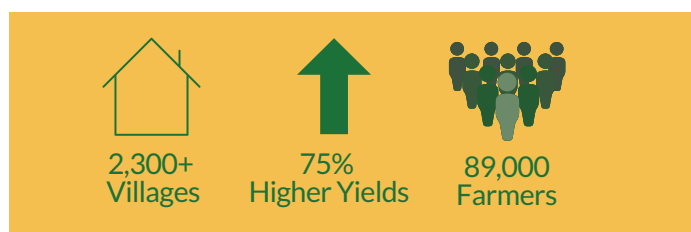
Anushka Ratnayake
Founder & CEO

At a Glance

Key Performance Indicators



Mali
Senegal
Tanzania



Field Update



IMPROVING PLANTING

Last year, myAgro planted 14,445 HA in Mali, and 13,099 in Senegal.

Agricultural Training

myAgro accompanies its farmers from delivery to planting time to harvest. We train our farmers – in person, by video, by radio – on how to plant effectively and maximize the returns on farmer investments.

As of July 2020, 89,000 farmers have planted with myAgro, receiving quality inputs and training support. myAgro's model not only enables mobile layaway and ensures input delivery, but also provides in-depth, regular and evidence-based agricultural trainings. This is especially important for female farmers who often have less experience using fertilizer than their male counterparts. **75,665 farmers** received training in person or through the call center at planting time.

myAgro hired and trained **over 600 field interns** to provide hands-on and field-based instruction to farmers over the first 6 weeks of

the season from planting to microdosing fertilizer. This ensures that farmers are implementing the optimal planting methods, correct fertilizer doses, proper pest management, and climate smart techniques.



After a good rain, SDS Bilal Sanogo and VE Seydou Diarra from Doumba, Mali help farmers learn the sorghum micro-dosing technique.

Field Update

Call Center Success

Farmer Help Line Launched: myAgro launched an agriculture help line for farmers to call in with questions during the planting period. **The help line received almost 3,000 calls.** A field team member in each country was responsible for fielding and responding to calls and inquiries. While the objective is to help farmers triage real-time issues, it has proven to be a welcomed general outreach and touch-point for farmers with our field team: **12% of calls came from farmers who wanted to simply thank myAgro for the support.**

Through our call center, we can reach **6x the number of people in one day than we can through in-person visits.** While the call center was initially a COVID-related adjustment to our regular field-based training program, the ability to train so many more farmers effectively through the call center is an exciting development that will continue post COVID.



Saliou Faye (pictured left), a myAgro farmer in Senegal, spoke very highly of his experience with myAgro's call center: "Agent Chieck Diouf (pictured above) called and explained the importance of microdosing fertilizer," he said. "He explained everything to me clearly and with discipline, too." Saliou continued, "We joked a lot during the call and it was like we were together in person. I would like to meet him one day."

Field Update

Focus on Nutrition

What do we plant?

When people think about agriculture in Africa, they often think about maize. However, at myAgro only **6% of our farmers choose a maize package**. The most popular crop among our farmers is actually **peanuts (groundnuts)** - 66% of farmers choose these packages - followed by millet and sorghum. Groundnuts, sorghum, and millet are much more nutritious than maize in terms of protein content as well as other important minerals like iron and calcium. By focusing on these crops, myAgro helps to make sure that farmers and their children have healthy diets.

Nutritional Value per 100g			
Food	Protein (g)	Iron % Daily Value	Calcium % Daily Value
Groundnuts	26	22%	8%
Sorghum	10	19%	1%
Millet	11	17%	1%
Maize	3	4%	0%

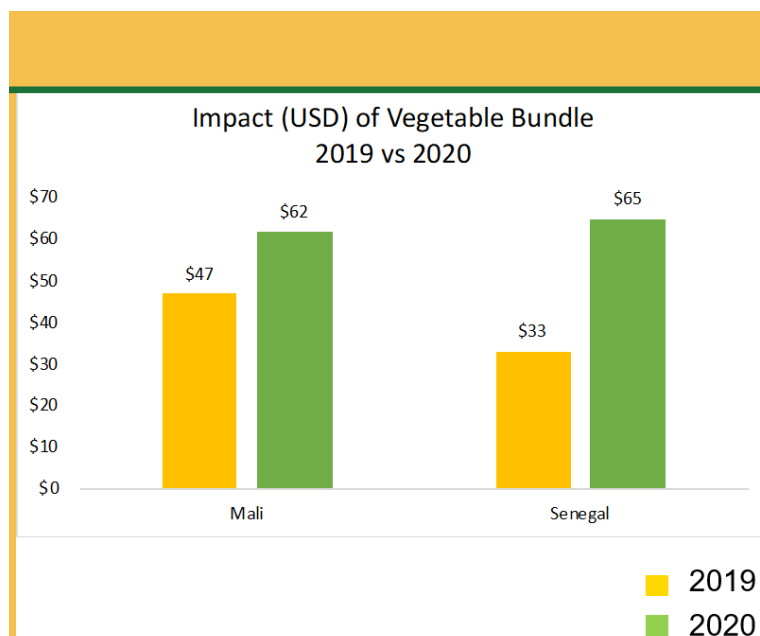
Source: USDA National Nutrient Database for Standard Reference

Vegetable Bundles: Apart from offering packages that heavily concentrate on nutritious crops, every package we sell also comes with a vegetable bundle. For a small incremental increase in price, the farmer receives seeds and fertilizer to plant a 10X10 meter vegetable garden in addition to their larger package.

Vegetables are nutritious - **70% of our farmers choose to plant okra**. Okra is a superfood - it has high contents of magnesium, vitamins, folic acid, and is rich in fiber. This is important because the diets of the families we serve are very starch heavy - requiring fiber for balance. Farmers already know this: after completing a survey with our okra farmers we found that **60% grow okra because it helps ensure that their family eats healthier**.

Increasing Vegetable Impact - In 2019 we saw that farmers were not reaching the maximum potential yield for vegetables. After conducting farmer field interviews and observations, the R&D team found that three small changes could lead to better yields and more income for farmers (see the call out on page 8).

The graph below shows impact in USD from vegetable bundles and the increases compared to our overall playbook for vegetables. **Since 2019, farmer impact increased by 30% in Mali, and 90% in Senegal due to a larger focus on vegetable packages.**



Enrollment Launch in Mali

Recruitment Playbook

myAgro has partnered with Appleseed, a team of behavior-change consultants who work with organizations to make changes stick in the communities where they work. With a goal to help set myAgro's Village Entrepreneurs (VEs) up for success, particularly by increasing the number of farmers who finish paying for their packages, Appleseed began by focusing on the VE recruitment process. VE recruitment typically takes 8 weeks, including advertising the role, identifying candidates, conducting interviews, and beginning training. myAgro and Appleseed first worked to improve advertising communications, ensuring the best candidates apply, as well as improving evaluation techniques to ensure key competencies are effectively evaluated. To do this, myAgro improved its recruitment flyer, attracting candidates who think: **"I want to help my community while generating a great commission."** myAgro also improved its recruitment rubric, streamlining the interview process to include tests, in-person interviews, and field visits.

Kick-Off Seminars

Over the last few years, myAgro has refined its sales model to best accelerate market penetration. This quarter, we focused on taking the lessons that we learned and transferring them to the team in a way that would not only be easy to understand, replicate, and execute, but also be a motivating factor. Conducting more training on myAgro's sales channels was the first step towards this goal.

myAgro held cascading kick-off seminars to transfer knowledge from the top down. The field team was trained extensively in mobilizing farmers through saving groups, the call center, and traditional door-to-door sales. Training began with Regional Coordinators and trickled down to Village Entrepreneurs. The benefits of this 'Train the Trainer' model range from being more cost-effective to providing more opportunity to improve leadership and communication skills. To date, **949 VEs in Mali have received training.**

As a result of the seminars, myAgro already enrolled **53,000 farmers (33% of the yearly enrollment objective)**. This is a very exciting, strong start to the season. Additionally, **60% of the team met their targets** after the first month of enrollment. One Field Coordinator shared that he felt like a lion after the first week of training - he is ready to go out and make a difference!



R+D Update

myAgro's agriculture team is working on deepening impact per farmer towards myAgro's North Star of increasing farmer income by \$1.50 per farmer per day. The trial process follows the diagram below:



Desk Research



Trial Station



Farmer Trials
(Level 1)



Farmer Trials
(Level 2)



Scale Up

Research and Initial Trial Station Testing

- myAgro works with international and national partners to understand best practices.
- Research also includes farmer surveys, harvest measurements and lots of reading.
- Tests are completed on a trial station, replicated 3-6 times and measured to evaluate a theoretical harvest yield and profitability.

Farmers Trials - Levels 1 and 2

- Trials with 30 farmers to test and develop training prototypes, harvest measurements, return on investment for farmers and myAgro.
- Gather farmer feedback on likes and dislikes.
- Testing with 500-1,000 farmers to refine the training model and reduce complexity to ensure consistent results at scale.

Scaling Up

- In the scale up phase, the field team works to implement the new product through its sales channels.

INCREASING OKRA HARVESTS: A GAME-CHANGER

Vegetables like okra provide impactful economic and nutritional benefits to our farmers. This year, myAgro focused on promoting okra to farmers in Mali and Senegal through 3 key methods:

1. **Focus on women:** In Mali and Senegal, okra is traditionally grown by women - when male farmers choose okra bundles they typically give the seeds and fertilizer to their wives. We therefore expanded planting trainings to include some farmers' wives, even if they are not directly enrolled in the myAgro program.
2. **Using spaces close to the home:** We helped farmers choose small plots of land close to the home to dedicate to okra, as opposed to larger fields further away. These small okra gardens are more easily accessible for female farmers to manage regularly.
3. **Training the field team** on okra's value: Farmers know the value that okra harvests have on their household income and their family's nutrition - we had to ensure that our field team was equally knowledgeable about the crop and understood why recommending the vegetable to farmers is important.

After focusing on these points, we saw a **30% increase in Mali in earned income from okra, and 90% in Senegal.**





Photo taken pre-COVID

CULTURE CODE

JOYOUS Customer Service

myAgro used the Net Promoter Score (NPS), an index ranging from -100 to 100, to measure its overall customer service. The NPS rates a company based on their customer's willingness to recommend its products or services to others. myAgro identified opportunities to improve, and therefore designed a new customer service strategy aimed at equipping the team with the training and tools necessary to support not only the farmers but also one another: JOYOUS Customer Service.

We see myAgro as a long-term agricultural partner for our farmers. To bring JOYOUS Customer Service to our clients, we:

1. Establish a personal connection with the customer.
2. Ask ourselves: How can we help this customer?
3. Own the customer's problem: I am ready to face the problem and find the solution quickly on my own.

To train on customer service and recognize those who excel, we regularly celebrate customer service champions at team meetings, rewarding those who are working hard to improve our customers' experiences each day.

Organizational Update

Welcome to the Team

Say hello to the awesome people who recently joined myAgro or were promoted.



ABDUL DIALLO
COUNTRY DIRECTOR,
MALI

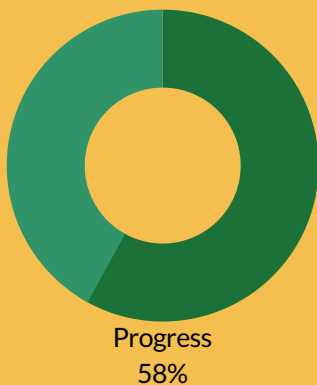


VANESSA TAMO
ASSOCIATE DIRECTOR,
OPERATIONS



MALICK SY
MANAGER,
PRODUCT

Fundraising



myAgro's budget for FY21 is \$14.2 million. Of that total, \$3.5 million will come from farmer revenue and \$10.7 million will be grant funding. So far, myAgro is well on its way to reaching the fundraising goal, having already raised \$8.3 million in philanthropic funding from new and existing donors and showing a fundraising surplus of \$2 million.

Orientation Goes Virtual!

This quarter, as myAgro brought on new team members in each of our countries as well as remotely, we adapted our onboarding and orientation plan to support virtual learning. All new team members joined together, forming a Q1 cohort, to learn, ask questions, visit farmers and get acquainted. After meeting with their preassigned buddies and hearing from each of our teams on Zoom, the group particularly enjoyed the virtual field visits where they were able to directly connect with farmers and field teams. Malick Sy, myAgro's new Product Manager in Senegal, said: "This visit really engaged me with myAgro's vision. The first contact with a farmer was key to realizing that we do have meaning."





Farmer Spotlight

Before joining myAgro, Awa Thiall never grew okra. She would spend \$1.77 each time she visited the market to purchase vegetables for her family, understanding their nutritional value and the benefits of feeding greens to her children. This year, myAgro helped her plant an okra garden right next to her home. Now she harvests not only enough okra for her family to eat, but she also has leftovers to sell! With her earnings, she buys additional vegetables for her family: "My children have healthy vegetables to eat every day thanks to my okra field and myAgro. I will never stop growing okra now!"

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<http://www.myagro.org>

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