

myAgro Quarterly Report

FY 2021 Q2 & Q3
October 2020 - March 2021

HEAD & HEART

Greetings from Senegal!

Harvest season was in full swing this quarter and myAgro has been busy measuring and collecting data for our impact results.

I am delighted to share that our farmers had a very fruitful 2020 season with significant increase in both harvest and income. Given all the challenges and difficulties of the past year, I am incredibly proud of our team and the farmers we work with to achieve such great results.

When things got tough, our team persevered. We put our heads together to come up with innovative strategies to continue serving our farmers in the midst of a global pandemic, all while providing excellent customer service along the way.

We knew our work could be the difference between prosperity and hunger, especially during a year when health and food security was challenging for so many.



The myAgro team was not only motivated by this fact, but by the genuine and heartfelt love we have of farmers and their success.

As always, we are grateful for your support. We are excited to continue to share our progress with you as we serve even more farmers in 2021 in Mali, Senegal, and Tanzania.

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

ANUSHKA RATNAYAKE
FOUNDER & CEO



"My children have healthy vegetables to eat every day thanks to my okra field and myAgro."

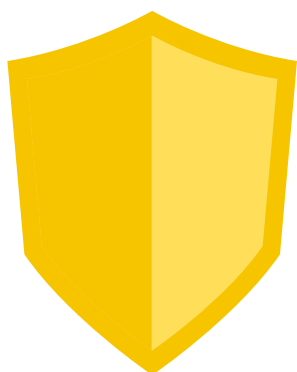
- Farmer Awa, Senegal



At a Glance

Key Performance Indicators

**42% Financial
Sustainability**

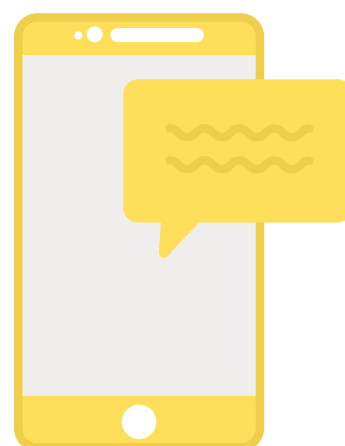


**Farmers Served:
60% women**



**1 million farmers
served by 2025**

**100% of enrollments this
season came through
myAgro Connect**





Making an Impact

Impact Results December 2020

\$178

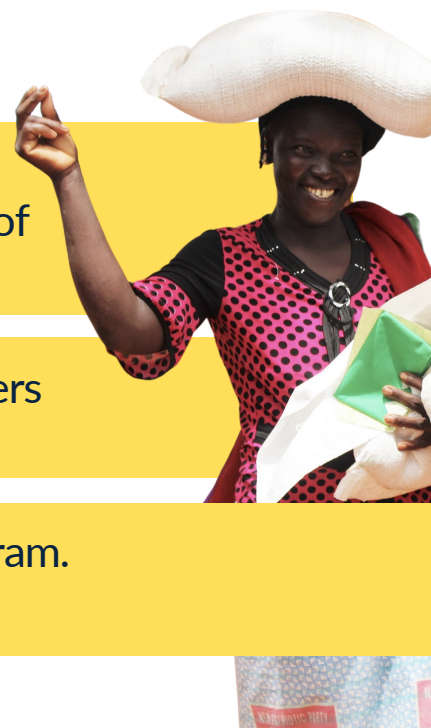
of additional income/farmer (26% more daily income). In total we generated \$16.3 million of additional income.

78%

More food grown compared to control farmers in the midst of a global pandemic.

\$3.57

Social Return on investment in the core program.
\$1.47 SROI overall.



Key Drivers of Increased Impact



Incentives for farmers to plant more land



Realtime dashboards & actionable data



Improved training & field follow up



Impact on Nutrition

myAgro farmers grow a nutritious mix of foods **high in protein** and various vitamins and minerals such as iron and calcium. This is important because as **much as half** of child mortality under 5 is due to under-nutrition ([UN](#)).

In fact we grow as much as **3X** the protein content of programs that primarily grow maize.



Mali Key Highlights

- **over 54,000** farmers (96% growth over 2019)
- **80%** Women
- **\$134/farmer** impact (19% increase in daily income)
- **88%** more food compared to control farmers



Senegal Key Highlights

- **over 35,000** farmers (4% growth over 2019)*
- **32%** Women
- **\$244/farmer** impact (35% increase in daily income)
- **68%** more food compared to control farmers

*Senegal was deeply impacted by COVID restrictions

Mali and Senegal

Impact Results December 2020

Mali

As myAgro's longest-standing program, Mali delivered seeds and fertilizer to 54,245 farmers in 2020, a **96% growth from the previous season. Women made up 80% of the farmers served.** Farmers grew 15,319 hectares of groundnuts, sorghum, maize, rice, and okra. **myAgro Mali farmers grew 88% more food than control farmers with a total value of \$11.7 million which is a 166% increase in net farm profit compared to control farmers.** On average farmers planted .28 Hectares and earned \$135 of increased net income which represents an increase of 19% in daily income per farmer.

The most commonly grown crop is peanuts with an okra bundle; 70% of farmers grew peanuts. Peanut farmers grew 94% more food, which translated to a \$113 net profit increase (99% greater net profit than control). The second most commonly grown crop is sorghum, a nutritious and traditionally grown crop. 23% of myAgro farmers planted sorghum and grew 85% more food than control farmers. That represents an average net profit increase of \$142/farmer (83 % increase in net farm profit).

Senegal

In Senegal, myAgro worked with 35,237 farmers in 2020, of which 32% were women. **myAgro farmers grew 68% more food and earned \$244 of additional income per farmer, representing a 35% increase in daily income per farmer.** myAgro farmers planted 13,881 hectares of peanuts, millet, sorghum, maize, and various fruits and vegetables.

With 49% of farmers in Senegal living on less than \$1.90 per day, this additional income is significant. With increased income, farmers and their families can send their children to school, buy medicines, and even build a house.



Social Return on Investment

For every philanthropic dollar invested in myAgro's core program in Mali and Senegal, myAgro generated \$3.57 of social return on investment. For the entire program, including R&D and the pilot in Tanzania, myAgro generated \$1.47 of social return on investment.

Nutrition

Impact Results December 2020

Impact on Nutrition

Nutrition is Important: myAgro farmers grew a healthy mix of nutritious foods this year, including peanuts, millet, sorghum, and vegetables that are high in protein, vitamins, and minerals.

Maize, which is commonly grown, made up only 5% of our portfolio. This is important: Mali suffers from one of the highest rates of child mortality in the world with undernutrition as the underlying cause for half the deaths.



"If the children eat well, they won't get sick often. I sell a part of my harvest so I won't have to borrow money to meet the needs of my children, like buying other foods and paying fees for school."

- Kebe Coude, myAgro Farmer



myAgro farmers produced enough protein content to meet the nutritional needs of

1.5 million children under the age of 5

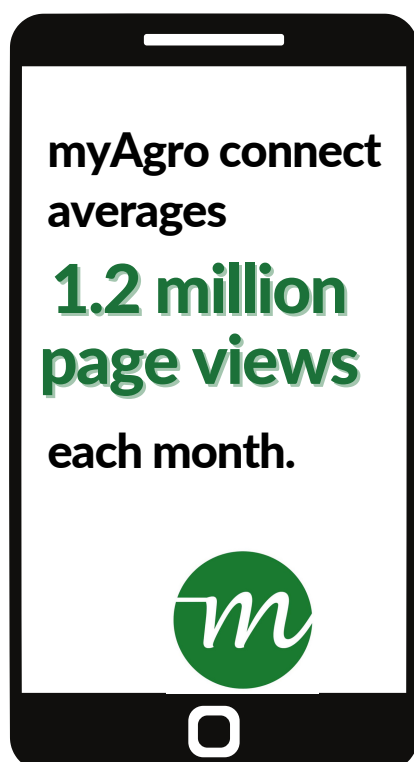
- which is 3 times greater than if the program grew only maize.

The nutritional mix of food also contained 21 times more calcium and 4 times more iron than if we grew maize alone.

Refining Enrollment

Engaging VEs

myAgro recently formed **focus groups to obtain feedback from our Village Entrepreneurs (VEs) to help better the program.** Feedback has been useful and will help guide strategic decisions. As VE Momath Tihiam in Senegal said, *"My main activity is agriculture but I joined the (VE) program because I really appreciated the marketing and communication skills we can develop as VEs and/or producers. It is highly motivating."*



myAgro Connect

100% of enrollment for the 2021 season has been through myAgro Connect — our internally development dashboard that enables VEs to use their smartphones to track enrollment and payment progress against goals in real-time. This figure, along with the 1.2 million page views each month, is significant as it demonstrates high adoption and usage rate among the entire team. By enabling real-time data sync and direct integration with Salesforce, we are able to collect important information and gain valuable insights, such as the fact that a typical VE visits farmers at least once a day for more than 10 minutes. This type of information will help better inform our follow-up work in the field.

Enrollment Update

Enrollment for 2021 Harvest

With enrollment kicking off in October, myAgro enrolled more than 84,000 farmers in Mali by the end of December and over 100,000 farmers by the end of enrollment season in March. In Senegal, we enrolled more than 57,000 farmers between October and March.

This year, we focused on working with women's saving groups, re-enrolling farmers from previous years, and improving VE tools. We also focused enrollment efforts through our call centers, which has been a popular way for farmers to enroll.



"As a result of learnings from last season, we put together more effective trainings for the field team this year. This directly led to the team's success of exceeding enrollment targets earlier than planned!"

- Max Fossouo, VP of Sales

Encouraging Women Farmers

myAgro works with saving groups to reach more women farmers. **In 2020, 80% of our farmers in Mali were women, and nearly 60% organizationally wide.**

As members of saving groups, women have the opportunity to save together. Typically, during the first year of joining myAgro, a group of women invest in a package together to increase affordability and accountability. As they experience increased harvest and income, as well as, building increased trust with myAgro, women tend to transition from purchasing as a group to investing in more specialized individual packages by themselves.

myAgro's individualized packages for women are more focused on vegetables and for planting in smaller plots of land. Rather than the large fields that men typically manage, women tend to plant in gardens close to their homes. This enables women to grow nutritious food for their families as well as earn some extra income, all while tending to their children and households.

Tanzania Country Update

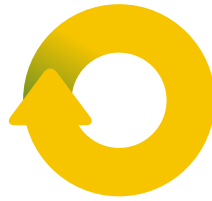
Country Pilot

Exciting Growth in Tanzania

Tanzania doubled the number of farmers served from 1,000 to 2,000 farmers.



Increased Customer Density



Re-enrolled 80% of 2019 Farmers



30% of Farmers are Women

As our pilot country in East Africa, myAgro is thrilled to have surpassed the 1,000 farmer milestone in Tanzania last year - a critical inflection point at which growth rates usually increase. With this achievement, we know our core model works in the Tanzanian context and our team is excited to build on this momentum!

Our team has already enrolled more than 2,700 farmers, of which nearly 700 are women. As myAgro's Country Director, Kervin Bwemelo said, "Focusing on re-enrolling farmers who worked with us from the past season helped solidify trust within the community and engage new farmers." Of the 2,700 farmers, 94% have completed their payments.

Farmers, like Sabihi. Year after year, he experienced payment challenges with his cashew crop and joined myAgro to ensure food was available for his family. He also made it a goal to teach his children not to be dependent solely on cashews. Last year, he planted 1/2 an acre of maize, and this year he increased it to one acre for a bigger harvest and more food and income for his family.



Tanzania Country Update

Country Pilot

Farmers Excited to Re-enroll

myAgro is proud of the number of farmers re-enrolled this season. We are also proud that 100% of farmers enrolled and made payments digitally via mobile money.

Nearly 80% have re-enrolled with 900 out of 2,700 enrolling through our call center. As we work with more farmers in Tanzania, we continue to not only build our customer base, but we are also building trust. Building trust is essential to our work and one of the ways we do this is by having team members present in the field when farmers plant. A farmer simply contacts our call center to make the request and a myAgro team member is connected with the farmer and joins them during planting. Our ability to provide digital and face-to-face support for farmers is just one of the many ways we are working to grow our impact in Tanzania.

Farmers Working Together

Unlike Mali and Senegal, Tanzania has two planting seasons. **myAgro recently finished the first season in November and successfully delivered inputs of maize, okra, peanut, and sesame to 1,762 farmers.**

When some farmers from the same village missed their payment goals, myAgro's VE suggested they combine their efforts and plant together so no one would miss the important planting season and subsequent harvest.

Coming together, the farmers shared one package of maize to plant on one hectare of land. This innovative collaboration has not only ensured that these farmers and their families have food to eat this season, but the field itself piqued the interest of many more new farmers to potentially enroll with myAgro for the next season. Our call center agents are now busy following up on these leads.



1,762 farmers have successfully received maize, okra, peanut, and sesame from myAgro.

Success in Tanzania

Farmer Highlight

Fatuma Michenje (33) from Nambunda, Msasi, Tanzania - As the primary earner in her household, Fatuma supports her three children, mother, and stepfather.

Last season, she planted 900 kg on half a hectare of maize and was very impressed with her harvest.

She managed to harvest enough to not only feed her family with nutritious food but also had a surplus to sell. With the money she earned, Fatuma had enough funds to buy a house! Thrilled with the results, she increased her package to one hectare for maize and sesame this season when our call center agent called her for re-enrollment. As a successful myAgro farmer and VE, herself, Fatuma recommended myAgro to other village members with joy and enthusiasm.

In Tanzania, Fall Army Worms (FAW) are a huge problem that myAgro equips farmers to combat.



"I sometimes buy airtime for calling my farmers and ask them if they have scouted their field and If there are any signs of FAW attacks so I can spray, I also pay for my children's school contributions and buying them shoes and books when needed," said Fatuma while discussing her expenditures on money paid for her Ag services to myAgro clients," said Fatuma while discussing her expenditures on money paid for her Ag services to myAgro clients.

Fatuma learns how to combat FAW with myAgro's agricultural training and pesticides.

"I sometimes buy airtime for calling my farmers and ask them if they have scouted their field and If there are any signs of FAW attacks so I can spray, I also pay for my children's school contributions and buying them shoes and books when needed,"

- Fatuma, myAgro Farmer

R&D Update

Improving Agriculture with S Fertilizer

To help us reach more farmers, myAgro is completing research to develop ways to improve agricultural outcomes and impact through our packages.

To improve soil health and help ensure climate resilience, myAgro considered changing to the S-Fertilizer. After Nitrogen (N), Phosphorus (P), and Potassium (K), Sulfur (S) is increasingly seen as the fourth major plant nutrient, **helping the plant use the other available nutrients more efficiently that results in healthier plants, better yields, and resistance to pests and droughts.** It is also an essential element for protein production, resulting in higher quality produce. We tested the effect of Sulphur enriched fertilizer on our trial stations.



These tests were conducted in 10 different sites in Senegal and Mali on maize, millet, and sorghum. **On maize, our trials showed a 30% increase in yield compared to our current fertilizer formula, which translates to an income increase of \$68 per farmer. For millet, we saw a 20% increase in yield or \$31 per farmer. The best part is that there is no cost difference to the farmer; S-fertilizer will replace a portion of the planting fertilizer myAgro sells.**

These results were more than promising and encouraged us to test these fertilizers on a much wider variety of crops.

Getting into the hands of the farmer. This summer we plan to sell small test packages to farmers to road test the packages with farmers. If the results are strong we expect to sell these higher-impact packages to farmers in 2022.



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Team & Culture

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



Michelle Lee
Director of Foundation
Relations



Salima Lihanda
Grant
Writer



Etienne Tchibley
Director
of Sales



Deepti Mathew
Chief Operating
Officer



Vanessa Tamo
Mali Country
Director

Culture Code

One of the main values at myAgro is to get results and focus on actions, and this year, with our sights set on improving customer service, we were determined to achieve positive outcomes and grow customer satisfaction. When myAgro Senegal conducted a Net Promoter survey to calculate customer satisfaction (NPS) in May 2020, our NPS was rated as “Poor”.

The field team, led by Ramata Barry, a Regional Coordinator who has been part of the myAgro team since 2014, led workshops with farmers and her team to understand why the score was so low. Through these workshops, we learned that not enough farmers were getting visited by our field team during planting season. As a result, Ramata and her fellow Regional Coordinators developed a plan to increase our NPS score to “Great”. Ramata and the field team began by tracking the number of field visits completed each week. With that number at hand, they would make adjustments to ensure that the field team served each area accordingly. Ramata and her team tracked and reviewed how many farmers were trained via in-person, call center, video, or radio each week. Then the M&E team surveyed a group of 300 farmers to track any changes in NPS. With strategic intervention, the field team worked to ensure farmers received agricultural trainings and learned valuable information. By January, the score was up to “Good” and by March, we reached our target of “Great”. As Ramata shared, “We were able to measure our net promoter score and it is really exciting to see our hard work pay off and to have this feedback telling us that what we are doing is working. It is really important that we do our best to serve farmers because they are spending their hard-earned money with us.”



Ramata and her team's actions led them to achieve the results needed to meet our farmers' needs and their work is just one of many great examples of how our staff lives out our values by putting the customer first, focusing on solutions, and achieving results.

Fundraising

myAgro's budget for FY20 is \$14.2 million. Of that total, \$3.5 million will come from farmer revenue and \$10.7 million will be from philanthropic funding. We are well on our way to reaching this fundraising goal, having already raised \$8.3 million in philanthropic funding.

myAgro is committed to building a robust Development team to increase fundraising capacity and ensure efficient communications with all stakeholders.

The Impact of Data

Data Guides Our Decisions

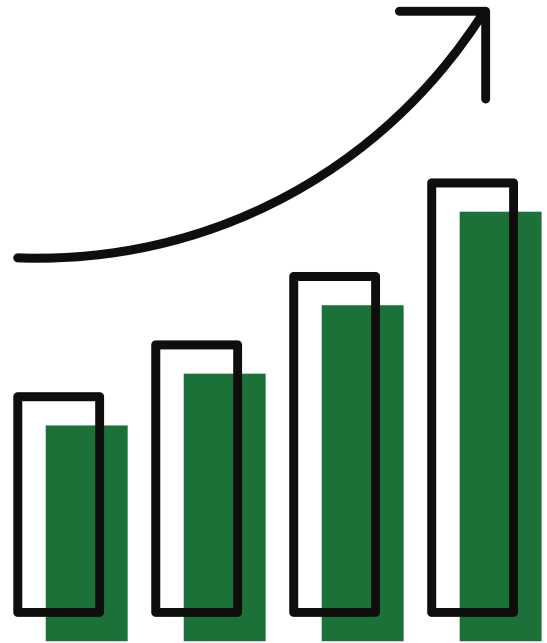


At myAgro data guides our decisions and enables us to constantly improve and grow. For example, our popular call centers enrolled 41% of our farmers and provided agricultural training to more than 75,000 farmers.

In January 2020, myAgro began investing in a data warehouse, enabling the organization to combine data from different teams to integrate farmer information from the field team with relevant financial and historical data. **Data allows us to make small and quick adjustments and more significant, structural decisions to scale.**



our popular call centers enrolled 41% of farmers and provided agricultural training to more than 75,000 farmers.



Using Data to Increase Payments

Through data, we have learned that making a second payment is the single most effective indicator of whether or not a farmer will complete all their payments and receive their package at delivery time.

To ensure farmers continue to make that important second payment, myAgro proactively reached out to farmers during our agricultural trainings and through the call center to encourage payment.

So far in Mali, 20% of enrolled farmers have made their second payments with over 8,900 farmers already having completed their payments fully.

Staying Connected

Town Halls

Despite a diverse workforce spread out in all three of our countries and around the world, myAgro is dedicated to staying connected. By hosting bi-weekly virtual Town Halls, weekly All Hands meetings, and regular one-on-ones, we are sure to stay aligned on our activities, objectives, and goals. While working remotely can be challenging, myAgro strives to motivate and learn from each other. We continue to facilitate the idea that we are all part of the same team and not separated by country or position.

Virtual Field Visits

myAgro conducts virtual field visits every quarter so our staff can stay connected to the field and observe agricultural trainings live. Using video teleconference, myAgro team members can see how farmers are engaging with our VEs and other field staff. The most recent virtual field visit featured our VE, Fatoumata Ba, who managed a raffle to get the crowd of farmers excited and engaged. She told jokes and used pauses to create anticipation among the participants. The photo below shows myAgro team members with happy and joyous customers after training.



Farmer Spotlight

Awa Camara is a peanut farmer living in Bancoumana, Mali, and has been farming with myAgro since 2016.

At just twenty years old, she works hard to have big harvests every year as it allows her to support her family. “The biggest problem in my community is access to financial resources,” she explains. “Agriculture is our main activity, so it’s important for us, especially women, to have good harvests so we can meet our families’ needs.”

Ever since Awa first started farming with myAgro, she has experienced larger harvests that have allowed her to double her farm package size year after year, from 1/8 hectare to ¼ hectare, to now ½ hectare. “In the past, we faced a huge problem of birds pulling the peanut seeds out of the soil,” she explains, “but thanks to the seed treatment we get with myAgro, that’s no longer a problem. This has really helped our harvests.”

Using myAgro’s mobile layaway system, the women in Awa’s village have been able to pay for their farm inputs easily. “I really appreciate the little by little payments because we women especially have many expenses, like buying food to feed our families,” she explains, “so in the past, it was hard for us to have enough money to pay for fertilizer all at once.”

Awa is excited about the changes she has seen myAgro bring to the lives of women in her village, and she looks forward to continuing to farm with myAgro in the years to come. “myAgro’s program is very beneficial for us,” she says. “Now, we always have quality inputs in time for planting and bigger harvests.”



“Agriculture is our main activity, so it’s important for us, especially women, to have good harvests so we can meet our families’ needs.”

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