



# myAgro



FY21 Q4 REPORT



## About myAgro

myAgro works to help farmers overcome poverty and food insecurity by enabling them to save up for a package of high-quality seeds, fertilizer, insurance, and vegetables.



# LETTER FROM THE CEO

Like so many across the globe, we faced continued challenges with COVID this past quarter, from supply chain challenges to escalating cases. However, our team stepped up to ensure that farmers received on-time deliveries, so they were able to plant once the rains began.

This past quarter **we delivered and planted with 115,000 farmers**, and we ensured they were prepared: each month we trained 55,000 farmers on various topics from how to plant millet to the benefits of composting to how to maximize their profits and improve nutrition by planting a vegetable garden. So far, the rains have been slow to start and the season is projected to have below-average rainfall. We've increased our communications and training support via the call center to make sure farmers don't miss out on key times to fertilize their plants to maximize their potential harvest.

As we look ahead to growing to 200,000 farmers in 2022 and 1 million by 2026, we're also prepared to do things differently. We started laying the foundation for a large farmer database for our call center and Village Entrepreneurs (VEs) to use. All sales operations—enrollment, payments, delivery, and training—are managed via mobile tools, and we're investing in our data analytics capacity to provide targeted work planning tips and nudges to help our VEs and team increase their productivity.

**This summer marks ten years since I moved to Mali to pilot the idea of myAgro.** Thanks to the entrepreneurship of our innovative team and your support, we've grown from an idea to 115,000 farmers across 3 countries in Africa! I'm proud of what our team has accomplished and I am confident that we will accomplish even more in our next decade.

Thank you as always for your support,

**ANUSHKA RATNAYAKE**  
FOUNDER & CEO

# COUNTRY UPDATE: MALI

## 30% GROWTH

Mali successfully delivered to 70,000 farmers in Q4. This is a 30% increase in farmers served compared to 2020, driven by increasing customer density in existing areas. In total, myAgro Mali farmers purchased a variety of crops, including over 2 tons of okra seeds.

## OPTIMIZING LOGISTICS AND DELIVERY

myAgro manages the delivery to the last mile. The agricultural supply chain is underdeveloped in Mali; often quality seeds and fertilizers are not available in local markets and are especially out of reach of female farmers who have limited transport options. We delivered to over 400 sites across 900 villages, within 5 kilometers of where most farmers live.

To optimize delivery processing times, the team completed a mock delivery earlier in the quarter. We integrated multiple processes across several applications and paper tools into myAgro connect so that the process was seamless for the team member and quicker for the farmer. Thanks to this improvement, the average **processing time was reduced from 20 minutes per farmer to 5 minutes per farmer**. Farmers appreciated the efficient delivery process.

*"It is very much an event and farmers stay on the delivery site, even after they have their materials," said Hanne Van der Taelen, Program Manager in Bamako. "They talk and celebrate and there is a nice ambiance: it's joyful and people are laughing and there is a sense of community."*



# COUNTRY UPDATE: SENEGAL

## 30% GROWTH

Senegal surpassed its target of 40,000 farmers and grew by 30% to 45,000 farmers, from 34,500 farmers in 2020. Similar to Mali, this growth came from increasing customer density in existing areas.

## DIVERSE CROP MIX

In total myAgro Senegal farmers purchased a variety of crops including 2,875 tons of hibiscus, okra, and watermelon seeds.

## DATA-DRIVEN SALES STRATEGY

Early in Q4, myAgro's data and sales teams worked together to understand who was behind in their savings plans. Of the farmers behind, 70% were newly joined farmers. They had less liquidity compared to returning myAgro farmers who benefited from myAgro's seeds and fertilizer the previous season.

To support these farmers, we designed a COVID "starter" package – a small package, targeted at new farmers, only sold for this year. To determine the best way to sell, the sales team led a daily stand-up and used a dashboard that segmented farmers by type (female/male, new/returning) and by package type (okra, maize, millet) and measured the results daily.

The team led rapid A/B testing to determine the right marketing message—*Be an Innovative Farmer!*—via the call center and scaled the messaging through the Village Entrepreneurs and sales team. With over 50,000 calls made to our call center in Q4, our agents were highly effective at helping farmers switch to the COVID package and complete payments via mobile money.

The team's agility helped generate 10,000 sales and we're looking forward to measuring the results at harvest time along with the new farmers.



# COUNTRY UPDATE: TANZANIA

Tanzania is myAgro's newest pilot country, entering its third season. Last season the team worked successfully with 1,800 farmers and is on track to work with over 4,000 this December.

## DIGITAL-FIRST

Tanzania is a rich opportunity for both growth and being myAgro's "digital frontier". According to the World Bank, 77% of the population is literate (compared to 65% in sub-Saharan Africa) and around 40% of Tanzanians have mobile money accounts. This quarter the team focused on designing SMS content and using A/B testing to measure how to increase self-enrollment via text message.

## KEY INSIGHTS

We have a database of over 9,000 phone numbers which continues to grow. Of the messages sent, 2% lead to a direct enrollment, which is on par with current benchmarks for direct SMS enrollments. While this number is low, the cost of SMS enrollments is 3X lower when compared to the cost of a full-time hire leading in-person training. We found we're most successful when:

- The message includes a name and contact number
- New farmers are more likely to sign up via SMS compared to returning farmers
- The biggest concern amongst farmers is trust – 35% of farmers who received the message but did not sign up said they were worried it wasn't really myAgro.

The next step is to design content that measurably increases trust. Looking ahead, the team, led by Country Director Kervin Bwemelo, will focus on how SMS reminders and nudges can improve payments.



# ORGANIZATION UPDATES

## BOARD ADDITIONS

We're thrilled to share two important new additions to the board.

### Farrah Barrios

Farrah Barrios is the Staff Chief in the Office of Budget and Program Analysis at the US Department of Agriculture (USDA).



Prior to joining USDA, she was a political appointee in the Obama Administration and served for four years as a Senior Budget Advisor at the U.S. Agency for International Development (USAID) in the Office of the Administrator. Farrah joins our Finance Committee.

*"By joining the board of myAgro, I will be a part of the true financial engine to help farmers be competitive and sell their agricultural products. I believe myAgro is the wave of the present and future of ensuring farmers can be competitive on the world agricultural stage. This is just one reason why I am proud of the change that myAgro can provide and I look forward to helping myAgro farmers."*

— Farrah Barrios

### Mamadou Biteye

Mamadou Biteye is Vice President, Social Impact at VISA. Prior to VISA, Mamadou served at The Rockefeller Foundation as Managing Director for the Africa Region, leading programs such as the Digital Jobs Africa initiative, Global Impact Sourcing Coalition, as well as developing partnerships with the African Development Bank, the Gates Foundation, and USAID to support the Foundation's work. Mamadou holds a Master of Science in Agricultural Economics from Ohio State University. He is an Honorary Officer of the Most Excellent Order of the British Empire (OBE), and he was also recognized as a Top 100 Most Influential Africans by The Africa Report for his work. Mamadou is our first board member originally from Senegal.



*"I am so pleased to join myAgro's board, making such a meaningful impact on smallholder farmers in my home country Senegal, and across Mali and Tanzania. I am inspired not only by the scale of the impact on farmers but also the youth employment opportunities that the model cultivates."*

— Mamadou Biteye

## FUNDRAISING

myAgro successfully fundraised for FY21 and raised \$10.6 million from a diverse group of funders. We also welcomed our new Chief Financial Officer, Ann Cartlidge who takes over from our interim CFO, Neil Goldenberg. Neil will continue to stay on to project manage the implementation of our new financial software, Sage Intacct. Ann joins us from Save the Children where she oversaw global finance operations across a \$900M global organization.

We have also welcomed Kira Elbert as myAgro's new Chief Development Officer. Kira will manage our growing fundraising team and oversee myAgro's fundraising plans to help us reach our North Star. Kira previously lived in Tanzania and she joined us from Touch Foundation. With the additions of Ann and Kira, our leadership team is now majority female! We are excited to have them join our team during this time of immense opportunity and growth.



# FARMER SPOTLIGHT: ADJARA

Adjara Mariko is a peanut producer in Kébila in the Bougouni area in Mali. Adjara has been farming with myAgro for 9 years and prides herself on being the first woman to have joined the myAgro in Kébila. In her village, she is a leader of a women's group and has shared the importance of myAgro on her farming and the impact of our on-time deliveries.

Adjara says that myAgro's early delivery makes her incredibly happy and because of how early she receives her package, she is able to begin planting much earlier and increase her yield, even with short rainy seasons.

*"myAgro delivers early in the season and follows up so that we can sow the seeds as soon as it rains in order to have good yields," she told us during delivery.*

*"Since I joined myAgro, I have been delivered early every season. My yield has increased and so has my income. Last year, for example, I got 31 bags of 100 kilograms of peanuts on my small plot."*

Adjara shared that her experience has not only brought higher income, and increased yield, but financial stability and independence to women just like her.

***"MyAgro accompanies us so that we women are financially free. I am very lucky to work with the program!"***

**— Adjara Mariko**



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