



# myAgro



FY22 Q1 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

Dear all,

This quarter has been busy—we retrained our entire team on best sales practices with an emphasis on coaching for improved performance in the field. We are also eagerly waiting to harvest with farmers later this year. Due to global supply chain issues and COVID-19, food prices in Mali and Senegal are already increasing. This should impact farmers' net profit in a positive way. It also underscores how important it is to improve farm productivity for smallholder farmers so even as food prices increase, farmers are assured that they can meet their basic needs and feed their families. Thank you for your support as we navigate changes and challenges.

October marked myAgro's 10th anniversary. What started as a wild idea a decade ago is now myAgro: a mission-driven, impactful and dedicated organization that helps farmers invest in themselves.

To celebrate our impact over the past decade, we are sharing ten myAgro stories at [myagro10.org](https://myagro10.org). Please check it out and celebrate with us! It was particularly touching to hear how myAgro has transformed the lives of our team, most of whom come from the same communities we serve. myAgro Village Entrepreneur, Dibor, said, *"Before myAgro, I wasn't able to help my parents. Now I contribute to the family needs, I can buy rice or oil for them, and if someone falls sick, I can help them."*

I am deeply grateful for all that myAgro staff, partners, and farmers have done and for what I know we will accomplish together in the year ahead as we work to reach 200,000 farmers.

Thank you, as always, for your support.



**ANUSHKA RATNAYAKE**  
FOUNDER & CEO



# COUNTRY UPDATE: SENEGAL

## VE Selection

In Senegal this year, we are planning to grow with 70,000 farmers, up from 44,000 last year.

A vital part of our growth strategy is our workforce of Village Entrepreneurs (VEs) who have a crucial role in myAgro's field operations. They are myAgro's ambassadors in the village, mobilizing farmers to enroll and pay in small increments for their selected packages by mobile phone.

VE selection begins with collecting farmer and village leader recommendations of strong candidates. The candidates go through a rigorous test and interview process that starts in their village to do a mapping and customer service exercise followed by in-person leadership training. We look for VEs who are mission-oriented, ready to serve their community, have previous sales experience, and show leadership and grit. This season, our Senegal team has brought on over 830 new VEs across 22 zones, almost half of whom are women. These individuals are part of a VE workforce of over 3,000 across our three countries. All VEs went through a sales training along with training on how to use a smartphone, myAgro's Connect App, and how to increase customer density in the village.

## Increasing Customer Density: myAgro's Farmer Database

To support VE on-the-ground enrollment and our growth to our north star of 1M farmers, myAgro is connecting with farmers across Mali and Senegal. Via a simple, straightforward door-to-door survey asking five questions, we have a database that will help us map our growth.

So far, we've collected insights on over 700,000 farmers. We have discovered that over 80% of the farmers surveyed are aware of myAgro and plant the crops we already sell. As a result, we will focus our marketing efforts less on awareness and more on creating momentum to sign up for myAgro during enrollment.





# COUNTRY UPDATE: MALI

## Sales Training

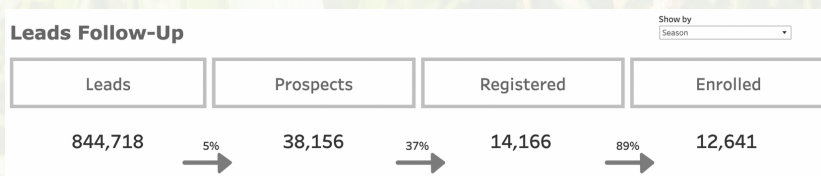
In Mali this year, we are planning to grow with 130,000 farmers, up from 70,000 last year. Our team focused heavily on preparing for the new season launch through outreach, training, and strengthening our enrollment strategies.

*"Through the farmer database, we identified farmers in Mali that our teams can connect with around enrollment, training, and more," said Vanessa Tamo, Mali Country Director, "Our team really appreciated having this data available, and already we're seeing the pay off - at our first "Special Enrollment Day" the VE in Kouale village enrolled over 100 farmers and met their target already. Obviously, we will keep pushing ahead and won't stop there."*

Training in Mali focused on coaching sales leaders and field coordinators on having impactful conversations with farmers. So far, the training has been successful as our team has enrolled over 11,000 farmers.

In addition to training around conversations, our sales team has also focused on sharing the value of our tailored packages to help farmers, especially women, understand the impact that selecting a more extensive package can have on their farms. Women tend to have more land, and myAgro wants to help them change their mindset and pick a bigger package to help them move out of poverty faster than they would with a smaller package.

## Reaching Our Targets: Sales Leads Dashboards



To meet sales goals, we have created innovative and accessible dashboards. The data compiled in these dashboards display our sales pipeline in real-time. "Leads" originate from our farmer database and past clients and then progress through to "prospects," farmers who have expressed interest in enrolling with myAgro, to "registered," and finally "enrolled." We can track trends based on past years' enrollment and down to the village and district levels. Field coordinators can use this data to drive decision-making, like where to focus their training efforts, and VEs can use this data to target their work planning (visiting more leads or revisiting prospects to convert to enrollments).





# COUNTRY UPDATE: TANZANIA

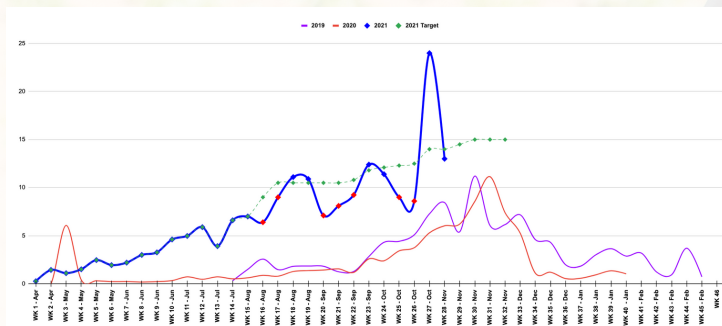
## Demonstrating Our Value

In Tanzania this year, we will deliver to 4,000 farmers, 30% of whom are women. The number of participants is up from 1,800 last year.

In Tanzania, our team focuses on payments from August until the end of November, ensuring farmers complete their packages. Through training with VEs and group meetings with farmers, the team makes sure that they support farmers as they make their payments.

Farmers are encouraged to make weekly payments. Making sure farmers see the value that myAgro brings to them and their farms is an essential part of our sales strategy, and myAgro does this by hosting a training on planting, agricultural methodologies, and how farmers can utilize their packages. The training is practical, and farmers can do it in real-time and receive resources to support their learning.

## Historical Payment Trends



*"It is a practical engagement and farmers love it. They can stay home and make payments but they value the training and come out to participate."* —Kervin Bwemelo, Tanzania Country Director

In addition to providing training, we support farmers with field selection and measurement. When they complete 50% of their payment, our team accompanies them to their selected space, helps them measure and evaluate their soil, and supports them in preparation for planting. By the end of the first quarter, 2,250 farmers had already completed their payments.

Once our farmers have received their inputs, myAgro follows up to ensure they are satisfied and get the support needed for planting and harvest at the end of November.





# ORGANIZATION UPDATES

## GROWING OUR CAPACITY

As we grow, we will need an even more dynamic and dedicated team. We have many sales, operations, and management opportunities and are excited to speak with individuals from various sectors.

A few of our open positions include:

- **Director of Development, Europe**
- **Chief Commercial Officer**
- **VP of Talent Management**
- **Women's Outreach Lead**
- **Supply Chain Manager**

Visit [myagro.org/careers](https://myagro.org/careers) to learn more about our available positions.



### Nene Diallo, People Operations & Training Manager

*"If you meet one farmer this year and meet them again next year, you can see the difference in their life directly. I personally need that. Even if it is one person, to see their life change because of our work, it makes me so proud. I know this person, I worked with them, and got to see them grow."*



### Sid Wiesner, Chief Technology Officer

*Working with the myAgro leadership team continues to be such a privilege. The team is extremely mission-focused and uses that lens to drive decisions and activities that have the largest impact. We come together several times a year to have retreats, align on strategy and goals, identify and solve challenges together, and to visit farmers and the field to see the impact of the work first hand.*



### JB Dembele, Mali Field Director

*"When I started, we had less than 300 farmers and now we are working with over 115,000 and it has been so meaningful to grow alongside the organization. In each role, I have gotten to learn about management skills, sales skills, and more."*





## FARMER SPOTLIGHT: BUILDING CLIMATE RESILIENCE USING A GENDER LENS

Sustainable Intensification (growing more food per hectare) for smallholder farmers is one of the top 50 ways to reduce climate change and put us, globally, on a better track.

To ensure we are supporting women, who often face the most barriers, myAgro uses a gender lens in everything we do.

What are the factors that keep women from investing in practices that increase climate resilience?

1. **A safe place to save:** Women earn small amounts of money - selling small goods like cakes, soaps, and eggs at local markets. That makes paying for a large item like \$40 of seeds and fertilizer really hard to do without a safe place to save money.
2. **Busy Moms:** Besides not having a lot of time to plant intensively (women bear the brunt of household labor - cooking, gathering wood and water), what women value in their crops are things like taste, consistency, and nutrition. They are less motivated by terms that seed companies might use to sell climate-smart options that focus on technical terms.
3. **Price & ROI:** In West Africa, women have smaller plots of land and have less access to time-saving tools to make planting quicker like ploughs or seeding machines. The price of improved seeds and fertilizer needs to be low enough to reduce the barrier to entry and the ROI needs to be high enough to make their limited time and effort worth it.

For Mamou, from Ouelesseboungou, Mali, myAgro's package - small, affordable payments to put money aside to invest in her peanut & okra farms - made sense. She increased her productivity 3X on the same farm. She told our team with excitement: "It doesn't feel like I am paying at all." She feels that the payments are easy, and she believes that the quality of inputs is so excellent that she can see the difference.

myAgro minimizes the amount and type of fertilizer in the packages we sell to increase women's ROI: "One pinch of myAgro fertilizer is better than a handful of other fertilizer" Mamou confirmed.

With her increased profits, Mamou has built a fence around her vegetable garden, where she plants myAgro's okra and other vegetables such as eggplant and tomato.

Now her garden is safe from animals and other threats to her crops. A few years ago, her entire garden burned in a fire, but now, she doesn't have to worry about the safety of her vegetables and is confident that she will be able to sell them at markets and eat well all year.

We use this three-point framework to design products and services that increase climate resilience for female farmers like Mamou.

1. Savings that match women's cash flow
2. Time/Effort-saving techniques
3. Low price/high ROI





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Produced and printed by myAgro.

