

myAgro



OCT-DEC 2021 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

I hope you and your loved ones had a joyful and safe holiday season. First, I want to share my sincere thanks for your ongoing support.

We will be releasing our full 2021 harvest outcomes in the next quarterly report; however, we wanted to share some initial findings that demonstrate the impact myAgro's team and your support have had on the lives of farmers.

In 2021, myAgro farmers grew 177% more food, earning \$197 more annually per farmer (compared to non-myAgro control farmers). The majority of our farmers live on \$1.50 a day, and this income increase represents a 35% increase in their daily income.

This last quarter was focused on kicking off recruitment, launching enrollment, and a few high-impact pilots, which you'll read about in this report. As always if you have any questions or feedback, we'd love to hear from you. Until then, thank you again for your support of myAgro & our farmers.

ANUSHKA RATNAYAKE
FOUNDER & CEO

COUNTRY UPDATE: MALI

From October through December, our teams launched the new season, expanded to 182 new villages, and enrolled over 30,000 farmers towards our goal of 130,000 farmers. This is a bit slower than usual, due to a higher package price for seeds and fertilizer this year, but we expect to catch up in the next quarter as farmers start counting down to the rainy season this year.

The majority of myAgro farmers in Mali are women, and we are continuing our efforts to grow our enrollment of women farmers. Our team is focused on enrolling and supporting women as they have the power to create an economic impact that can uplift entire communities. In Mali, many women do not have access to financial systems, seeds, fertilizer, and training because they do not qualify for these programs that often target men.

“We are part of community building and we will continue to accompany women farmers through the entire process and demonstrate the value of myAgro,” said Vanessa Tamo, Country Director of myAgro Mali. *“We are giving them training, financial planning, and supporting them in organizing themselves in the village because we believe that their success can transform entire communities.”*



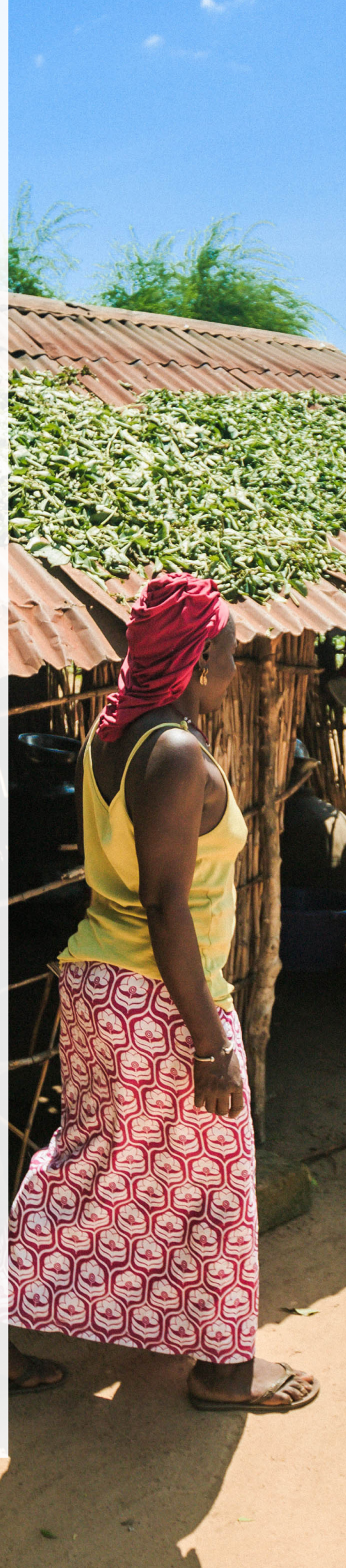
COUNTRY UPDATE: MALI

In December 2021, myAgro demonstrated the impact of a program implemented with USAID in order to support farmers in responding to Fall Armyworm (FAW). While working with Malian farmers in 2017, myAgro saw the threats FAW posed to food security when the pests began attacking maize fields, prompting a partnership between myAgro, USAID, and the Malian Government.

The event brought together USAID officials, government leaders, impacted farmers, and organizational partners. At the event, Mali's National Director for Agriculture, Oumar Tamboura, and USAID Mali Private sector Officer, Agriculture and Economic Growth officer, Judith Almodovar, provided opening remarks and welcomed participants. Throughout the day, experts shared results, analyzed methods and techniques, and farmers shared their success and insights. It was an opportunity to demonstrate the impact of organizational collaboration and how myAgro supports farmers' access to inputs, training, and financial services.

myAgro worked in consultation with the Malian government to design, implement, and test a comprehensive Integrated Pest Management plan to help farmers combat a devastating pest and prevent major crop loss.

"As Fall Armyworm began to spread in Africa, what we were hearing from farmers was alarming—some told us that they experienced over 70% crop loss as a result of the pest," said Vanessa Tamo, Country Director of myAgro Mali. "We had to act if we wanted to ensure food security for farmers who already face enormous challenges. With the support of USAID, the expertise of our staff, and the experience of our farmers, we knew we could create a program that could help stop the pest."



COUNTRY UPDATE: SENEGAL

Our Senegal team launched in 386 new villages and enrolled over 25,000 farmers over the last 3 months, and despite the fertilizer price increases, farmers are still excited to work with myAgro. Our goal in 2022 is to reach 70,000 farmers in Senegal.

This year, we have added black-eyed peas to package offerings in Senegal after getting insights from female farmers who value the high nutritional content of black-eyed peas.

myAgro works to meet the nutritional needs of farmers by offering a diverse portfolio of crops, including vegetable and fruit packages. One new trial includes a poultry pilot being run in villages in Senegal.

The pilot, which provides women smallholder farmers with pre-vaccinated chickens that thrive in local conditions, but grow faster and bigger than local birds and also require less investment. Women requested small livestock packages that can help them generate income during the dry season after their additional harvest has been sold.

The pilot has just ended its enrollment stage and our team delivered 3-week old chicks to 150 farmers at the end of January. and Our team will continue to follow up with farmers to study the impact oneconomic and nutritional outcomes.

While animal husbandry is traditionally a male-dominated activity in Senegal, raising chickens is an activity that women are tasked with while carrying out their daily household responsibilities. This brings major potential to increase our customer density by increasing the number of women enrolled at myAgro in Senegal.

"The initial feedback from farmers who have enrolled in this pilot has been positive," said Samantha Macfarlane, Agriculture Program Associate, who is leading the pilot. *"The farmers are really excited, so much so that we met our enrollment goals early."*



COUNTRY UPDATE: TANZANIA

November 2021 marked the beginning of delivery for myAgro Tanzania and by the end of December 2021, over 4,000 farmers received myAgro packages, with maize being the most popular package among myAgro farmers. In addition to successful delivery, our Tanzania team exceeded sales goals and more than doubled!

At the end of January, our Tanzania team began to support farmers with planting maize, sesame, and nuts. There was, initially, not enough rain to start earlier but the areas we work in have now begun to receive rain and our team will be out in the fields with farmers to help them implement the training that they have received over the past few months. **Our training has covered seed selection, planting, and fertilizer use, and now farmers will put their learnings into practice**



ORGANIZATIONAL UPDATES

myAgro is Hiring

As we grow, we are building our senior management team to support myAgro's growth in this next phase of scaling. 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:

- [Managing Director, Finance and Administration](#)
- [Managing Director, Africa](#)
- [Chief Financial Officer](#)
- [Deputy Chief Operating Officer](#)
- [VP Human Resources Operations](#)
- [Monitoring and Evaluation Director](#)
- [Director of Product Management](#)
- [Director of Software Engineering](#)
- [Research & Development Director](#)
- [Impact and Training Manager in Mali](#)

Visit myagro.org/careers to learn more about our available positions.

New Additions & Promotions

- Thierno Faye (Interim Country Director in Senegal)
- Ian Coward (Deputy Country Director in Mali)
- Victoria Reyes (Director of Global People Operations)
- Aminata Fall (HR Program Associate)

Fiscal Year Update: Historically, our fiscal year has been July 1-June 30; however as of January 1, 2022, we will transition to the calendar year.



A photograph of Papa Diallo, a man with a shaved head and a friendly smile, wearing a long purple traditional robe. He is standing in the doorway of a building with a blue corrugated metal door. The background is a plain, light-colored wall.

FARMER SPOTLIGHT: PAPA DIALLO

Papa Diallo is a farmer from Koumaré, a village in the area of Koussanar, Senegal. He lives with his 7 children and 2 wives and has been a farmer his entire life.

Before enrolling in myAgro, Papa Diallo and his family were living in a hut where they faced dangerous conditions and threats from wildlife and extreme weather.

When the family began working with myAgro in 2020, they cultivated over 1 hectare, and their successful harvest created enough profits for them to construct a new and improved house for the family. This concrete house provides shelter, safety, and opportunity for the family.

He and his family were one of the earliest to enroll with myAgro and recently harvested 110 bags with 2 hectares. Today, Papa is not only a myAgro farmer but also a myAgro Village Entrepreneur and he has helped 48 other farmers join myAgro.

“Others in the community were really impressed by our success and many more people enrolled for 2021.”

The Diallo family is setting an example in their village of what can happen when farm productivity increases.

“Others in the community were really impressed by our success and many more people enrolled for 2021.”

— Papa Diallo



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