

myAgro



FY22 Q1 REPORT



About myAgro

myAgro offers a unique layaway model that enables smallholder farmers to invest their own funds in high-quality seeds, fertilizer, and agricultural training to significantly increase their harvest yields and income. We aim to help farmers to move out of poverty and become more food secure.



LETTER FROM LEADERSHIP

During this quarter, we continued to work toward our North Star goal to serve one million farmers by 2026 by strengthening our foundational capacity to scale. As you look through this report, you will see that **we filled several key leadership positions, expanded to five new zones in Senegal**, held “Reconnecting with who we are” workshops for team members in Mali **aimed at reaffirming our values as we expand**, and made the exciting announcement that **myAgro was named an Audacious Project grantee**.

Our focus remains on engaging more women farmers and we prioritized several initiatives to that end this quarter, including the recruitment of a greater number of women village entrepreneurs (VEs). In two of the zones we recently expanded to in Senegal, we are proud to report that women account for 100% of myAgro VEs; in a third zone, 75% of the VEs are women.

We also hired a Women’s Outreach Lead in Senegal who is piloting a series of trainings for women farmers on nutrition. **The goal of these trainings is to better support women’s needs, build trust, and demonstrate the impact myAgro can have in women’s lives.**

In this quarter, we engaged three new consultants. Spring Impact assists organizations on their path to scale and will help us **design our target operating model** and identify the systems we need to have in place to grow effectively. In order to strengthen recruitment and retain our valued team members, our People Operations team has collaborated with Wellspring to **outline our compensation philosophy and a transparent salary grid**. Eden McCallum is helping us design a more efficient supply chain. We look forward to sharing the outcome of these partnerships in future reports.

Lastly, in these pages, you will also find our 2021 impact report, which details the **results of our farmers’ 2021 harvest and demonstrates how the work of our team—with your support—creates increased income and greater opportunity** for myAgro farmers and their families.

As always, the myAgro team is incredibly grateful for your support.



DEEPTI MATHEW

MANAGING DIRECTOR STRATEGY



2021 IMPACT at a Glance



115,000 FARMERS
served in 2021.

60% women farmers

176% more food grown by
myAgro farmers

\$194 increase in each
farmer's annual income

\$1.85 (all-in) and \$4.90 (core)
Social Return on Investment



SENEGAL

- 45,000 farmers served
- \$255 impact per farmer
- 221% increased yields



MALI

- 70,000 farmers served
- \$155 impact per farmer
- 147% increased yields



TANZANIA

- 1,900 farmers served
- \$27 impact per farmer
- 124% increased yields

KEY IMPACT DRIVERS

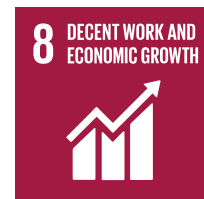
- Improved training & field follow up
- Incentives for farmers to plant more land
- Real-time dashboards & actionable data to support sales teams in-country



OUR WORK SUPPORTS SUSTAINABLE DEVELOPMENT GOALS



THE GLOBAL GOALS



NUTRITION

Hunger is a reality for so many in the areas where we work. According to data from UNICEF, Mali has one of the highest rates of acute malnutrition worldwide. At myAgro, we create packages with nutrition in mind so farmers and their families can become food secure.



"After four years of working with myAgro, I have seen a huge change from traditional farming. With myAgro I have access to agriculture inputs and modern farming techniques. I feel safe having agriculture consultation from myAgro staff. I would advise my fellow farmers to join myAgro as soon as possible to get trainings and more yields. myAgro is our Savior."

—Greta, myAgro Farmer

COUNTRY UPDATE: SENEGAL

- > 36,000 farmers enrolled in the first quarter
- 28% women farmers

Increasing Outreach and Support to Women Village Entrepreneurs and Farmers

Women farmers face harsh realities in the countries where we work. They are more likely to experience poverty and gender discrimination that denies them access to land. They also have to fight against misconceptions that women cannot take part in agriculture. myAgro is working to remove these and other barriers to ensure women have access to the support and resources they need in order to be successful in agriculture, to provide for their families, and to build a strong future for themselves.

We continue to pilot innovative strategies to increase the number of women farmers with whom we work. One way we have started doing this in recent months is by offering nutrition trainings to women. These trainings offer women support, build trust, and create an opportunity for myAgro to demonstrate the impact we can have in women's lives. This is important, as for many women, the solutions that we provide may be the only ones offered to them. We will continue to invest in research and programmatic targeting for women so that we can learn more and continue to grow our impact.

"Our mission is to lift farmers out of poverty. To do that, we must focus on women farmers as they are more impacted by poverty. We must take a gender and equality approach to our work to increase farmer enrollment and achieve our mission." Anna Touré, myAgro Women's Outreach Lead



COUNTRY UPDATE: SENEGAL

Establishing myAgro's First All-Women Village Entrepreneur Region

In the first quarter of 2022, myAgro expanded into five new zones in Senegal with three of these zones focused on women VEs. The three new zones are Matam, Thilogne, and Bakel. During our training of sales leaders, field coordinators, and surveyors on the process of recruiting VEs for these regions, we focused on unpacking gender discrimination. We encouraged our team members to check their biases by reflecting on themselves, their attitudes, and their mindset toward gender, and we had them describe the consequences of discriminative attitudes. We discussed how women can earn income while also meeting family needs, and we used examples of how financially independent women support themselves, their families, and communities. Following our training, our team came up with innovative ways to recruit more women VEs, and with incredibly positive results. In the Matam and Thilogne zones, all of our VEs are women. In Bakel, women account for 75% of VEs.



COUNTRY UPDATE: MALI

- > 27,000 farmers enrolled during first quarter
- 71% women farmers

Over the past few months, the Mali team has aimed to connect with farmers to address the increase in our package prices that was fueled by inflation and global supply chain delays due to the pandemic. Our sales strategy has focused on helping farmers better understand the added value that we provide despite the price change. “One coordinator was not convinced that focusing on the value would work,” says Vanessa Tamo, Mali Country Director. “However, he trusted the sales training and process, followed through with conversations using this approach, and has told us he now sees positive responses from farmers, which means more payments and enrollments.”

Reaffirming Our Values and Commitments in Mali

As we continue to scale, we want to make sure we stay connected to who we are. With this in mind, we held several day-long workshops throughout Mali on the theme “Reconnecting with Who We Are.” These workshops aimed to help guide our work internally and with partners and will be key to our continued impact on farmers. We defined “who we are” as follows:

- We value strong relationships and foster them through integrity, transparency, and empathy.
- We create opportunities for farmers, Village Entrepreneurs, and team members.
- We grow by innovating.

These workshops were led by Anushka, our Founder and CEO, and Vanessa, our Mali Country Director, and nearly 300 of our Mali employees participated. The workshops provided a great way to revisit our values, share new information, and demonstrate the impact myAgro’s investment in development has had on staff. At one of the workshops, Halimata, a Program Assistant, shared her professional development journey. “I had no idea how to even open an Excel file,” she said. Now, Halimata carries out complex data collection reports.

The workshops also provided a valuable opportunity to hear from our team and receive feedback, which is essential to ensuring we continue to improve and grow. We will host “Reconnecting With Who We Are” events throughout Senegal during the second quarter.



COUNTRY UPDATE: TANZANIA

Planting in East Africa takes place from December through February. Our Tanzania team finished planting with our farmers at the start of the quarter and has since been supporting them on their journey towards a successful harvest. Post-planting activities are conducted by our measurement and evaluation team and include field scouting, weeding, pest control, and the preparation of fields for harvest. Our farmers report that they like receiving this type of coaching and view it as an added value. We find that it also builds our connection with farmers.

In 2021, myAgro delivered inputs to more than 4,000 Tanzanian farmers, surpassing our seasonal goal. Looking ahead to the 2022 season, we will focus on serving approximately the same number of farmers while we test new digital innovations aimed at making our services more efficient and effective. “We want to look at the customer journey to see how we can refine it,” says Kervin Bwemelo, Country Director of Tanzania. “We want to think of new ways to execute our program as we scale and to determine where we may need partnerships.”

To that end, the Tanzania team is already forming successful partnerships. In the Nachingwea Zone, the local District Commissioner, Hashim Komba, and his colleagues visited our operations after hearing about our work from local farmers. Interested in learning more about myAgro’s model, he joined our team in the field to meet myAgro farmers, hear their stories, and learn about our work and packages. By the end of his visit, the Commissioner was so impressed that he said he planned to enroll with myAgro himself to show his constituents the impact we have and would encourage other community leaders to do the same. “I will enroll this season so that I can get more yields and be an example to my community,” he said.



ORGANIZATION UPDATES



**IMAGINE A WORLD
WHERE AFRICA'S
FARMERS HAVE THE
POWER TO INVEST
IN THEMSELVES**

myAgro Selected as Audacious Project Grantee

At the end of the quarter, the Audacious Project—a collaborative funding initiative that is an offshoot of TED, the idea-sharing organization—announced that myAgro is one of their awardees this year. We are honored to have been selected and look forward to sharing the power of layaway savings with the world. That said, we firmly believe it was the confidence from our existing supporters that made this possible. And while our inclusion as an Audacious grantee comes with an investment from new donors, **these new resources will only get us part of the way to our North Star goal of serving 1 million farmers by 2026. We will still need our supporters by our side.**

With the continued backing of our partners, and the Audacious gift, we will invest in data and technology to drive greater sales and increase customer density in our current countries. We will also expand to two new countries in West Africa and lay the foundation to work with governments to support national food security plans.

We've seen how savings is an incredibly powerful financial tool for change. The world is more just when people have equal access to the tools they need to succeed. Savings and layaway expand the purchasing power of the working poor and help them invest in their biggest asset each year—their farms!

See our page at audaciousproject.org/grantees/myagro to learn more.

ORGANIZATION UPDATES

NEW HIRES AND ROLES

- Temi Azeez, Vice President of Talent Management
- Benoit Brou, Regional Supply Chain Director
- Ryan Denholm, VP of Finance and Strategy
- Erin Moore, Chief of Staff
- Amy Robinson, Director of Product
- Aminata Sougou, Head of Strategy
- Don Van Luijn, Director of Development, Strategic Partnerships
- Jorre Vleminckx, promoted to Chief Innovation Officer (previously Director of Agriculture)
- Fabienne Vuanda, VP of Growth
- Koen Wagenbuur, Monitoring and Evaluation Director



myAgro Celebrates the Impact of Women

March 8, 2022, marked International Women's Day and celebrations took place across myAgro. Our colleagues in Senegal, Mali, and Tanzania organized events celebrating women who lift up our organization, communities, and world while acknowledging the work that needs to be done to break down barriers to equality. During the events, participants connected, shared experiences, and discussed questions like *"how can we strengthen each other's impact as women on the journey to equal rights?"* and *"what would it takes to be in an environment where women and girls have equal opportunities to be decision-makers and leaders?"*

Throughout March, myAgro continued the celebrations by sharing stories of the impact we have made in the lives of women farmers and village entrepreneurs, as well as the impact our female leaders have had on myAgro's teams and our organization.

Women are a central part of our work, model, and communities, and myAgro is committed to celebrating and supporting women throughout the year.



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For more information please contact:
myAgro:

130 7th Avenue, #160
New York, NY 10011
development@myagro.org

This document along with further information on our organization is available on myAgro's website:
<http://www.myagro.org>

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