

# myAgro



FY22 Q2 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 MANAGING DIRECTOR

We are in unprecedented times with a global food crisis and the rising cost and supply of fuel. West Africa is experiencing its worst food insecurity in 10 years and the cost of fertilizer has increased by 50-300%, which is the highest since the 2008 recession. Smallholder farmers already make thin margins on their yield and are sensitive to price changes. During the second quarter, we recognized the need to reset our forecast for 2022 to serve 100,000 to 130,000 farmers and spent time planning and testing the ways to do so with the goal of ensuring farmers and their families are food secure.

During the first quarter, we hired and onboarded team members for our Innovations Team. Having this team at full capacity for the second quarter enabled us to increase the number of pilots and tests we designed and ran. I am excited to share this work with you in this report.

Based on the work of the Innovations Team, we will begin piloting year-round sales in the third quarter. This means we will begin sales in August instead of October, and farmers will be able to purchase crop and non-crop products for delivery by the end of December 2022 and/or start making little-by-little payments for their 2023 packages to give them more time to save.

With the priority of food security for smallholder farmers, we are also creating smaller packages to keep our current farmers enrolled and attract new farmers. Our next quarterly report will include more details about this pilot and our sales approach for the 2023 season.

The highlight of the second quarter is delivery. Putting climate resilient seeds and fertilizer into the hands of our customers is seeing our mission come to life. Farmers are filled with pride seeing the power of savings, and envisioning the increased profits these inputs will enable. You can read more about this year's delivery on page 9. We also identified where we need to invest in our supply chain to be poised to serve more farmers as we scale. We will begin designing a roadmap to create greater efficiency and lower the costs from procurement through delivery. This supply chain work is critical to our long-term sustainability.

Throughout these pages, you will find an overview of our second quarter. Despite the challenges of the times we are in, our team remains committed to our mission and inspired to think creatively about how to best serve our farmers.



**DEEPTI MATHEW**  
MANAGING DIRECTOR, STRATEGY

# COUNTRY UPDATE: SENEGAL

Adjusted goal: 60,000-80,000

Original goal: 70,000

We have currently delivered to: 41,446 farmers

## Expanding our Poultry Pilot in Senegal

In January 2022 we launched a poultry pilot in Senegal to reach 2,000-3,000 farmers. The pilot focused on female farmers who do not have access to farmland. From our initial testing, we found that a **\$16 investment by a farmer nets \$50 of profit. Women could invest \$16 three times a year to earn \$150 of additional income annually.** For a farmer living on \$2 per day, that's a 21% increase in income.

Women who participated in this pilot successfully raised chickens and sold them for income, used them for food, and/or continuously used the eggs. Given these promising results, and the extremely positive feedback from farmers, we want to replicate that impact on a larger scale. That is why in the second quarter we brought the pilot under the umbrella of our newly launched Innovations Team. During this time, the team reviewed the initial pilot and conducted qualitative and quantitative evaluations to help us better understand the impact of the program so that we can begin a second, more expanded phase of our poultry pilot. By reviewing logistical capacities, gauging interest from farmers, and uncovering learnings from the first pilot, the team has begun to launch the second phase which will deliver 25,000 chickens to 5,000 farmers in three zones.

Our vision is that this program could add 10-15% more farmers each year who would otherwise not plant peanuts or cereal crops with myAgro during the main rainy season.

## Benefits of the poultry pilot include:

- A lower-cost way to begin working with myAgro
- Diversified investment options for farmers
- Increased focus on women, as many women in Senegal, including those we work with, have had experience raising livestock.
- Another way to earn income outside the traditional agricultural cycle and increase the financial impact for farmers.
- Ability to rotate an investment up to three times a year



# POULTRY PILOT IMPACT



Amy Gnigie is a wife and mother of five living in Senegal. In 2022 she enrolled in myAgro's poultry pilot after her husband—a myAgro farmer of five years—told her about the program.

Before enrolling, Amy had experience raising turkey, ducks, and chickens but wanted to participate in the program to see how myAgro's training and poultry could help her earn more and support her family.

*"We do eat them sometimes, but mainly, we raise them to sell. When we need something, we sell the chickens to get the money for it," Amy shared.*

*She signed up and, as part of the pilot, received five chicks along with training on how to care for them. The training showed Amy how to spot illness in her chickens early, which can ensure that they are healthy enough to sell. After raising the chicks, Amy was able to sell each one for 6,000 CFA each—a 24,000 CFA profit—after having originally invested 6,000 for all five. With the money she earned, Amy was able to purchase a new television for her family and she could also afford cooking oil, which has become more expensive across the globe.*

*"There are many benefits to poultry farming. When I make money again from raising poultry in the future, I would like to buy a fridge and sell ice and popsicles," said Amy. "I thank myAgro very much! I am really happy with the work they do and they come to check how the chickens are doing too, and above all, they trust us to use our own intelligence to raise the chicken."*



# COUNTRY UPDATE: MALI

Adjusted goal: 54,000-70,000

Original goal: 130,000

We have currently delivered to: 44,697 farmers

## NEW INNOVATIONS

New innovations allow us to create more value for farmers and individuals in the communities where we work. That is why it is important for myAgro to invest in research to find the most high-leverage ways to improve the lives of farmers and community members. This past quarter, we have made great strides in establishing new products and offerings to enable more individuals and families to enroll in myAgro and experience the benefits of our high-quality products and trainings.

### Solar Lamps

We are testing a pilot for solar lamps to determine whether to offer it as a season two product. In our lean testing, we found that farmers are using the product because they have limited access to reliable electricity. However, given the current global and economic conditions, we are conducting more surveys and research to ensure that this product will benefit and be of interest to farmers right now.

### More Frequent Training

We have found that providing open access and more frequent training increases the attendance of farmers—even those who are not yet enrolled. Farmers enjoy community events and they also like and trust referrals from current myAgro farmers. Our training sessions provide an opportunity for farmers to come together, and spurs interest in myAgro. Through these events, we introduce ourselves to new farmers and push new enrollments. This approach was so successful last season that this past quarter we decided that we will start trainings much earlier—in August—instead of February. We are planning for each village to have at least one training per month which has the potential to introduce myAgro to thousands of new farmers.

### Moringa Trees

In April, myAgro launched a moringa pilot in Mali that will run through December 2022. This pilot will provide training and inputs for moringa cultivation to 1,000 farmers throughout 25 villages in Bancoumana, Mali.

Through a partnership with a local organization, Herou Alliance, we have been able to purchase the seedlings and seeds of the moringa tree, which will be offered to farmers. As we grow our package offerings, we are offering moringa because of the tree's potential to provide additional income for farmers.



Moringa, also known locally as the “drumstick tree,” is a native tree in India, Bangladesh, Afghanistan, and Pakistan known for its nutritional and medicinal properties. It is a fast-growing and drought-resistant tree full of minerals and vitamins, which help it thrive despite the growing threat of climate change. Its various parts—the bark, fruit, root, leaves, flowers, and seeds—are used to make medicine and other products, which means farmers can sell these parts and earn more income.

During the pilot, we are offering two packages for farmers; the first package contains 15 plants, as well as training, and follow-up, and the second package contains 20 seeds, training, and follow-up. With this pilot project, myAgro aims to ensure that farmers are more resilient in the face of climate change and deforestation and that they have more opportunities to earn income outside of the harvest season.

### **INVESTING IN OUR TEAM**

In the second quarter, our Mali team began a partnership with the African Management Institute (AMI). This organization introduces participants to practical business and management tools that can immediately be applied to their work. AMI was founded in 2014 by Jonathan Cook, former director of South Africa’s Gordon Institute of Business Science, and Rebecca Harrison, a foreign correspondent and social entrepreneur. Through the Management Development Programme, training will be provided for mid-level managers at myAgro. This hands-on program is designed to empower mid-level managers and their teams and to drive performance by focusing on areas such as management skills and project management. A number of participants will also receive Excel and English courses in tandem with their management training.

The full program includes:

- 6 virtual Learning Labs (interactive workshops)
- 9 online courses & practical tools
- 1 Change Challenge (practical project)
- 1 virtual graduation event

Through this partnership, myAgro team members will apply their learnings back in their offices and in the field. We look forward to sharing more about the impact of the program in the coming months.





# COUNTRY UPDATE: TANZANIA

Enrollment goal: 4,000  
Current enrollment: 1,821

Tanzania is currently in the enrollment stage of the season. Since kicking off enrollment, we have worked with small focus groups to collect thoughts and ideas around price changes. From that research, we have created messaging that demonstrates the value of our packages and clarity around our pricing. We also encourage VEs to make comparisons to local vendors during their sales conversations to illustrate myAgro's transparency, long-term impact, and to demonstrate estimated price increases within the local markets.

## FOCUS ON TESTING DIGITAL INNOVATION

### Focus on Testing Digital Innovations

During the last quarter, we continued our work with Appleseed to foster behavioral changes to increase the percentage of customers paying digitally each month.

The research team collected, analyzed, and synthesized data from:

- **Stakeholder Interviews:** 7 myAgro staff members
- **Qualitative Interviews:** 13 farmers from seven villages
- **Quantitative Phone Survey:** 58 farmers
- **Qualitative Interviews:** Five leaders from myAgro peer organizations
- **Observation:** Payment touchpoints

The research conducted by our team and Appleseed found that most myAgro Tanzania clients are not currently paying digitally. In fact, 84% of the farmers that took part in research interviews are paying in-person by handing cash to their VE, most often in group meetings or mobilization visits.

With these findings, we are now in the process of conducting three experiments to track and tackle the barriers to digital adoption to increase digital payments in Tanzania.

In addition to deepening our understanding, we are further developing our relationships with local governments and leaders. The Nachingwea District Commissioner (DC) visited myAgro's operations in April, accompanied by the District Agriculture, Irrigation and Cooperation Officer (DAICO), ward officials, and village officials. The DC and other officials heard testimonies from farmers who planted with myAgro last season. They also visited farms to see the condition of the myAgro crops. The DC was very impressed by the myAgro model and voiced his support for myAgro. In preparation for his visit to all villages of Nachingwea, he plans to spread awareness about the myAgro model and encourage others to join myAgro by planting at least a quarter of an acre himself.



# 2022 DELIVERY



The highlight of the second quarter has been delivery. With the support of our team, we were able to deliver to over 84,000 farmers this season vs. our original projection of 200,000. Though this number is below the goal we set at the beginning of the year, we are committed to helping our farmers weather these very difficult times and we are proud to have created an impact on so many farmers and their families. To continue to support farmers, we offered smaller packages onsite at delivery so farmers could still plant with us.

myAgro's goal is to improve the lives of farmers and provide them with a way to save for high-quality inputs and training that will maximize their yield and income. During this season we have implemented a number of new initiatives and strategies to realize this goal:

- **Offering products beyond our staple crops during the off-season.** These complementary products will include poultry, moringa tree seedlings, off-season vegetables like tomatoes, and possibly solar lights, and will provide our farmers (and sales force) opportunities to earn additional income outside the traditional agricultural season with a particular focus on reaching women. We believe this year-round model could increase farmer income by over 20% and enable us to reach up to 15% more farmers annually, including those who would not otherwise plant our staple crops.
- **Beginning enrollment for the 2023 planting season in July 2022,** 3 months earlier than in 2021. By kicking off enrollment nearly one full year before delivery, we will give farmers more time to save for their agricultural packages.
- **Procuring inputs for 2023 even earlier than we did in 2022.** This will ensure we secure supplies and preferential pricing for fertilizer and other inputs considering global shortages.
- **Continuing to offer smaller packages.** By offering packages for smaller plots of land, we can serve farmers with more limited resources



# DELIVERY SPOTLIGHT

## AIDA



Aida Thiam is a 45-year-old wife, farmer, and mother of six from Gnabi Djokhane. This was her first season enrolling in myAgro and she was very excited to receive her millet package. At the delivery site, Aida was joyful and told our team that she felt content and that *“seeing the delivery take place excites me and makes me want to work with myAgro more!”*

Last year, Aida planted peanut and millet but due to low rainfall, she did not get much yield, so after connecting with a VE and hearing people talk about how great myAgro is, she wanted to join.

Using the little-by-little payment model Aida was able to fully pay for her package in two months and told us that the payment model has been very beneficial for her and her family as it has helped them afford the inputs they need.

*“It’s really good because life is hard right now, the little by little payment really helps me out. May God bless myAgro.”*

Aida told our team that she is looking forward to her myAgro harvest because of what it could bring to her and her family—it will give them the opportunity to fix their house, purchase medicine for kids, and even support others in the community.

*“If we have a good harvest we will be happy because we can live off it. Also, it means that next year we can work with myAgro again. Agriculture allows us to just live our lives – fixing our houses, medication for our kids, taking them to school, and helping other people. We put a little bit of our harvest aside when we have enough to give it to people who are less fortunate.”*

We are very excited to follow up with farmers, like Aida, after planting so we can measure how much they harvested and see how it has impacted their lives.



# PARTNERSHIPS

## H.M. Queen Máxima of the Netherlands, the UN Secretary-General's Special Advocate for Inclusive Finance for Development, meets myAgro Smallholder Farmers in Senegal

On June 15, Her Majesty Queen Máxima of the Netherlands, in her capacity as the United Nations Secretary-General's Special Advocate for Inclusive Finance for Development (UNSGSA), visited with myAgro in Touba Toul, Senegal. During her visit, UNSGSA Queen Máxima met with Anushka Ratnayake, Founder and CEO of myAgro, Thierno Faye, myAgro's Interim Country Director, and three myAgro farmers, Samba Dione, Badjane Diouf, and Madame Colly Diouf.



Discussions emphasized myAgro's alternative approach to traditional financing solutions for farmers, which have typically been grants, subsidies, and credit. Both informal and formal credit only meet 25% of the global need for smallholder farmers. myAgro's mobile layaway model unlocks the cash that is in farmers' own pockets.

During the visit, Badjane Diouf, a myAgro farmer since 2015, stated, *"By making use of the layaway platform, I don't feel the stress."* She highlighted that myAgro has provided her with access to farming inputs, especially fertilizer, that she would otherwise not be able to afford. Badjane Diouf has also been meticulous in applying the agricultural training she receives from myAgro and has seen how it has increased her yield, which means she is able to support her family's nutritional intake and pay for household needs.

As a result of the visit, Anushka and Thierno were interviewed by local media, which creates a strong opportunity to reach more farmers. This relationship has further connected myAgro to the Senegalese government, allowing us to encourage them to allocate their financial support to female farmers and a mobile layaway model of savings.

## Our Work has been Featured in Forbes EQ

myAgro has been selected as a contributor for **Forbes EQ**, a platform for business leaders, entrepreneurs, and nonprofit organizations serving underrepresented groups to share stories and expertise.

The partnership kicked off in June and will run through September 2023. Since launching the partnership, myAgro has published stories introducing our work to the Forbes audience and sharing our perspective on the fight against the global hunger crisis. In June alone, myAgro's articles had over 22,000 views; each month we will publish three articles around subjects of high priority, including climate change, women's entrepreneurship, innovation and more.

Through this partnership, we will highlight our impact and work in priority areas, and establish myAgro as a thought leader with a unique point of view and outsized impact. This, in turn, will support our recruitment goals and give current staff more visibility into our work to drive enthusiasm and pride in our mission. Visit [Forbes EQ](#) to view our published articles and to stay up-to-date on our latest releases.



# PARTNERSHIPS

## Growing Women's Enrollment with CGAP

myAgro has partnered with CGAP (Consultative Group to Assist the Poor) to conduct a gender analysis within myAgro in order to grow our enrollment of women farmers in Senegal. CGAP is an independent think tank and global partnership of more than 30 leading development organizations that work to advance the lives of poor people, especially women, through financial inclusion.



The goal of the partnership is to improve our understanding of the needs and constraints facing rural women in the Senegalese communities we serve while also gaining a better understanding of the barriers that have so far prevented greater enrollment of women in Senegal so that we can develop potential approaches to overcome them.

From this partnership, we will design concepts for new and/or improved financial and non-financial products, services, and approaches that meet the needs of rural women in Senegal, focusing on addressing risks posed by climate change, women's access to labor, and gendered social norms that prevent women from adopting new technologies. We will share more about our strategies and findings in the next quarterly report.

## Supporting our Farmers to Adapt to Climate Change

As myAgro works to reach one million smallholder farmers by 2026, we are focusing on providing the tools and knowledge necessary for farmers to adapt to climate change. myAgro provides training to 50,000 smallholder farmers (60% women) each month on improved agronomic practices that aim to restore degraded soils, improve food security, and build climate resilience while increasing crop yields and household incomes. By conducting on-farm research trials, myAgro aims to reduce heavy reliance on synthetic (inorganic) fertilizers. By conducting research with partners like Institut Sénégalais de Recherches Agricoles (ISRA) on improved hybrid seed varieties using bio-based fertilizer, myAgro is able to demonstrate suitability for these practices across different agroecological zones.

To address the current and anticipated climate challenges faced by smallholder farmers, myAgro is strengthening its partnerships with different governmental and non-governmental research institutes including Bern University of Applied Sciences (HAFL) and the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT). myAgro is further developing climate adaptation and mitigation strategies together with agricultural consultant Dr. Emmanuel Bizimungu from Wageningen University and Research.

These are just some of the initiatives myAgro is conducting to support smallholder farmers to respond to an unprecedented food crisis and adapt to the vagaries of climate change in West Africa.



# FARMER SPOTLIGHT

## MBAE



Global price increases have impacted millions across the globe, including the farmers we serve. We recently connected with myAgro farmers, like Mbae Giange, to learn about how the price increases are impacting them, their families, and communities.

**Prices have been increasing a lot. How have price increases for needs like fuel, food, and other supplies impacted you and your family? How have you seen price increases impact your community?**

*"The increase in prices has made things difficult, it's making it hard to get what we need for living—rice, millet—what we need to live. It has changed the way we live. When living is expensive it brings about other problems, you will have other needs, and also you don't have the opportunities you used to have in order to do what you were doing before, because you don't have the means now. In the past, we were trying to improve our lives, like looking to build a house, now the only thing we are focusing on is eating, and we can't focus on other comforts of life. Last year, I planted 1 hectare, now this year I only got ½ because that's all I can afford. Last year nothing went well because the rainy season came late and that affected a lot of things. But no matter how hard our conditions get, with God's help we will make sure the family eats well."*

**How has farming with myAgro helped you during this time?**

*"myAgro has helped because I know we can keep hope and wait for the results because of the good inputs. Before when we used to plant we never knew what result we would get from the seeds and fertilizers we would buy before, 'Will it be good or not?' We didn't know. You would wake up in the morning, see your family and go to the field and you don't know what result you would get. With myArgo, you can pay for what you can and cultivate a smaller piece of land, but at least you know you will have good results."*





© 2022 myAgro

All rights reserved. Reproductions and translations are authorized, provided myAgro is acknowledged as the source.

For more information please contact:  
myAgro:

130 7th Avenue, #160  
New York, NY 10011  
[development@myagro.org](mailto:development@myagro.org)

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

Produced and printed by myAgro.

