



myAgro 2021 Annual Report





About myAgro

myAgro works to help farmers overcome poverty and food insecurity by enabling them to save for high-quality seeds, fertilizer, climate insurance.



LETTER FROM THE CEO

Dear Friends,

I hope this annual report finds you and your families healthy and well.

As you know, 2021 brought continued challenges for many across the world, and myAgro was no exception. Global supply chain delays, the COVID-19 pandemic, and the impacts of climate change were ongoing issues we confronted.

Nevertheless, 2021 was also a monumental year for myAgro that marked major milestones: We celebrated our ten-year anniversary, grew staff by over 30%, and expanded to almost 600 new villages. Other significant myAgro achievements include:

- Over 115,000 farmers served
- 64,000 metric tons of food grown
- 50,000 farmers per month trained on improved agricultural techniques
- 176% more food grown by myAgro farmers than control farmers
- \$194 increase in annual income per farmer compared to control farmers

In the following pages, you will see how delivering seeds and fertilizer to farmers is just the beginning of myAgro's work and impact. Our farmers and communities experience many benefits by partnering with us. We look forward to broadening our reach in 2022 by expanding partnerships, growing our team, acting on drivers of increased impact, and offering high-quality packages that meet our farmers' needs. With the generous support of our donors and the hard work of our team, we are well on our way to reaching our goal of elevating smallholder farmers out of poverty and serving one million farmers by 2026. We thank you for your support.

ANUSHKA RATNAYAKE
FOUNDER & CEO

MYAGRO 2021

BY THE NUMBERS

FOR REPORTING PERIOD APRIL 2021 TO JUNE 2021

OVER 115,000 FARMERS SERVED

\$194 INCREASE IN ANNUAL INCOME

per farmer compared to control farmers



176%
increase in
harvest
yields

compared to control farmers
(78% in 2020; 51% in 2019)

47%

OF MYAGRO
FARMERS ARE
WOMEN



\$38

average layaway
per farmer

\$1.85 (all-in) and \$4.90 (core)

Social Return on Investment

Key Drivers of Increased Impact:

- Improved training and field follow up
- Farmer incentives to plant more crops
- Real-time data to support in-country sales teams



Senegal

In 2021, our Senegal call center made and received 83,816 calls, with 37% of those calls resulting in a farmer making a package payment. Our call center is a valuable resource that helps farmers solve real-time issues and encourages them to invest in their farms. It has also proven to be an innovative tool for general outreach and for connecting our farmers with our field team. With the call center, we can reach six times the number of people in one day than we can through in-person visits.

While the objective of the call center is to help farmers triage real-time issues, it has proven to also be a general outreach tool and touch-point for farmers that connects them to our field team.

Impact in 2021

**45,000 farmers served
(10,861 women)**

**\$11,475,000 total net
income for farmers**

**27,361 metric tons
of food grown**

\$255 impact per farmer

**221% increased yields
compared to control farmers**

Mali

In 2021, myAgro's Mali partnerships, which include USAID and the Malian government, helped us reach more farmers and successfully respond to the ongoing threat of the Fall Armyworm, a pest linked to major crop loss.

We are also pleased to report that 70% of myAgro's Mali farmers continue to be women. This is important to us as many women in Mali lack access to financial systems, seeds, fertilizer, and agricultural training. With an aim to reduce this inequality, myAgro has focused on the enrollment and support of female farmers, whose economic impact we believe can uplift entire communities.

Impact in 2021

**70,401 farmers served
(49,547 women)**

**\$10,912,155 increase in net
income compared to control
farmers**

37,071 metric tons of food grown

\$155 impact per farmer

**147% increased yields
compared to control farmers**



Tanzania

myAgro's Tanzania program is in its fourth year. In 2021, myAgro delivered inputs to more than 1,500 Tanzanian farmers, surpassing our seasonal goal. At our delivery sites—which are located close to farmers to ensure easier pickup—we created a community event to bring people together to celebrate our farmers' successful payment for their new packages.

Tanzania is a country rich in opportunity for growth and serves as 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. In 2021, the team focused on designing SMS content and using testing to measure how to increase self-enrollment via text message. Of the messages sent, 2% lead to 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 compared to the cost of a full-time hire. New farmers are more likely to sign up via SMS compared to returning farmers. We found that 35% of farmers who received the message but did not sign up said they were worried it wasn't really myAgro sending the message. In Tanzania, we will continue to grow our mobile money strategy in order to help more farmers access quality materials and training.

Impact in 2021

**1,902 farmers served
(742 are women)**

**\$52,818 increase in net incomes
compared to control farmers**

\$28 impact per farmer

**124% increased yields compared
to control farmers**



Innovative Sales & Data

Detailed data and smart sales strategies are critical to helping myAgro evolve and grow year over year.

Focus on Data

In 2021, myAgro conducted a census of over 700,000 farmers in Mali and Senegal to better inform our work and help us meet our goals. The findings from the census helped us create a database of farmers who had not yet enrolled with myAgro. This database provided enrollment leads for our team and helped us meet our 2021 enrollment targets. It will also support our goal to increase customer density in the future.

In addition to the 2021 census, our data team created innovative dashboards in myAgro Connect—our internally created app—to support our sales goals. The data compiled in these dashboards display our sales pipeline (e.g., leads, prospects, registered, enrolled, delivery, and harvest) in real-time.



"Leads" come from our farmer database and list of past clients and then progress to "prospects," which are farmers who have expressed interest in enrolling with myAgro. Our data team also tracked who registered and enrolled, and logged village-level trends as well. This, along with the dashboards, are used in the field to inform our training and enrollment efforts.

Scaling Our Sales Strategies

Our end-of-season analyses provide valuable insight into how myAgro can improve its support of farmers. Based on our review of the 2021 season, we plan to focus on a number of strategies in 2022 to better assist our farmers and expand our impact:

Locally focused training: We plan to implement hyper-localized training in order to help resolve village-level issues. We also plan to invest more resources in our village entrepreneurs, who are local myAgro points of contact who enroll farmers in and help them save for their packages.

Leveraging leaders: By communicating the benefits of myAgro with village chiefs, village elders, influential farmers, and other local leaders we expect to accelerate buy-in.

Increased marketing: To widen myAgro's reach and meet our goal of working with 200,000 farmers in 2022, we will increase our marketing efforts by organizing more enrollment days, investing in radio advertisements, and pursuing other marketing activities.

Expanded partnerships: We will grow our partnerships with organizations that support our work to accelerate digital payments in Tanzania and expand the use of mobile money in Senegal.

Staff & Leadership

In 2021, myAgro continued to empower and strengthen our executive, leadership, and regional teams by adding capacity at every level and across our country programs. To improve the overall quality and expertise of our team, we focused on hiring experienced leaders, promoting transparency within the organization, and encouraging innovative thinking among our staff.

2021 Results

>30% staff growth

170 new staff hires

25% women on staff

95% people of color on staff

5 leadership roles filled:

Kira Elbert

Chief Development Officer

Erin Moore

Chief of Staff

Fabienne Vuanda

VP Growth New Countries

Ryan Denholm

VP of Finance and Strategy

Temitope Azeez

VP of Talent Management

Board Members

Anushka Ratnayake

Founder and CEO, myAgro

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Mamadou Biteye

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Executive Director, Bank of England

Rich Leimsider

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Operations



**JORRE
VLEMINCKX**
Chief
Innovation
Officer

Our Impact: From the Field

Ami. myAgro farmer from Koussanar

Since joining myAgro, Ami has earned enough additional income from her harvests to invest in a poultry-raising business and finance her children's education. Her story, and those shared through quotes below, show how extra income and opportunities can give myAgro farmers, team members, and their families, the chance to invest more in themselves and improve their lives.



Vanessa Tamo, Mali Country Director

"We are helping to build community and will continue to support women farmers by giving them training and financial planning [tools], and by supporting them as they advocate for themselves within their villages. We believe the success of women farmers can transform entire communities."



Awa, farmer from Ouelessebougou

"I don't have words. Come and see my field, and you will see how different it is."



Dibor, myAgro Village Entrepreneur

"Before myAgro, I wasn't able to help my parents. Now I contribute to my family's needs. I can buy rice or oil for them, and if someone falls sick, I can help them go to the hospital."





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How to give: Visit our donation page to support our work and help us reach 1 million farmers by 2026.

Email: development@myagro.org

myAgro's EIN: 45-5267449

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