

# myAgro 2020 Annual Report



# Letter from the CEO

Dear friends,

I hope this annual report finds you and your families staying healthy and well. The coming year will mark myAgro's tenth in operation. Since 2011, we've weathered many crises—from droughts to coups—but we've never experienced a global challenge of this scale, simultaneously affecting each of our country programs in Mali, Senegal, and Tanzania, as well as our partners, donors, and board.

No life has been untouched by the pandemic, but our team at myAgro has remained steadfastly focused on ensuring food security for some of the world's most vulnerable. I'm proud of the strength, courage, and empathy of every person at myAgro.

Navigating border closures and government restrictions, our network of nearly 2,000 village entrepreneurs and 400 in-country staff shifted to remote work, many for the first time—together, we successfully delivered seed and fertilizer to 89,000 farmers during the height of global COVID-19 lock downs in June, 2020. This was a major success, representing 44% growth over the previous year.

This report will detail our progress and impact since the beginning of myAgro's 2020 Fiscal Year (FY20), which began in July, 2019. But I'd like to take a moment to highlight the importance of our organization's ongoing work.

Ensuring food security is central to myAgro's mission. In the wake of a crisis like this one, farmers can be forced to cut farm spending and dip into their seed reserves for sustenance. In previous crises I've seen in Kenya and Mali, this happens while food prices increase, in some cases up to three times.

myAgro farmers increase their yields and incomes by 50 to 100 percent, and this extra food can be the difference between a farmer feeding her family and going hungry. In March, I met a Senegalese farmer, Massamba Dieng, who put this point front and center while speaking about the farmers he knew who grew with myAgro over the course of FY20: "Only the farmers who worked with myAgro still have food in their storage right now."

For us at myAgro, delivering seeds and fertilizer to 89,000 people in time for the coming rainy season is only the beginning of our work. In the following pages, you will read about the additional impact our farmers and their communities have realized after partnering with myAgro. Replicating and exceeding that impact for farmers in FY21 will continue to require hard work and solidarity from our team and supporters.

Thank You to everyone who has helped us make it this far.

In Gratitude,



Anushka Ratnayake

"I can't believe you are able to deliver during the pandemic."

a myAgro farmer, June 2020



# 10 Year Progress

myAgro's unique mobile layaway platform enables farmers to use their mobile phones to purchase seeds and fertilizer in small increments, similar to buying prepaid mobile minutes. After eight months of paying little-by-little via mobile layaway, myAgro delivers high-quality input packages directly to farmers' villages, right in time for planting season. myAgro provides training—now in person, on the phone, and via video and radio. Trainings include support to manage soil fertility and maximize yields and net profits, including: land selection, crop rotation, adding organic matter, and microdosing fertilizer.

**89,000** farmers served

**60%** female farmers

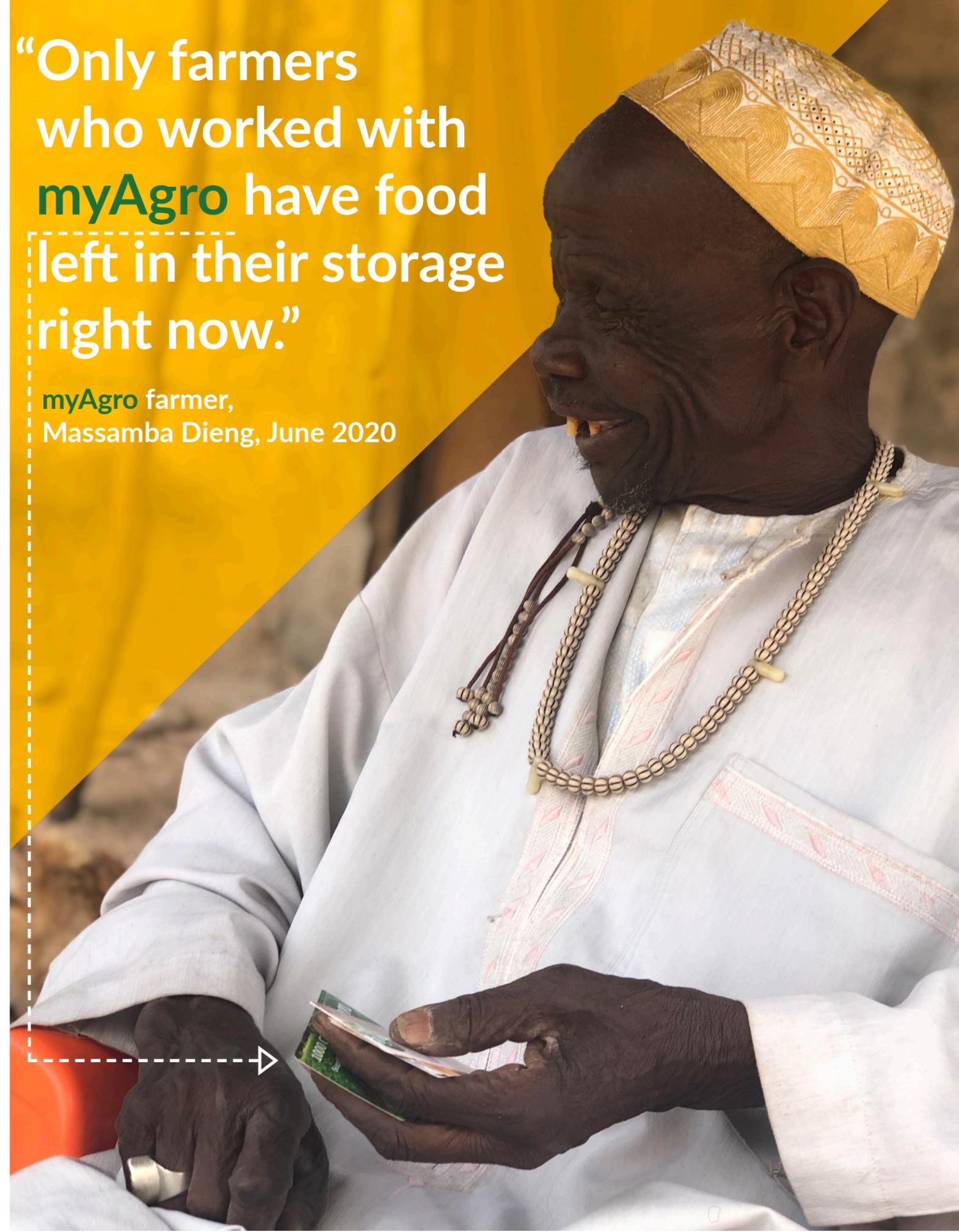
**1,976** new jobs for rural youth

**\$3.2+ MM** mobile layaways

**> 50%** increase in harvests each year

“Only farmers who worked with myAgro have food left in their storage right now.”

myAgro farmer,  
Massamba Dieng, June 2020



# COVID-19 Update

In response to the pandemic, myAgro moved quickly to ensure our team's health, safety, and security in order to continue to serve our smallholder communities throughout Mali, Senegal, and Tanzania. In the midst of government lockdowns in April, more than 90 percent of myAgro's field team and staff said they understood myAgro's priorities and work due to COVID and felt supported by myAgro, according to an internal survey.

## Some of our COVID-19 policies included:

- ▶ Providing childcare stipends to women on staff.
- ▶ Providing every field team member with handwashing kits, training on handwashing/hygiene & mobilizing farmers remotely.
- ▶ Expanding healthcare and sick leave benefits to cover all 1,976 commission-based Village Entrepreneurs (VEs) and 1,314 of their family members.

Recognizing the importance of myAgro's program to food security, we adapted our in-field strategy to ensure contactless sales and delivery for as many farmers as possible. By listening to the needs of farmers and rapidly implementing solutions to meet them, our monthly sales had recovered to pre-pandemic levels by the end of the season in May. One factor was our call center increasing the number of calls that resulted in a farmer payment.

**15%** increased sales per farmer ▶ compared to FY19

**100%** increased sales per VE ▶ compared to FY19

**32%** call center sales conversion ▶ up from 11% in FY19



During trying times,  
**myAgro** farmers  
remember:  
**We are together!**

# FY20 in Numbers

Despite COVID-19, myAgro grew from 62,000 farmers in FY19 to 89,000 farmers in FY20, a 44 percent increase. We also expanded our program area to 2,361 villages, a 54 percent increase over the previous year, and increased the average size of the packages purchased and land areas planted by farmers—from 0.25 hectares per farmer in FY19 to 0.31 hectares per farmer this year. With a focus on layaway payment mobilization, farmers were able to not only enroll in, but also finish paying for, bigger packages.

**89,000** farmers served

up 44%  
from FY19

**\$110** increase in farmer incomes

on track  
for \$150  
in 2022

**75%** more food grown vs. control

enough to feed  
266,000 people  
for the year

**\$9.2 MM** net profit

earned by myAgro farmers in  
Mali and Senegal

**150,000** children dewormed

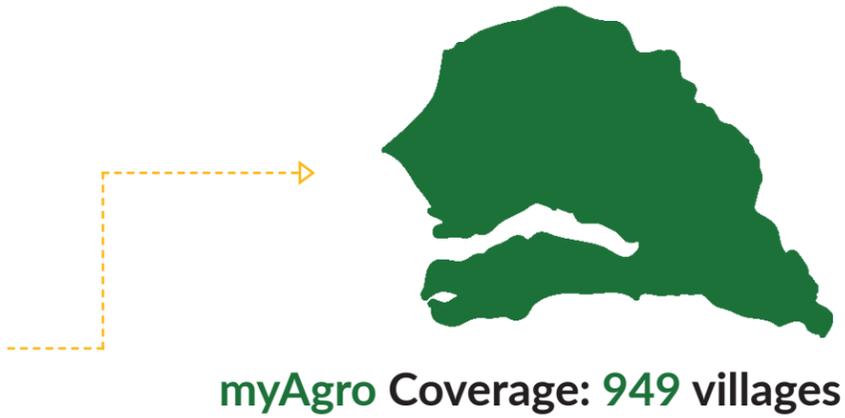
through partnerships  
with Health Ministries  
in Mali and Senegal

“myAgro trainings are so important and help us improve our farming”

a myAgro farmer, Q3 2020



# Country Snapshot: Senegal



An exciting new aspect of myAgro's Senegal program is an ongoing mobile money integration into our operations. Spurred by the demands of the pandemic, myAgro extended a limited, direct payment pilot from two field sites in Senegal to all our farmers in the country.

In FY20, 16% of all layaway payments were made with mobile money in an average month. Interestingly, it's in one of our most remote and poorest regions, Tambacounda, where the largest portion (22%) of mobile money payments were generated. This is consistent with an earlier household study conducted in Eastern Senegal, where Tambacounda is located, that showed up to 30% of a household's income comes through mobile money transfers from family remittances. In other words, mobile money usage is widespread in this region.

**34,592** farmers served

9,560 of whom were women

**\$4 MM** increase in net incomes

\$97 impact per farmer

**10,250** metric tons of food grown

including nutritious vegetables like okra

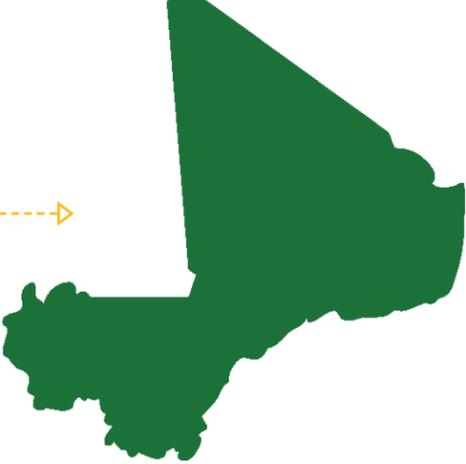
**50-100%** increased yields

>100% for maize farmers

One of the most important tools for a myAgro farmer: her cellphone.



# Country Snapshot: Mali



myAgro Coverage: 951 villages

One aspect of myAgro's Mali program that makes it so special is an ongoing partnership with the country's Ministry of Agriculture (Direction Nationale D'Agriculture, DNA).

After signing an MoU with myAgro in 2019 at the request of the Director of the DNA, myAgro worked with government agricultural extension agents in FY20 to provide training to farmers and boost enrollment. This year was the first of a pilot between DNA and myAgro—with a potential of reaching 1 million farmers together.

**53,301** farmers served

40,680 of whom were women

**\$5.2 MM** increase in net incomes

\$97 impact per farmer

**14,024** metric tons of food grown

28% more per hectare

**50-100%** increased yields

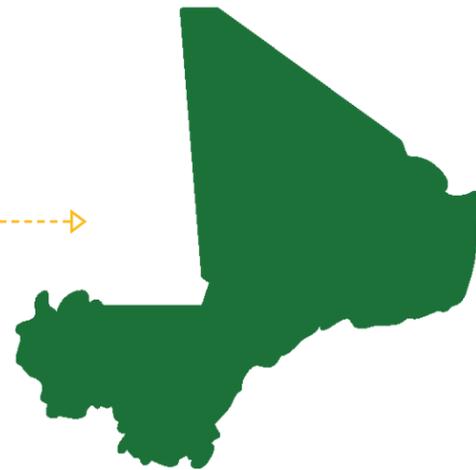
including climate smart crops like sorghum



“myAgro's work is in perfect alignment with the Mali Strategic Plan for Agriculture.”

—Director Tamboura, Direction National D'Agriculture.

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—Director Tamboura, DNA



# Country Snapshot: Tanzania



myAgro Coverage: 113 villages

During FY20, our team worked to successfully establish myAgro operations in Tanzania's southern region of Mtwara, providing service to 1,023 farmers. Reaching the 1,000-farmer mark is a major accomplishment, as our teams in Senegal and Mali can attest, and is the inflection point at which growth rates usually increase. Our team in Tanzania is cautiously optimistic given the pandemic, but the program's impact over the past year indicated a strong result for farmers.

**1,023** farmers served

up 100%+ from FY19

**190%** increased maize yields

up 61% from FY19

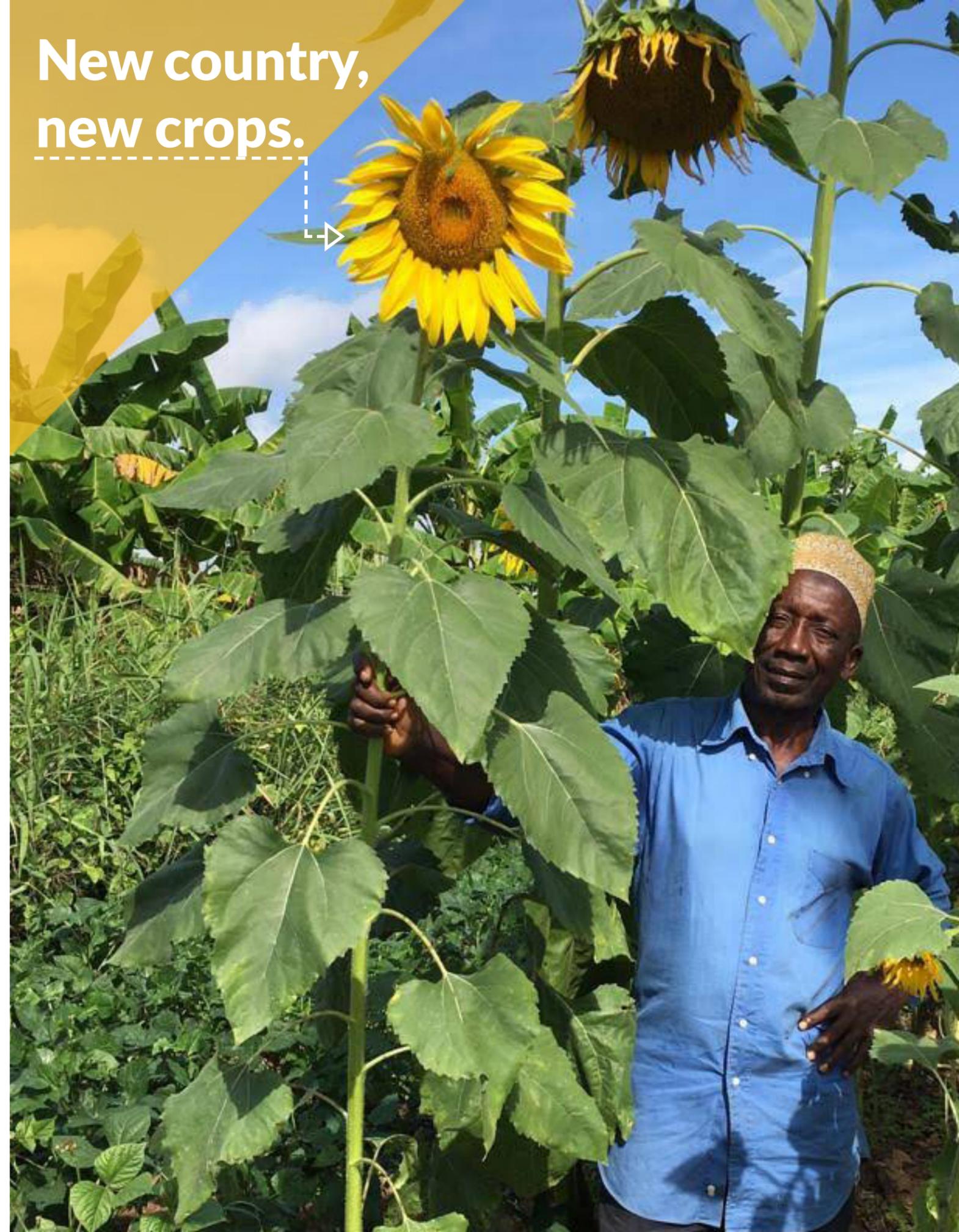
**1,368** metric tons of food grown

up 40% from FY19

**100%** increased sunflower yields

the 2<sup>nd</sup> year myAgro offered the crop

New country, new crops.

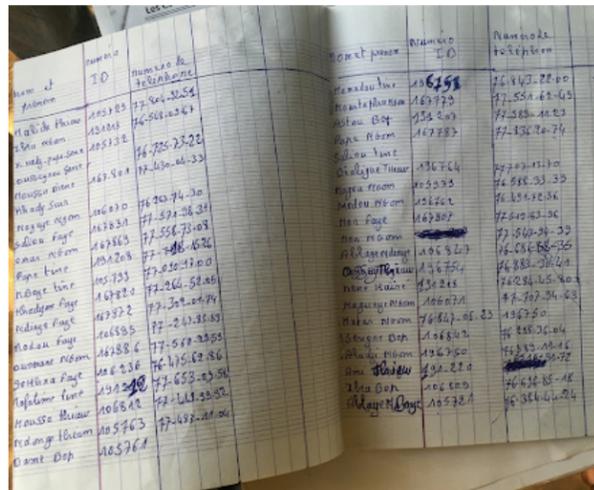


# Leveraging New Technologies

myAgro has always leveraged technology to serve smallholder farmers in innovative ways. New in FY20 is myAgro Connect, a mobile-based dashboard that enables VEs and their supervisors—Sales Leaders and Field Coordinators—to track enrollment and payment progress against goals in real-time using their smartphones.

Helping VEs maximize their usage of Connect was a major component of training in FY20. Now, every tool VEs need to collect, manage, and track farmer information is fully digital. The result is that VEs use up-to-date data to drive their individual decision making, enabling them to target goals and measure their success.

The Connect user interface was designed with inspiration from one of myAgro's top performing VEs. Our product team based the final dashboard on a highly organized paper notebook, which a VE in Senegal had used to efficiently manage his workload.



SL: Oumar Niamebe	Résultat	Objectif	Restant
Inscrits	744	1340	596
Ventes (CFA)	1.515.000	21.186.00	19.671.00

Nombre de VE: 10	Inscrits	Objectif	Restant
Adama Traore	45	120	75
Aly Onongo	158	200	42
Aminata Kamissoko	34	120	86
Broulaye Sacko	44	110	66
Drissa Diakite	32	100	68
Fadima Berthe	94	170	76
Modibo Keita	57	120	63

Client	Code	Telephone
kodia minata keita	1001045	71854404

Dernière mobilisation: 18 mars 2019 (il ya 221 jours)  
[Cliquer pour mobiliser](#)

Paquet	Taille(HA)	Prix
Arachide PDS + Maraichage (Gombo)	1/4	17.500

Objectif	Payé	Restant
17.500	6.000	11.500

Carte	Montant	Date d'envoi
44627751156316	2000	24 octobre 2019

**40%** increased sales

VEs who log in to Connect frequently vs VEs who don't

## Smartphones make it easy to mobilize, train, and support farmers in the field.

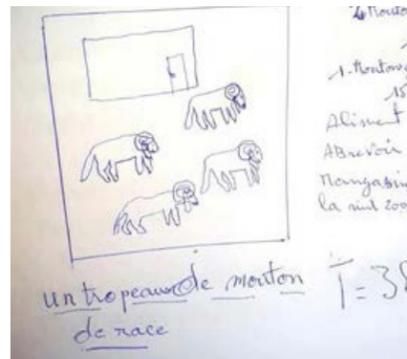


# Program Focus: Field Team

myAgro values diversity and inclusion, and our staff and leadership reflect the diversity of the communities we serve. Our staffing strategy extends to the myAgro field team. By hiring Village Entrepreneurs (VEs) with a focus on entrepreneurship, we've created a strong pathway to employment for women and young people in our rural program areas.

We approach training our field team the same way we create programs for farmers—with user-centered design. During orientation, we ask VEs to write their motivations for working with myAgro, and what they dream of for themselves and their families with the added income earned during a successful season.

In FY20, VEs wrote that they “dream of purchasing a motorcycle” and “of investing in more animals to start a livestock business.”



**1,976** Village Entrepreneurs

▶ rural youth earning \$60 per month on average

**500+** agricultural interns

▶ rural youth hired in the villages where we work

**60** seasonal agricultural trainers

▶ 90% full-time employment rate within 3 months of finishing work with myAgro

Village Entrepreneurs  
train to put  
farmers first.



# Program Focus: Staff and Leadership

In FY20, myAgro refined our organization's management structure by empowering executive, leadership, and regional teams to administer our programming globally. We invested in leaders across our country programs, adding capacity at every level to develop strength organization-wide. By focusing our efforts on leadership and improving hiring, transparency, and team decision making, the overall stability and quality of our team increased.

Among the senior Leaders welcomed in FY20:



Kervin Bwemelo  
Country Director, Tanzania



Max Fossouo  
Vice President, Sales



Assana Alio  
Country Director, Senegal

**459** new staff hires in FY20

→ 98% of our team is African

**50%** of directors are black

→ 57% of managers are black

**50%** of managers and directors are women

**79%** of staff were born in the countries and regions myAgro serves.





myAGRO



**KFW**

MyAgro is co-financed by  
the Federal Republic of  
Germany through KfW.