



myAGRO

2023
July - September

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GLOSSARY OF TERMS

CIV: Côte d'Ivoire - myAgro is currently piloting expansion in Côte d'Ivoire.

Connect: myAgro's mobile layaway application used by Village Entrepreneurs to enroll and collect payments from farmers.

Core Season: Refers to packages (see package below) delivered in May and June. The inputs in these packages are planted during the "core" rainy season in West Africa in late June/early July and harvested in October.

Crops: myAgro sells the following crops.

- **Mali:** Gombo (Okra), Maize, Peanut, Rice, Sorghum
- **Senegal:** Bissap (Hibiscus), Gombo (Okra), Maize, Millet, Peanut, Rice, Watermelon

Enrolled Farmer: Farmers are considered enrolled once they have signed up to receive a package and made the minimum threshold payment for that package. Minimum payment thresholds vary according to package type, but are very low across the board (e.g., US\$ 3.00).

Finishers: Farmers who have enrolled in a myAgro package and "finished" paying for their package. myAgro only delivers packages to farmers who are finishers.

MU: Mother Unit - A unit created within a village that is easily accessible to multiple villages to enable farmers to pick up the product versus receiving delivery from a warehouse that is much further away. We are using MUs for poultry and agroforestry. The MU model lowers delivery costs.

Package: myAgro sells packages to farmers that consist of inputs (seeds, fertilizer, chicks, tree seedlings), agricultural training, and delivery within 8-10 km of their village. For the packages of seeds and fertilizer, farmers select the crop they want to purchase based on the hectare size they want to plant. Poultry packages include 5 chicks and agroforestry packages include 10 tree seedlings.

Registered Farmer: Farmers are considered registered once they have completed the Farmer Awareness Survey with their local VE and received a survey verification call from our Call Center, which ensures their information is entered into our database correctly.

VE: Village Entrepreneurs - VEs are myAgro's sales ambassadors within villages. They are trained on the myAgro model, and use our custom-designed Connect mobile app to help farmers enroll and make payments.



On the cover: Fadima Berthe is a myAgro VE in Bancoumana, Mali.

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"I would like farmers, particularly women in my community, to have timely access to seeds and inputs in order to reap a bountiful harvest."

CHIEF DEVELOPMENT OFFICER LETTER

July through September 2023

Dear Friends,

During the third quarter of 2023, myAgro teams across all departments worked together to prepare for the new agricultural season launch in September. In pursuing our North Star of serving 1 million farmers by 2026, we entered the new season with a focus on increasing customer density—that is, serving a higher number of farmers in each village where we work. Increasing the number of farmers we serve per village deepens our impact at the community level, and lowers our cost per farmer—enabling myAgro to scale sustainably.



Erin Moore

Chief Development
Officer

Our feature story this month is new season launch, and we shared details about the timeline and activities in this year's launch on pages 7-11. We designed and priced packages to lower barriers to entry for new farmers and motivate returning farmers to “level up” their packages. We also redesigned positions within our field team to help build autonomy and efficiency among Village Entrepreneurs (VEs), and invested in a full month of staff and VE training prior to the season launch. We are eager to monitor and learn how these shifts impact VE success and customer experience over the course of the season, and will share back our learnings in future quarterly reports.

While customer density remains a key focus, this goal is paired with strategic expansion to serve new communities, balancing growth and cost efficiency. On page 12, we provide an update on our new country expansion pilot in Côte d'Ivoire (CIV). Spoiler Alert! Our Board of Directors approved expansion to CIV and to scale operations to the next phase.

In myAgro's [January-June 2023 report](#), we shared three pilots that are being overseen by the Innovations Team toward increasing customer density: Poultry, Agroforestry, and the Farmer Awareness Initiative. Building on promising results achieved in their initial phases, all three pilots have begun implementation at larger scales. We will provide a detailed update on each of these areas, one in each quarterly report for the next few reports. In this report, we have included an update on agroforestry.

Finally, myAgro continues to be a leading social enterprise prioritizing the equity and advancement of women farmers—creating pathways for women to overcome barriers to food security and economic growth by increasing access to mobile financial solutions. We are proud to be part of USAID's Women in



ABOUT myAgro

Who We Are

myAgro equips smallholder farmers in West Africa with the tools they need to improve their food security and move out of poverty. With the myAgro mobile layaway platform, farmers can save money in small amounts and purchase climate-smart agricultural packages. Our packages include a variety of inputs and comprehensive agricultural training, which help farmers improve soil health, boost yields, and diversify income—ensuring their farms and families are resilient amid the worst impacts of climate change. Farmers can choose to invest in:*

- A variety of rainy season crops with drought-resistant seeds and the correct type and amount of high-quality fertilizer.
- Tree seedlings, which help to diversify income through high-value byproducts that can be sold multiple times per year, and through carbon sequestration as they mature.
- Poultry packages that include five Kuroiler breed chicks, known for being high producers of meat and eggs while requiring few resources.

The myAgro model generates powerful impacts. On average, farmers who partnered with us in Mali and Senegal last year grew 156% more food and earned US\$252 more than control farmers. Our North Star is reaching one million farmers, 70% of them women, by 2026.

* According to The World Bank, climate-smart agriculture (CSA) “addresses the interlinked challenges of food security and accelerating climate change. CSA aims to simultaneously achieve three outcomes: 1) Increased productivity: Produce more and better food to improve nutrition security and boost incomes, especially of 75 percent of the world’s poor who live in rural areas and mainly rely on agriculture for their livelihoods. 2) Enhanced resilience: Reduce vulnerability to drought, pests, diseases and other climate-related risks and shocks; and improve capacity to adapt and grow in the face of longer-term stresses like shortened seasons and erratic weather patterns. 3) Reduced emissions: Pursue lower emissions for each calorie or kilo of food produced, avoid deforestation from agriculture and identify ways to absorb carbon out of the atmosphere.”

the Digital Economy Initiative (WiDEI), and have announced our commitment of \$4 million aimed at serving 500,000 women by 2025. myAgro is seeking additional partners to help raise \$1.5 million in remaining funds, and to join our commitment to women smallholder farmers in West Africa. For more information, please turn to page 18.

As our teams enter the last quarter of 2023, we remain committed to supporting smallholder farmers in a year marked by economic inflation and climate shocks. We look forward to partnering with farmers through the end of harvest season, evaluating the impact of our efforts, and helping farmers prepare for the next planting season. We thank you for your continued partnership on this journey.


Warmly,

Erin B. Moore

Chief Development Officer

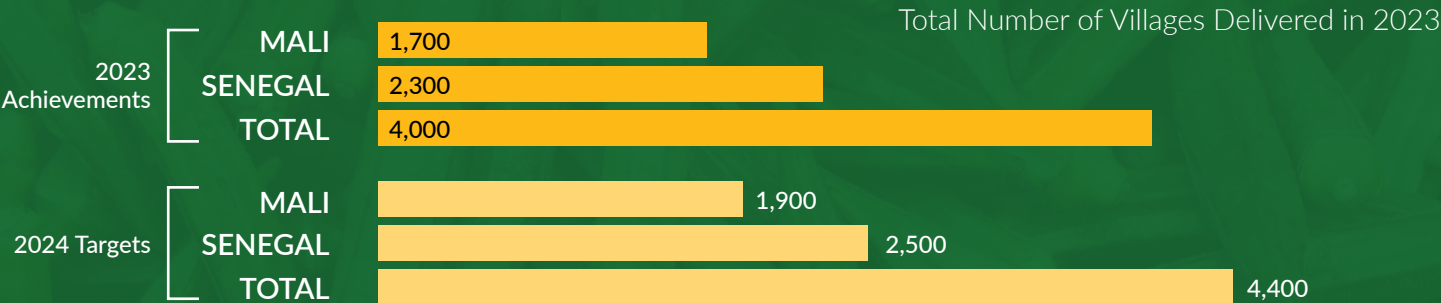
a look at myAgro

DELIVERIES

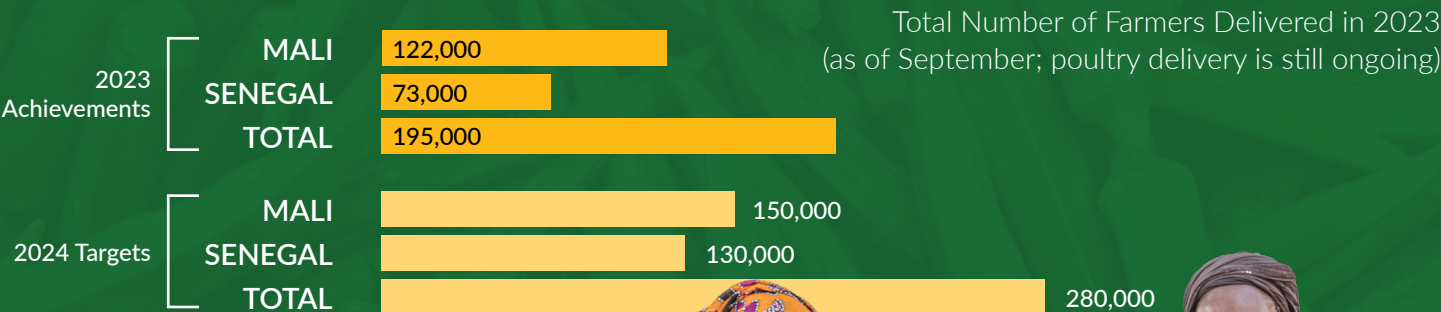


2023 achievements and 2024 goals

4,000 villages delivered



195,000 farmers delivered



» » »
Pictured left to right, myAgro farmers Mbene, Nogaye, and Awa pick up their packages during delivery in Lambaye, Senegal.



What's New for the 2024 Season in Mali and Senegal

As we prepare to serve more farmers in 2024 than ever before, the launch of the new season is an energizing time at myAgro. This year, the overarching focus for all teams is to increase the number of farmers reached in each village, customer density. Because we know that myAgro farmers are able to increase their harvest by 50–100% and their income by \$50–100 relative to control farmers, we aim to reach—and to benefit—as many farmers per village in the areas where we work. As we increase our customer density, we reduce the cost per farmer, ensuring we can scale sustainably to achieve our North Star. As a result, the focus on customer density is embedded across all aspects of this year's new season launch—from package design to field team structure and training.

CORE SEASON PACKAGE DESIGN

Two months before the new season launch, the myAgro Sales, Agriculture, Logistics, and Data teams collaborate to design the upcoming core season packages and pricing based on findings from the previous season and key market data. We began this process in May so that we could launch farmer enrollment in September (earlier than in past years), giving farmers the longest possible window to complete their layaway payments before delivery. This year, the process was guided by six core tenets that exemplify myAgro's values and goals as a social enterprise:



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A Training Agent (left) conducts a flash training with a local VE in Mali.

Core Tenets of 2024 Season myAgro Package Design

1. Seek to create packages that provide a triple return on investment for farmers.
2. Design package logistics—including input procurement, quality assurance, repackaging, and transport—that are feasible for myAgro.
3. Ensure we can attract new farmers and retain existing myAgro farmers by offering competitive prices.
4. Keep pricing as consistent as possible year after year, despite volatility in fertilizer and seed markets. As part of this effort, we procured a significant portion of our fertilizer prior to setting package prices so that we could “lock in” costs and avoid a mid-year price adjustment.
5. Incentivize farmers to purchase larger packages by offering volume discounts and adding new middle-sized packages that make it easier for returning customers to “level up.”
6. Knowing that price alone does not determine demand, equip our sales team to communicate myAgro’s full value proposition to farmers—including high-quality products, timely delivery, agriculture training, and industry-leading customer support.

This year’s packages were also designed with customer density in mind. We created a variety of package sizes to select from, boosting the number of highly

affordable options and offering some small “intro” packages to remove barriers to entry for very low-income or first-time farmers. For the 2024 season, farmers can choose from 8 different package sizes in Mali and 13 in Senegal. Additionally, we are offering crops such as okra and hibiscus, which provide a high return on investment even if grown in small quantities, lowering barriers to entry for women who often face challenges to land access.

TEAM STRUCTURE

As we increase customer density, our Village Entrepreneurs (VEs) must also have greater autonomy in managing a growing number of farmers in their village. In order to build their capacity to manage efficiently and provide joyous customer service, we updated our sales team structure to better train and support VEs, introducing the Training Agent (TA) and Sales Support Agent (SSA) roles.

Farmer agriculture training and VE training were previously provided by two different positions at myAgro. The TA role combines these responsibilities in order to deliver more holistic and consistent support to VEs throughout the season. From September through June, myAgro agriculture training for farmers takes place on a monthly basis, which means that once a month, TAs visit each village in their portfolio to conduct the training session. This year, the TAs will also meet with the local VE during each visit and provide “flash trainings” that cover new skills (such as how to use new features in the Connect app) or reinforce best practices. After the flash training, the TAs shadow each VE for the day, observing their door-to-door activities and providing real-time feedback on how to strengthen their sales skills. In addition to monthly visits from TAs, VEs have access to TA phone-based support, and can also utilize the myAgro Call Center for additional questions.

During farmer enrollment, myAgro’s new seasonal SSAs lead VE performance management. SSAs monitor VE performance in their assigned region through myAgro dashboards, and through messaging an AI chatbot called Easy Report that generates responses using data from myAgro’s Connect app. If the SSA identifies a VE who appears to be inactive or behind target, they can check in and initiate support. Strengthening our capacity to identify and respond to issues in real time



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VE training and season
launch meeting in
Senegal.



1. A Training Agent delivers climate-smart agricultural training in a myAgro village, helping farmers to maximize their inputs.
2. During training, VEs practice using our custom myAgro Connect mobile app to enroll farmers and collect payments.
3. During season launch, a VE visits the home of a farmer to introduce myAgro programs and help them enroll for a package.

FEATURE STORY

ensures that we can address the challenges VEs face early on, and better support them in achieving our shared goal of serving more farmers. myAgro's targeted investments in VE training and coaching this year will strengthen VE entrepreneurial skills so that they will be positioned to meet next year's ambitious sales goals with greater autonomy and less oversight.

TEAM RECRUITMENT AND ONBOARDING

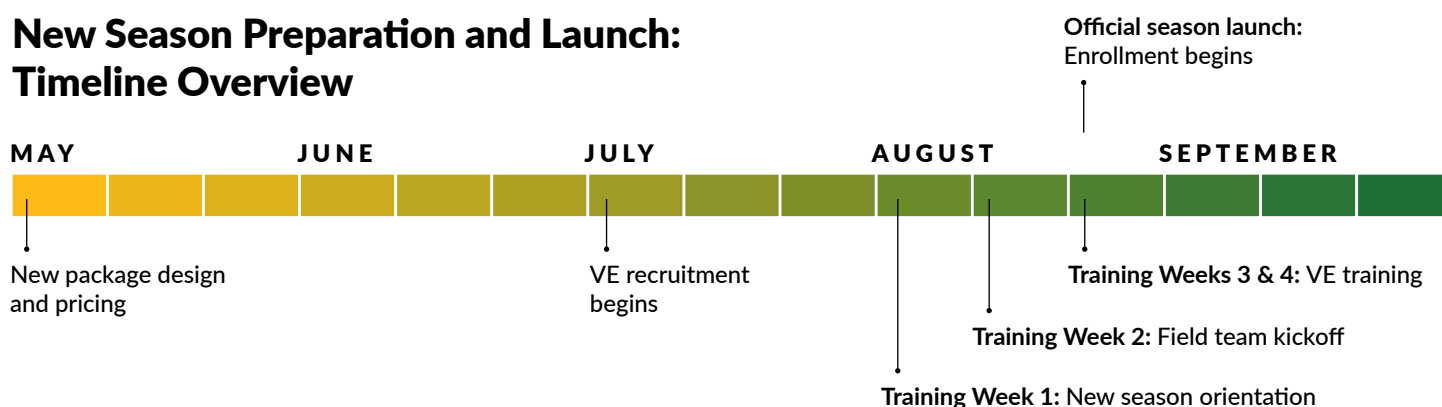
myAgro sales are driven by a collaborative team of office and field-based staff. Some roles are full-time positions, while others, like VEs, are seasonal or commission-based. Each year, the sales team sets targets for VE recruitment in line with the year's expansion plan. After learning that (1) our top-performing VEs were women and (2) the part-time, flexible nature of the role is very attractive to women, we made the decision starting in 2022 to recruit only women as new VEs. This year, our recruitment goals were to achieve a total of 1,900 VEs in Mali and 2,500

VEs in Senegal—which we achieved in September. In preparation for the launch of the new season, myAgro invested in four weeks of staff training so that both new and returning team members are confident, knowledgeable, and equipped to meet their goals. All our training is participatory and designed according to adult learning principles so that participants can immediately practice and apply new skills. Year after year, trainings reinforce our core program strategy while introducing new material in a way that builds upon staff and VEs' existing knowledge. This year's preparation included:

- **Week 1: New Season Orientation**

Hosted in both Mali and Senegal, this two-day gathering of both new and existing employees is a participatory orientation to our strategy, values, and 2024 season goals, energizing and getting the team excited for the new season.

New Season Preparation and Launch: Timeline Overview



- **Week 2: Field Team Kickoff**

Field Coordinators, Regional Coordinators, and TAs receive comprehensive training on their roles, targets, and new season activities.

- **Weeks 3 & 4: VE Training and Official Season Launch**

The season launch truly begins with training for VEs, who are myAgro's first point of contact with farmers. In week 3, returning VEs receive refresher training, and in week 4, new VEs are onboarded. VEs can apply what they have learned and begin registering and enrolling farmers that very week.

One key addition to VE training this year in Senegal is the Farmer Awareness Survey, which was first piloted in 2022. Here, VEs are trained to use the Connect app to survey and register all farmers in their village, developing a pipeline of potential clients for

enrollment. Our sales team then leverages the pipeline data to create targeted work plans for VEs, providing them with daily guidance about which farmers to visit and why (e.g., for the purposes of enrollment, payment collection, or training invitation). The work plan is based on GPS data to create an efficient path for the VE. This way, VEs can more easily manage their growing client portfolios. In early 2023, we piloted targeted work plans and, on average, VEs in pilot villages enrolled 60 more farmers than those in control villages—showing great potential to increase density. We are scaling the survey to all villages in Senegal for the 2024 season launch.

This year, we recruited and trained all VEs by September 30, and farmer registration, enrollment, and training is now in full swing. We are eager and excited to learn in the coming months how this year's new season launch strategy leads to serving more farmers per village.



A Training Agent in Mali conducts an agriculture training about crop storage best practices in preparation for harvest season.



It's Official: Expanding to Côte d'Ivoire

In 2022, myAgro launched our New Country Expansion department to impact more smallholder farmers in West Africa. We are excited to share that after a promising pilot year in Côte d'Ivoire (CIV), myAgro's board of directors has approved expansion within the country.

During the pilot, myAgro served 168 farmers—90% of whom also grow cocoa, which is a major cash crop export in CIV. Even though smallholder farmers in CIV produce cash crops to sell on the market, they continue to face economic instability and food insecurity: national data indicates poverty rates of nearly 55% in rural areas. myAgro programs are designed to help close this gap. Farmers in CIV were excited to join myAgro this year because our model allows them to pay little by little, and increase their yields for food crops like peanuts, beans, and okra to strengthen food security for their families.

A few aspects of our work in CIV set operations here apart from those in Mali and Senegal. First, the country's more tropical climate allows for two growing seasons, which means myAgro is able to deliver inputs to farmers twice per year—doubling our opportunity

for impact as well as sales. As is the case in Mali and Senegal, myAgro is offering mobile money as a payment method in CIV. Here, though, we intend to use only mobile money, since it is the most secure payment method available to all parties.

As part of our expansion effort, myAgro prioritized connecting with CIV's Ministry of Agriculture. Collaborating early with country leadership allows us to foster strong relationships as we grow—to the benefit of smallholder farmers. Anushka, our Founder and CEO, along with Fabienne Vuanda, our VP of Growth, met with representatives from the ministry, as well as the advisor to the prime minister, in order to ensure that collaboration with CIV's government will allow myAgro to expand in line with national priorities. This is our first time connecting with high-level government representatives prior to expansion within a country, and we plan to follow this model in the future.

As we enter the last quarter of 2023, myAgro is defining our targets for CIV next year. While CIV will undoubtedly present learning opportunities and challenges different from those in the countries where we currently operate, we are very excited for the long-term potential for myAgro's work there in terms of both impact for farmers and the financial sustainability of our social enterprise.

Tape Iripké Catherine and Gnoleba Therese are peanut farmers in Zokoguhé village in Western Côte d'Ivoire. On the next page, they share about their positive experiences with myAgro.

CIV FARMER HIGHLIGHTS



TAPE IRIPKÉ CATHERINE

Zokoguhé, Côte d'Ivoire

Catherine enrolled with myAgro for a peanut package earlier this year, attended agriculture training, and applied the myAgro methods she learned in her field during planting and cultivation. This harvest, her peanut yields were double the amount from last year.



GNOLEBA THERESE

Zokoguhé, Côte d'Ivoire

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“I am very happy with myAgro because I received agriculture training, and monitoring from a myAgro agent, from sowing to harvest. I especially appreciated the training on microdosing fertilizer for peanuts. This year with myAgro, I harvested 3x more peanuts on my plot than I did before.”



Strengthening Climate Resilience for Farmers in Mali and Senegal Through Agroforestry



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A myAgro moringa farmer (right) meets with our field team during a follow up visit.

This quarter, myAgro has continued to expand our agroforestry product offerings which, similar to poultry, diversify farmer food and income streams and can be harvested and sold multiple times per year. In this way, agroforestry packages help to stabilize food security and income year-round for farmers and their families. The trees themselves also strengthen farm climate resilience by improving soil health, reducing erosion, shielding crops from extreme weather, and offsetting carbon emissions.

As smallholder farmers raise trees to maturity, those trees sequester carbon, which is of value in the climate finance market. However, as currently constructed, climate finance markets are not accessible or beneficial to farmers in the Sahel region. Through our agroforestry program and accompanying research, myAgro seeks to prepare farmers for the point at which carbon credit pricing becomes advantageous for them. Our aim is that by the time this pricing is beneficial, farmers will have implemented the practices required for eligibility and participation in the market.

In 2022, we piloted moringa tree packages in Mali with support from the Bayer Foundation. Farmers expressed a strong interest in continuing to grow the trees. As a result of the pilot, myAgro has unlocked a €7 million grant to rapidly scale our agroforestry program in Mali. This is a development project of myAgro, co-financed by the federal republic of Germany via KfW Development Bank. Thanks to these combined forms of support, myAgro aims to partner with a total of 100,000 farmers, planting 600,000 trees by December 2024.

Our strategy for reaching this 2024 goal is to test and scale Mother Units (MUs). MUs are essentially

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The photos at right show myAgro tree seedling cultivation, as well as examples of intercropping trees which supports the growth of food plants such as maize.



small, village-based nurseries that start trees from seed, grow them to a sapling stage, and then deliver the young trees locally to farmers. This approach improves tree survival rates by ensuring farmers receive healthy plants. Local MUs will be supported by four regional master nurseries. This year, we set up 25 MUs in the Bancoumana, Dialakoroba, and Ouelessebougou regions of Mali. For each MU, we trained one female VE to become the MU manager responsible for raising and distributing seedlings—providing VEs with the opportunity to earn additional commission from MU activities. Each MU serves four surrounding villages, for a total of 125 villages participating in the pilot. To ensure farmers were aware of the package and its benefits, we trained the VEs working in each pilot village to lead agroforestry product marketing and package enrollment.

Farmers then enrolled for packages of tree seedlings and climate-smart agroforestry training through our mobile layaway platform, just as they would for staple grains. Our training equips farmers to integrate agroforestry on farms to improve harvests and income. Topics covered include land selection and preparation, plant spacing and intercropping, organic composting, tree care, and post-harvest handling of fruits and other tree products. In the case of moringa trees, myAgro also provides farmers with local market connections so that they have a guaranteed buyer for their harvests. This year, myAgro has delivered a total of 14,380 moringa packages.

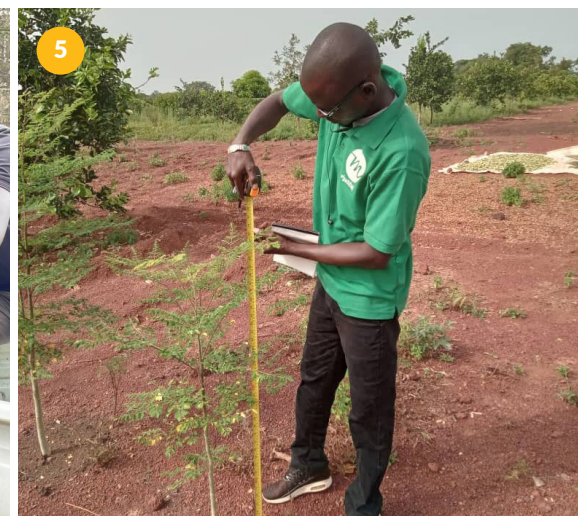
In addition to piloting agroforestry in Mali, we are also piloting in Senegal to test farmer demand and interest with support from Bayer Foundation. In January of this year, we launched a “Tree Good Will” project in which farmers receive packages of five fruit trees, five trees that benefit soil fertility, and training at a reduced cost of 2,000 CFA (about \$US 3.25). This project also allows us to continue research with farmers to identify additional tree varieties that meet farmer needs and can be incorporated into myAgro packages. This year, the pilot underwent lean testing before scaling to serve 3,835 farmers.





1. A myAgro farmer in Mali poses with her young moringa trees.
2. Young moringa trees are intercropped with beans.
3. A cluster of young moringa trees in Mali.
4. A myAgro farmer in Senegal picks up her saplings during our Tree Good Will project.
5. A myAgro field agent checks on the growth of a young moringa tree.

Next page: A myAgro field agent checks on the growth of a young moringa tree.





Calling All Partners

Catalyzing Change for Women Smallholder Farmers Through the Adoption of Our Digital Climate-Smart Solution

At myAgro, equipping women farmers to expand their farm businesses is an essential part of improving food security for both families and communities. Women make up the majority of the agricultural workforce in both Mali and Senegal, but face gender-related barriers to land, financing, and services that are more often available to men. We are committed to research, programming, storytelling, and advocacy efforts with women farmers to uncover those barriers—and to explore the profound impact that women are able to create for themselves, their families, and their communities when they have equal access to resources.

To this end, myAgro stands proudly behind our North Star commitment to serve 1 million farmers, 70% women, by 2026. Our efforts at reaching this goal have been bolstered by two recent financial commitments and by the introduction of specific objectives aimed at further increasing our support and advocacy for women smallholder farmers.

In September, we announced our decision to sign onto USAID's Women in the Digital Economy Initiative. The initiative builds on the success of U.S. Vice President Kamala Harris's **Women in the Digital Economy Fund (Wi-DEF)**. By participating, myAgro joins a number of private sector, philanthropic, and civil society organizations, such as the Bill & Melinda Gates Foundation, Visa Foundation, and CARE, in pledging contributions and commitments to ensure that all women have access to digital technology.

myAgro's participation involves the pledge of raising \$4 million by 2025 to empower 500,000 West African women farmers with digital financial tools—namely, our mobile layaway platform that enables women to

purchase farm inputs and climate-smart agricultural training in small increments. As a result, we anticipate that women farmers will double their food production and increase their agricultural income by 35 percent.

We have also received support from a private foundation that will enable myAgro over the next three years to:

-  **1. Serve 700,000 women smallholder farmers by 2026**, including at least 150,000 farmers through agroforestry (climate mitigation) and poultry (climate resilience).
-  **2. Launch and scale at least one additional climate-smart innovation**, co-developed with women smallholder farmers and local partners.
-  **3. Increase government support for women in agriculture in at least one country of operation.** Specifically, we seek to strengthen evidence of the significance of women's role in agriculture through program data and storytelling efforts. We will use these resources to advocate for the inclusion of women farmers in agricultural policy.

In addition to this key contribution, myAgro is currently seeking \$1.5 million in additional funding that will catalyze our ability to support and advocate for women smallholder farmers. Over the next several months, we will launch a campaign to invite and inspire both potential new donors and long-time partners in joining our commitment to women smallholder farmers in West Africa.

If you are interested in learning more or supporting this initiative, please contact Erin Moore, chief development officer, at erin.moore@myagro.org.



Marie's Journey

from myAgro Farmer
to Village Entrepreneur



Marie Ndew Kaling is one of this year's new myAgro Village Entrepreneurs (VEs) in Thiadiaye, Senegal. A mother of five, Marie is determined to create a prosperous life for herself and her family. Since agriculture is a primary source of income in her village, she knew firsthand the challenges of finding quality seeds and fertilizer at an affordable price.

Before joining myAgro, Marie led a women's group that engaged in crowdfunding for farm inputs—organizing meetings and gathering contributions from fellow farmers, which were then combined to purchase fertilizer in bulk. Over the years, she noticed how successful her village's myAgro farmers were. As she said, "I had always heard about myAgro because many farmers in the village purchase fertilizers from them. I also noticed that all the enrolled farmers consistently achieved impressive results and high yields. So, I decided to enroll [as a myAgro farmer] and witness the remarkable outcomes firsthand."



Marie showcases her millet field, grown with myAgro fertilizer (left), contrasting it to a non-myAgro field (right).

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“I want to be a pillar of support because this is my community. Their success is my success, and it contributes to the progress of our village.”

During a field visit with the team, Marie showcased how impactful her partnership with myAgro has been, pointing to her millet fields: “See for yourself. You can easily notice the richer, denser growth of myAgro fields compared to those using local fertilizers.”

During her crowdfunding days, Djillase, another myAgro VE, noticed how skilled Marie was at bringing women together to achieve a shared goal. When Djillase recommended Marie become her village’s VE, she was excited to take on the role, which she told us has led to her gaining invaluable knowledge and skills. “I’ve connected with numerous individuals in my village whom I hadn’t known previously. I’ve honed my leadership skills and learned effective engagement with farmers during sales operations, all thanks to myAgro.”

Marie’s passion and dedication have benefitted many farmers in her village: this season alone, she has successfully enrolled 205 farmers, including Aissatou Ndour, whom Marie helped to enroll for a half hectare of peanuts and bissap. Marie introduced the visiting myAgro team to Aissatou: “She enrolled this year, and she’s already shared with me that her field has never flourished like this before. She’s eagerly anticipating the harvest season.”

Aissatou described the difference that myAgro’s payment model and comprehensive training have made: “I’m highly content with myAgro’s gradual

payment plan. It’s challenging for me to afford an entire sack of fertilizer at once. This payment structure is a perfect fit. I’ve also applied myAgro’s training methods, such as microdosing fertilizer, which enabled me to optimize fertilizer use rather than applying at random.”

Aissatou told us she plans to use income from her harvests to renovate her home and support her grandchildren’s education. “I’m responsible for my grandchildren and intend to allocate the harvest income for their school expenses. I discuss these goals with Marie; it’s my utmost desire.”

In addition to supporting farmers like Aissatou, Marie’s VE work has also allowed her to grow her savings. “This year, thanks to my commissions, I’ve saved US\$330 and acquired a refrigerator. I contribute significantly to our family’s financial needs. My husband has expressed immense gratitude for my role in managing our finances.”

An inspiring leader, Marie intends to use her myAgro farming and VE expertise to help members of her community enhance their quality of life and achieve their goals. “In my village,” she said, “both men and women exhibit strong work ethics. I want to be a pillar of support because this is my community. Their success is my success, and it contributes to the progress of our village.”

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