



myAGRO

2024
April - June



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On the cover: Farmer Mercedes Coly and fellow women farmers in Baila, Senegal work through their rice fields.

GLOSSARY OF TERMS

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.

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.

CEO LETTER

April through June 2024

Dear friends,
Throughout the second quarter at myAgro, our teams have been buzzing with energy preparing for core season delivery—the time when we deliver packages of staple grains and vegetables to farmers just before the rains arrive in July. Delivery is one of the most logistically complex parts of our operations, requiring coordination across all departments. It is also one of the most joyful seasons of the year, since farmers finally receive the seeds and fertilizer they have diligently saved for over the past ten months.



Anushka Ratnayake
Board Director
Founder and CEO

This year, delivery was marked by several innovations in both sales strategies and technology. We introduced a new custom mobile application, Express, which streamlines the delivery process by allowing us to precertify farmers before delivery day. As a way of encouraging farmers to complete payment on time for precertification, we created Finisher's Day campaigns that excited and energized our entire sales team during the final weeks of our payment period in April and May. We are still reconciling

the final number of farmers reached in June, but are on track to meet our 2024 target of serving 280,000 farmers across West Africa. You can read more about 2024 core season delivery on page 7.

The second quarter also featured advancement of several agriculture pilots intended to strengthen farmer climate resilience, including research trials that will help us identify promising new seed varieties which we can provide to farmers at a large scale. While we have emphasized innovation team pilots in past reports, these agriculture team pilots are another important pathway for developing climate-smart solutions with and for farmers. You can find more information about our agriculture pilots on page 10.

In addition to these key achievements, you will also learn about our continued pilot in Côte d'Ivoire (CIV), where we are not only expanding reach, but also testing new approaches (page 9); about myAgro's transformative contributions to women's empowerment from the



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 179% more food and earned US\$164 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.”

perspective of one local leader in Senegal (page 15); and about Kadidiatou Camara’s journey from smallholder peanut farmer to entrepreneurial businesswoman who can boast of stable and diversified income streams.

As always, these success stories are possible thanks to the commitment of our partners and supporters, and we are so grateful to you for joining in our mission to help smallholder farmers in West Africa move out of poverty. Now that the rains have arrived, we have begun providing follow-up support to our farmers, and we look forward to a fruitful growing season and to sharing additional updates in our Q3 report.

Warmly,

Anushka Ratnayake

Board Director

Founder and CEO

BY THE NUMBERS

As of June 30, 2024



FINISHERS

Farmers who completed payment for a core season package



Dibor Sene

72%

of finishers
were women



MALI

173,178

finishers

79%

women

SENEGAL

75,139

finishers

57%

women

3 Most Popular Packages

The most popular packages among finishers to date

MALI



Peanut



Gombo



Peanut + Gombo
Combination

1,874 villages

SENEGAL



Bissap



Peanut



Gombo

2,398 villages

NOTE: The 2024 season final delivery numbers will be shared in our Q3 2024 report, to be published in November 2024.

2024 Delivery Highlights and the New myAgro Express App

myAgro's last-mile delivery sets us apart from other agricultural providers. Farmers can rely on us year after year to deliver high-quality farm inputs within 10 km of their home village before the rainy season arrives. This last-mile delivery is one of the most logistically complex parts of our operations, requiring coordination across all departments. This year, our delivery featured the introduction of a brand-new digital tool that improved efficiency and farmers' customer experience: the Express mobile app.

In May and June, just before the rainy season, our logistics team worked together to transport all our measured and bundled inputs to the correct delivery sites, where farmers would pick up their package from a myAgro delivery agent. In previous years, delivery agents used our custom mobile app, Connect, to verify farmer payments and ensure farmers received the right package. But as our delivery model has evolved to include year-round products like poultry, our team needed a specialized tool that could validate farmers before delivery, deliver multiple packages at once, and support numerous deliveries throughout the year.

To meet this need, we developed a new custom-built mobile app called Express so that agents can easily validate and process farmer deliveries. The app includes automatic payment verifications and restrictions that ensure farmers are pre-certified for delivery before the actual delivery day. Now, myAgro agents can quickly process deliveries to pre-certified farmers with the click of a single button.

After piloting the app for poultry deliveries earlier this year, we trained all myAgro delivery agents in how to



Farmer Khadi Faye picks up her input package in Lambaye, Senegal.



myAgro staff use the mobile app Express to efficiently validate and process farmer deliveries in Kagnobon.

FEATURE STORY

use Express for 2024 core season delivery. We then ran a new Finisher's Day campaign in April and May that encouraged farmers to complete payment early so they could be precertified in Express—which brought a sense of energy and excitement to the final weeks of the payment period. In June, our field teams used Express to provide an improved and efficient delivery experience to farmers coming from nearly 4,300 villages at more than 1,100 delivery sites across Mali and Senegal.

After completing reconciliation, we look forward to

sharing our final count of farmers delivered during the 2024 season later in the year. At this time, we are on track to meet our 2024 target of 280,000 farmers. As we continue to scale, it is essential that our delivery system be able to handle a growing number of farmers each year, as well as make more complex deliveries for a wider range of products that take place multiple times per year. Digital innovations like Express are central to our plan of scaling efficiently while providing a joyous customer experience to each of our farmers.



The myAgro logistics team measures and bundles seeds and fertilizer for 2024 core season delivery.



Delivery Agent Feedback on myAgro Express

“The Express app is easy to use even without the internet, which means we are able to deliver to a farmer even when their village does not have enough network. The speed of the app and our ability to filter for poultry packages helped us a lot and prevented us from making mistakes—for example, marking a producer as delivered for an agricultural package when we had actually delivered a poultry package. The main difficulty I first faced was navigating the differences between Connect and Express, but our support team helped me a lot.”

Strengthening our Roots in Côte d'Ivoire

During Q2 of 2024, myAgro continued to expand pilot operations in Côte d'Ivoire (CIV). Having officially incorporated in CIV, we now have an office in Abidjan, and were excited to launch our farmer Call Center in January. So far this year, we have grown to serve 36 villages across four regions where we have enrolled more than 900 farmers. Since there are two growing seasons in CIV, we make two deliveries per year which provides us with an opportunity to double our impact for farmers.

In addition to serving more farmers, piloting in CIV has provided us with the ability to test new strategies that strengthen our program impact and sustainability. In 2023, myAgro and CARE International recognized CARE's ongoing Village Savings and Loans Association (VSLA) model in CIV as a promising avenue to test demand for our services while maintaining cost efficiency. We trained CARE VSLA leaders in the myAgro VE role, and they were able to successfully enroll farmers in their villages and contribute toward our annual target. This year, we have continued to partner with CARE to further increase farmer access to our platform.

A second innovation made possible through the CIV pilot has been the introduction of new digital tools. Last year, we shared how 100% of farmer payments in CIV are made via mobile money. This past quarter, we also began testing auto-payments in collaboration with our mobile money partner, WAVE. With auto-payment, farmers can set up automatic withdrawals from their mobile money accounts to their myAgro account—establishing firm, worry-free savings habits and improving payment completion. We are currently conducting research with about 600 farmers, gauging their interest in the service and identifying effective communications that help farmers understand auto-payment and its benefits.



Farmer Yapo Pauline of Grand-Moirié, CIV, picks up her okra package on delivery day.

Finally, we have continued to strengthen relationships with local government entities in CIV. We recently met with the Ministry of Commerce through its agency (Office d'Aide à la Commercialisation des Produits Vivriers, or OCPV), which is responsible for supporting the marketing and commercialization of food products, to co-develop solutions that promote farmer success. After several working sessions, we are finalizing a draft agreement with OCPV. We look forward to sharing continued updates on our progress to build strong foundations in CIV throughout the year.



A myAgro VE in CIV meets with a local farmer at her home.

Contributing to Climate-Resilient Seed Systems in West Africa

If you've followed myAgro's work over the past year, you may be aware of our goal to strengthen farmer resilience to climate shocks—especially through the development of innovative agroforestry and poultry packages. But our core program packages of staple grains and vegetables are also important contributors to climate resilience. Behind the scenes, our agriculture team conducts research on improved seed varieties and agroecological practices that we can introduce to farmers which helps them adapt to climate shifts.

Since their economies depend on agriculture, Mali, Senegal, and Côte d'Ivoire are extremely vulnerable to climate change; having already experienced climate-based environmental degradation, scientists project continued risks for these countries. To increase food security, farmers need better access to diverse, improved seed varieties that are resilient to environmental shocks and produce higher yields. Many countries in Sub-Saharan Africa are working to strengthen their seed systems—that is, a reliable supply of quality seeds that are produced and sold locally. Because myAgro tests, markets, purchases, and redistributes seeds to the last mile, we can play a key role in increasing farmer access to those improved varieties.

This year, we are advancing trials for different varieties of millet, gombo, bissap, cowpea, and onion. One key challenge farmers face with these crops is a need for short-cycle varieties. Most varieties have longer growing cycles that are not adapted to increasingly short or unpredictable rainy seasons – as a result, they often struggle to produce high yields. The introduction of short-cycle varieties provides significant opportunity for improvement.



Farmer Maimouna Dgom shows a handful each of the seeds and fertilizer she purchased with myAgro.

myAgro recognizes that farmers are taking a risk by adopting unfamiliar practices or trying new seed types, so farmer participation is central to our agricultural pilots. After completing controlled tests in demonstration fields, myAgro conducts trials that give farmers the opportunity to test new seeds and see the results for themselves. Through this approach, farmers can become advocates for new crop varieties and raise awareness about their benefits.

Once we identify a variety to offer at scale, myAgro works with local government-authorized seed suppliers, the majority of whom are small-scale cooperatives or organizations. One of the biggest challenges faced by suppliers is anticipating and meeting demand each year. myAgro helps to ease this uncertainty, since we are able to forecast demand based on our business modeling and enrollment rates, and to contract with suppliers in advance so they know how much seed to produce. Because myAgro's client base is consistently expanding, this partnership can support local suppliers in growing their businesses, as well as strengthen the overall seed system in countries where we work, benefiting farmers countrywide.

Improved Millet Farmer Trials

CASE EXAMPLE



Over the past several years, within the same growing season, some regions in Senegal have endured intense drought while others have experienced heavy flooding, making it hard for millet farmers to maximize their yields. During this time, myAgro has used small demo plots to test millet varieties adapted to a range of climatic zones. This year, with support from the Center for Maize and Wheat Improvement (CIMMYT), we scaled these trials to allow for farmer participation. In Q2, we worked with 250 farmers across four geographic zones to plant test plots of three promising varieties, including short-cycle varieties. Having received their seeds during delivery in Q2, farmers will now cultivate their test plots with support from our agents. In Q4, we will collect farmer feedback on new varieties and measure their harvests. For those varieties that perform well and receive positive feedback, we intend to work with our local seed suppliers to make these seeds broadly available to farmers through our mobile layaway platform.

During the coming quarters, we look forward to sharing more farmer feedback and the impact of these pilots, both of which will inform our package design for future seasons as we aim to strengthen farmer climate resilience and food security.





**CHIEF BABACAR
MBODJI**

Ndiaffate village, Senegal

A Local Leader's Insights on myAgro's Impact for Women Farmers

At myAgro, designing solutions with and for farmers has been the foundation of our mobile layaway approach, products, and training. As solutions move from the design phase out into the field, we invite farmers and their communities to provide continued feedback and guidance throughout the season.



A group of women farmers celebrate in their millet fields with their local VE and several community members.

In particular, our field teams and VEs work closely with local leaders including village chiefs, elected officials, women's group leaders, and religious leaders. When myAgro identifies a new village for expansion, we meet with these leaders to introduce myAgro's model and secure their buy-in. With their in-depth knowledge of their community members, these leaders can provide candidate recommendations that help guide our VE recruitment process. Throughout the year, they participate alongside their local VE in mobilizing farmers for training sessions, sales events, and delivery.

One such community leader in Senegal

is Babacar Mbodji, chief of Ndiaffate village in the Kaolack region. We spent the day with Chief Mbodji during delivery in June to hear his perspective on how myAgro has made a difference in his community. He highlighted, in particular, the transformative impact myAgro has had on women's lives: using myAgro's system of incremental payment, women who previously had limited access to agricultural resources can now farm for a living and diversify their income.

"Unfortunately," he shared, "women are the weakest in the community [in terms of social status] and a lot rides on their shoulders." At the same time, "What I



"Women are at the center of the community; they act as a catalyst"

have noticed is that after enrolling with myAgro, planting, and harvesting the fruits of their labor, they become more confident... Women are at the center of the community; they act as a catalyst."



"When myAgro came into the picture with the payment little by little, the women found the confidence to enroll and [cultivate] small plots... Little by little, they gained confidence to increase the farming land and get bigger packages."

"They reinvest the profits they make after harvest to create small businesses." As an example, Chief Mbodji mentioned how some women set up small grocery stalls in front of their houses to sell produce, while others purchase textiles to resell within their local community, increasing access to household goods in rural villages. With their earnings, he said, "Women help out their husbands to feed, clothe, and offer an education to their children and care for their children's health."

Chief Mbodji has witnessed these sorts of benefits within his own family: his niece, who has been partnering with myAgro for several years, has used her earnings to completely furnish her house. As he told us, "In the first year she bought a bed and an armoire with the money she earned from her harvest. Afterwards, a couch, and so on."

In addition to boosting their own households' quality of life, women in Ndiaffate have pooled their resources to support their neighbors and further strengthen their financial stability. Chief Mbodji told us that "The women of the community have created an association to transform their harvest, save money through savings groups, and also lend a helping hand to members of the community."

Our day with Chief Mbodji emphasized how myAgro's presence in Ndiaffate has helped transform the way women are viewed in their community. With support from myAgro, their agricultural endeavors have brought financial autonomy, confidence, and an ability to invest in the future – to the benefit of themselves, their families, and their communities.



myAgro

FARMER STORY

Malian farmer Kadidiatou Camara is a dedicated mother of five from Bancoumana. After multiplying her harvests with myAgro, she has been able to diversify her income and support her family.




Kadidiatou's Journey to Entrepreneurship and Abundance with myAgro

Malian farmer Kadidiatou "Kadi" Camara, a mother of five, grows peanuts on half a hectare of land in Bancoumana, Kolowilina. Her harvest has increased since joining myAgro three years ago. She learned about our program when her sister-in-law praised the quality of our fertilizer. As she recalled, "In 20 years of farming peanuts, I've never earned such a significant yield as I did with myAgro. My yields have likewise increased annually for the past three seasons." Kadi grew three times more food during the 2023 season than she had when she first joined myAgro.

« « «

With her increased earnings as a myAgro farmer, Kadidiatou was able to purchase several cows and sheep.





«««
Four months ago, Kadidiatou began poultry farming, which further diversified her income and provided a job for her eldest son.

In the past, it was difficult for Kadi to produce a yield that would ensure her family's food security. myAgro's agriculture training provided her with knowledge about climate-smart methods, and gave Kadi a resource when she had questions about improving the health of her crops. By following myAgro's training, Kadi was able to improve the health of her soil and protect her crops from infestation. The spokesperson for her village's women's group, Kadi works with her local VE to help mobilize women farmers to attend myAgro's monthly training events.

Kadi was able to sell her bountiful peanut harvest, increase her income, and reinvest strategically, boosting her financial independence. She first reinvested her earnings by purchasing vegetables wholesale and selling them for a small profit—then purchased a few cows and sheep. While the cows will help her work the ground more quickly before planting season and allow her to increase the total

area of land planted, both cows and sheep will produce milk that she can sell for extra money. Kadi is no longer concerned about having enough money to finance her children's education, health care, and other household needs.

Four months ago, Kadi decided to venture into rearing poultry in order to diversify her income even further. Not only did this activity provide a job for her eldest son; it also improved her family's nutrition. "Because of our limited income, my children and I could not have fish, poultry, or much protein. We're eating chicken for supper today, however." Kadi remarked that "Nowadays, I can easily buy any food we want."

With her increasing agricultural success, Kadidiatou's long-term objective is to build and furnish a better house. She is also saving for a motorcycle, which will allow her to travel more easily between her farm, her home, and the market where she sells her produce.

TEAM NEWS

Working Capital for Social Impact

Each year, myAgro aims to purchase our seeds and fertilizers at a price that is most advantageous for our farmers. While we deliver packages to farmers in Q2, the best prices typically occur during Q3 and 4 of the year prior. In order to make these bulk purchases, myAgro utilizes a working capital facility

consisting of loans from social impact investors to purchase the inputs when prices are favorable. Then, we pay back the loans using layaway revenue that we receive from farmers through June. As we continue to scale our reach, we will need to keep growing our working capital facility.

To help us reach this goal, we were thrilled to welcome Casey Cline back to the myAgro team earlier this year. After a career

in investment banking and asset management, Casey worked with myAgro in our early days in Mali and Senegal in a number of roles, including Finance Director, Director of Operations, and Senegal Country Director. He later served on the myAgro Board for six years. He is thrilled to return as the VP, Impact Investments to help ensure myAgro farmers receive high quality inputs at a good price in advance of planting season.



CASEY CLINE | VP of Impact Investments

If your organization provides working capital loans, we would love to connect with you. You can contact Casey at casey.cline@myagro.org.

CONCLUSION

As always, myAgro's accomplishments this quarter are made possible in part through the support of our partners and champions. Thank you for being a part of our journey. As farmers embark on cultivating their crops during the rainy season, our teams are now hard at work providing follow up support for a fruitful harvest. We look forward to sharing more progress updates in our Q3 2024 report.



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HOW TO GIVE: Visit our donation page to support our work and help us reach 1 million farmers by 2026.

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