



myAGRO

*my*AGRO

**2025**

Jan - March





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**On the cover:** Nogoye Ngom stands in her thriving millet field in Thiadiaye, Senegal



## GLOSSARY OF TERMS

**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 Entrepreneur - 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.



## LEADERSHIP LETTER

January through March 2025



Dear friends,

*As we reflect on the first quarter of 2025, I'm proud to share the tremendous progress myAgro has made in supporting farmers across West Africa. Thanks to your partnership, we entered this year with strong momentum.*



**Anushka Ratnayake**

Board Director  
Founder and CEO

In Q1 each year, we complete our evaluation of myAgro's impact on farmers' yields and income for the year prior – and the results are in for 2024! We are proud to share that myAgro farmers grew, on average, 206% more food than their peers, leading to \$89 more in net income per farmer. In Senegal, the impact was even more impressive, with yields increasing 349% and farmers earning \$163 more than their neighbors. That additional income translates into tangible benefits: education, health, food security, and financial stability for farmers like Sali Kone (page 9) and Nafi Manga (page 20). We couldn't have done this without your support — thank you!

As we look ahead to the 2025 season, myAgro continues to focus

on connecting farmers with solutions that bolster climate resilience, while generating the highest impact possible. We are thrilled to have advanced trials for a fertilizer reduction package, which enables farmers to achieve significant yield increases while paying just half their usual fertilizer cost. You can read more about this agricultural innovation and research on page 12

Meanwhile in Senegal, our year-round poultry program is booming: we served 27,000 farmers in 2024, and are on track to double our reach this year after launching 60 new Mother Units in Q1. These packages provide farmers and their families with a source of year-round food and income, while creating income-generating opportunities for Mother Unit managers (page 16).

As we continue to grow, we are guided by a deep commitment to listening to and learning from farmers. On page 14, you can read about how we are tailoring our offerings to meet the specific needs and interests of both women and men in Côte d'Ivoire, helping farmers diversify beyond cash crops and build long-





## 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 to reach 1 million farmers in West Africa, 70% of whom are women.

\* 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.”

term stability. And on page 17, learn how field team members like Training Agent Bintou Konaté in Mali tailors her outreach to meet VE and farmer needs.

Thank you for walking alongside us. Your generosity and belief in our mission make this work possible. Together, we are helping farmers unlock their potential, build thriving agricultural businesses, and create a better future for their families and communities.

Warmly,

A handwritten signature in black ink, appearing to read 'Anushka'.

**Anushka Ratnayake**

Board Director, Founder and CEO



## BY THE NUMBERS

January 1 through March 31, 2025



Okra



Bissap



Peanut



### 3 Most Popular Enrolled Packages

US \$27

Average Value of  
Enrolled Packages

64%

of clients have made  
a second payment  
(up from 42% this time last year)

64%



Q1 2025

42%



Q1 2024

Over the years we have learned that when farmers make a second payment towards their package, this is a strong indicator that they will complete payment and qualify for delivery.



Nogoye Ngom





«««  
Therese  
Dibor Ngom  
showcases her  
bissap harvest.

## 2024 Harvest Measurement & Impact

*2024 was a landmark year for myAgro as we served a record number of farmers and achieved key goals around (1) implementing year-round sales at a larger scale and (2) diversifying farmer food and income sources through the introduction of new climate-smart products.*

Alongside these new efforts, our core program delivery continues to provide farmers with foundational support for ensuring that farmers and their families have nutritious food and improved income to support them throughout the year. Core program products consist of diverse, nutrient-rich staple grains and vegetables that farmers and their families rely on each day.

We pride ourselves on providing farmers with climate-adapted seed varieties that are treated for pest and drought resistance, and which perform exceptionally well in the shortening rainy seasons of the Sahel. Of course, these products are always paired with village level delivery of our climate-smart training that helps farmers improve their soil while maximizing harvests, and Call Center support for sharing critical weather information and planting guidance. In this section, we break down the impact of our efforts for myAgro farmers during the 2024 season.

### Our Reach In 2024

In 2024, myAgro served a record-breaking number of farmers in Senegal, Mali, and Côte d'Ivoire, serving approximately 360,000 farmers across all our product options. This is the unique number of farmers who





Mame Diarre Sene showcases part of her bean harvest.

received core season, poultry, agroforestry, and/or pilot packages. If a farmer received more than one package, they are only counted once.

As we have added new climate-smart products and year-round delivery to our model, breaking down the unique number of farmers served in each area becomes a bit more complex. Here are the highlights:

- In Mali, we served 257,000 unique farmers, 70% of whom were women. This includes 174,000 core season farmers (78% women), and 189,800 who received agroforestry packages (63% women). Among agroforestry farmers, 83,000 were brand new to myAgro – meaning they did not purchase a core season package. We offered these free agroforestry packages to new farmers as a strategy to build goodwill and introduce our programs in new villages prior to the 2025 season launch.

- In Senegal, we served just over 100,000 unique farmers with core program and/or poultry packages. Approximately 75,600 farmers purchased core season packages, and 27,000 farmers purchased our increasingly popular poultry packages. In 2025, our goal is to nearly double the number of poultry farmers served to 50,000 through our growing MU program.
- Last but certainly not least, in Côte d'Ivoire, we served 644 farmers with core program packages (42% women).

In addition to expanding our core program reach by 44% relative to 2023, myAgro was highly successful in boosting the number of farmers served per village – that is, increasing customer density. Through the introduction of new products and investments in VE tools and training, we were able to grow from serving an average of 50 farmers per village to 75. Serving more farmers per village not only deepens impact at the community level, but also lowers the cost required to serve each farmer, increasing our efficiency. As a result, we were able to reduce our donor cost per farmer by 46% in 2024.

## How We Do Harvest Measurement

In order to understand the impact of our core packages on farmer yields and income, myAgro conducts a harvest measurement study each year. The study focuses on farmers in Mali and Senegal who planted core season packages, which we delivered in May and June. In 2024, we served nearly 250,000 farmers with core season packages of peanut, maize, sorghum, rice, millet, okra, bissap (hibiscus), cowpea, and watermelon.

To complete the evaluation, our field team physically measured the harvests of a subset of more than 3,000 fields from both myAgro core season and control farmers during harvest, which takes place in Q4 each year. Farmers from each group were sampled from within the same agro-ecological zones, which helps to ensure that both myAgro and control farmers experienced similar environmental conditions during the growing season.

During harvest measurement, myAgro uses a number of methods to calculate yields depending on crop type. For peanuts, millet, sorghum, and rice, the



method is known as crop cutting experiments (CCE). For maize, the method of the slide rule is used. For a number of packages and add-on crops, such as okra, the evaluation draws from previous years' consistent yield measurements. Based on extensive local and national market research, we determine the average price per metric ton for each crop type. We then leverage this data, farmer expense data, and the above yield data to calculate the net profit of each group. The delta between the two is considered myAgro's impact.

### Impact Results

Overall, myAgro programs contributed to significant yield increases for farmers in 2024. On average, myAgro farmers produced 206% more food than control farmers; in Senegal specifically, myAgro farmer yields increased by 349%, while in Mali, yields increased by 167% compared to control farmers. These yields were achieved with the support of

myAgro's high quality seeds and fertilizers, climate-smart agriculture training, and ongoing call center support. For farmers and their families, this increased harvest ensured that households had abundant food stores at home, which farmers could use to feed their families directly or sell during the lean season – supporting their food security year-round.

Higher yields also contributed to additional income earned: across both countries, myAgro farmers earned an average of \$89 more income than control farmers. In Senegal, myAgro farmers earned \$163 more, while in Mali, myAgro farmers earned \$57 more. In speaking with farmers during the harvest evaluation, it was clear that this additional income played a significant role in farmers' ability to cover essential family expenses like education, pursue their goals as agricultural entrepreneurs (by investing in livestock, for example), and serving their communities; Sali Kone's story is a strong example.



**SALI KONE** | Bancoumana, Mali

Sali Koné is an experienced farmer, mother of ten, and myAgro customer since 2021. This year Sali harvested 400 kg of peanuts on her 1 hectare plot – more than doubling her previous yields. With a bigger harvest, Sali has been able to diversify and grow her income significantly, investing in goats, sheep, a peanut shelling machine, and a cart to transport her harvests to market. She shared,



*"I use my peanuts for everything! I unshell and grind them into paste to sell as peanut butter, and toast and sugar-coat some for snacks for my kids – I sell those as well. I even sell the peanut shells, which are used for making organic compost... After my investment in animals, my net goal is to own a small piece of land in another village as this will always increase in value. It would be a safety net for me and my children, and their children. I trust I can accomplish that dream from being a continued myAgro farmer."*





1. Sokona Koné showcases her peanut harvest.

2. Sitanfouné Diallo harvests her peanuts from a field in Tangara-Were, Mali.

3. Mercedes Coly collects from her abundant rice fields.





## Impact Focus For 2025

*In 2024, we have learned a few key lessons which we are taking into the 2025 season. First, we have learned that given the economic pressures felt by farmers over the past several years consecutively, it is essential that myAgro continues to explore ways to reduce input costs for farmers.*

We are focused on continuing to develop packages – like our half-dose fertilizer packages, highlighted on page 12 – that enable farmers to plant more land and achieve higher yields at a lower price-point.

We are also exploring further expansion of off-season products like poultry, vegetables, and fruit trees that help farmers diversify their income with products that can be consumed or sold throughout the year, boosting climate resilience and smoothing food and income security for their families. These products also meet a specific need for women farmers, as they provide a good return on investment and can be successfully cultivated close to home on small plots of land.

Lastly, we are looking for ways to partner with the government to align with their subsidy programs and technical services which can either help lower farmer input costs, or increase income.





## Maximizing Impact: myAgro reduces farmer fertilizer costs by 50% while achieving high yields

*This year, myAgro has made significant strides towards increasing income for farmers by lowering input costs – all while maintaining high yields. Last year in Mali, we were able to test peanut packages with farmers using reduced quantities of fertilizer and this quarter, the results are in: farmers can achieve significant yield increases using just half the usual amount.*

As we have shared over the past several years, market volatility of fertilizer prices has been a major challenge for the farmers we serve, who rely on this input to boost their yields in a region impacted by soil erosion and degradation. Currently, myAgro provides farmers with microdosed quantities of fertilizer, along with training on how to apply a microdose. As opposed to liberally applying large amounts of fertilizer, microdosing involves applying small amounts in targeted locations close to the plant for improved uptake. The practice allows farmers to achieve yields similar to traditional application methods at a lower cost. myAgro has been testing strategies that help

farmers reduce their reliance on chemical fertilizer even further, while still achieving high yields. Our goal is to help farmers lower their input costs and rebuild natural soil biodiversity and fertility.

In 2022 and 2023, myAgro began trials for an innovative “half-dose” package, in which only half of the microdose quantity of chemical fertilizer is applied to fields in a targeted manner. As myAgro’s most popular package and a nitrogen-fixing plant, peanut was selected as a strong candidate for testing. During a series of controlled trials, we concluded that a half-dose package could produce peanut yields comparable to myAgro’s standard microdose – and at a fraction of the cost.

In 2024, myAgro launched a pilot with 27,000 farmers in Mali so that they could try this new practice for themselves. For the trial, farmers that bought a typical myAgro peanut package had the option of adding on a half-dose pilot package, so that they could see the results side-by-side. We recognize that adopting a new practice can feel risky, and requires farmers to trust our recommendation, learn a new method, and apply the method properly to see its full benefit. To support farmers in trying something new, we provided:

- Pilot packages that were small ( $\frac{1}{2}$  hectare) and subsidized (lowering financial risk)
- In-person demos and training on how to apply the half-dose successfully
- Personalized field visits to support farmers during planting and application
- Ongoing mobile support via our Call Center to answer questions

After harvest measurement, we found that the half-dose continued to perform well in the “real world”: trial participants achieved an impressive 155% increase in yield relative to control farmers, which was comparable to the standard microdose package (see figure 1).

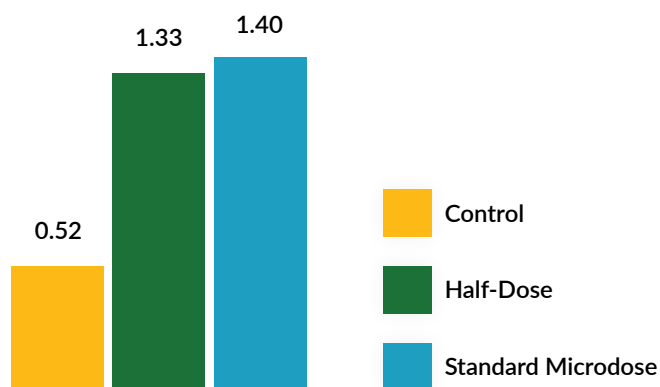


fig. 1

*This means that for just half the fertilizer cost, farmers can still achieve the same output – ultimately increasing their net profit per hectare.*





### BALAKISSA KEITA | Bancoumana, Mali

Balakissa Keita of Bancoumana in Mali is a peanut farmer with eight children. “I have my two plots here, one cultivated with half the dose of fertilizer and the other with the regular dose. I am very satisfied with the project because this year I observed a clear improvement in my field. We applied the fertilizer rigorously and followed the training agent's recommendations by carrying out weeding twice. This special attention has contributed to the health of my plants. On my 1/8 hectare plot on which half dose is applied, I think I can harvest two bags of peanuts, which represents a much higher yield than normal. The half-dose method seems to be paying off, as the peanuts are sturdier and healthier. This experience gives me confidence in the techniques we have learned and shows how good monitoring and management can make a real difference. With a simple look at the pilot field, my coworkers could tell that those plants were booming better. I’m quite satisfied and I trust I can convince many farmers. The trick is to labor the plantation which most people don’t do, but that makes a big difference.”



### FILIFIN CAMARA | Bancoumana, Mali

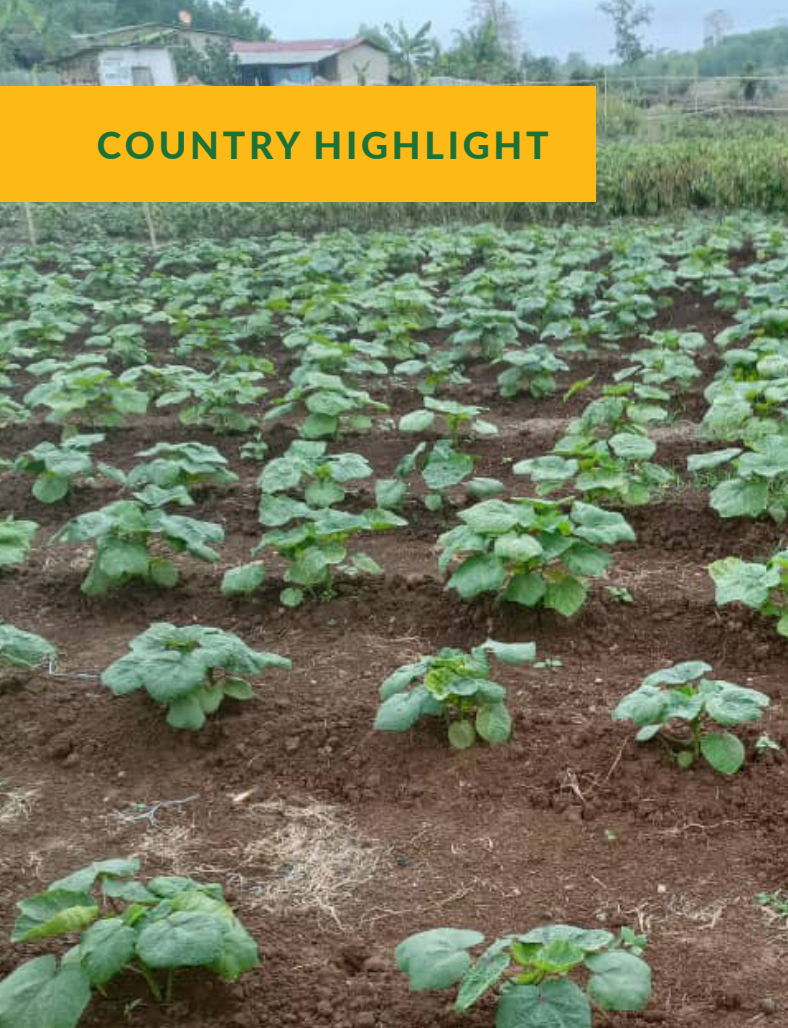
Filifin Camara of Bancoumana in Mali has been a myAgro customer for ten years and has nine family members who are also customers. Filifin has two adjacent peanut plots, where she has sown her usual packet of fertilizer on one and half a dose on the other. By comparing the two fields, she noticed that the half dose plot germinated well thanks to the applied recommendations of the training agents. Filifin explains:

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*“The agents supported us every step of the way. Over the past four months, they have visited our fields every fortnight to monitor their progress. This support has been crucial for the good yield of the peanuts. Previously, I did not use fertilizers on my crops, but since becoming a myAgro customer, I have understood the importance of their use. If the half-dose project allows us to reduce the quantity of fertilizer while obtaining a satisfactory yield, I can only be delighted.”*



## COUNTRY HIGHLIGHT



### A farmer-centered approach to package design in Côte d'Ivoire

*As myAgro works to expand its presence in our newest country of operation – Côte d'Ivoire (CIV) – and bring the benefits of our products and services to a target of 3,000 farmers in 2025, we are continuing to leverage a farmer-centered approach. Central to this strategy is designing packages that meet the unique needs and interests of Ivorian farmers, which we recognize are different from farmers in Mali and Senegal and even vary by region in CIV.*

When myAgro first launched in CIV, we tested six crop packages during our initial pilot phase from December 2022 to August 2023: tomato, eggplant, maize, okra, chili, and peanuts. These pilots were conducted in

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Okra is a crop often preferred by women farmers in CIV because of its short growing cycle, high market demand, and nutritional value.

the central-western region of CIV, known for its high production of market garden crops. In 2024, we began working with more cash crop farmers as our pilot expansion took place in the southwest – an area that predominantly produces coffee, cocoa, and rubber.

However, growing a cash crop, like cocoa, does not necessarily guarantee economic stability or food security for Ivorian farmers. The prices they typically receive for their cocoa are notoriously low; because many farmers rely heavily on cocoa as a primary source of income, their farms may not be diversified to include food crops or other income-generating products. myAgro addresses a critical gap by providing an avenue for Ivorian farmers to diversify their income sources and produce their own food crops, creating economic and food security for their families – while increasing the biodiversity and resilience of their farmland.

In order to select which products to offer in a region dominated by cash crop farming, myAgro surveyed a sample of Ivorian farmers. Based on the results of this survey (shown in Figure 1), we selected maize and okra, balancing the preferences of both men and women. Below are a few highlights from myAgro's farmer-centered research on these two featured crops.

**OKRA** is often preferred by women farmers in CIV for several interconnected agricultural, economic, and cultural reasons:

- 1. Short growing cycle:** Okra matures quickly, allowing for multiple harvests per year. This fast turnaround is attractive to women who may have limited land access and need quick returns.
- 2. High market demand:** Okra is a staple in Ivorian cuisine and widely consumed. Its consistent demand in local markets provides a reliable source of income.
- 3. Income control:** Women often retain control over the income generated from okra sales, unlike some cash crops (like cocoa or coffee) where men typically dominate the value chain.

4. **Nutrition:** Okra is nutrient-rich and contributes to household food security. Women tend to prioritize crops that can both feed their families and generate income.

**MAIZE** is often preferred by men farmers in CIV due to a combination of economic potential, land access, and gendered agricultural roles:

1. **Higher commercial value:** Maize is a major staple food and feed crop with strong demand from both local consumption and the livestock industry. Its larger-scale market potential makes it attractive to men, who are more likely to engage in commercial agriculture.
2. **Access to land and resources:** Men in Côte d'Ivoire typically have greater access to land, labor, and capital—enabling them to cultivate maize on a larger scale than women. Maize cultivation often requires more land, inputs, and mechanization than crops like okra.
3. **Perceived Status and Control:** Growing maize is sometimes associated with greater prestige or authority in the household or community. Men are more likely to control crops that are considered “cash crops,” and maize, especially when sold in bulk, falls into that category.

As we prepare to continue to scale operations across CIV, we are planning to broaden our package and

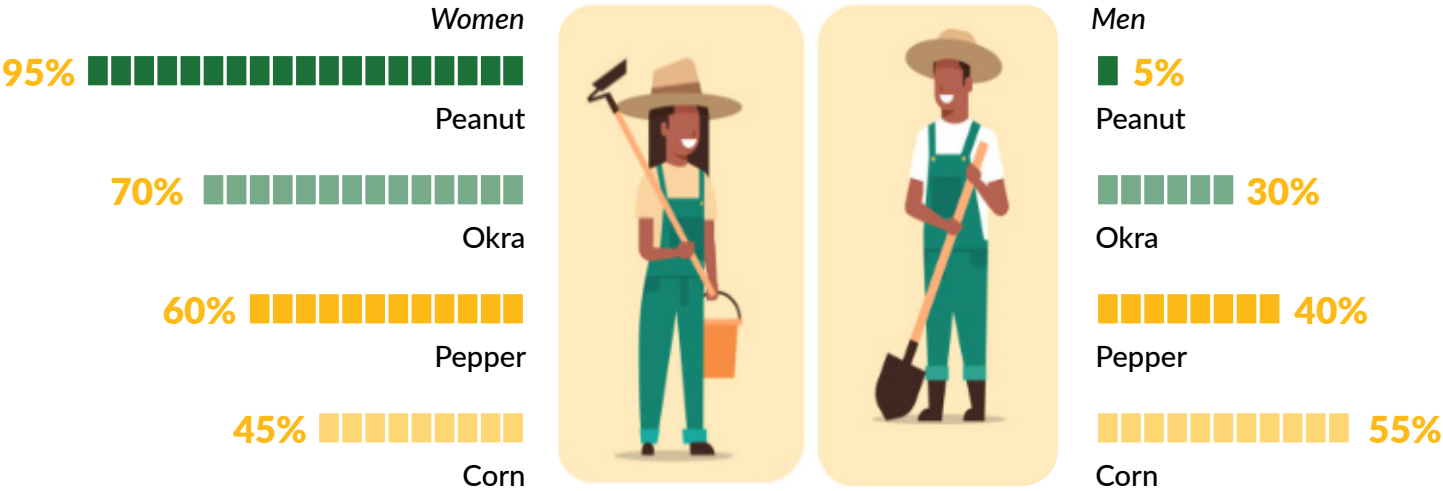


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All myAgro packages include agricultural training. Here, myAgro training agents show farmers how to use the twine provided in myAgro packages to ensure proper spacing for okra seeds.

services offerings in 2026 to serve the diverse needs of Ivorian farmers. While our goal for farmers in CIV is the same for all farmers we serve – to strengthen and diversify their farming operation as a pathway to food security and financial prosperity – the approach myAgro takes in each community where we work is driven by farmers first, resulting in local adaptations. By prioritizing farmers’ unique needs, preferences, and habits, we are able to deliver high-impact programs that equip them to overcome challenges and thrive as resilient agricultural entrepreneurs.



**Package Preferences**





## Bringing the Mother Unit Model to Scale

*Continuing to increase farmer access to year-round products like poultry is a key goal for myAgro in 2025. Farmer enrollment in Senegal is trending positively, and poultry packages are becoming increasingly popular as the year progresses. We are aiming to nearly double our reach in 2024 to serve 50,000 farmers and, to meet this demand, we've launched an additional 60 mother units in Q1 2025 – expanding our network to 150 total.*

Mother units (MUs) are myAgro's village-based poultry enterprises, managed by women VEs who can earn additional income by raising and selling chicks. The MU model represents the first village-based distribution network for high-quality chicks in Senegal, where poultry production is otherwise concentrated in urban areas and often inaccessible to small rural farmers. myAgro's poultry program makes high-quality poultry accessible

and affordable, reduces chick mortality rates, and lowers distribution costs.

As myAgro continues to scale this program, our innovation team is continually learning and adapting to improve our distribution model and maximize impact for farmers. During our MU recruitment and launch in Q1 2025, we implemented a few key lessons from 2024 – for example, leveraging community involvement. Last year, we observed that our top-performing MUs benefitted from a strong sense of community backing and pride about a new business launching in their area. As we recruited and trained new MUs this year, we are organizing village level meetings in Q2 to raise awareness about the new enterprise and the benefits it will bring to the community, market myAgro poultry packages, and introduce the VE as farmers' first point of contact for high quality poultry.

As the 2025 season is now in full swing, we see that poultry continues to be in high demand and meets an important need for farmers and their families. As of this report release in May, more than 22,000 farmers in Senegal have already enrolled for poultry packages and more than 8,800 packages have been delivered. We look forward to sharing continual updates as the season progresses.



« « «  
Poultry Farmer  
Amy Gnigue  
feeds her  
myAgro chickens  
outside her home  
in rural Senegal

### 2025 Targets

**150**  
Mother Units  
operational

**50,000**  
farmers  
served

**250,000**  
chicks  
delivered



# Sowing Seeds of Change

## How Bintou Konaté Is Cultivating Growth Across 28 Villages in Rural Mali

*In rural Mali, Bintou Konaté starts her days early—often before sunrise. Driven by her deep commitment to local farmers, she travels to remote villages where her work as a myAgro Training Agent is transforming lives. Bintou has been with myAgro for four years. She supports 28 Village Entrepreneurs (VEs) and hundreds of farmers across 28 villages in Bancoumana, Mali. But her journey didn't begin in a field—it started in the city.*





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For myAgro Training Agent Bintou Konaté, visits to farmer villages often begin with providing a "flash training" to the local Village Entrepreneur (VE). Bintou is shown here with myAgro VE Yacouba Ounogo.

After completing her sociology studies in Bamako, Bintou was looking for an internship when she stumbled across an opportunity at myAgro as a Monitoring Intern—a twist of fate that would launch her into the world of agriculture. As an intern with myAgro, she was introduced to climate-smart agriculture practices and received training on plot and yield measurement, sowing techniques, and promoting modern farming practices. As her passion and knowledge in sustainable agriculture grew over the course of her first year, she then took a full-time role in the countryside as a myAgro Training Agent. The Training Agent role has been the best of both worlds for Bintou: she gets to work closely with farmers by leading in-person monthly agriculture training, while also supporting local VEs to achieve their sales goals through 1:1 coaching sessions and mobile support.

### Supporting VEs to Achieve their Goals

As VEs enroll and collect payments from farmers throughout the season, Bintou provides them with 1:1 coaching each month to help them master new

features in the Connect app, practice sales strategies, and boost efficiency.

One such VE in Bintou's region is Yacouba Ouonogo. As the team prepares for delivery in June, Bintou hit the road with Yacouba during her monthly coaching session to visit customers and encourage them to make their final layaway payments. They managed to visit 127 customers in two villages—and collected 145,000 CFA (\$250 USD) in just two hours! During these visits, Bintou shadows Yacouba and afterward, she shares her feedback by giving kudos for best practices and offering constructive suggestions for improvement in his sales approach. Her experience working directly with farmers, coupled with guidance from myAgro's field team, enables her to help VEs overcome barriers to farmer enrollment or sales.

When asked how she inspires hesitant farmers to sign up, for instance, Bintou explained that she gathers testimonials from current myAgro farmers. She often invites well-established producers to share their



stories, and she takes a lot of photos in customer fields to showcase the tangible impact of myAgro's high-quality inputs. Bintou emphasizes the power of word of mouth promotion and how it can inspire farmers to want to try myAgro's program for themselves.

One of her favorite examples is a neighbor in Siby village. "Initially, this particular farmer's yields were low. After a conversation, I convinced her to enroll in our peanut package. Over the past two years, she has consistently received her inputs on time, leading to such an impressive harvest that she was able to sell a large portion of her crops. This income allowed her to help her husband begin construction on a new house!"

### Inspiring Farmers to Adopt Climate-Smart Practices

Bintou brings her sociologist background to her role, explaining the importance of tailoring her work to the rhythms of rural life in Mali in order to meet farmer needs. "While I typically create a monthly schedule," she says, "it's rarely followed exactly—on the ground, things often unfold differently. I work in a gold-panning region, and many of our clients take on this activity as a side job. As a result, I coordinate closely with the Village Entrepreneurs (VEs) to understand client availability and ensure strong turnout during mobilization activities."

After connecting with the local VE for flash training, Bintou then changes gears to lead myAgro's hands-on agricultural training sessions with local farmers in the same village that afternoon. These trainings are a significant value-add for farmers and help spread awareness of myAgro's products and services, as they are open to anyone in the village. Equipped with extensive training on myAgro's farming curriculum, Bintou brings energy and charisma to these training sessions: leading demos, engaging with farmers, and inviting participation from even the most shy or skeptical attendees. Training Agents like Bintou bring myAgro's curriculum to life, helping farmers implement new climate-smart practices that will not only help them maximize harvest this year, but also improve their soil health for the coming seasons.

"Patience and self-control are essential," she says. "Leading discussions or training sessions in villages requires a methodical approach and the ability to



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Bintou accompanies Yacouba Ounogo, a myAgro Village Entrepreneur, as he visits with farmers and discusses myAgro's product offerings.

adapt to the locals – their culture and mindset." That philosophy has helped her win the trust of communities and boost participation in myAgro's programs.

### A Mission That Matters

At its core, Bintou's work is about more than just farming—it's about creating opportunity in rural Malian communities. Her proudest moments come when farmers call her to express their gratitude, or when she sees the visible results of her efforts. "Being a trainer has made me more confident and dynamic when speaking in front of groups," she reflects. "It's incredibly rewarding to see how my work contributes to improving farmers' yields. The impact on their living conditions is real and visible." As the team prepares for delivery in June, Bintou keeps moving—village to village, conversation to conversation—raising awareness about myAgro programs, supporting VEs and farmers to achieve their goals, and proving that real change grows from the ground up.



A woman wearing a vibrant yellow headwrap and a matching yellow dress with colorful geometric patterns is working in a field. She is focused on a green plant with reddish-brown stems, using her hands to tend to it. The background shows a sandy area with more of these plants and some trees in the distance.

# myAgro Farmer Story





«««  
Nafi (left)  
visits her  
bissap field  
with her  
local VE

## Nafi Manga has embraced the cultivation of bissap

*Nafi Manga, a dedicated mother of six from the village of Bignona TENGHORY in Senegal, has embraced the cultivation of bissap (also called hibiscus) as a myAgro client. Her journey with myAgro began when Tombon Sané, the Village Entrepreneur (VE) in her community, visited her during a door-to-door outreach. Although she does not have access to much land, Nafi recognized that agriculture would provide a much needed source of income for her family. After speaking with Tombon, she was eager to enroll in the bissap package in her first year, intrigued at the opportunity to grow her agricultural skills through myAgro's monthly training.*

"In the neighborhood, Mr. Sané is recognized as trustworthy through his integrity and seniority within myAgro, so I knew this program was the beginning of something great for me. I have just started harvesting my bissap, and I am really happy," shares Nafi.

The myAgro bissap package, with its two harvests of leaves and vinto (the fruit), exceeded her expectations. Nafi shared how the superior quality of myAgro's seeds and inputs set her garden apart from her neighbors: while others experienced issues with immature crops this season, her bissap produced a full-term harvest. "From my harvest of leaves alone,

I made more than what I had invested for my seed. So I can say that I am really satisfied," expresses Nafi.

After just one season with myAgro, Nafi has already begun to grow her family's food security and financial independence. The money she saves by sourcing from her own bissap harvest, combined with the money she earns from selling her surplus, has empowered Nafi to contribute to her children's education, household bills, community events, and personal needs – sharing financial responsibilities with her husband.





## Crop Highlight: Bissap

Bissap is an ideal crop for women farmers because it can be grown close to home on small plots—even kitchen gardens—while still generating a good return on investment.

### MYAGRO'S BISSAP PACKAGE



Offered in Senegal at three different package sizes



Provides vinto (fruit) that can be dried and sold as-is or processed into value-added products that generate additional income for women. For example, flowers can be brewed into tea. They can also be used to make jams, jellies, and fruit pastes.



Produces leaves which can be harvested throughout the growing season, and which are often added to local sauces or dishes.

Eager to expand her agricultural footprint, Nafi plans to cultivate a larger bissap field next year, fueled by the success of this year's sales. Her participation with myAgro has not only elevated her agricultural skills but also enhanced her standing within the community, where discussions among local farmers focus on improving agricultural practices and income management.

"As a myAgro client, today I have more confidence in myself, more determination in agriculture, and thanks to that, I can encourage other women to do agriculture as well. I have a family to support, so I dedicate myself to this task in order to thrive," Nafi concludes, envisioning a future where her progress with myAgro continues to inspire and uplift her family and community.

## In Closing

**Thank you for being a vital partner in myAgro's journey to create lasting change for smallholder farmers.** As shown by our 2024 harvest evaluation results, your support powered a remarkable impact: myAgro farmers grew 206% more food and earned \$89 more income than their peers in 2024, which they used to cover essential expenses, ensure food security for their families, boost financial independence, and invest in their futures. Entering the 2025 calendar year, we continue to invest in researching

and scaling solutions that maximize impact for farmers like the fertilizer half-dose and poultry. As we near the 2025 growing season with delivery fast approaching in Q2, we are greatly appreciative of your partnership and commitment to our mission of supporting thriving and resilient rural entrepreneurs.



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