



myAGRO

2025 IMPACT REPORT

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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 September and October.

Crops: myAgro sells the following crops.

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

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.

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.

INTRODUCTION

2025 was a year of deepening impact for myAgro. Across Mali, Senegal, and Côte d'Ivoire, farming families partnered with myAgro to transform diligent, little-by-little payments into more abundant harvests, higher incomes, and greater household resilience.

This report provides a clear view of our reach, operational performance, and the latest evidence on impact across yields, income, and household wellbeing for the year. It also shares new insights from our poultry program, findings from a large-scale food security study, and an update on ways that we are strengthening our measurement and evaluation to capture the outcomes that matter most to our farmers – especially women's economic empowerment and autonomy.

At its core, myAgro's 2025 impact reflects the strength of our model: **when farmers have access to the right tools at the right time, they don't just grow more food—they build more stable, resilient futures for their families.**



IMPACT AT A GLANCE

136,134¹

SENEGAL

53% women

112,125²

MALI

76% women

799

CÔTE D'IVOIRE

19.3% women

Grand Total
249,058

Unique Farmers Served

63% Women

200,811 Core farmers

51,390 Poultry

110,555 Agroforestry

- 1 This is the unique number of farmers who were delivered core season and poultry packages in Senegal. Farmers who purchased more than one package are only counted once in this number.
- 2 This is the unique number of farmers who were delivered core season and agroforestry packages in Mali. Farmers who purchased more than one package are only counted once in this number.



\$6 million

total layaway revenue



\$26

layaway per farmer



\$96

donor cost per farmer



24,080

hectares planted



40,241

food produced (mt)



191%

average yield
increase per farmer

\$117

net income
increase per farmer

Total Net Income Generated

\$38,351,972

MYAGRO'S CORE PROGRAM IMPACT IN 2025

myAgro's core agricultural program delivered strong results in 2025, reaching nearly 250,000 farmers, 63% women. Across Mali and Senegal, farmers using improved seed, microdosed fertilizer, and climate-smart training grew significantly more food and generated meaningful increases in household income compared to similar farmers not participating in the program.

Across both countries, myAgro farmers:

- Produced 191% more food than control farmers
- Earned \$117 more in net income per farmer on average

In total, 200,811 core farmers cultivated:

- 24,080 hectares of land
- More than 40,000 metric tons of food

This harvest generated an estimated \$38 million in net profit for farming families, supporting approximately 1.4 million household members.

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Khady harvests peanut in her field, gathering the crop that will soon be carried home and stored for her family.





A farmer in Côte d'Ivoire proudly shares her okra harvest—fresh from the field and a reflection of a strong growing season.

Country-Level Results

Looking more closely, impact varied across contexts.

In Mali, myAgro farmers grew 161% more food than control farmers and earned an additional \$138 in net income. A key factor in these results was the popularity of fertilizer-only packages—which helped boost yields while keeping input costs relatively lower.

In Senegal, myAgro farmers grew an impressive 249% more food than control farmers. Many farmers purchased smaller packages and cultivated fewer hectares, resulting in a more modest average income gain of \$92—but the yield performance reflects the strength of our seeds, training, and field support. Increasing average package size in Senegal is a clear opportunity heading into 2026.

For farming families, these results are not abstract. A larger harvest means more food stored at home—to feed children directly, to sell during the lean season, and to reduce the anxiety that comes with not knowing whether this year's harvest will be enough. Additional income means school fees paid, more diverse investments made, and a measure of stability that carries the household forward.



How We Measure Harvests

To understand the impact of our core packages on farmer yields and income, myAgro conducts a harvest measurement study each year. The study compares a subset of myAgro core season farmers with control farmers operating in the same agroecological zones—ensuring that both groups experienced similar growing conditions during the season.

Historically, myAgro physically measured every crop type each year. Beginning in 2025, we transitioned to a more efficient and sector-aligned approach: rotating which crops are physically measured annually, supported by a robust base of historical yield data. This allows us to maintain high-quality, representative impact estimates while directing more resources toward farmer-facing programs. As in previous years, we use this data alongside farmer expense information and local market prices to calculate net profit for each group—with the delta between myAgro and control farmers representing our measured impact.

By continuing to strengthen how we measure outcomes, myAgro is better positioned to understand what drives impact, refine program design, and direct resources where they can create the greatest value for farmers.

Poultry as a Pathway to Year-Round Income

For smallholder farmers, the challenge is not just how much income they earn—it's when they earn it. Income from staple crops arrives in bursts, tied to the agricultural calendar and arriving around harvest time. In the months between, families often face difficult gaps in both cash and nutrition.

myAgro's poultry program is designed to fill those gaps. What began as a new offering is quickly becoming a core pathway for farmers to diversify their incomes and strengthen household resilience. In 2025, we nearly doubled our poultry reach to serve more than 50,000 farmers, 53% of whom were women.

In Q1 2026, myAgro completed a pilot study to better understand the impact of our poultry program. We executed follow up surveys with 376 poultry farmers in Senegal who received chickens between October 2025 and January 2026. The study focused on a range of outcomes including income, nutrition, social changes, and customer satisfaction.

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Poultry helps fill the gap between harvests—bringing in income when families need it most.



BEYOND THE HARVEST SEASON

Key highlights of the study



- myAgro's poultry program is providing first-time access to a new business opportunity for nearly all respondents. 96% of farmers did not have access to a similar alternative in their area.



- A large part of what makes our program accessible is the layaway approach. 82% of farmers reported that the little-by-little payment system helped them afford the chickens, with 77% saying it helped a lot.



- Raising poultry improved family nutrition. 44% of farmers with laying hens said that daily egg consumption for their children increased – which has been linked to better growth measures and reduced stunting and underweight prevalence in young children.¹



- The program helped farmers gain confidence and social standing, with about half of farmers reporting that raising poultry afforded them more respect from their families and communities. This is especially impactful for women farmers.



- Farmers were very satisfied with their packages, with nearly two thirds of farmers stating that they were highly likely to recommend myAgro poultry to a friend, family, or neighbor – resulting in a high customer satisfaction rating.

1 Iannotti, L. L., Lutter, C. K., Stewart, C. P., Gallegos Riofrío, C. A., Malo, C., Reinhart, G., Palacios, A., Karp, C., Chapnick, M., Cox, K., & Waters, W. F. (2017). Eggs in early complementary feeding and child growth: A randomized controlled trial. *Pediatrics*, 140(1), Article e20163459. <https://doi.org/10.1542/peds.2016-3459>



For women farmers, poultry means more than income: better nutrition, steady earnings, and growing confidence.

In terms of income, poultry packages helped farmers generate \$24 in additional net income on average. While this is more than 2X return on their investment, it is not as high as we initially projected. There are two suspected drivers of lower impact which we are investigating further, including the mortality rate of birds after delivery and the amount of money that farmers are spending on feed over each bird's lifetime. In addition to planning additional monitoring efforts at the farmer level, we are planning to implement two key changes to help address this:

Rather than continuing with the informal system of delivering chicks in bulk to villages, we will require farmers to pick up chickens themselves from nearby Mother Units (coops) and transport them back to their homes. Transportation is the highest mortality risk point, and this places more agency and control in the hands of our farmers to transport their birds safely.

We will integrate additional farmer training regarding how to reduce feed costs. myAgro birds are bred to forage for their own food, but there is a perception among farmers that industrial feed is necessary or superior.

As with our core packages, farmer outcomes

are just one portion of myAgro's impact. Our Mother Unit distribution network provides yet another income-generating opportunity to women Village Entrepreneurs, who can raise day-old chicks for one month and then deliver the birds to customers. On average, MU managers can earn an impressive \$950 over the course of the year in additional income, which includes earnings from both poultry production and package sales. In total, the myAgro poultry program generated approximately \$1.4 million in impact for farmers and MU managers.

The impact from our core and poultry programs translates to improved resilience and growth for rural households, farmers and VEs alike. With higher yields and income, families are better able to access nutritious foods and reduce hunger year-round (as evidenced by our recent food security study on page 16). Parents feel proud to pay for school fees and supplies, cover healthcare needs, and celebrate important holidays or rites of passage for their children. Importantly, women farmers especially are reinvesting their earnings in new ventures that further diversify and increase their incomes like livestock, small shops, and more – building momentum towards further income growth and compounding impact.

myAgro's Evolution in Impact Measurement

In 2024, myAgro completed a revitalization of our Theory of Change that engaged a wide range of organizational and community stakeholders – most importantly, the farmers we aim to serve. While we have historically defined our impact as the increase in farmers' yield and income generated by our programs, we wanted to learn about other program impacts that stood out to our farmers. The key outcome areas that farmers highlighted were strengthened food security, climate resilience, and women's agency and financial independence. In 2025, we began to broaden our evaluation framework to align with our new Theory of Change, piloting measurement tools and studies to better understand the impact of our work in these key areas.



As part of this work, myAgro completed an initial analysis of our program's impact on food security (see page 16). Second, we launched a new impact survey that examines indicators related to diversified income sources, women's participation in agriculture, women-owned businesses supported by myAgro income, and women's decision-making power within the household. To evaluate these indicators, we are conducting phone-based surveys with approximately 6,000 core and poultry farmers across Senegal—half of whom are women. In the survey, we are using standardized tools and indices commonly applied across the international development sector to ensure methodological rigor and comparability of findings.

Importantly, this study follows a quasi-longitudinal design to understand farmer experience over multiple points in time. We began the survey by talking with new myAgro farmers at the start of the enrollment period in September 2025 – this group acts as our baseline, who have not yet interacted with myAgro programs. Next, we surveyed tenured myAgro farmers in December 2025 who had just harvested the results of their packages received that June, capturing changes in their experience immediately post-harvest. Lastly, we will follow up with tenured myAgro farmers starting in August 2026 (just before the next year's harvest begins), to understand the enduring impacts of working with myAgro over the last season.

Transformations in women's independence have long been observed anecdotally by our staff and VEs through farmer stories and field experience. This survey is designed to measure them more systematically for the first time, helping myAgro better understand how participation influences long-term household resilience, women's financial autonomy, and decision-making power.

As a “bonus” feature: in addition to these new outcome areas, the survey also captures changes in farmer behavior and agricultural practices, including fertilizer use and application methods. These insights will help myAgro better understand the effectiveness of our farmer training and its contribution to climate resilience over time.

We look forward to sharing the final survey results in Q1 2027.





What the new impact survey will measure:

- Number of farmers who have added one additional income source as a result of working with myAgro
- Number of women involved in agricultural activities thanks to myAgro
- Number of women owning businesses thanks to myAgro income
- Percent of women reporting greater decision-making power at home

These are outcomes myAgro has observed anecdotally for years. The new survey will help quantify and better understand them at scale.

Connecting Yields to What Matters Most

Yield and income data are essential measures of program effectiveness. But they don't fully answer the question that matters most to the families we serve: Is there enough food at home?

In 2025, myAgro conducted a large-scale food security study designed to answer a simple but important question: Do the increased yields produced as a result of working with myAgro actually result in improved household food security? If so, by what measure?

Across 245 villages in Mali and Senegal, we surveyed nearly 12,000 households over a 12-month period, comparing myAgro farmers with similar non-participating households. The study tracked food security outcomes across both post-harvest periods and the annual lean season, when household food stocks are at their lowest and financial pressure on families is highest.



Using the Reduced Coping Strategies Index (rCSI)—a globally recognized metric for measuring household food stress—we assessed how often families resort to strategies like skipping meals, reducing portion sizes, relying on less preferred foods, borrowing food, or restricting adult consumption so children can eat when food is scarce.

The results show that myAgro's program drives statistically significant improvements in household food security. Even when controlling for factors like geography, farm size, poverty level, crop type, and seasonality, myAgro farmers were consistently less likely to rely on negative coping strategies than comparable households. The findings suggest the program's impact is causal, not just correlational.

Several crop packages demonstrated particularly strong effects. Peanut and millet packages were associated with improved food security year-round, while sorghum showed especially strong effects during the lean season due to its drought tolerance and storage qualities. The study also found that fertilizer support had a substantial impact on reducing food insecurity by helping farmers cultivate more land and increase productivity during a period of high food prices.

These gains are present not only year-round but also during the lean season, when food scarcity is most acute. Compared to control households, myAgro farmers maintain more stable access to food at precisely the time of year when it matters most.

The findings also point to the importance of myAgro's broader program design. By allowing farmers to save gradually for inputs through its layaway model, myAgro helps households avoid large upfront expenditures during the most financially vulnerable time of year. Timely delivery of seeds and fertilizer before the rains begin allows farmers to plant and harvest earlier, shortening the lean season. Crop diversification through faster-growing crops like watermelon and okra may also help families rebuild food stores earlier in the year.

Together, these results reinforce a core principle behind myAgro's work: improving agricultural productivity is not only about growing more food—it is about helping families navigate periods of scarcity with greater stability, resilience, and dignity.

Stay tuned for the full study white paper, which will be posted to myagro.org.

What is the Reduced Coping Strategies Index (rCSI)?

The rCSI is a globally recognized measure of household food security that tracks how families cope with food shortages in the past 7 days—such as skipping meals, reducing portion sizes, borrowing food, or adults limiting their intake so children can eat. Each behavior is weighted by severity to produce a single score.

How to interpret rCSI scores

- Lower score = better food security (fewer coping strategies)
- Higher score = worse food security (more frequent or severe coping strategies)
- A decline in rCSI indicates that households are better able to meet their food needs without relying on negative coping strategies.

A Strong First Harvest Opens New Opportunities for Nafi and Her Family

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 she learned about the program through outreach in her community.

Although she does not have access to much land, Nafi recognized that agriculture would provide a much-needed source of income

for her family. She was eager to enroll in the bissap package in her first year, intrigued by the opportunity to grow her agricultural skills through myAgro's monthly training.

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 crops 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 strengthen her family's food security and financial independence. The money she saves by sourcing from her own bissap harvest, combined with the income 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.

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.

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“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 Manga
myAgro Farmer in
Senegal





IN CLOSING

In 2025, myAgro farmers didn't just grow more food—they built more resilient households, strengthened their food security through lean seasons, and created new income streams that created ripple effects across their families and communities. As we look ahead, we are deepening our ability to measure what this progress truly means, including for the first time systematically capturing the gains in women's economic independence and decision-making power that our teams have long witnessed in the field. The work ahead is guided by what our farmers have told us matters most—and we remain committed to building the evidence that reflects the full scope of their progress.



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