



myAgro Quarterly Report



FY18 Q1
November 2017

At a Glance

Q1 Summary

July - September often feels like a sprint of planting and fertilizing on time, followed by a quiet period before harvesting. Rains were overall better than 2016 and looking ahead, we expect to see a good harvest for most farmers next quarter. This year, myAgro planted with 34,000 farmers across Mali & Senegal, with 70% planting according to myAgro methods. A new challenge, Fall Army Worm, showed up in Mali; read more about it on page 3.

We also convened a cross-country leadership retreat, bringing together new rising stars and our management team to co-develop the FY 18 operating plan. The team developed the G.B.I.T.E plan, which you can read more about on page 2. As always, thanks for your support and please share your feedback or ideas with us!



Key performance indicators

	2016 Actuals	2017 Target	2017 Actuals <i>Final Results in December '17</i>	2018 <i>Final Results in December '18</i>
Scale	18,000 farmers	30,000 farmers	34,000 farmers	50,000 farmers
Impact	50-100% increase in harvest yields \$197 increase in net income	50-100% increase in harvest yields 50% increase in net income	Harvest results TBD	50-100% increase in harvest yields 50% increase in net income
Sustainability	35%	40%	37%	40% (expected)

G.B.I.T.E. Plan - 2018

myAgro's 2018 priorities are listed under the framework, G.B.I.T.E.:

1. Grow

Expand to plant with 50,000 farmers by June 2018

- Enroll 50,000 farmers by January 2018
- Facilitate mobile payments of \$35/farmer by June 2018
- Deliver to 50,000 farmers on-time by June 2018
- Integrate partnerships into the core country programs in Mali and Senegal by September 2017

2. Build

The human and systems capacity to support 50,000 farmers in FY 18 and to scale to 100,000 farmers in FY 19

- Identify and develop 15 senior and 30 middle managers in the field in both Mali and Senegal by June 2018
- Develop and implement a people plan to recruit, retain and develop a high performing team over the next three years
- Implement the redesign of Salesforce by December 2017
- Hire a data intelligence team to implement a cloud-based BI tool by February 2018

3. Impact

Make significant strides towards myAgro's impact target of increasing farmer income by \$550 per year per farmer.

- Lead and measure farm / farmer trials to design improved packages with increased ROI by October 2017
- Develop package choices that increase impact across Mali and Senegal by October 2017
- Increase farmer net income by an additional \$50 in Senegal and \$275 in Mali by December 2018

4. Trial

Trial ways to increase scale and increase impact further towards myAgro's \$550 target

- Expand to a 3rd country with Aga Khan Foundation by March 2018
- Trial a new rice package in Mali along with hybrid vegetables to further increase impact
- Develop and implement a model to sell a Senegal-adapted precision planter by June 2018, including after sales care.

5. Evaluate

Measure what's important and take action.

- Broaden Mali's evaluation process to include new products and multiple vegetables by October 2018.
- Deepen and improve Senegal's planting monitoring and harvest evaluation by June 2018 and October 2018.

Field Report

All about impact

Kadia (far left) is the proud owner of a myAgro precision planter. This year myAgro sold 458 planters in Mali, surpassing its sales goal of 400. 54 were sold to women like Kadia or women's groups. We interviewed Kadia, our bright spot, to learn more about her motivation. **"With the myAgro planter, I now plant 1/4 hectare of sorghum. Last year, I planted 1/8, the year before that, 1/16. I keep increasing my land planted with myAgro thanks to the planter."** myAgro's R&D team is working to reduce the cost of the \$300 planter to increase access.



Quality control: myAgro deployed 200 additional seasonal agents to support farmers during planting season, and a team of 24 evaluation agents to audit how well our field team trained farmers. They measured what farmers actually did compared to what myAgro agents reported. Some interesting findings:

- <50% of female farmers followed the myAgro method when an agent was not on their farm; this increased to >95% when a seasonal agent was available in the morning to check in on planting or answer questions.
- Overall, 70% of farmers followed the myAgro method of correct spacing and adding a small amount of fertilizer at the time of planting.



In Senegal, some of the seasonal agents were also mobile vendors, like Fatoumata Diallo, above. Fatoumata Diallo is happy to have a job year-round because of myAgro and said she's learning new skills on the job. "The contact I have with farmers teaches me to really listen well and have patience," she says, "I've also learned the importance of working in a team."

"There is a big reduction in unemployment because myAgro pushes the youth to work for their communities, and pushes Senegal in general to harness the power of its agriculture. So I am very proud to work with myAgro."

- Fatoumata Diallo, myAgro Mobile Vendor

Team Stats

Vendors: 700

Seasonal Agents: 250

Average age: 27

Planting Statistics

Maize



1,850 hectares planted

Peanuts



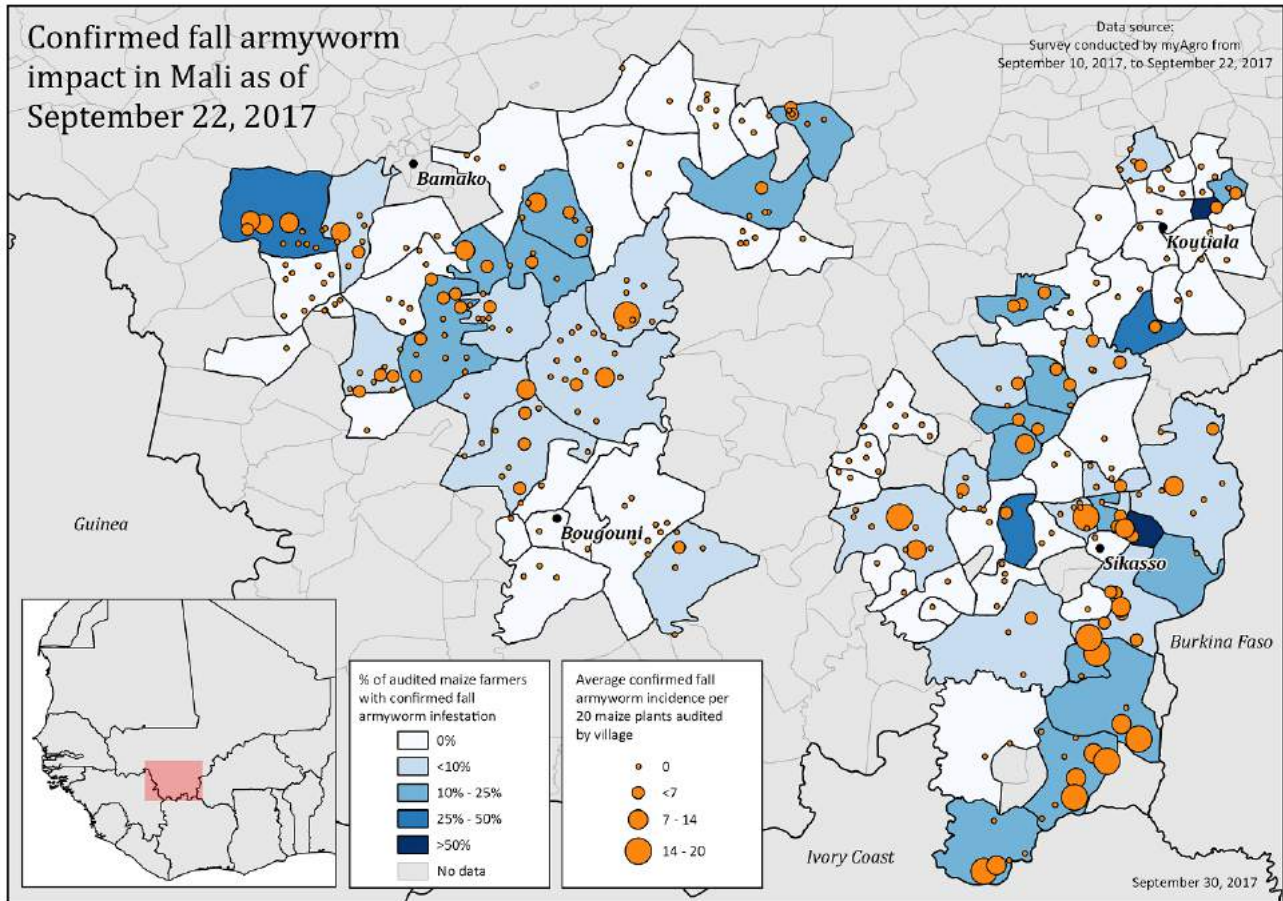
4,000 hectares planted

Vegetables



300 hectares planted

Using data to protect farmers



Fall Army Worm (FAW) is a new pest in West Africa that destroys maize and other crops in less than a few days.

Next steps: We are sharing this data and a draft mitigation plan for 2018 with government offices.



In response to this new pest that started appearing on farms in late August, myAgro quickly mobilized its team and resources to understand the scope of the threat. In just 10 days, myAgro deployed its field, agriculture, M&E and data teams to collect 3,000 GPS data points, photos and surveys using a mobile app to measure the prevalence of the FAW in Mali and Senegal. myAgro confirmed that FAW was present in all regions where myAgro works in Mali. 20% of farmers were estimated to experience loss. The field team acted quickly, rolling out FAW training to minimize harvest loss.

Investing in women's leadership

myAgro launched an exciting new initiative this quarter to invest in women's leadership. While myAgro made strides to increase the percent of women employees in Mali, we found women faced family or personal pressure to leave the workforce when getting married or starting a family. Besides adding benefits to support women to stay longer, such as a child stipend for new moms, the myAgro Academy launched a leadership program with 32 women across all departments. The program focuses on public speaking, team management, and career planning. This first cohort will meet quarterly over the next year.



Culture code

At a recent all-hands meeting, the team discussed an important question, "How do you see our value of treating people with respect and empathy in our every day work?" The answer: we see it every day in big ways and small, from the investment in the women's leadership program explained above, to small ways that often go unnoticed, like the photo to the right. In the photo, a myAgro field agent is sitting side by side with a group of female farmers, participating equally in the hard work of removing peanut pods from the plants during harvest. This isn't a requirement of the agent's work but shows #Respect for his customers.



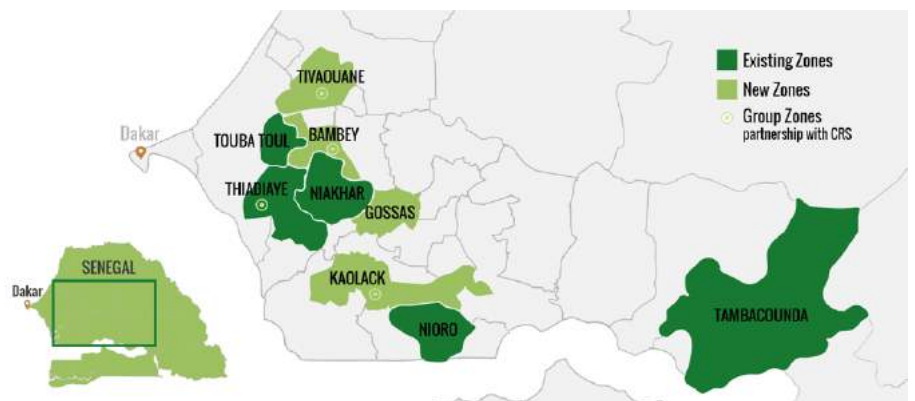


LOOKING FORWARD: 2018



Expanding in Senegal

myAgro expanded into 5 new districts in Senegal, growing to a total of 9 districts. myAgro is poised to more than double its reach from 2017 by working with 25,000 farmers this year. Four of the new areas are being implemented in partnership with Catholic Relief Services (CRS) via their networks of saving group members. CRS is an important scaling partner for myAgro – they have 200,000 saving group members in Senegal, and 2 million across Africa. myAgro can generate life-changing impacts for these farmers – pilot results in Mali from 2016 demonstrated that 96% of farmers in savings groups participated with myAgro, doubling their net farm income and increasing their yields 115%.



2018 Senegal Goals

25K

of myAgro
Farmers

407

of Villages

289

of Mobile
Vendors

Better, leaner sales model

After 2 years of R&D, myAgro Senegal is implementing a cheaper, more scaleable sales model via village entrepreneurs to serve more farmers at a lower cost.



myAgro Senegal is rolling out its mobile vendor model country-wide, which we expect will reduce costs by up to 20% this year. Mobile vendors are village entrepreneurs who take on a more proactive role than traditional myAgro vendors. With the help of smartphone apps, mobile vendors market myAgro inputs, help them select the right package for their farms and monitor their progress toward layaway goals. Country Director Michelle Kirby noted in the trials that, "Since the village entrepreneur enrolls the farmer, he or she "owns" that relationship and they work hard to see their farmers succeed."

This was also reflected in the data; Village Entrepreneurs perform better than field agents in key business drivers like serving more farmers per village and achieving higher completion rates. [Read more on CGAP's blog.](#)

Key to this scale up is the use of mobile tools - simplified mobile apps designed by our product team that enable mobile vendors to enroll, market and plan with farmers.



Welcome to the team

Say hello to the awesome people who recently joined myAgro.



AMADOU GAYE
REGIONAL FINANCE
MANAGER



JACLENE ROSHAN
SENIOR DIRECTOR, BUSINESS
INTELLIGENCE



KAY CHAU
VP OF PRODUCT



SHON MORRIS
VP OF GLOBAL PEOPLE
OPERATIONS

myAgro is hiring for its country programs, Development, and Finance.
Feel free to share our [current openings](#) with your network.

Finance

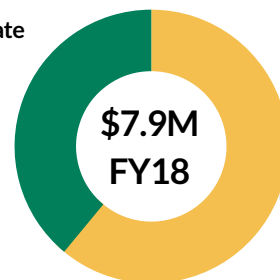
myAgro's Finance Team advanced the following goals:

- Revised myAgro's Long Term Forecast to breakeven by 2023
- Improved timeliness and accuracy of financial information flows between field and headquarters
- Developed grant tracking and reporting system

Fundraising

By the end of Q1, myAgro raised 42% against its FY18 goal of \$7.9M.

42%
Raised to Date



Noteworthy Press + Appearances

EL PAÍS



myAgro was mentioned in El País, the most circulated daily newspaper in Spain, as one of five apps that revolutionize life in the most remote rural areas.



In September, myAgro's Partnerships Manager, Aesclinn Donohue, was invited to speak on a panel on scaling innovations for smallholder farmers at USAID's **Global Innovation Week**.

R+D update

myAgro's Agricultural Team is working on deepening impact per farmer towards myAgro's North Star of increasing farmer income by \$1.50 per farmer per day. The trial process follows the diagram below:



Desk Research



Trial Station



Farmer Trials
(Level 1)



Farmer Trials
(Level 2)



Scale Up

Research and Initial Trial Station Testing

- myAgro works with international and national partners to understand best practices
- Research also includes farmer surveys, harvest measurements and lots of reading.
- Tests are completed on a trial station, replicated 3-6 times and measured to evaluate a theoretical harvest yield and profitability.

Farmers Trials - Levels 1 and 2

- Trials with 30 farmers to test and develop training prototypes, harvest measurements, return on investment for farmers and myAgro. Gather lots of farmer feedback on likes and dislikes.
- Testing with 500-1,000 farmers to refine training model and reduce complexity to ensure consistent results at scale.

Scaling Up

- In the scale up phase, the field team works to implement the new product through its sales channels.

Promising trials

myAgro was excited to trial 3 new hybrid seed varieties in parallel with the Institute of Rural Economy (IER) and with support from Syngenta Foundation for Sustainable Agriculture. Out of the three, which were tested simultaneously on IER's trial station, myAgro's trial station and with 30 myAgro farmers, the clear winner was the Kabamanaj, which produced taller, healthier stalks and a higher yield of 3.5 tons per hectare of maize compared to 2.4 T of the current varieties. The new maize variety also has a higher protein content, which will help support better nutrition for farmers and their families. The new maize hybrid will be sold in 2018 after they are added to the Mali seed catalogue this year.

Another successful trial that will be scaled in 2018 is improved seed treatment for cereals. Though the seed treatment did not show yield improvement for peanuts, it demonstrated 15-20% increase in yield for maize and sorghum over myAgro's current seed treatment. The exciting benefit is that seed treatment is added before seeds are delivered to farmers requiring no behavior change from farmers to get this increased yield.

Farmer highlight

Meet one of the hardworking farmers in myAgro's community.



Oumar is a myAgro farmer from Dialakoroba commune in Mali, and he has planted with us since our first season in 2012. He's now a vendor for myAgro, marketing seed and fertilizer packages to his neighboring villages and enrolling farmers every season. He told us, "I have 10 people in my family and feed 15 additional people in my extended family. Every year, before myAgro, we didn't have enough to eat; my older brother would have to help us. Since joining myAgro, we've had enough to eat all year round."

With a smile, he adds, "This accomplishment changed my life."

We're so proud to work with hardworking farmers like Oumar and his family. Kudos, Oumar!

Thank you! Questions?
Email liezl@myagro.org