



# THE HARVEST

## AGROMOVIL MONTHLY UPDATE



### AGROMOVIL TAPPED TO WORK WITH USDA IN GHANA

More exciting news and new markets! USDA's Foreign Agricultural Service has committed funding to work with Agromovil in Ghana. The project will follow a model that works through coops as in Colombia and Tanzania, with the goal of increasing market linkages, strengthening trade, and collecting rural data for analysis by policy makers.

An Agromovil-USDA pilot is currently in development in Tanzania, in partnership with the Tanzania Horticultural Association. Team Agromovil is excited to expand to the West African market and appreciates the support from USDA.



“

The new funding is a great opportunity – and a vote of confidence for our strategy and technology,” said Andrew Mack, Agromovil Founder and CEO. “We are looking forward to improving the agricultural supply chain in another region of Africa, and we are excited to be expanding our work with USDA.”



## AGROMOVIL V. 1.3 IS HERE

After months in development by the crack Agromovil technology team, Agromovil Version 1.3 has been released for preliminary testing and will be rolled out to the rest of our users in the coming weeks. The newest and greatest version yet, 1.3 includes:

- Combination of the Producer and Buyer Apps into a Single App, simplifying the system and enabling dual-role users – users who both buy and sell, such as larger farmers or coops – to switch easily between tasks
- Additions to marketplace features, allowing Farmers to differentiate their products and Buyers to target their searches to particular geographies
- Redesign of the UX (User Experience) to make the app even more intuitive
- Enhanced registration system that reduces log-in friction, making it even quicker and easier for Farmers to get up and running

### FAST STATS

**46%**

Of Producers  
Have Publications

**1,370**

Total Users

**32%**

Of Publications  
Are For Cacao

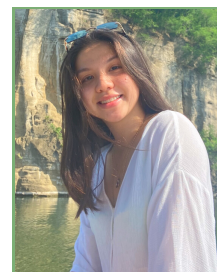
## PARTNERING WITH ASCOOP - ONE OF COLOMBIA'S COOPERATIVE LEADERS



Trust networks are at the heart of small farming, and Agromovil is working around the world with ICA (International Cooperative Alliance) and leader co-ops to build our user footprint and global impact. As part of our expansion in Colombia, Agromovil has established a great working relationship with ASCOOP, one of the largest co-op associations in the country. ASCOOP members are co-ops of many different types: producer groups, transport unions, and buyer associations. Through ASCOOP, Agromovil has recently developed relationships with a series of key co-op partners eager to begin piloting with their members on the platform soon. Stay tuned on this exciting opportunity to reach Buyers and Sellers!

## BUDDING TALENT

Team Agromovil is excited to welcome two new interns: Ryan Kang and Carmel Limcaoco! Ryan, a start-up veteran and funding expert studying at the University of Illinois, will run competitive analyses and work with the Business Development Team. Carmel, a marketing and communications specialist with start-up marketing and social media experience, will help manage our social media, run analytics, and write for our blog and newsletter as a member of the Communications Team. She starts her studies at Stanford University in the fall.



## SHOW YOU'RE A PART OF TEAM AGROMOVIL



Agromovil has new swag! The first 25 readers to email [madison@agromovil.co](mailto:madison@agromovil.co) will be sent a free Agromovil sticker. Stick it on your favorite laptop, travel mug, bicycle, or guitar case. Show the world you support putting technology in the hands of small farmers around the world – and help Agromovil gain traction and visibility.

Make sure to post a photo of your new sticker and tag Agromovil! If you do, we'll send you more stickers to share with your friends!

### LET'S GROW!

Share our story. Help us connect to investors or other funding opportunities. Be part of Team Agromovil. Connect with us at [contact@agromovil.co](mailto:contact@agromovil.co).

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