



THE HARVEST

AGROMOVIL UPDATE



BUSY, BUSY, BUSY

It's been a while since our last newsletter, but all for good reasons. Team Agromovil has been busier than ever, visiting partners in the field, expanding our world-class technology, and adding new team members to help us do more in Tanzania, Ghana, Colombia, and around the globe.

TANZANIA... FINALLY

Working over Zoom is challenging, but thanks (no thanks) to COVID it was a necessity as Team Agromovil built our first implementation in Africa with the Tanzanian Horticultural Association (TAHA) and USDA. In July – at last, after nearly 18 months of virtual work – Agromovil CEO Andrew Mack and CTO Jens Francis traveled to meet with TAHA management, technical staff, farmers and other sector leaders, including representatives of USDA, USAID and the World Food Programme in Tanzania. With meetings in Arusha, Dar es Salaam, Njombe, Mbeya as well as rural areas, we were able to speak directly with avocado and onion producers and buyers using the platform. Enthusiasm was high, as we addressed an audience of nearly 500 avocado farmers and press in Njombe. The meetings showed once again how much farmers want to be seen, and how Agromovil's simple approach to driving data at scale can help build impact for farmer support agencies and co-ops like TAHA. Thanks to the exceptional professionals at TAHA!

GHANA AND GUINNESS

In October Field Operations Manager Grace Tellez and CEO Andrew Mack traveled to Ghana to further our implementation in the country working alongside Guinness. In Ghana, the Agromovil implementation is aimed at helping building efficiency between Guinness – the major buyer of sorghum in the country – Guinness aggregators and the 30,000 farmers providing inputs to brew our favorite beer. Together with USDA's Harold Tarver and a team from the Kwame Nkrumah University of Science and Technology (KNUST) led by Professor Paul Sarfo-Mensah, Agromovil held meetings in Accra and trainings in the northern cities of Larabanga and Tamale with lead farmers and aggregators. It was inspiring to watch as farmers posted goods for sale and taught each other how to use Agromovil. The platform is fun, easy and really helpful," said Mustapha, a farmer from the aggregator group Faranaya. The visit was also a chance for Agromovil to meet with new local team members. Speaking of which...

GROWING THE TEAM

The summer saw incredible growth on the platform – more technology, more goods posted than ever, and new team members joining the team. In August, agronomist and ag marketing expert Wilbert Mdetete joined Team Agromovil, based in Arusha. A veteran of more than a decade in the field, Mdetete is working to build adoption and unlock new buyer relationships to help drive sales through the platform. And in Ghana, we welcome THREE new team members – agribusiness lecturer and consultant George Agana Akuriba who is leading field implementation focused on Guinness aggregators, as well as Lois Ashmond and Felix Sarpong, who provide ag training and product support. In November, we welcomed Sarah Smith to the Agromovil DC team as our Project Coordinator. Exciting to have such a smart – and growing – team.



Wilbert Mdetete



George Agana Akuriba



Lois Ashmond



Felix Sarpong



Sarah Smith

FAST STATS

Off to a rocket start in Ghana!

200

New users on the platform in only 5 weeks!

In under 6 weeks, farmers in Ghana posted

30 US TONS

of sorghum on Agromovil!

In one month, Tanzania farmers posted

100 METRIC TONNES

of avocado on Agromovil!

AGROMOVIL PROFILED ON VOICE OF AMERICA!

Everyone likes a good news story, and Agromovil is it. In October Agromovil was profiled by Voice of America by VOA TV, highlighting our innovative approach to data at scale and our impact in the field. The piece featured interviews with women onion farmers in Tanzania and women buyers of guava in Colombia who are using Agromovil to be seen and close deals. With a weekly viewership of over 300 million, VOA is helping reach out to farmers and buyers around the globe. Many thanks to VOA Correspondent Julie Taboh and to TAHA farmers, Fedeveleños buyers, USDA, and others interviewed for the piece. See it [HERE](#).

YOU'RE A PART OF TEAM AGROMOVIL



Agromovil has new swag and we want the world to see it! The first 25 readers to email ssmith@agromovil.co will be sent a free Agromovil sticker. Stick it on your favorite laptop, travel mug, bicycle, or guitar case – and make sure to post a photo of you with your new sticker and tag Agromovil (social media info included with sticker order). Show the world you support putting technology in the hands of small farmers everywhere – and we'll send you more stickers to share with friends, family, buyers, and farmers near you!

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 and catch up on back issues of The Harvest at www.agromovil.co/the-harvest!

