



THE HARVEST

AGROMOVIL UPDATE



AGROMOVIL MEETS TANZANIAN AMBASSADOR

To kick off March CEO Andrew Mack spent nearly half a day in meetings with Tanzania's outstanding Ambassador to the United States, Elsie Kanza discussing Agromovil's work in Tanzania and the country's ag and export goals. Amb. Kanza was very enthusiastic about Agromovil's ability to help connect and empower smallholder farmers – including women – and lauded the company's simple approach to helping farmers gain visibility at scale. The future of Tanzania is Agriculture. More than half of all Tanzanians live in small farming communities. "Agromovil is what we need," she said, "to help crowd in small farmers and make us competitive – and make Tanzanian products more available internationally, including in the US." The meeting has already led to other discussion, including potential inclusion of Agromovil in the coming visit of VP Kamala Harris to Tanzania planned for end March/early April.



Andrew Mack with Elsie Kanza, Tanzania's Ambassador of the US

EXCEEDING USER TARGETS AND HITTING MILESTONES

Team Agromovil is excited to share that we are soon to exceed 500 pilot users in the Ghana in only 4.5 months. The 500 farmer target was initially set with Guinness in October 2022, but demand and local pickup has been greater than expected. The success of the "Agromovil Champions" program – a peer-to-peer training model – has also meant that over 20% of Ghana users have been trained locally by aggregators or lead farmers with no support from Agromovil staff, an incredibly positive sign when we think of future scalability for the platform. Congrats to Ghana team lead George Akuriba and the Ghana field team.

In additional milestones, we continue to see new record levels of postings, value, and posting frequency, passing \$3 million in postings in Tanzania alone since October, thanks to the diligent efforts of Tanzania team lead Wilbert Mdete. In all markets the company currently has the ability to onboard new users 50 at a time... a number increasing daily... And communications functionality continues to expand, with demand alerts (“post your goods, buyers are looking”) sent in the first week of March for different products to over 600 total users in 3 different languages in 3 different countries – leading to sales within hours of the alert being sent. Congratulations to CTO Jens Francis and Field Team leader Grace Tellez who helped spearhead the messaging advance.

BUILDING EXPORTS IN TANZANIA THROUGH AGROMOVIL – NSHDA COLLABORATION



Wilbert Mdete with Frank Mbiwilo, Avocado Buyer

In other Tanzania news, Agromovil recently helped unlock a deal for 6000-member avocado cooperative NSHDA, who used their connection to Agromovil as a part of their negotiation with new buyers in India. NSHDA President Frank Msigwa told the potential buyers “through Agromovil we can know where our members’ supply is, from planting to harvest, so you can have confidence you’ll get the quantities you want.” Mumbai importers were so impressed that Msigwa returned to Tanzania with a new contract for 40 containers of avocados at excellent prices. NSHDA leaders made a [video](#) in both Swahili and English urging their members to join Agromovil and post goods for sale. This new export deal has also led to higher prices in local markets, a double win for Tanzanian producers. With the ability to forecast supply and provide information to farmers through Agromovil Messaging, the future is looking bright for the avocado industry in Tanzania!

CELLPHONE GIANT WOM COMMITS TO SUPPORT AGROMOVIL IN COLOMBIA

Colombia’s largest telecommunications company, WOM, has committed to providing 9,700 free SIM cards to Agromovil users in the country! The offer, growing out of Agromovil’s relationship with the Colombian Chamber of e-Commerce, is part of WOM’s efforts to promote digital inclusion and support smallholder farmers. WOM is expanding its outreach to farmers across the country who are migrating to the use of data and see market access – not facebook or soccer scores – and their first priority. The SIM cards will come with six months of free internet and data. The relationship between WOM and Agromovil – the first to date with a major cellphone company – is a great model for work with cellphone companies in other markets.

AGROMOVIL IS MAKING NEWS!

When you have good ideas and good news, you want to share. In just the last 3 weeks CEO Andrew Mack has been interviewed on a number of internationally recognized podcasts. As part of the 5th Element's "[Leaders Who Care](#)" podcast, Mack highlighted Agromovil's work in sustainability and scalability. 5th Element's founders are working closely with celebrity entrepreneur Tony Robbins and others to launch the global One Billion Meals challenge. Mack was also interviewed by CIO Africa and its founder Harry Hare, one of East Africa's tech and media leaders. Hare and Mack discussed how Agromovil can scale in Africa where other approaches to unlocking small farmer data have struggled. Finally, on March 10 Mack was interviewed by Dan Runde, Senior Vice President of CSIS, one of Washington's more influential thinktanks. "Food security IS national security", Mack said, "and food today is where energy was 15 years ago – the lynchpin that will define power and economic success in the coming age." You can find the video [here](#).

FAST STATS

Over

**\$4
MILLION**

worth of goods on Agromovil

54%

of Agromovil users are youth

4,837 TONS

of goods posted to Agromovil

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!

