



# THE HARVEST

## AGROMOVIL MONTHLY UPDATE



### **MILESTONES: AGROMOVIL PASSES 500 TONS & 1,000 FARMS!**

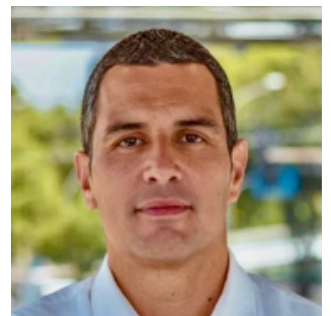
As the year comes to a close, two new – and big – milestones to celebrate! By mid-December more than 500 Tons of food had been posted for sale on Agromovil. That's the weight of 75 elephants, or 1.1 million soccer balls – and in market terms, real visibility for small farmers. And on December 4th, our 1,000th farm joined the Agromovil platform. The Agromovil network is growing fast, and we're looking forward to seeing these numbers grow in 2021! See complete data review on Page 2.

### **AGROMOVIL EXPANDS TO TANZANIA WITH TAHA + USDA**

Since signing a Joint Venture with USDA this fall, Agromovil has been working closely with USDA and the Tanzania Horticultural Association ([TAHA](#)) to prepare Agromovil's first implementation in Africa. Team Agromovil will be working with TAHA's 40,000 members to improve market linkages using Agromovil technology and data management tools to complement TAHA's existing farmer support program. On the ground piloting is slated to begin in Q1 of 2021.

### **WELCOME RODRIGO IAFELICE DOS SANTOS, AGROMOVIL'S NEWEST ADVISOR**

Team Agromovil is incredibly pleased to welcome its newest Advisory Team Member, Rodrigo Iafelice dos Santos. A former CEO and serial entrepreneur with over 20 years of experience in AgTech and agribusiness, Rodrigo brings a wealth of knowledge around supply chain, farming innovation, and fundraising to the team. A Brazilian national with experience working and living in Europe and the US, Rodrigo is an internationally recognized Endeavor Entrepreneur who studied at Harvard Business School, Stanford, INSEAD, and more. Bem-vindo Rodrigo!



## ANDREW MACK SPEAKS AT CONCORDIA 2020 SUMMIT

As part of one of the region's most prestigious events – with keynote speeches by Colombian President van Duque and US Senator Chris Coons – Agromovil CEO Andrew Mack was a featured speaker on a panel addressing transportation, sustainability, and road safety. Mack joined business leaders, highlighting the importance of improving the efficiency and safety of transport in rural areas. "Our users know all too well that when transportation breaks down, food systems come to a halt, hurting farming communities," Mack noted. "Especially in the time of COVID, we need to improve the connection between small farms and markets."

## 2020 DATA REVIEW: CELEBRATING SUCCESS IN AN UNFORGETTABLE YEAR

When Agromovil launched in Colombia, who could have anticipated the year we would have? We started with a tiny group of pre-testers for our app in January/February – a group of 25 pioneers helping us test our interface and assumptions. And then there was COVID... challenging our plans, challenging farmers and supply chains, challenging the world as we know it. Everywhere.

Throughout the year we kept moving, kept adapting, kept listening, and above all, kept building the Agromovil Community. What little market visibility small farmers had before the pandemic mostly disappeared once COVID arrived, leaving rural communities with fewer options to get to market and urban communities with more food insecurity. The time was right for Agromovil.

The Agromovil platform saw an average of 5.2 new publications every day, and our user base doubled every 44 days. With outstanding help from our partner, Financiera Comultrasan, and support from Colombia's Ministry of Agriculture, we reached users in more than 150 towns across Colombia – and across 9 other countries, including Nicaragua, Ecuador, and Argentina.

Today there are more than 1,000 farmers on the platform (1,007 and growing as of today's writing) ranging from age 17 to 71, with 25% of our users under 30 years old. Agromovil farmers have published a total of 1,249 offers on the platform – an amazing 48% of all producers who have downloaded Agromovil have published at least once, and more than 14% have posted three times OR MORE. Our most active user posted products 30 times!

Back in June, a 66 year old farmer, Florentino Ariza from Velez, in Santander made the first post on Agromovil – 150 kg of cacao. Six months later, nearly 1,300 people have joined our community, posting over 500 tons of goods across more than 80 product categories. What a year!

Thank you partners – especially our friends, Comultrasan. Thank you farmers and buyers who have shown that – even in this globally challenging year – we can innovate to make small agriculture work better. Thank you supporters around the world – Advisors, Investors, Contributors, Partners, Team Members. Here's to reaching more farmers and feeding more communities in 2021! Happy holidays and a new year full of growth to everyone!

### FAST STATS

**1,272**  
Total Users

**1,007**  
Total Farmers

**1,249**  
Total Postings

**500**  
Tons of Food Posted

**48%**  
of All Farmers have  
Posted Goods

**14%**  
of All Farmers have  
Posted 3+ Times

## HELP US GROW

Agromovil is making strides, and we want to pick up speed. We are expanding our visibility and fundraising activities. 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).

