

myAgro

Senegal



Welcome To Your 60dB Results

We enjoyed hearing from 279 of your farmers in Senegal – they had a lot to say!

Contents

03 / Top Insights
04 / Performance Snapshot
05 / Farmer Voices

07 / Farmer Profile
13 / Impact Performance
21 / Farmer Experience
28 / Segmentation Analysis

Appendix

31 / How to Make the Most of These Insights
36 / Methodology

Top Insights

1 myAgro is reaching low-income farmers and providing them with a unique service that they did not have previous access to.

94% of myAgro farmers reside in rural areas and 75% live on less than \$3.20 per day. 90% did not have prior access to services like myAgro provides and 78% cannot think of good alternatives to the offering. This indicates that myAgro is reaching an underserved base of relatively less well-off farmers and providing them with a scarce service. There is an opportunity to further diversify this base by reaching more women and poorer segments in rural Senegal.

See pages [7](#), [9](#), [10](#), and [11](#).

2 myAgro has a significant positive impact on the farm and overall quality of life of its farmers.

89% say their way of farming has improved due to improvements in fertilizer application and use of better-quality seeds. This has increased their productivity on the same land and improved production and money earned from crops for the majority of farmers. These themes recur as reasons for improvement in overall quality of life for 93% of farmers.

See pages [13](#), [14](#), [15](#), [17](#), and [18](#).

3 Farmers report a hassle-free experience and anticipate benefitting from it for a long time.

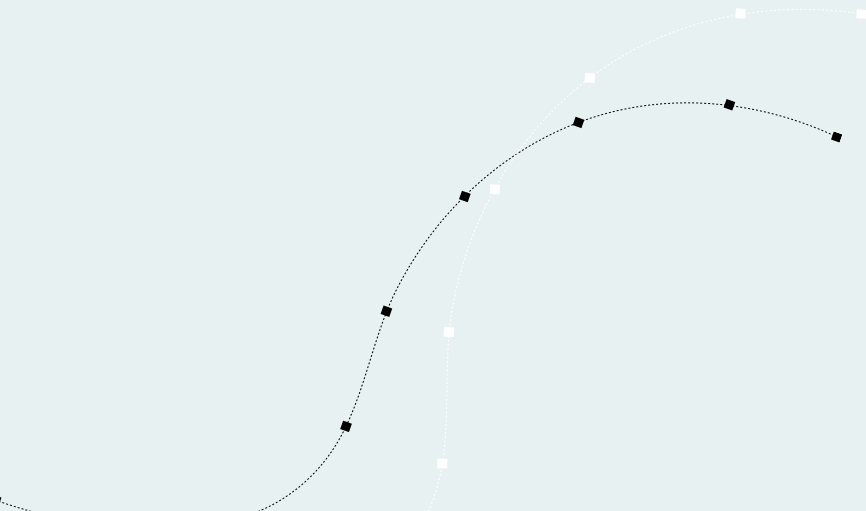
Only 7% of farmers report facing an issue with myAgro's service. 80% of farmers rate the price offered by myAgro as good or fair. 95% of farmers expect to continue benefitting from the service for over a year.

See pages [23](#) and [24](#).

4 Despite the low challenge rate, farmer satisfaction is good. However, there is still room for improvement.

21% of farmers would recommend myAgro's services to others. 66% are Passives that are somewhat satisfied with the service but not very likely to actively refer myAgro. This has resulted in a Net Promoter Score® of 8, which is good but can be improved. NPS aims to exclude external variables, but the worldwide increase in input prices could have played a factor in the results. Farmers mainly request for more affordable inputs and services.

See pages [21](#) and [25](#).



Performance Snapshot

myAgro is doing a great job serving low-income farmers and having a positive impact on their farm and life. There is room to improve farmer satisfaction with the services.

Profile

0.95

Inclusivity Ratio



Impact

61%

quality of life
'very much improved'



What Impact

- 44% mention increased crop production
- 38% say income increased
- 27% talk about improved savings

Contribution

90%

first time accessing service provided



Farmer Voice

"The quality of the fertilizer from myAgro is great, and we receive it on time." – Male, 55

Data Summary

myAgro Performance: 279 farmers phone interviews in August - September 2022, in Senegal.

Quintile Assessment compares MyAgro Performance with 60dB Farmer as Customer Benchmark comprised of 42 companies, 15 countries, and 10,890 customers. Full details can be found in [Appendix](#).

Net Promoter Score®

8

on a -100 to 100 scale



Challenges

7%

report challenges



Way of Farming

58%

'very much improved'



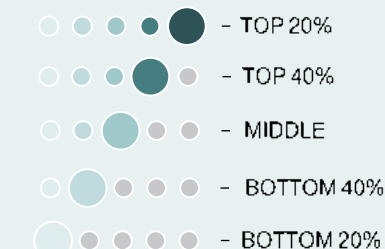
Production

70%

'very much increased'

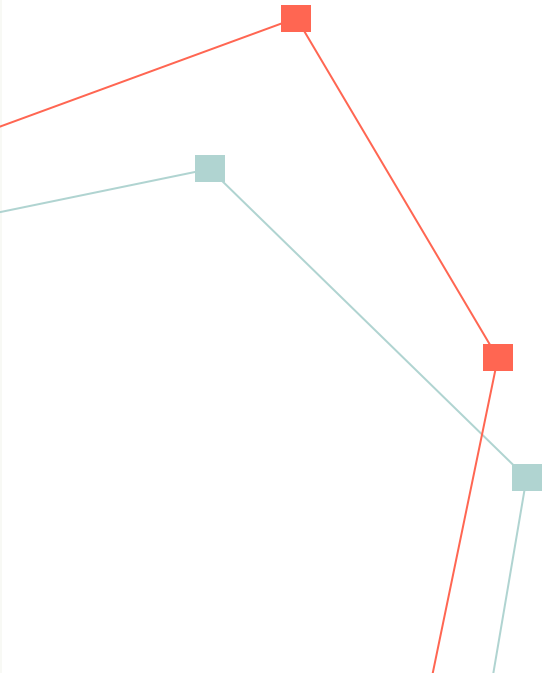


Performance vs. 60dB Benchmark



Farmer Voices

We love hearing farmer voices.
Here are some that stood out.



Impact Stories

93% shared how myAgro had improved their quality of life

"Because of my harvests, I have a strong inflow of money. I am also a taxi driver and the field brings me double what I earn with my cab." - Male, 42

"Because the production and quality of peanuts has really improved, and this allows me to earn a lot more money." - Female, 60

"With the money I earned I was able to help my sick brother to get better." - Male, 34

"I manage to sell my production well and I have even been able to make oil with my peanuts. I have not been affected by the inflation that affects the price of oil. I was able to save money." - Female, 40

"Because now thanks to my good harvest I manage to have good stock to support my family without problems and also to sell enough to make money." - Male, 52

"What I sell flows well and there is an inflow of money." - Female, 58

Opinions On myAgro Value Proposition

21% were Promoters and highly likely to recommend

"I do not regret my integration to myAgro. When I put the fertilizer, I see the difference and the farm looks nice." - Male, 32

"I would recommend because the quality of seeds is excellent, myAgro allowed us to have a good production by training us on how to use fertilizers." - Female, 38

Opportunities For Improvement

98% had a specific suggestion for improvement

"Make sure the seeds and fertilizers are given to us on time and do more frequent training sessions about farming." - Female, 36

"Reduce the price of the fertilizer, call us more frequently and deliver orders on time." - Male, 62

Table of Contents

“The volume of peanuts is considerable; I respect the techniques given for cultivation and people always appreciate my peanuts.” – Male, 68



- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
- Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
- Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
- Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus

Demographics

76% of farmers we spoke with were men, mostly between 30-49 years old, who had interacted with myAgro for nearly 3 years, on average.

On average, farmers reside in households with 10 members.

94% of farmers reside in the countryside while some are based out of cities (5%) and towns (1%).

Farmers are based out of various regions in Senegal, but most reside in Kaolack (21%), Fatick (16%), Thiès (15%), Kaffrine (12%) and, Tambacounda (10%).

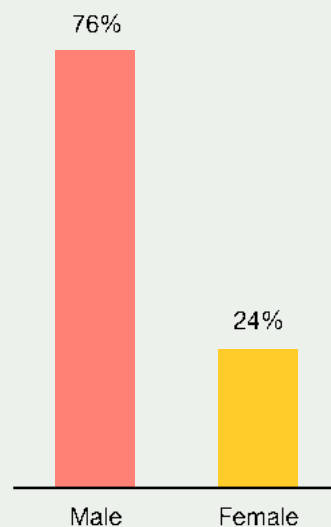
Note: Results in this report have been segmented by gender, age, duration of engagement and area of residence. Statistically significant differences have been reported. These may be driven by the differences in services received and crops planted by each demographic group (covered on next page).

The N value signifying sample size may vary based on the survey logic and the number of farmers who chose to skip a question or were unable to answer it.

About The Farmers We Spoke With

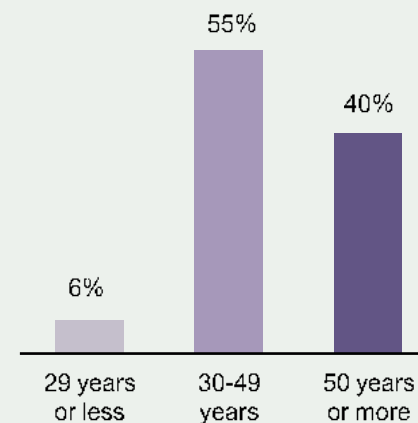
Data relating to farmer characteristics (n = 279)

Gender



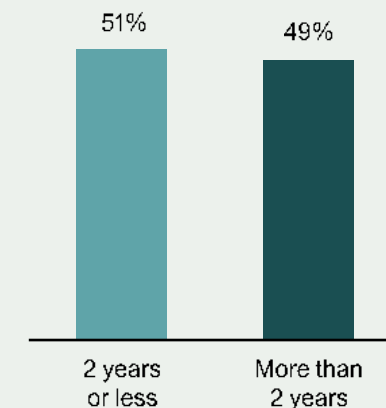
Age

47 Average years



Tenure of Engagement

2.6 Average years



Services Received

82% of farmers have received fertilizer from myAgro and 63% have received seeds. Farmers primarily plant peanuts, millet and maize using the inputs.

Men are more likely to have bought fertilizer and plant millet than women.

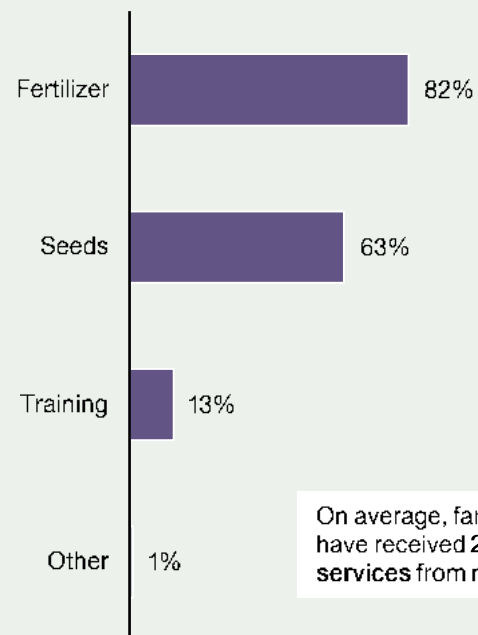
Farmers who have been with myAgro for longer than 2 years are more likely to have purchased fertilizer and plant fruits and vegetables compared to less tenured farmers.

Farmers 50 years or older are more likely to have bought seeds and those between 30-49 years are less likely to have purchased fertilizer. Farmers aged 50 years or more also report planting millet more compared to younger farmers who plant maize.

Note: Farmers were guided to think about all the services they have received from myAgro when answering questions. Questions about farm outcomes like crop production and money earned (covered later in this report) were asked only in reference to the crops the farmer plants using myAgro's services.

Services Received

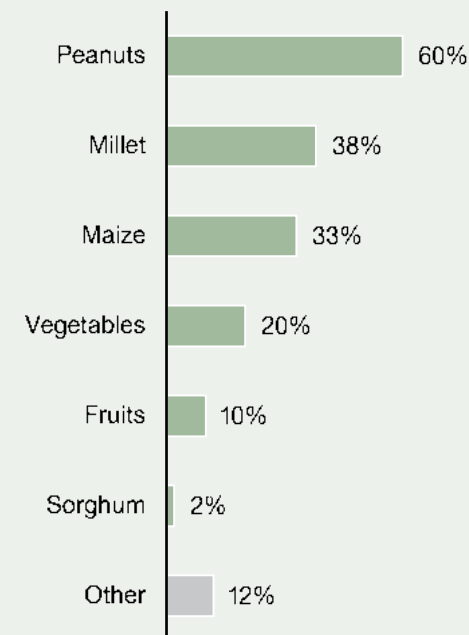
Which of the following agricultural services have you received from myAgro till now? (n = 279)



On average, farmers have received **2 services** from myAgro.

myAgro Supported Crops

Q: What are the crops you used myAgro services for? (n = 279)



Income Profile

myAgro is doing a very good job of reaching lower-income farmers.

Using the Poverty Probability Index[®] we measured how the income profile of your customers compares to the Senegal national average.

Senegal is classified as a low-income country by the World Bank meaning that those living below \$3.20/day are considered to be in poverty.

75% of customers live below the poverty line, inline with the national average of 75%. The resulting Inclusivity Ratio is 0.95 which is slightly lower than the 60dB benchmark of 1.12.

Given that most beneficiaries reside in rural areas however, myAgro could aim to further its reach and boost its rural Inclusivity Ratio of 0.86 by serving the poorest segments in these localities.

Income Distribution of myAgro Relative to Senegal Average

% living below \$xx per person / per day (2011 PPP) (n = 263)



Inclusivity Ratio

Degree that myAgro is reaching low-income farmers in Senegal

0.95

● ● ● ● ● - MIDDLE

We calculate the degree to which you are serving low-income farmers compared to the general population.

1 = parity with national average

> 1 = over-serving

< 1 = under-serving.

See [Appendix](#) for calculation.

First Access

The high percentage of farmers who are accessing an offering like myAgro's for the first time indicates that myAgro is reaching an under-served farmer base.

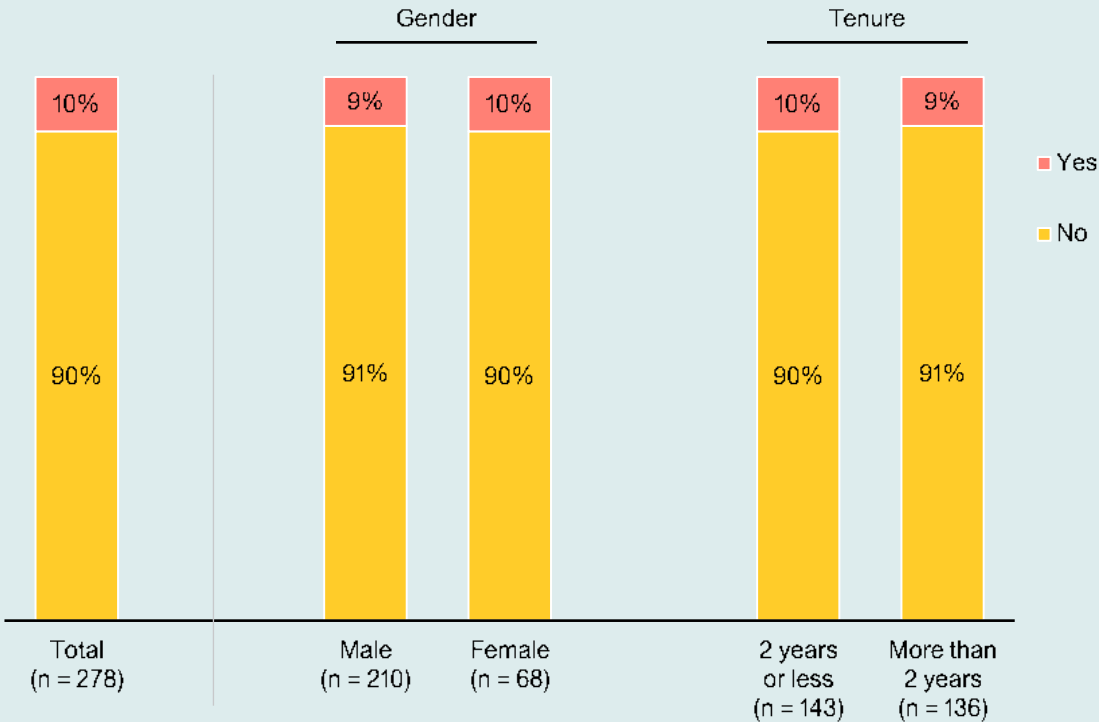
There are no statistical differences in first-time access across gender, age or tenure.

Recommendation
You are at the top 40% of our benchmarks! Consider sharing these findings with investors as proof of your market contribution.

90% of farmers are accessing an offering like myAgro's for the first time. This surpasses all 60dB benchmarks.

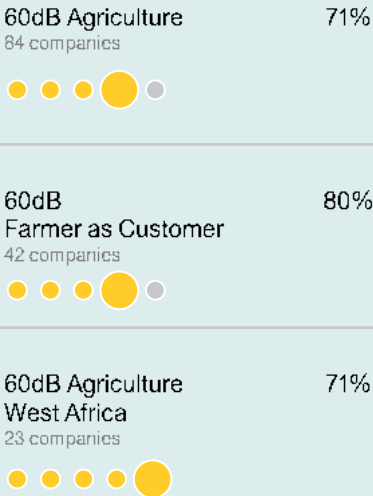
First Access

Q: Before myAgro, did you have access to an offering like myAgro provides? (n = 279)



Benchmarks

Relative performance analysis.



Availability of Alternatives

78% of farmers could not easily find a good alternative to myAgro's offering.

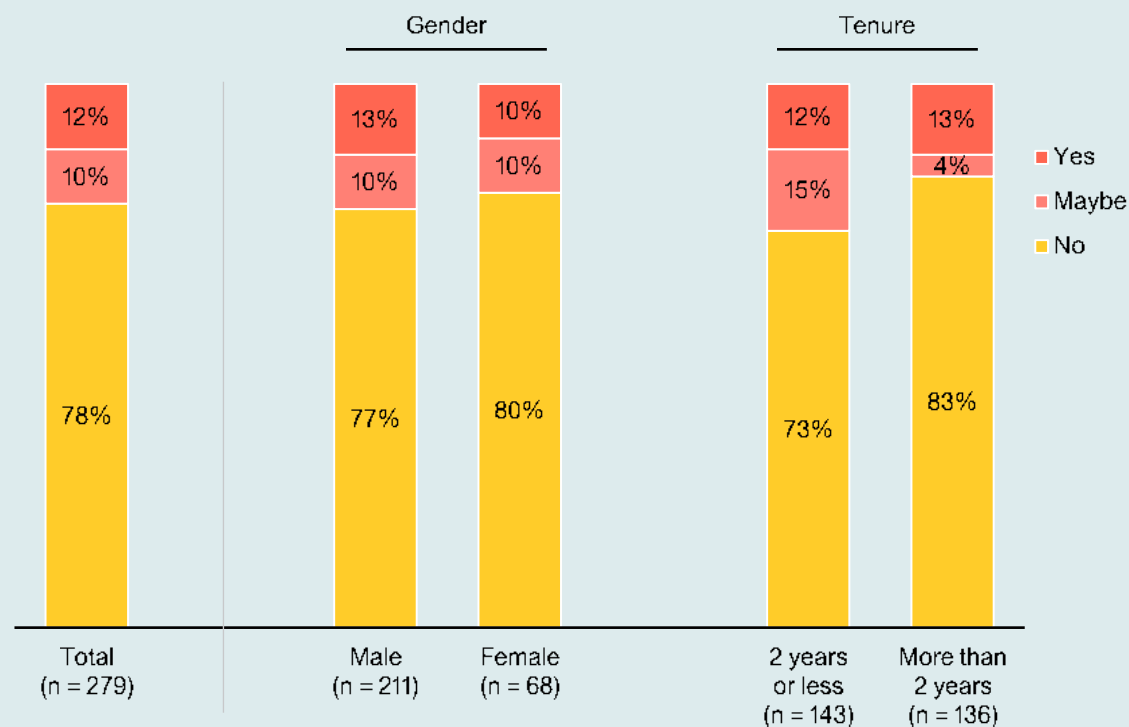
Availability of alternatives provides insight into the competitive landscape and the degree to which myAgro is providing a scarce service.

The fact that 78% said they could not easily find a good alternative suggests myAgro's offering is unique.

Farmers who have worked with myAgro for more than 2 years are significantly more likely to say they do not have access to alternatives compared to less tenured farmers. Prolonged engagement may mean farmers have had more time to realize impact. The question relies on the farmer's perception of what a 'good' alternative is – more tenured farmers who may have experienced greater impact may be less likely to find good alternatives.

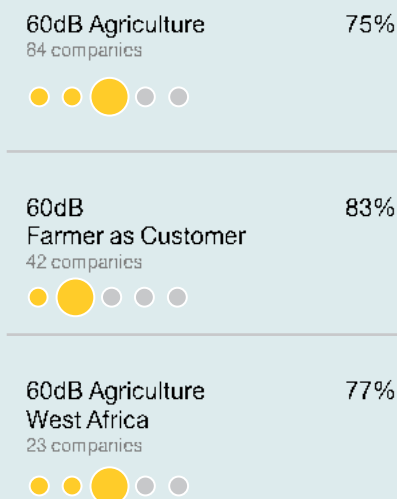
Access to Alternatives

Q: Could you easily find a good alternative to myAgro's offering? (n = 279)



Benchmarks

Relative performance analysis.



“Thanks to myAgro now I have enough stock of food for my family and also enough after-sales money.”
– Male, 46

- 
- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
 - Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
 - Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
 - Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus

Way of Farming: Overview

58% farmers report significant improvements to their way of farming because of myAgro.

Farmers who report 'very much improved' are more likely to report that their quality of life has 'very much improved'.

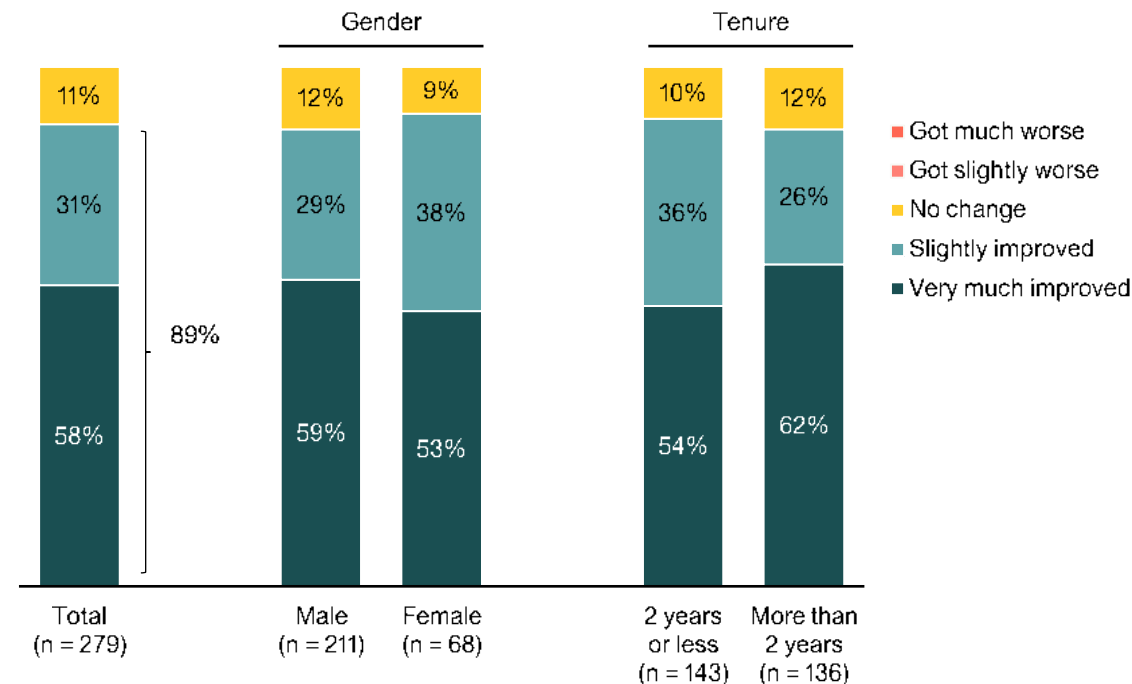
There were no significant differences across gender, age, location of residence, or tenure.

89% of farmers say their way of farming has improved because of myAgro.

Perceived Change in Way of Farming

Q: Has your way of farming changed because of myAgro's offering? (n = 279)

● ● ● ● ● - TOP 40%



Very much improved:

"I put a sufficient amount of fertilizer and I water my plants a lot." - Male, 60

Slightly improved:

"Getting the fertilizers early and following instructions on how to use them allows me to sow early and have a good harvest." - Male, 55

Way of Farming: Top Outcomes

Farmers were asked to describe how and why their way of farming had changed because of myAgro.

The top outcomes are shown on the right. 11% customers who reported no changes said they continue to use their past methods for farming.

66% of farmers who report improvements in their way of farming attribute it to changes in their fertilizer use.

Top Reasons for 89% of Farmers Who Say Way of Farming Has Improved

Q: How has it improved? (n = 248). Open-ended, coded by 60 Decibels.

66%

mention **changes in the quantity and quality of fertilizer used**

(58% of all farmers)

“Since I started using the fertilizer the size of my peanuts has changed.” – Male, 70

14%

talk about **using better quality seeds**

(13% of all farmers)

“Before I had bad seeds and less than 75% of them would grow. With seeds from myAgro, I have over 80% success when I plant.” – Male, 37

4%

report **improved farm appearance**

(4% of all farmers)

“The most important thing is that the fertilizer made the crops grow really fast and good looking.” – Male, 33

Crop Production

Farmers improved way of farming has made them more productive on the same piece of land compared and as a result improved production. Farmers who 'very much improved' their way of farming are also more likely to report 'very much increased' production.

Those who have worked with myAgro for more than 2 years are more likely to experience 'very much increased' production compared to others indicating that impact deepens over time.

However, less tenured farmers are more likely to experience increased productivity. Farmers with 2 years or less of engagement with myAgro are more likely to report increasing production while planting the same land compared to others (82% vs. 67%).

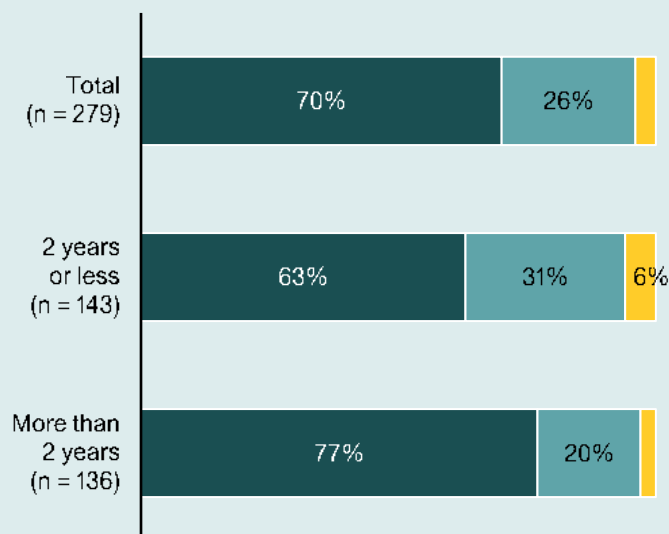
96% of farmers report an increase in crop production. 74% of this group realized the increase without planting additional land, suggesting an increase in productivity.

Impact on Production

Q: Has the total production from crops changed because of myAgro's offering? (n = 279)

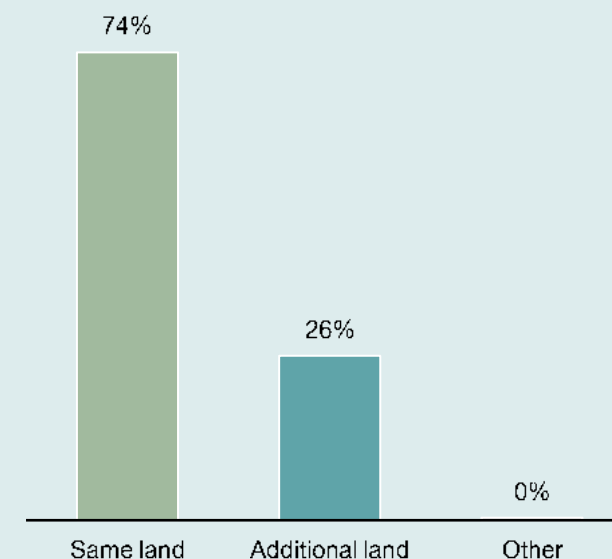
● ● ● ● ● - TOP 20%

Very much increased Slightly increased
No change Slightly decreased
Very much decreased



Reasons for Increases in Production

Q: Was this increase because you planted additional land or was it from the same amount of land? (n = 266)



Return on Crops

Increased production has boosted the volume of crop sold and thereby led to an increase in the money earned from crops for 83% of farmers.

83% of farmers report an increase in money earned from crops that used myAgro's offering with 92% of them citing increase in volume sold as the reason for this change.

25% of the farmers have also become more cost efficient and therefore seen an increase in return.

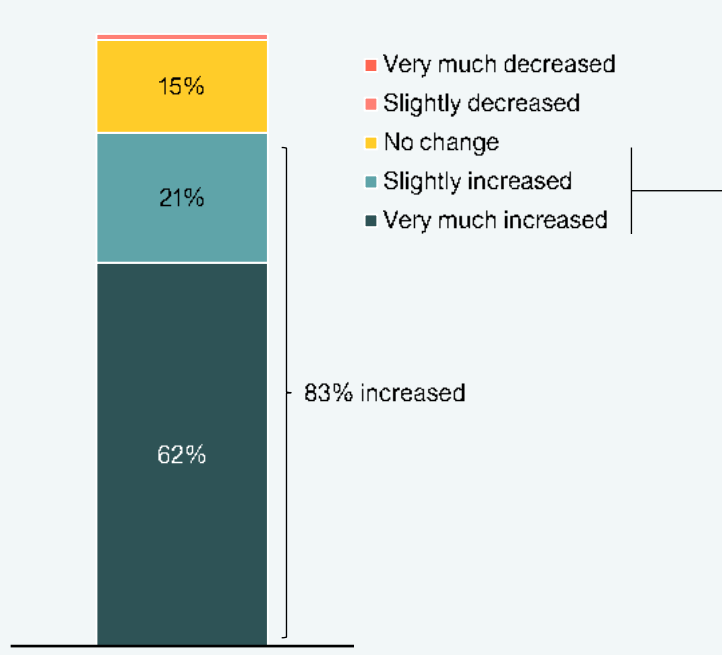
Of the 15% of farmers who reported no change in money earned, the majority say they do not sell their crops and the remainder say it's too soon to tell since they are yet to harvest.

There were no significant differences across gender, age, location of residence, or tenure.

Returns on Crops

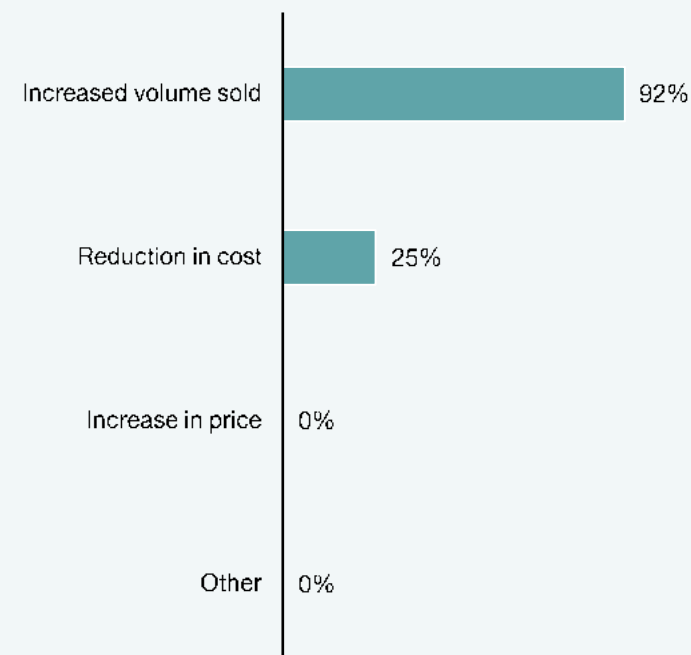
Q: Has the money you earn from crops changed because of myAgro's offering? (n = 279)

● ● ● ● ● - TOP 20%



Reasons for Increased Returns

Q: What were the main reasons for the increase in money earned? Select all that apply (n = 224)



Quality of Life: Overview

To gauge depth of impact, farmers were asked to reflect on whether their quality of life has changed because of myAgro's service.

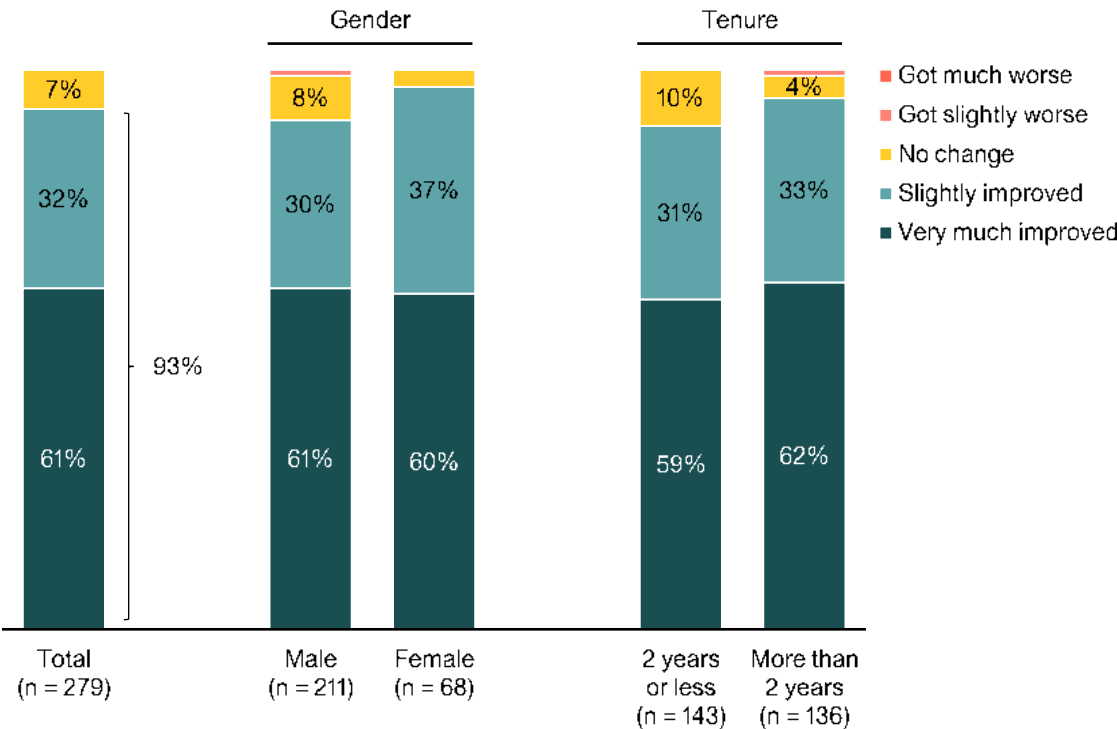
There were no significant differences across gender, age, location of residence, or tenure.

Asking farmers to elaborate on the reasons for this improvement and the outcomes they are experiencing allows us insight into the key areas of life that myAgro has been able to impact. These details are on the next page.

93% of farmers report an improvement in their quality of life. This outperforms our benchmark of 76% for similar business models.

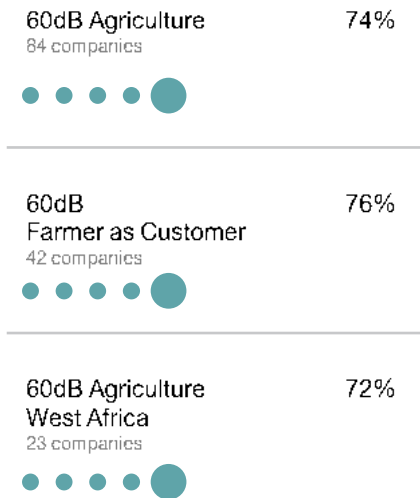
Perceived Quality of Life Change

Q: Has your quality of life changed because of myAgro's an offering? Has it: (n = 279)



Benchmarks

Relative performance analysis.



Quality of Life: Top Outcomes

Farmers were asked to describe – in their own words – the changes they were experiencing because of myAgro's services.

The top outcomes are shown on the right. Others included:

- Ability to afford household expenses and bills (24%)
- Ability to afford food (13%)

The 7% of farmers who reported no change in quality of life mentioned they do not sell their produce and its too soon to tell.

When we look at farmers' open-ended responses, we discovered the top three reasons why they say their quality of life has improved.

Top Outcomes for 93% of Farmers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 259). Open-ended, coded by 60 Decibels.

48%

mention increased crop production

(44% of all farmers)

"I produce more peanuts thanks to the fertilizer, and the quality of my peanuts is different from other farmers' peanuts who do not use myAgro, so mine sells faster." – Male, 50

41%

talk about increased income

(38% of all farmers)

"My income from the sale of my harvest has improved, and I could use crops for my consumption." – Female, 45

29%

report improved savings

(27% of all farmers)

"Our quality of life improved because now we are able to save more money after selling the products." – Female, 38

Resilience to Shocks

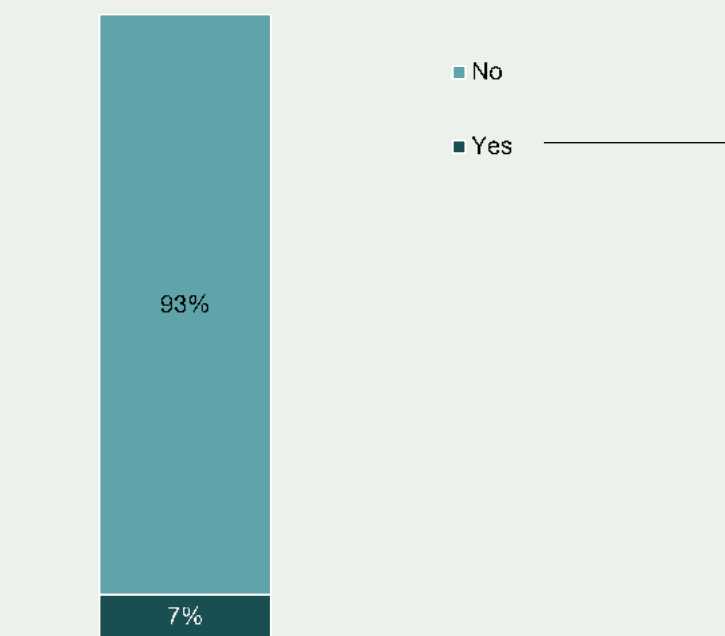
The most negative events reported by farmers were drought or severe lack of rain, irregular weather patterns (like late rains), soil erosion and flooding.

There are no significant differences in experiencing shocks and recovery from the shocks across gender, age, location of residence, or tenure.

7% of farmers have experienced a negative shock in the last 12 months. Of them, 74% say myAgro positively affected their recovery.

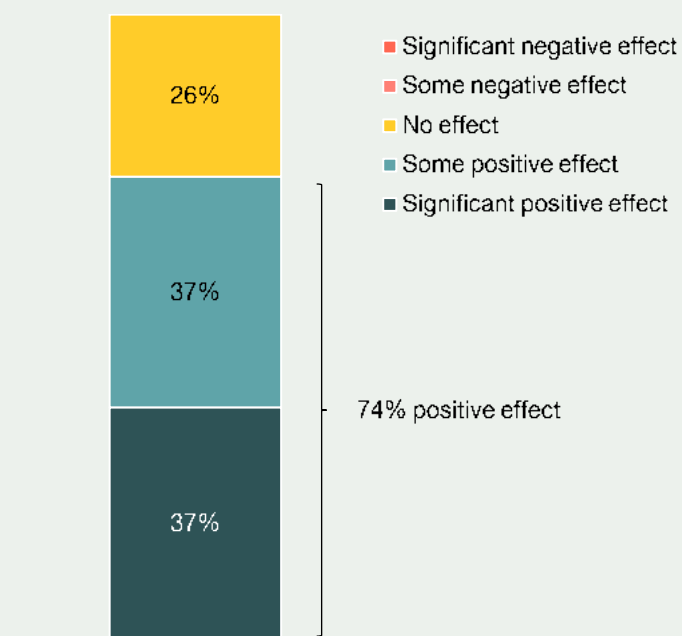
Shocks Experienced by Household

Q: In the last 12 months, did your household experience a significant event that negatively affected your ability to manage your livelihood? (n = 279)



Company Effect on Household Recovery

Q: Did your involvement with myAgro have an effect on your recovery? (n = 19)*



*Small sample size

“I would like myAgro to reduce the price of fertilizers and seeds and to help me to sell my harvest.” – Male, 60

- 
- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
 - Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
 - Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
 - Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus

Farmer Satisfaction: Overview

myAgro has a Net Promoter Score® of 8, which is good but leaves room for improvement in comparison to 60dB benchmarks for similar business models.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

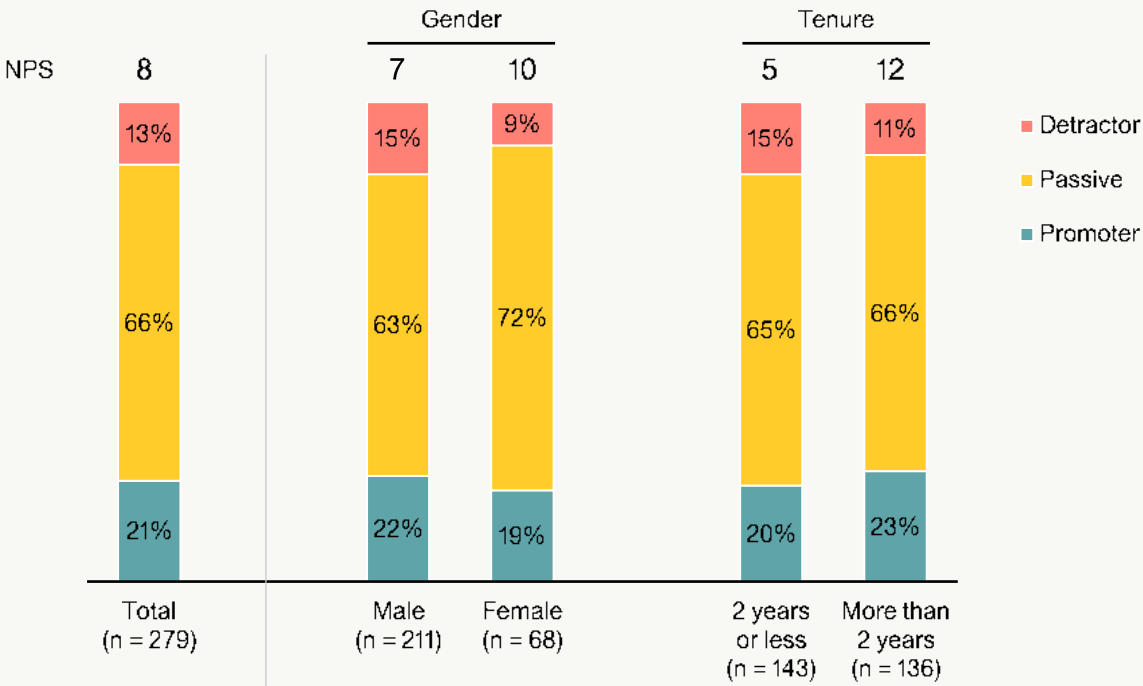
Asking respondents to explain their rating provides insight into what they value and what creates dissatisfaction. These details are on the next page.

Insight

Increase your NPS by 7 percentage points in the next 12 months to move into the next quintile!

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend myAgro to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 279)



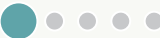
Benchmarks

Relative performance analysis.

60dB Agriculture
84 companies



60dB
Farmer as Customer
42 companies



60dB Agriculture
West Africa
23 companies



Creators of the NPS, Bain & Company, suggest that a score of:

- Above 0 is good
- Above 20 is favourable
- Above 50 is excellent
- Above 80 is world class

Farmer Satisfaction: NPS Drivers

Promoters and passives value gaining access to quality fertilizer and seeds, which has enabled them to increase their farm output.

21% are Promoters :)

They love:

1. Increased crop production
(53% of Promoters / 11% of all farmers)
2. Access to good quality fertilizer
(46% of Promoters / 10% of all farmers)
3. Access to good quality seeds
(20% of Promoters / 4% of all farmers)

“I did not have funds to purchase seeds at that time and myAgro assisted me, I could get seeds and pay later.” - Male, 37

Tip:

Highlight the above value drivers in marketing.
Promoters are powerful brand ambassadors—
can you reward them?

66% are Passives : \

They like:

1. Increased crop production
(64% of Passives / 42% of all farmers)
2. Access to good quality fertilizer
(61% of Passives / 40% of all farmers)
3. Access to good quality seeds
(19% of Passives / 13% of all farmers)

“I appreciate the help that myAgro gives us, the fertilizer is of good quality, the payment schedule is not expensive.” - Male, 72

Tip:

Passives won't actively refer you in the same way that Promoters will.
What would it take to convert them?

13% are Detractors : (

They want to see:

1. Improved quality of inputs
(32% of Detractors / 4% of all farmers)
2. Reduction in price
(32% of Detractors / 4% of all farmers)
3. On-time delivery
(24% of Detractors / 3% of all farmers)

“Improve the quality of seeds, some seeds are not good and do not grow.” - Male, 43

Tip:

Negative word of mouth is costly.
What's fixable here?

Challenge Experience

Only 7% of farmers report challenges with myAgro offerings.
The top reported challenge is late delivery.

Farmers were asked to state in their own words the challenges they were facing. The top reported challenges are on the right.

Men are more likely to report challenges than women (9% vs. 2%).

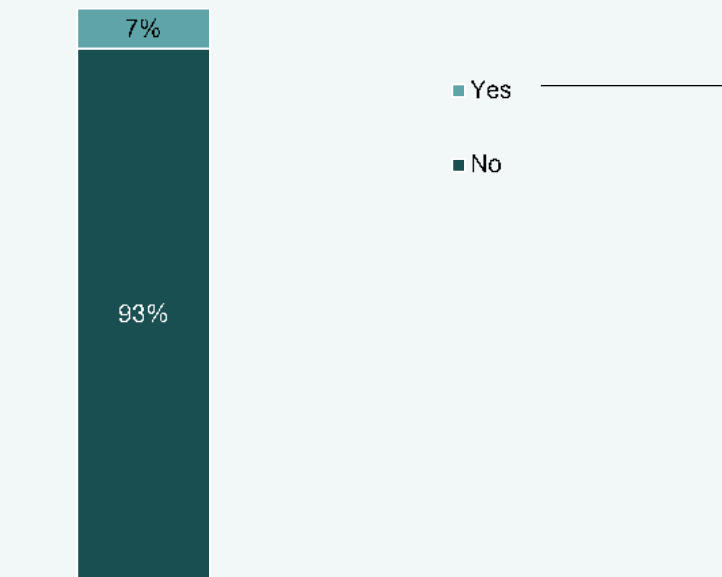
The NPS for farmers reporting challenges is lower than those experiencing no issues (-20 vs. 10).

There are no significant differences in challenge rate across, age, tenure of interaction with the company, and location.

Farmers Reporting Challenges

Q: Have you experienced any challenges with myAgro?
(n = 279)

● ● ● ● ● - TOP 20%



Challenges Reported

Q: Please explain the challenge(s) you have experienced with myAgro.
(n = 20). Open-ended, coded by 60 Decibels.

1. Spoke about late delivery

(11 farmers)

"Sometimes I am late in receiving the products and this has an impact on the start of production." - Male

2. Mentioned poor quality of seeds

(3 farmers)

"Many of seeds were destroyed after plantation they were not of good quality."
- Male, 39

3. Talked about the price being unaffordable

(3 farmers)

"The price of the fertilizer and the vegetables seeds are high. I want to receive more quantity." - Male, 40

Price Perception & Benefit

81% of farmers rate the price positively. 68% see themselves using myAgro's service for many years to come.

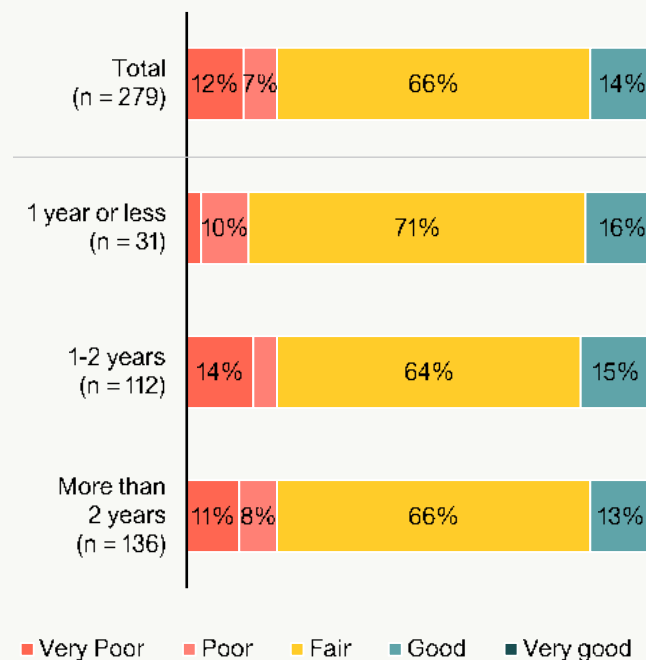
We asked farmers to rate the price of myAgro's offering in reference to their entire engagement with the company. The majority of the farmers we spoke with have engaged with the company for longer than 1 year and rate the price as 'fair'.

Farmers who are aged 50 or more are more likely to find the price as 'very poor' (22%) compared to others (5%).

There are no other significant differences in price or long-term benefit across gender, age, tenure of interaction with the company, and location.

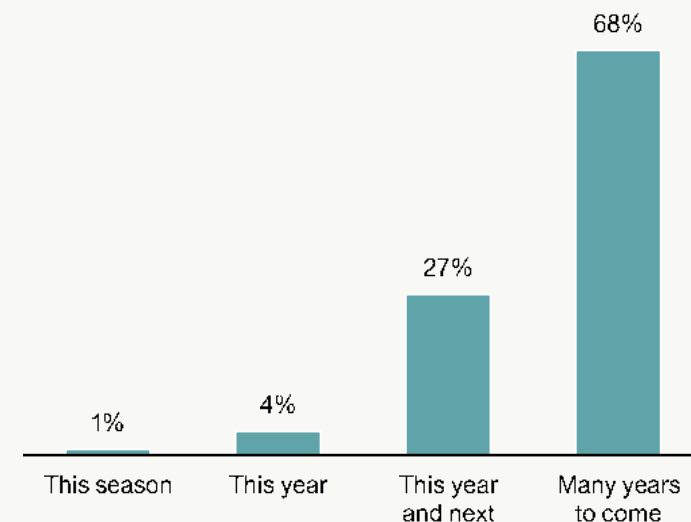
Price Perception

Q: How do you rate the price offered by myAgro? (n = 279)



Long-term Benefit of Service

Q: How long do you see yourself using myAgro's offering? (n = 279)



Farmer Suggestions

Almost all farmers had specific suggestions for improvement with 57% of them requesting the myAgro make its services more affordable.

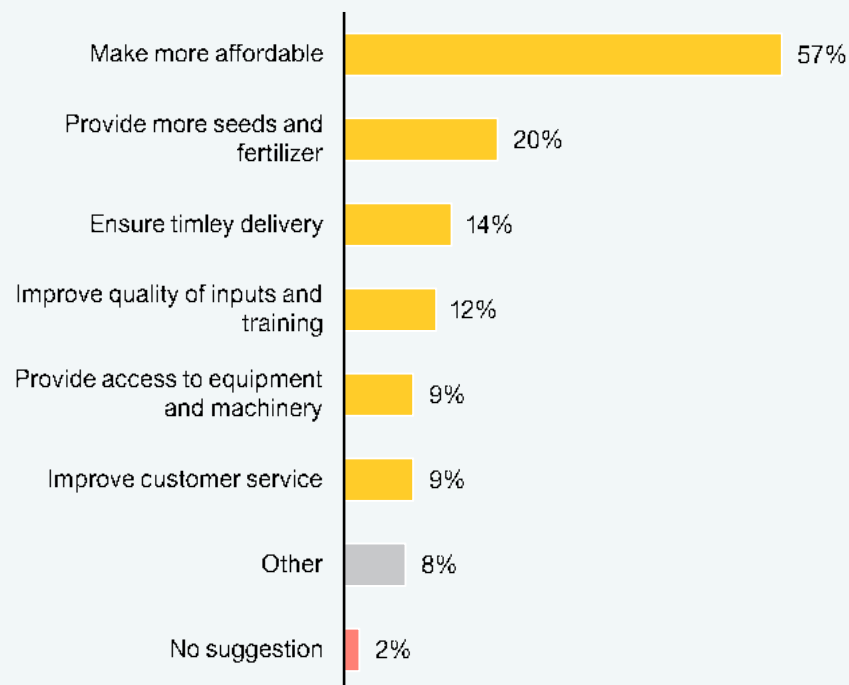
We asked farmers an open-ended question about their suggestions to help myAgro improve and their responses are to the right.

Insight

Acting on common suggestions can help boost satisfaction. If exogenous shocks have caused abnormalities in prices this year, it would be insightful to track farmer satisfaction again once prices have normalized.

Suggested Improvements

Q: What about myAgro can be improved? (n = 279). Open-ended, coded by 60 Decibels.



“myAgro helps us a lot but the prices are too expensive, we have to reduce that. Deliver fertilizers on time and avoid delays.” - Male, 60

“myAgro could give us machines and money too, a good amount of fertilizer and many more seeds.” - Male, 65

Closing Thoughts

At the end of the interview, we asked, as we always do, whether there was anything else the farmer would like to share.

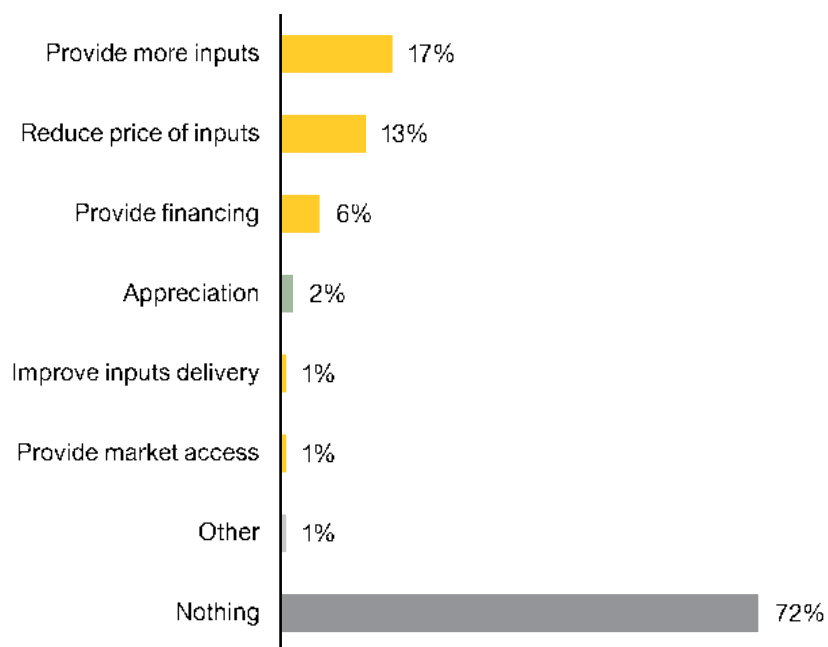
72% of all farmers did not have a particular suggestion for improvement.

17% of farmers asked myAgro to provide more inputs and 13% requested for reduced inputs prices.

Farmers want more inputs, reduced inputs prices and financing.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 279).
Open-ended, coded by 60 Decibels.



"I wish that the amount of fertilizer could be increased, agricultural machinery and also offer financing." - Male, 45

"I would like to have a decrease on the selling price of fertilizer and also have agricultural equipment that I could rent." - Female, 63

"I encourage you for the work you do." - Male, 46

“With the fertilizer I use,
I have more peanuts and hay
and this increases my
sales.” – Male, 49

- 
- Farmer Profile
 - > Demographics
 - > Income Profile
 - > First Access
 - > Availability of Alternatives
 - Impact Performance
 - > Way of Farming
 - > Crop Production
 - > Return on Crops
 - > Quality of Life
 - > Resilience to Shocks
 - Farmer Experience
 - > Farmer Satisfaction
 - > Challenge Experience
 - > Price Perception & Benefit
 - > Suggestions
 - Segmentation Analysis
 - > Gender Focus
 - > Tenure Focus

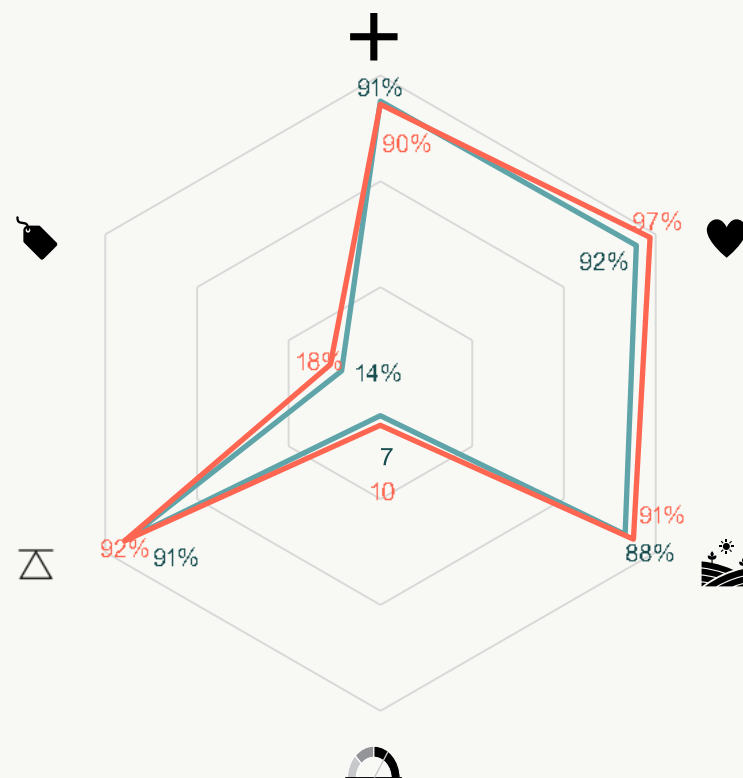
Gender Focus

myAgro's services are having a similar impact on men and women.

Men are statistically more likely to report challenges than women.

Although not statistically different, we find that women are overall more likely to report improvements on their life and farm and be more satisfied with the service offered.

Trends by Gender



Key



Male
n = 211



Female
n = 68



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Way of Farming
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



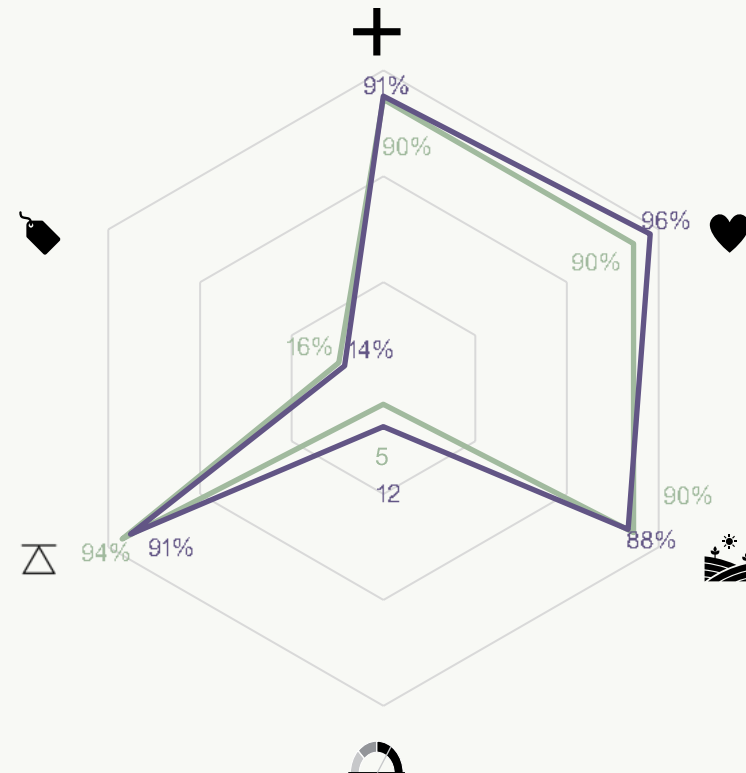
Price Rating
% 'very good' or 'good'

Tenure Focus

Farmers of different tenures of interaction with myAgro have similar experiences and impact.

Though not statistically different, we see that farmers who have interacted with myAgro for more than 2 years are more likely to report higher satisfaction and quality of life. This indicates that impact and satisfaction may deepen over time.

Trends by Tenure



Key



2 years or less
n = 143



More than 2 years
n = 136



First Access
% accessing for first time



Quality of Life
% 'very much improved' or 'slightly improved'



Way of Farming
% 'very much improved' or 'slightly improved'



Net Promoter Score®
% Promoters - % Detractors



Challenge Rate
% no challenges



Price Rating
% 'very good' or 'good'

Summary of Results: Gender-Weighted

In September 2022, 60 Decibels completed phone interviews with 279 of your farmers of whom 24% were female. This is less than the proportion of female farmers in myAgro's full farmer base in Senegal, which is 60%.

We reweighted gender such that the female to male ratio is 60:40 and summarized the results for the core metrics on the right.

Overall, gender-weighted results are similar to the non-weighted results indicated across the deck.

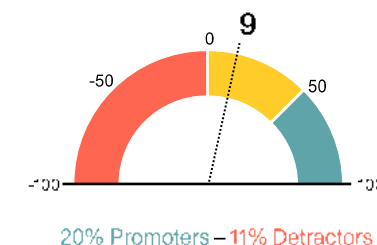
Who is myAgro Reaching?

75%	Live below poverty line of \$3.20 / day
0.95	Inclusivity Ratio
90%	First time accessing service provided
79%	Could not easily find a good alternative

What is the Impact of myAgro?

61%	Say their quality of life has 'very much improved' and 34% report 'slight improved'
	Top Quality of Life Improvements: <ul style="list-style-type: none"> Increased crop production (43%) Increased income (37%) Improved savings (28%)
56%	Say way of farming 'very much improved'
70%	Report production 'very much increased'
61%	Say their money earned 'very much improved'

What is the Farmers Experience?

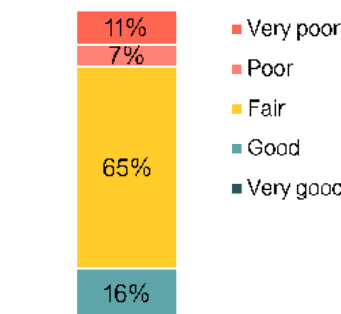


The **Net Promoter Score®** for myAgro farmers is 9, which is good but leaves room for improvement.



95%

Do not face challenges with myAgro. Men are more likely to experience issues than women (9% vs. 2%)



82% of farmers rate myAgro's price positively.

What Next?

...& Appendix

How to Make the Most of These Insights

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Example tweets or Facebook posts to share publicly

- 89% of our farmers say their way of farming has improved since working with us. "Farming has become much easier with myAgro because of getting the seeds and a high standard of training." #ListenBetter with @60_decibels
- 96% of farmers have seen an increase in their crop production after working with us. What are you waiting for? #ListenBetter with @60_decibels
- 7% of all challenges faced by our farmers are late delivery related – what improvements would you like to see? We #ListenBetter with @60_decibels

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/>	Share staff quiz – it's a fun way to fuel engagement & discussion
	<input type="checkbox"/>	Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/>	Set up team meeting & discuss what's most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/>	Reach a wider audience on social media & show you're invested in your farmers – we've added some example posts on the left
Close The Loop	<input type="checkbox"/>	Let us know if you'd like us to send an SMS to interviewed farmers with a short message letting them know feedback is valued and as a result, you'll be working on XYZ
	<input type="checkbox"/>	After reading this deck, don't forget to let us know what you here!
Take Action!	<input type="checkbox"/>	Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/>	Keep us updated, we'd love to know what changes you make based on these insights

Staff Quiz Results

You can find the quick and fun online quiz we made for myAgro [here](#).

5 people did the quiz.

How well does myAgro know its farmers?

Questions the Team Got RIGHT (on average)

:) woohoo!

% easily find alternatives

Guess: 20-40%

Actual: 21%

Questions the Team Got WRONG (on average)

:/ better luck next time...!

% improved way of farming

Guess: 60-80%

Actual: 89%

% of Promoters

Guess: 40-60%

Actual: 21%

% improved quality of life

Guess: 60-80%

Actual: 93%

Detailed Benchmarking Comparison

Relative to 60dB benchmarks, myAgro performs well on the impact metrics. Reaching more female farmers and increasing farmer satisfaction are areas for improvement.

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data	
# farmers	279
60dB Agriculture Benchmark	
# companies	84
# farmers	20,000+
60dB Farmer as Customer Benchmark	
# companies	42
# farmers	10,000+
60dB West Africa Benchmark	
# companies	23
# farmers	5,000+

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	myAgro	60dB Agriculture Benchmark	60dB Farmer as Customer Benchmark	60dB Agriculture West Africa Benchmark
Who ○	% live in poverty (below \$3.20 line)	75	52	53	67
	Inclusivity Ratio	0.95	1.14	1.12	1.93
	% female	24	30	34	31
How Much ≡	% reporting way of farming very much improved	58	36	38	72
	% reporting production very much improved	70	29	30	43
	% reporting money earned very much improved	62	35	39	30
	% reporting quality of life very much improved	61	49	49	41
What Impact □	% reporting increased crop production	44	-	-	-
	% reporting increased income	38	-	-	-
	% reporting improved savings	27	-	-	-
Contribution +	% first time accessing service	90	71	80	71
	% saying no good alternatives are available	78	75	83	77
Risk △	% no challenges	93	73	73	78
Experience	Net Promoter Score	8	37	42	33

Impact Management Project

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project](#) (IMP).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.



Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score ⁽⁶⁰⁾	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	<div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</div> $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Summary Of Data Collected

279 phone interviews completed in August and September 2022.

Methodology

Survey mode	Phone
Country	Senegal
Language	Wolof, French
Dates	August – September 2022
Sampling	Random sample of 279 myAgro farmers from a database of 1,026 farmers shared by myAgro.
Response rate	69%
Average time p/interview	13 mins

Responses Collected

Customers	279
-----------	-----

Sampling

	% sample	% population
% female	24	28
% Est	46	49
% Ouest	42	38
% Sud Est	6	8
% Sud Ouest	6	5

Accuracy

Confidence Level	~90%
Margin of error	~4%

Research Assistant Gender

Female	3
Male	1

Thank You For Working With Us!


Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

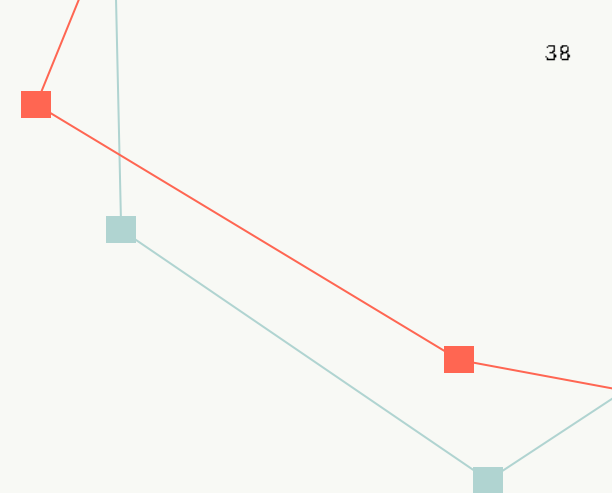
Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here](#)!

Acknowledgements

Thank you to Don van Luijn and Koen Wagenbuur for their support throughout the project.

This work was generously sponsored by Bayer Foundation.



Since I started using myAgro I see a difference
in the crops they're more beautiful than before
and the fertilizer allows them to grow faster.

There are more cases of

- > improved farming
- > better farming knowledge
- > more produce

after interacting with
myAgro now.

Ramiro Rejas
ramiro@60decibels.com

Aayushi Kachalia
aayushi@60decibels.com

John Waitathu
john@60decibels.com

Joyce Nyokabi
joyce@60decibels.com