



# THE HARVEST

## AGROMOVIL MONTHLY UPDATE



### PREPARING THE GROUND FOR A WEST AFRICAN PILOT WITH KNUST, USDA, AND USAID

Team Agromovil is busier than ever and expanding again! We are proud to announce that our work with USDA and USAID is extending across Africa to include Ghana and now Nigeria. And with this expansion comes an exciting new partnership with the Kwame Nkrumah University of Science & Technology (KNUST).

A West African leader in agricultural research and economic development programs, KNUST brings extensive local expertise to help us leverage data and reach more farmers across the region. KNUST professors and students may also join Agromovil in research work to better understand local market dynamics and help with regional rollout.

"I have always wanted to see a small farmer pricing and promoting his or her own goods. It would bring them such happiness," Dr. Paul Sarfo-Mensah, KNUST Professor. "We at KNUST are looking forward to working with USDA and with the excellent Agromovil team."



### AGROMOVIL MESSAGING - MORE & BETTER WAYS TO CONNECT

Agromovil's built-in messaging system continues to expand, delivering more information to users on the platform and increasing our ability to connect with and provide value to farmers and buyers. Ag extension information from your co-op, demand notices from buyers looking for specific products, even tips on how to keep safe during the harvest... all kinds of messaging can be sent via Agromovil to engage the user community. And with the newest version of the app, we can target users based on location, their products, and other attributes, so that the right messages get to the farmers and buyers who need them most!



## JAMBO! AGROMOVIL'S LIVE IN SWAHILI

Making Agromovil "The World's Small Ag Search Engine" is about being both international AND local. To address the needs of farmers and buyers in Tanzania, Team Agromovil successfully localized and launched our app in country as part of a pilot with Tanzania Horticultural Association (TAHA) onion farmers near Arusha. The pilot is highlighting Agromovil's new dynamic internationalization capabilities in preparation for a larger effort with TAHA avocado producers in early 2022.

"From the start, a crucial part of our international vision has been to create a platform that is accessible to users everywhere, in their language," said Agromovil CEO, Andrew Mack. In just one month, as part of the onion pilot, our outstanding dev team fully integrated Tanzanian Swahili on the platform and created a model that will enable Agromovil to add more languages, more quickly, as we expand around the globe. Three cheers for our outstanding dev team and partners, TAHA, USDA, and USAID, for helping to make this happen!

## AGROMOVIL: A GREEN SUPPLY CHAIN SOLUTION

Sustainability is all over the news these days. Across the world, companies large and small are thinking of ways to reduce waste and make their supply chains more efficient. A recent example from South Africa shows how Agromovil can help make the connections and create the data to promote sustainable sourcing at scale.

**CHALLENGE:** The Government of South Africa wants to reduce emissions. New laws are passed, mandating that oil companies dramatically increase the use of biofuels.

**OPPORTUNITY:** Firms need to look for processed ethanol and biodiesel, as well as new sources of inputs, effectively standing up a completely new supply chain from farm to processor to fuel company. The companies need to "see" the entire market – to plan for production, to manage risk, but also to achieve sustainability goals around sourcing from female farmers and traditionally underserved producer communities.

**SOLUTION:** Buyers and processors can go on Agromovil to post products and production information quickly. With Agromovil data, oil companies can diversify their supply chains, fulfill new regulations, demonstrate real social impact in real time, and provide access for small producers in a new, growing market segment.



## 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 [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 – 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 around the world – and we'll send you more stickers for you 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](mailto:contact@agromovil.co).

