



THE HARVEST

AGROMOVIL MONTHLY UPDATE



AGROMOVIL-MINISTRY OF AG PARTNERSHIP RENEWED, 2021

At the end of 2020, Agromovil was formally renewed for Colombia's Ministry of Agriculture program, [Campo a un Clic](#). The program, which works to preserve the income of small producers and guarantee food supply threatened by the COVID-19 crisis, is focused on promoting new technology to farmers across the country to build safer and more profitable farm-to-market systems. As part of the program, Ministry of Agriculture extension agents and the farmers they serve will be trained on how Agromovil can help farmers improve the way they get products to market. Agromovil participated in the 2020 Campo pilot program, and was one of a small number of applications chosen to continue working with the Ministry in 2021.



"Agromovil and the Colombian government share the belief that tech will help small farmers and their communities thrive by building visibility, providing direct access to new markets, and creating new ways to communicate with buyers. Agromovil is the only tool that can do this."

- Constanza Nieto,
Agromovil Lead Advisor

AGROMOVIL AS A SOLUTION FOR CO-OPS: DATA PRODUCTS LAUNCHING SOON

Agromovil is excited to announce the launch of new data products by the end of this quarter with a focus on serving the needs of co-operatives and producer associations. Developed following conversations with co-ops across several countries, the new products and dashboard enable coops to easily connect with their members, see up-to-date production numbers, better plan their marketing and logistics, and enhance service to grow their membership. They also include a new push-messaging functionality, important at a time of fewer face-to-face meetings as a result of COVID-19.

The work with co-ops will also help them provide more information and enhance communication with buyers, financial institutions, governments, donors, and others supporting the global co-operative movement. This focus on co-operatives builds off of Agromovil's relationship with the [International Co-operative Alliance](#). News of more co-op-centered field piloting is coming soon.

PARTNER SPOTLIGHT: COMULTRASAN

Congratulations and many thanks to a great partner, [Comultrasan](#)!

Over the past year Agromovil has partnered extensively with the 400,000-member Colombian credit union, Comultrasan, and this alliance has been a cornerstone of our success in Eastern Colombia. Comultrasan



professionals have helped spread the Agromovil message and train their members on use of the platform. It's a true win-win as Comultrasan strives to help make their farmer members more visible – and more profitable – using Agromovil.

And in 2020, Comultrasan's work in the small farmer segment (2-20 ha – Agromovil's #1 audience) grew by an outstanding 500%, while the alliance with Agromovil helped bring over 1,000 producers throughout Santander, Colombia into the Agromovil community. To celebrate this effort, as well as the great users who spurred it along, Agromovil and Comultrasan have sent co-branded caps to the 80 most active users on our platform.

This year, as a result of our joint success, Comultrasan has announced it is doubling the size of its Agromovil team (from 40 to 80 employees) and is expanding its efforts to provide training on Agromovil across its entire national network.

Congratulations Comultrasan! We're looking forward to working even more closely together in 2021!

FAST STATS

1,291

Total Users

503

Current Postings on the Platform

17-72

User Age Range

13

Countries Have Downloaded

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.

