



# THE HARVEST



## Welcome to Our Newsletter

By Andrew Mack

What an exciting summer: incredible growth, new strong partnerships, and a much deeper understanding of our users. Read about the highlights below and keep an eye out for a new issue of The Harvest next month.

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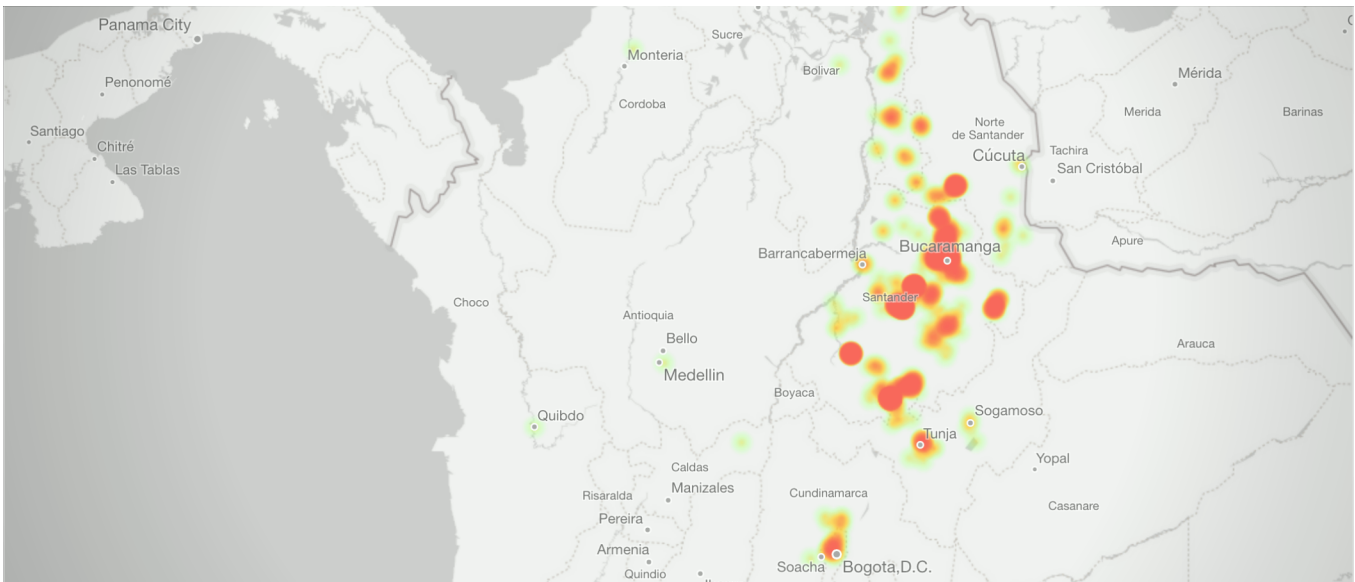
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## Building the Team

By Andrew Mack

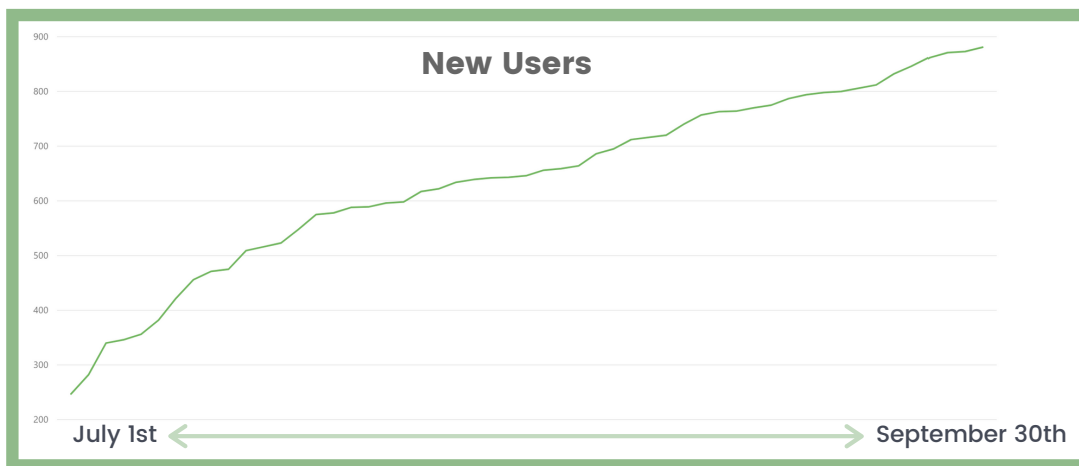
Team Agromovil welcomes Jens Francis, our new CTO. Jens is an experienced data scientist and investor. He has launched several start-ups and served as CTO of NetGranite and AngelMD.



## Growing Quickly in Colombia

By Parker Richardson

Despite COVID-19, Agromovil has seen incredible growth, blowing away our projections for our users, our visibility, our team, and our platform. Since launching a lite version of our app earlier this year in Colombia, more than 1,000 users have joined on the platform, offering more than 60 different types of products for sale. In August alone, over 400 brand new visitors looked at our website and, over the course of the summer, our following on social media improved by 216%.



Our product and our people are in the news. Team Agromovil continues to innovate as we expand operations. We developed our partnership with [Financiera Comultrasan](#), a Colombian credit union with ties to the agricultural community, to help their users improve the profitability and efficiency of their agricultural business. Over 50 members of F. Comultrasan's professional outreach staff are training Comultrasan members on how to use the platform. Agromovil has also been accepted into the program, El Campo a un Click, under which staff at [Colombia's Ministry of Agriculture](#) will promote Agromovil to bring small farmers across the country.



## Spreading Our Roots

By Maggie McCutcheon

Outside of our pilot market in Colombia, Agromovil has been building relationships with leader organizations around the world to help us expand our impact and enter new markets. On October 2nd, Agromovil announced an exciting collaboration with the United States Department of Agriculture (USDA) and USAID, to support the [Tanzania Horticultural Association](#) (TAHA). TAHA, the largest and most respected Tanzanian growers association, boasts over 40,000 members and works around the country to help small farmers bring goods to market.

In the U.S., Andrew Mack, CEO and Founder of Agromovil, was recently named a non-resident senior fellow at the [Atlantic Council GeoTech Center](#). Additionally, Agromovil has been recognized as a "recommended tool" for coops by the [International Cooperative Alliance](#).

And Agromovil continues to win support aimed at helping us understand and enter the U.S. market. In June and July, a team from [Ernst & Young's](#) SPARK program worked with Agromovil to do a deep dive, looking at the U.S. health and nutrition markets, and ways that Agromovil could be used to support these sectors. In September, Agromovil won support from the [University of Maryland Smith School of Business](#), with the goal to run a pilot implementation in the DelMarVa area to connect small farmers with food banks. To see more about our growth, [click here](#).

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## Voices from the Field

By Grace Tellez

We spoke with 150 different field users as part of our pilot follow-up. As we interviewed farmers and buyers, one trend became clear: they believe the app will help increase their market visibility and connectivity -- farmers will make the match with buyers more efficiently than ever before.

A couple users pointed out that the ability to easily match has become even more significant since the COVID-19 lockdowns. "Agromovil is a very good app because it can enable farmers to sell effortlessly, particularly in the pandemic when they can no longer meet up with buyers to negotiate deals," said Jessica Alejandra, a merchant from Barbosa.

And the opportunities for growth do not stop there. Gabriel Rueda, a producer of citrus and cocoa, is a recognized leader in his region: Lebrija, Santander. He is always looking for ways to promote agricultural growth and spoke hopefully about the impact Agromovil could have on his community. He noted that Agromovil will impact his operations as whole. "I will save considerable time and effort through the app, allowing me to dedicate more of my attention to my crops. So, for me, Agromovil is an app that serves many aspects of agriculture," explained Gabriel.

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**"I liked being in direct contact with the farmer through Agromovil. I didn't have to deal with an intermediary."**

– John Velandia, Soursop Merchant, Santander  
To read the rest of John's story, [click here](#).