

What is TruTrade?

TruTrade is a social enterprise providing smallholder farmers with a reliable route to market and fair prices for their produce.

Our mission is to create transparent, efficient and commercially **viable village agent sourcing networks** to supply local, regional and international buyers with high quality and traceable produce.

TruTrade's **Trade Transparency Service (TTS)** formalizes value chain transactions and improves efficiency, so that rural agricultural markets work better.

We deal in a range of value chains:



Cereals



Pulses



Tree Crops



Oilseeds



Livestock



Root crops

TruTrade brokers deals on behalf of small-scale farmers, bringing together their 'supply power' to better negotiate prices, engage directly with volume buyers and benefit from economies of scale. We offer commodity sourcing services to off-takers contributing to the development of sustainable supply chains. TruTrade also enables aggregators to grow their business generating rural employment opportunities.

"TruTrade is at the forefront of digitizing informal agricultural value chains and is addressing the critical 'sale to settlement' gap in an innovative and scalable way".

Building sustainable supply chains



TruTrade is a for-profit company, incorporated in Nairobi. We have been operational in Kenya and Uganda since 2015, with an ambitious and experienced leadership team driving the development of the business, to grow our social impact and reach commercial viability.

By 2020 TruTrade aims to provide a market linkage service to 30,000 farmers, for approximately 10,000MT of produce, worth about US\$6 million annually. On average we enable farmers to earn 20% more from their produce.

If you are interested to know more and join us on this path to scale, please get in touch.

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Giving
farmers
a better
deal

www.trutradeafrica.net

The Challenge

Smallholder farmers in Kenya and Uganda work in unorganized staple food markets, with limited transport, lack of finance for aggregation and no connection between producers and final buyers. Farmers are often forced to sell to middlemen for low prices, off-takers struggle to get a reliable supply of quality produce and rural employment opportunities are limited.

TruTrade brings visibility to supply chain transactions to address these challenges and integrate smallholder farmers into sustainable supply chains.

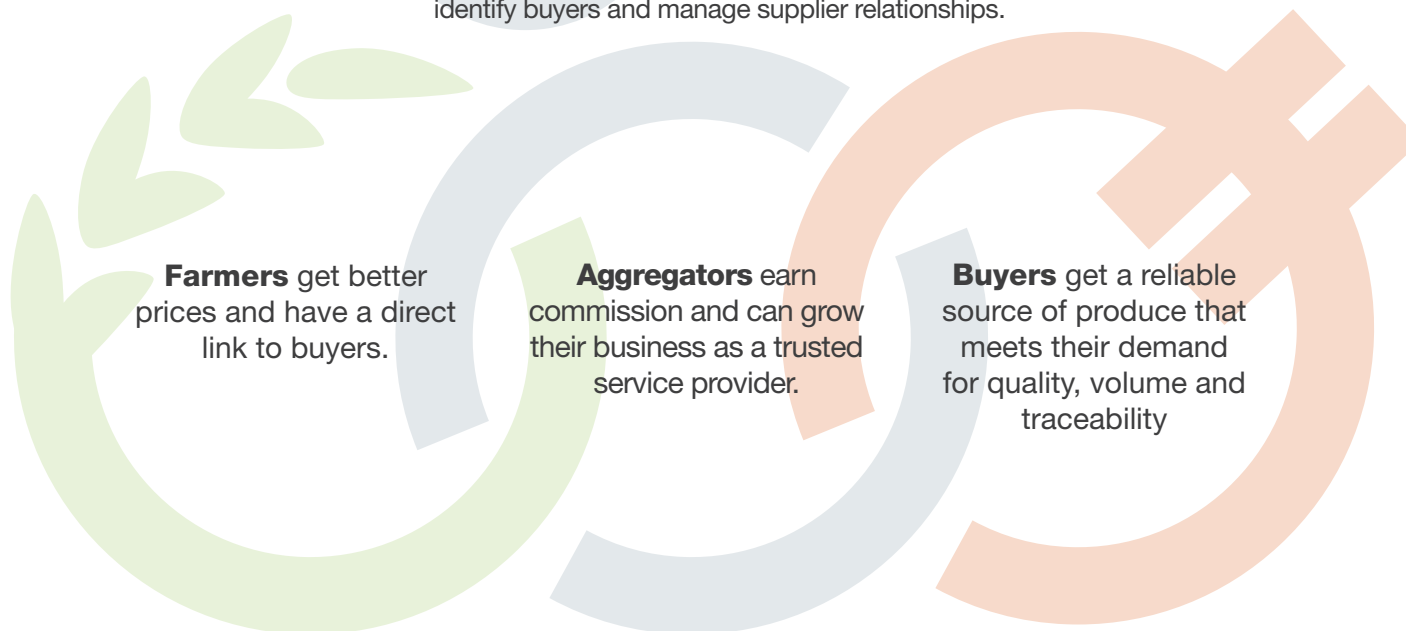
Our Solution

TruTrade establishes networks of village agents who provide our Trade Transparency Service (TTS) to rural communities. Our mobile-enabled trading and payment platform enables collaborative supply chain management, allowing price setting, tracking of produce from collection to delivery and of payments from buyer to farmer.

TruTrade provides trade finance so that farmers can be paid 'Cash-on-the-bag' on delivery of produce and to cover transaction costs to get produce to buyers. We carry out market analysis, identify buyers and manage supplier relationships.

How TruTrade works

TruTrade negotiates supply contracts with buyers and registers deals that make business sense on the platform. Farmers bring produce to a collection point, a village agent checks quality, weighs and then triggers a payment directly from TruTrade to the farmer's mobile. TruTrade manages the aggregation from different agents, transaction logistics and delivery to the final buyer. We have a commission-based service charge linked to what farmers get paid and any profit is shared equally between farmers and TruTrade.



TruTrade provides an alternative to the buy-low-sell-high trading practice common in agricultural value chains in Africa. Our model links commission earned by our network to the price farmers are paid for produce, providing an incentive to maximize farmer income.

The result: TruTrade increases smallholder farmer incomes and builds their confidence to invest in production; creates employment opportunities, in particular for youth as village agents; and enables off-takers to source sustainably.

The development of our technology platform and digital trading records is opening up significant new

possibilities for farmer and business credentialing and to give global commodity buyers the ability to connect to their smallholder farmer suppliers.

This is a **fundamental innovation in agricultural trading** with the potential to transform the way smallholder farmers access markets.