



CREATING
BUSINESS OPPORTUNITIES
FOR WOMEN



LOCATIONS

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#INVESTINHER

WE USE DIGITAL TECHNOLOGY

to unlock opportunities for women within agricultural value chains.

- Farmers are paid directly by mobile money. This gives women more security and control over their finances. It opens up access to financial services.
- Women can take up the business opportunity to be TruTrade village agents, accelerating economic empowerment in a traditionally male domain.
- Creating Shared Value with women entrepreneurs in agribusiness.

TruTrade is a social enterprise that **integrates smallholder farmers into sustainable supply chains**. We are a Kenyan company, operational in Kenya and Uganda since 2015 and growing our reach in the region.



OUR MISSION

is to enable smallholder farmers to provide high quality and traceable produce to local, regional and international markets.

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



FARMERS

Have a direct link to markets and get better prices.



AGGREGATORS

Have a business opportunity and can earn commission.



BUYERS

Get a reliable and traceable source of good quality produce.



THE CHALLENGE

Women often do the work on agricultural production and post-harvest handling, but once it is ready for market the men step in to handle the cash. Or they simply struggle to get a fair price.

Commodity trading has traditionally been a male dominated environment. Middlemen move around rural areas with cash and it is a risky business in which women have rarely been engaged as service providers.

OUR SOLUTION

TruTrade is digitizing informal agricultural value chains, bringing transparency and transaction security to 'first mile sourcing'. We have a bespoke online and mobile enabled trading and payment platform, a growing network of sourcing agents and trade finance.

OUR SOLUTION

Being a sourcing agent is a great business opportunity for rural women. Agents manage a collection point, check and weigh produce and trigger mobile payments direct to farmers. So far 20% of our village agents are women, but they are some of the best. We are working hard to engage more women and help them get started in the business, so that 50% of our agents are women by 2020.

Our marketing service unlocks opportunities for female farmers too. They are paid directly into their own accounts and build up a trading record. However in some areas we need to do more to support women to register for their own mobile money lines to open up our service to everyone.

At TruTrade we are promoting women's empowerment at the same time as building sustainable supply chains.

Help us **engage more women as village agents** and enable more female farmers to receive direct payment for their produce.

COMMODITIES



Cereals



Pulses



Tree Crops



Oilseeds



Livestock



Root crops