

DO YOU NEED TO HAVE TRACEABILITY

ARE YOU CONCERNED

ABOUT THE SUSTAINABILITY

OF YOUR SUPPLY CHAIN?

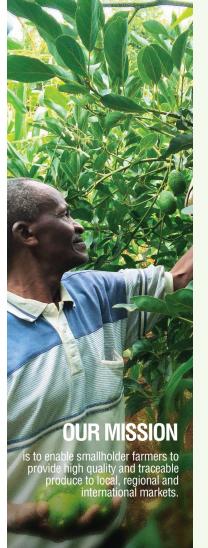
AND TO BE ABLE TO SHOW ORIGINATION?

IFSO, then TruTrade can provide the answer.

OUR SOURCING SERVICES

- Provide you with produce that meets your quality specifications in a reliable, traceable way.
- Connect you to the farmers who grow the produce through our Know Your Supplier package.
- Enable you to Create Shared Value through your purchasing power.

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.



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.



We can supply conventional produce or organic and fair

THE CHALLENGE

Smallholder farmers in East
Africa work in unorganized
staple food markets, with no
connection between producers
and final buyers. Logistics are
often challenging and there is
limited finance for aggregation.
Produce can pass through the
hands of many different
middlemen, who buy-low and
sell-high. The result is poor
quality produce, frustrated
buyers, low prices to farmers,
no traceability or way to build a
more reliable supply chain.

OUR SOLUTION

TruTrade is digitizing informal agricultural value chains, bringing transparency and transaction security to 'first mile souricng'. We have a bespoke online and mobile enabled trading and payment platform for collaborative supply chain management.

We have a growing network of sourcing agents who manage collection centres, check and weigh produce and trigger mobile payments direct to farmers. We provide trade finance to pay farmers and cover transaction costs up to the point of delivery to buyer or export.

Our Know Your Supplier package provides complete origination data and the ability to message all the farmers in your supply chain. We can organize farmer testimonials and photos on request.

We bring together the **supply power** of thousands of smallholder farmers to get you the produce you need.

COMMODITIES



Pulses



Tree Crops

Oilceads





Root crops

Livestock







LOCATIONS

UGANDA: VENTURE LABS EAST AFRICA,

7 Binayomba Road, Bugolobi, Kampala, Uganda Tel: +256 (0)757 142 812 | +256 (0) 393 208 375

KENYA: BANK OF AFRICA HOUSE, 4TH FLOOR

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Certified



