



DO YOU NEED A **RELIABLE SUPPLY**  
OF QUALITY PRODUCE FROM  
EAST AFRICA?

DO YOU NEED TO HAVE **TRACEABILITY**  
AND TO BE ABLE TO SHOW ORIGATION?

ARE YOU CONCERNED  
ABOUT THE **SUSTAINABILITY**  
OF YOUR SUPPLY CHAIN?

**IF SO,**  
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.



## 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.

## A RELIABLE ROUTE TO MARKET AND FAIR PRICES

We can supply conventional produce or organic and fair trade.

## 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 sourcing'. 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



Cereals



Pulses



Tree Crops



Oilseeds



Livestock



Root crops



## 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**  
Karuna Close Off Waiyaki Way, Nairobi, Kenya.  
Tel: +254 (0)725 850 906  
E: [kenya@trutradeafrica.net](mailto:kenya@trutradeafrica.net)  
W: [www.trutradeafrica.net](http://www.trutradeafrica.net)

Certified



Corporation

This company meets the  
highest standards of social  
and environmental impact



SOURCE CONNECT