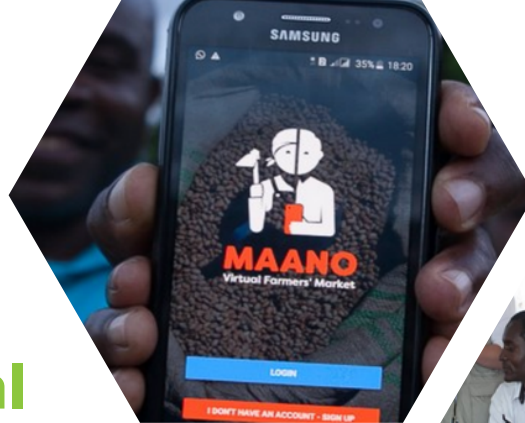


Implementing **Virtual Farmer's Market** in **Zambia**

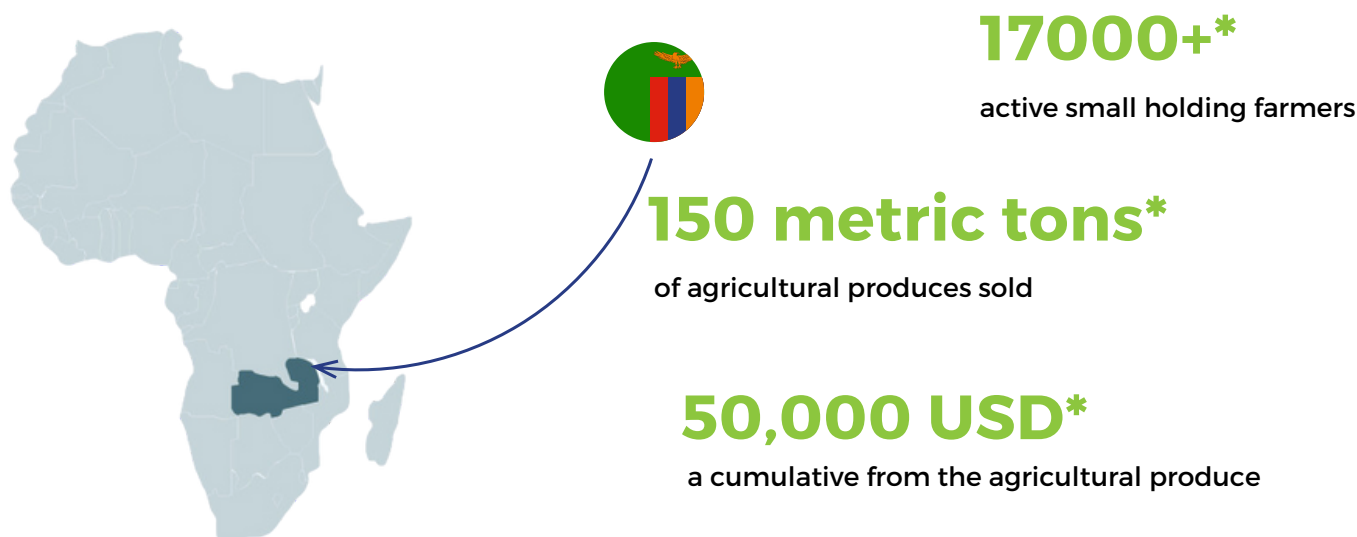
In association with PayGo with their partner
World Food Programme



BACKGROUND

The mobile market in Africa is rapidly expanding and is second only to Asia in terms of size. With half of its one billion inhabitants already owning a mobile phone, the adoption of more advanced mobile technology for tasks such as banking and agri-business is on the rise. However, rural smallholder farmers still face a range of challenges, especially when it comes to accessing markets that offer better prices for their crops.

To address this, the VFM app, Maano, has been launched as a new initiative by the WFP, leveraging the advancements in information and communications technology to create new business opportunities and improve livelihoods for smallholder farmers.



Last quarter results for the year 2022*