

VIRTUAL FARMER'S MARKET



A cutting-edge digital revolutionised marketplace

in the agriculture industry through innovative technology solutions. The app-based marketplace creates an ecosystem that facilitates collaboration between various essential players in the agricultural value chain such as governments, financial institutions, input suppliers, off-takers, extension workers, and farmers. This collaborative effort is geared towards the sustainable creation of economic value. Keeping the central focus to be the farmer, who often has limited resources, the platform amplifies key actors to work together to enhance productivity, household food security, income, and overall livelihood of farmers, as well as the community and nation at large.

A TYPICAL AGRICULTURE VALUE CHAIN FRAMEWORK



PRODUCTION

- Irrigation systems
- Land preparation
- Agriculture inputs (seeds, fertilizers, agrochemicals)
- Agricultural mechanization
- Extension services
- Access to finance (farmers)

PROCESSING

- Storage & Sorting facilities
- Processing & Packaging facilities
- Rural roads & Transport
- Access to finance (SMEs)

MARKET

- Roads & Transport
- Market infrastructure
- Market Information System
- Ports
- Links to international markets

MAJOR CHALLENGES

01 Limited access to quality inputs

30% of farmers in low-income countries lack access to necessary inputs to achieve high yields and productivity.

02 Access to Finance

Over 500 million smallholder farmers worldwide lack access to formal credit, which hinders their ability to invest in their farms, increase productivity, and improve their livelihoods.

03 Market Access and Price Volatility

Limited market access & price volatility results in farmers not receiving fair prices for their products, affecting their incomes and ability to invest in their farms.

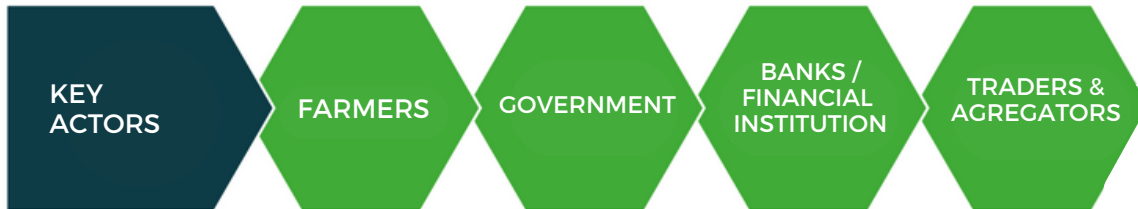
04 Insufficient Insurance for their produces

30% of global agricultural production is lost or wasted each year due pests & diseases, post-harvest losses, spoilage during transportation and storage, and market inefficiencies.

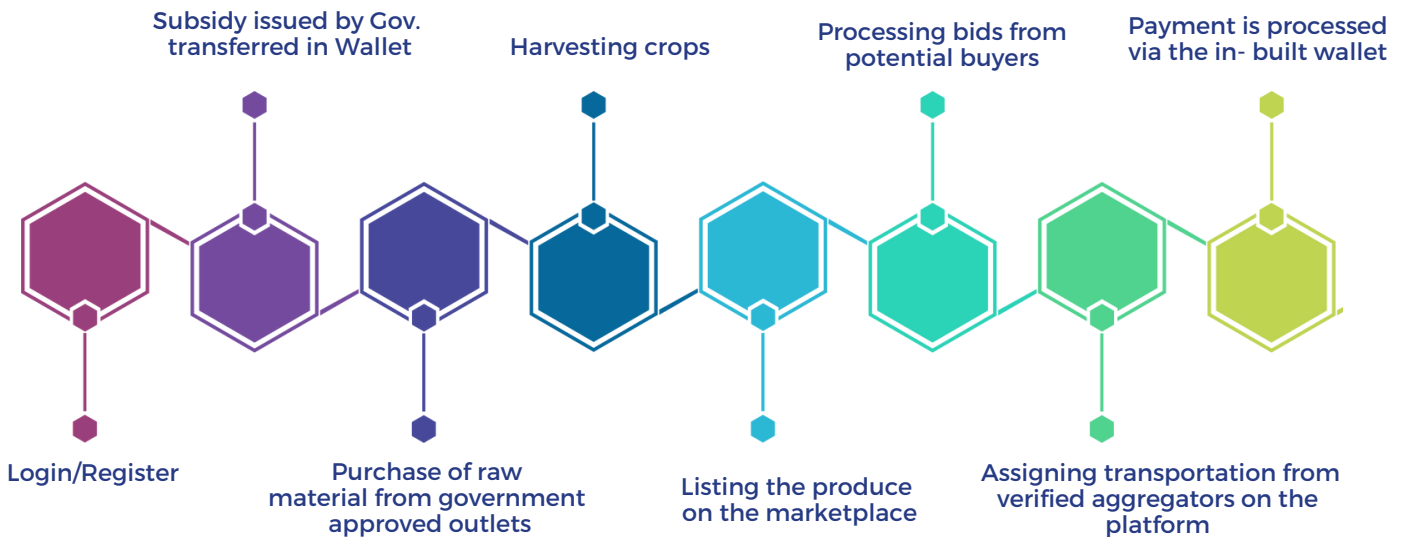
05 Lack of infrastructure

Poor roads, limited storage facilities, & inadequate transportation makes it difficult for farmers to move their products to markets resulting in delays, increased transportation costs, & lower income.

VIRTUAL FARMER'S MARKET CONSORTIUM



MECHANISM



FEATURES



Enabled on Android & USSD



Safe and Secure payment processing via in-built wallet



Digital Identity for farmers



Robust supply chain tracking dashboard



Bidding Capability for fair trade negotiations



Product Listing & Inventory Management facility



Access to agri-insurance platform



In-built Knowledge Centre

A SUSTAINABLE BUSINESS MODEL



The Virtual Farmer's Market uses a 'three-way handshake' modality to connect the farmer, market platform, and customer, allowing for a reliable, efficient, and secure exchange of produce for money. This market encompasses all key actors involved in the production, aggregation, processing, distribution, and consumption of food.

As a result, it ensures food security and nutrition for all while remaining profitable, creating broad-based benefits for society and having a positive or neutral impact on the environment.

BENEFITS OF THE KEY ACTORS

Banks / Financial Institutions

- a. Lower costs to identify, acquire, and service smallholder farmers due to digital channels and tools that directly improve FSP profitability and expand potential universe of economically viable clients
- b. A nominal 5% fee is charged on transactions taking place through the wallet
- c. Improved credit cycle for farmers

Government

- a. Improved cost-efficiency and more targeted impact of government investment into agriculture
- b. Improved macro intelligence on agriculture sector trends, opportunities, and risks at national and sub-national levels allowing for improved planning, resource allocation and crisis management
- c. Scope of employment outside of rural areas but linked to the agriculture sector
- d. Better climate resilience through improved weather forecasts, advice on climate-smart agricultural practices, improved access to weather-adaptation inputs and weather index-based insurance

Business (Input providers + Off takers)

- a. Increased farmer demand for input products (increasing revenue)
- b. Improved cost-efficiency of input distribution due to digitally linked value supply chains and logistics optimisation
- c. Transparent, traceable processes leading to quality assurance.
- d. Increased volume of high-quality produce from small holder farmers due to better practices and input use
- e. Improved quality and safety of food products coming out of smallholder value chains due to digital traceability and tracking tools and digitalised supply chain logistics