



Giving
farmers
a better
deal



www.trustradeafrica.net

What is TruTrade?

TruTrade's vision is to unlock the vast potential of Africa's rural producers by giving smallholders a fairer share of the value of their produce.

Our unique service provides a structured trading mechanism that enables farmers to earn more, improves consumer access to quality produce and makes investing in value chains safer.

TruTrade's mission is to create a franchise company in Africa offering Transaction Security Services (TSS) to aggregator/trader networks. Our inclusive business model brings transparency to the prevailing buy-low-sell-high trading practice. It is a disruptive innovation which re-defines the business of the middleman.

We deal in a range of value chains:



Cereals



Horticulture



Pulses

Fruit



Oilseeds



Livestock



Root crops



Cotton

If you are a buyer we can help you source any produce - tell us what you need.

If you are a trader or farmer organisation and would like to work with TruTrade – ask us about becoming a franchisee or agent.

An Opportunity

African agriculture holds huge promise. There are rapidly expanding market opportunities, with a projected trillion-dollar food market by 2030 and just under 500 million Base-of-the-Pyramid consumers in the region's cities. Fulfilling this promise requires solutions that give farmers a greater share of value addition opportunities and direct financing to where it is needed most.

Unlocking the potential of agribusiness requires transparent and secure transaction control measures.

What we do

Transaction Security Services (TSS) is a trading and payment service for managing aggregation. Our unique mobile and online applications allow price setting, tracking of produce from collection to delivery and of payments from buyer to farmer.

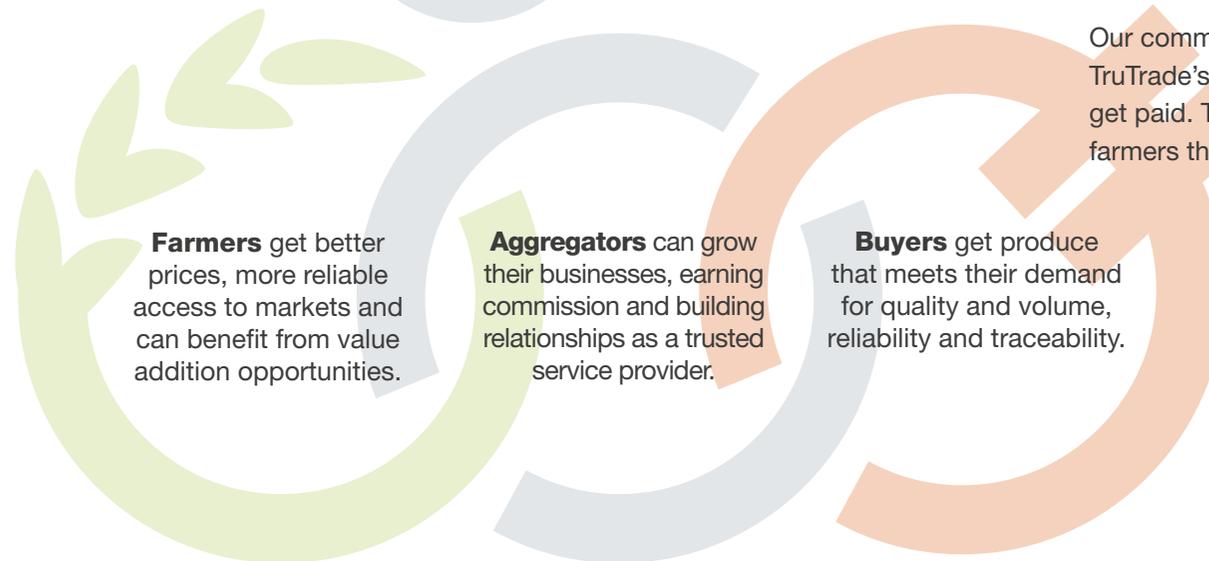
We use TSS to link small-scale producers to buyers with controls that enforce quality and transparency and thereby embed trust, enhance market efficiency, manage risks and add value for farmers.

How TruTrade works

TruTrade has a franchise network of brokers and field agents to manage TSS transactions on the ground. Farmers are rewarded for quality and capture a share of value addition as produce is sorted, graded, cleaned, pressed, milled or packaged to meet buyer requirements.

TruTrade provides a **Cash-On-the-Bag (COB)** financing mechanism to pay farmers when the crop is delivered to our collection points. Farmers can also earn a bonus when savings are made or from value addition.

Our commission based service charge links TruTrade's network revenue to what farmers get paid. This provides an incentive to give farmers the highest price possible.



Farmers get better prices, more reliable access to markets and can benefit from value addition opportunities.

Aggregators can grow their businesses, earning commission and building relationships as a trusted service provider.

Buyers get produce that meets their demand for quality and volume, reliability and traceability.

TruTrade works because it creates a 'win-win-win' solution, that makes business sense to each actor along the value chain.

We provide an efficient and reliable sourcing service for buyers, business opportunities in rural communities and give farmers a better deal.

The result is wealth creation, rural employment and empowerment for small-scale producers, local entrepreneurs and traders.

Africa's rapidly growing urban consumers benefit from access to affordable, safe, quality food through a direct link to producers.

This is a fundamental innovation in agriculture trading and investment. It has the potential to become a breakthrough for tapping the vast potential of smallholder farming in Africa.

TruTrade puts more money into the hands of farmers.

We **enable investment** in agricultural enterprise development to create a prosperous rural Africa.



TruTrade is a for-profit company with equity positions held by African brokers/traders, Rural African Ventures Investments Ltd and Self Help Africa.

TruTrade was incorporated in Nairobi in 2012, recently registering offices in Uganda and is developing operational capacity in Tanzania and Malawi.

Uganda: Venture Labs East Africa,
7 Binayomba Road, Bugolobi, Kampala, Uganda
Tel: +256 (0)757 142 812

Kenya: Haven Court Apt. B5,
Slip Road off Waiyaki Way,
Westlands, Nairobi, Kenya
Tel: +254 (0)725 850 906

Email: info@trutradeafrica.net

