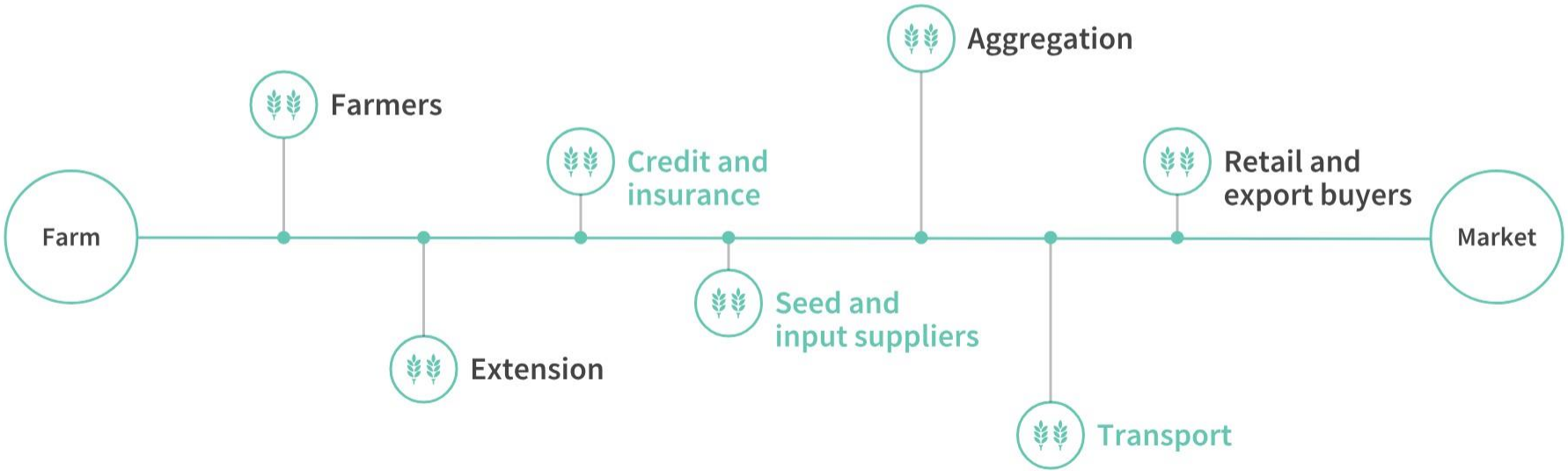
Farmshine

5 April 2019 | Nairobi, Kenya

Problem: The agriculture value chain is broken

There is no way to align and connect farmers' production with the demand of retail and export end buyers.

Farmshine's digital platform aggregates farmers' harvests for sale to reliable end buyers



Impact

- Farmers (70% women) at least double their income.
- Farmers improve soil fertility and decrease water use through conservation agriculture.
- Farmers develop an economic identity and sales history.

Scale up

- Target: 15,000, 30,000 and 50,000 farmers in the next three planting seasons. 500,000 farmers by 2023.
- Add up to 80,000 farmers from FAO Kenya project.
- Connect development partners' farmers to buyers.
- Increase # of farmers per field agent.

Collaboration on WB platform

- Partnerships with service providers (loans, inputs, insurance, precision agriculture).
- Partnerships on market access (government, development organizations and private sector).
- Investment and resources for scaling up.

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