TRUTRADE
Giving farmers a better deal
Our Solution

Market **Connect** < > Source **Connect**

**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
How it works

Village Agent Network

Trade Finance

weSource
Impact

2015–2018

2,540 MT

$1.5M

3k

>10k

Mixed Produce

Value

Farmers

Transactions
Our Customers

Kawacom Uganda Limited
Olam
DEVENISH™ Beyond Nutrition
Green Basic Foods
Healy Group
Kenya Nut Company
ProFresh Exports
Seabl
Capwell Industries
MHOGO Foods
Kirinyaga Flour Mills
Fair Trade Enterprises
East African Growers
Growth Strategy

- Reach 15,000 Farmers
- Source 9,000MT produce worth >US$6m
- Generate 15% Additional farmer a year
Human Touch points & Logistics infrastructure

5x growth

Impact

75,000 farming households
THANK YOU!