



ssnup

Smallholder Safety Net
Upscaling Programme

STRENGTHENING A DIGITAL PLATFORM TO FACILITATE THE TRADING OF FRESH FRUITS AND VEGETABLES IN SENEGAL



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

CONTEXT

Agriculture is one of the dominant components of Senegal's economy, even though the country lies within the drought-prone Sahel region. The agricultural sector employs about 75% of the workforce, but despite a relatively wide variety of agricultural production, a large percentage of farmers produce for subsistence needs and have insufficient market access to sell their produce. Millet, rice, corn, and sorghum are the primary food crops grown in Senegal.

CURRENT STATUS OF THE INVESTEE

Afrikamart is an agricultural technology ("AgTech") business that seeks to transform the fresh produce supply chain in Africa by operating a digital purchasing center for smallholder farmers (suppliers) and a distribution platform for retailers (clients). Afrikamart is currently operating in Senegal, where its management team is located. It uses innovation and technology to provide an end-to-end supply chain platform, sourcing fresh produces directly from smallholder farmers at market prices and attractive payment terms, and organizing delivery to retailers serving urban consumers in a cost-effective way. Currently, nearly 2,000 smallholder farmers have registered on the platform.

OBJECTIVE OF THE PROJECT

The project aims to strengthen Afrikamart's digital tools to enable the company to scale its operations and offer its services to a larger number of smallholder farmers and retailers through enhanced data capture, data management, pricing, transaction, stock management, transportation, logistics and financial risk management.

The main expected outcomes at the end of the project are:

- Onboard more than 9,000 smallholder farmers on the platform in Senegal by the end of 2023, and 39,000 by the end of 2025.
- Facilitate the product distribution of 9,500 small retailers in Senegal, 80% of whom are women, by the end of 2023.
- Increase the number of agricultural products available on the platform to the 14 essential locally produced vegetables in the Senegalese diet – contributing to food security in the country.

IMPACT INVESTOR



AGGREGATOR / INVESTEE
Afrikamart (AgTech) – Senegal

TARGETED N° OF FARMERS
9,000 farmers (by end of 2023)

AGRICULTURAL VALUE CHAIN
14 essential locally produced vegetables

STARTING DATE
December 2022

DURATION
18 months

TOTAL TA BUDGET
€ 407,756
Including € 110,000 (27%)
contribution from SSNUP

