



# The digital solution to secure sustainable sourcing

[farmforce.com](http://farmforce.com)

## Building trust and transparency



Farmforce is a cloud-hosted web and mobile platform enabling transparency and digital management in the first mile of agricultural value chains.

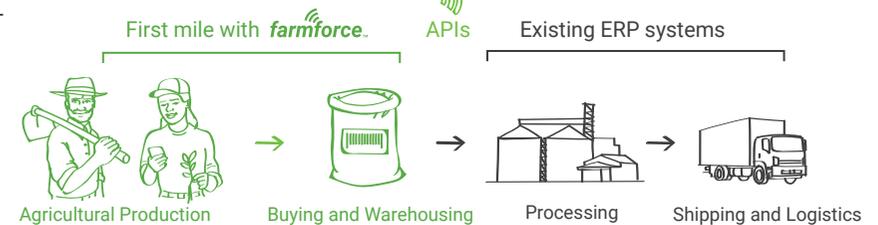
Launched in Nairobi, Kenya in 2012, Farmforce supports companies and organizations to understand where their products originate and how they were grown.

Our clients manage their **strategic sourcing partnerships** with smallholder farmers to alleviate pain points and drive **supply chain sustainability**. With customers in 25 countries across 3 continents, we provide **digital traceability in procurement** from over 250,000 smallholder farmers along 30+ agricultural supply chains.

Our robust, mature mobile technology solution **replaces existing paper-based** processes and thereby provide traceability to the field level. This visibility provides **actionable information for management** while providing transparency and document compliance with any food and **sustainability standards** (GlobalG.A.P., Rainforest Alliance, Organic, FSMA) to simplify audits.

## Digitizing farmer supply chain data

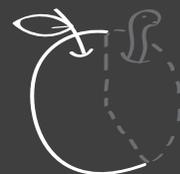
Our mission is to provide the richest digitized information from the agricultural first mile.



## Turning global problems into opportunities

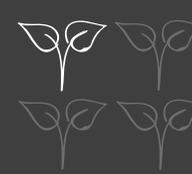
Massive business opportunities at the intersection of the world's greatest challenges.

### Plant Health Gap



**40%**  
crops lost  
to pests each year

### Yield Gap



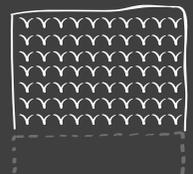
**75%**  
lower yield  
relative to potential

### Credit Gap



**97%**  
unmet financing  
out of the estimated  
\$450 billion

### Fertility Gap



**30%**  
soil degradation  
in key agricultural areas

## Empowering small scale farmers

Sustainability in supply chains requires small scale farmers to realize benefits and be able to compete globally. Farmforce is ICT4Development, with farmers producing on the platform experiencing:

### Enhanced Market Access

With digital traceability and efficient certifications, farmers sell to more lucrative global markets, doubling the price/kg paid to our passion fruit farmer clients in Kenya

### Business-Oriented Farmer Groups

Leveraging the ICT tool, farmer groups can

rise up from subsistence farming to now treating farming as a business

### Reduced Fraud

Digital record keeping and printed receipts reduce opportunities for fraud at the expense of farmers

### Quantify Benefits and Impact

Robust data analysis by cooperatives, agribusiness on impacts of input packages, training, etc. supports more optimal solutions being scaled up

Our driving goal is to deploy practical technologies to support farmers to reap the benefits of their hard work through profitable and secure long-term relationships with agribusinesses.



## Optimizing smallholder production



### Brand Owners

Digital management of food safety and operational efficiency in real-time when sourcing from smallholders.



### Processors and Manufacturers

Quality control and supply visibility for raw materials procured from a widely distributed base of farmers.



### Agricultural Traders

Barcode-based, bag-level traceability of certified production starting from the point of purchase from smallholder farmers.



### Exporters

Producer Organizations get access to systematized digital information. Increasing their export abilities and getting international certification.

40+ crops managed

## Global reach

*Farmforce completely changed our farmer management approach. Field staff no longer come in the office to submit reports and, for the first time, we have reliable knowledge on where all their cassava comes from and can project delivery volumes. We've grown our smallholder sourcing by 70%.*

Yemisi Iranloye, CEO of Psaltry International, a Nigerian food-grade starch processor delivering to Heineken breweries. Farmforce client since 2016.



## ICT for secure sourcing

Farmforce provides buyers with the confidence to directly source from smallholder farmers, building modern value chains with long term sustainable benefits and security. The platform supports commercial procurement goals while enabling professional relationships with small scale farmers for market-based agricultural development.

### Dynamic Farmer Database

Register farmers with GPS field mapping

### Supply Forecasting

Aggregated field-yield forecasting, project delivery volumes/timing

### Inputs and Credit

Track inputs supplied, manage loan dispersal/repayment

### Harvest Purchases

Digitally reduce fraud, print receipts for farmers

### Communication

2-way targeted and bulk SMS with farmer and groups

Contact us for a free evaluation of your sourcing operations by our international experts.

### Staff Monitoring

Real-time visibility on staff activities and locations

### Surveys

Dynamic, easy to create mobile data collection

### Certifications

Manage checklists, use digital data in audits

### Livelihood Impact

Track farmer costs and income, measure benefits

## Farmforce solutions for Cooperatives, NGOs, Aggregators and MNCs

### For buyers:

**Source directly**  
Integrate to the supply chain at farm level

**Forecast supply**  
Visibility on developing yields and overview of alternative certified sources if required

**Trace products**  
Bag-level product traceability with farm specification

**Comply with regulation**  
Documentation for compliance, such as US FSMA. Protection of farmers' data and privacy

### For farmers:

**Boost output**  
Analytics to drive better crop selection, better use of inputs, and better practices (50-200%)

**Mitigate risk**  
Integrate crop protection, credit and insurance, and integrated digital payments

**Manage certification**  
Streamline data collection and verification to reduce costs (40-60%)

**Monitor and evaluate**  
Collection and analysis of production, social, economic, and environmental indicators for development

## Select clients and partners



## Serving stakeholders

### Producer Organization

Full functionality to manage smallholder relationships and visibility.

### Multinationals

Digital integration for full supply chain transparency, working with existing solutions.

### National / Sectorial

Large scale developmental programs by governments, agencies, and non-profits.

## Contact us

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Oslo (HQ) - Nairobi - Bangkok - Abidjan - Guatemala City - Quito

farmforce.com



Field Officer using the Farmforce mobile app to record farmer details.