



Name: Afrikamart
Country: Senegal
Incorporated: 2019
Fund: Katapult Africa Seed Fund

Problem:

In Africa, farmers experience issues in insufficient market access, limited market information and late payments from buyers, while retailers rely on unreliable brokers and suppliers who speculate on the price making it expensive for the final consumer. Agribusiness is multibillion dollars sector in Africa, yet due their low income, farmers and retailers are among the most vulnerable populations on the continent.

Solution:

Leveraging on technology, Afrikamart offers a tech-enabled Marketplace connecting small holder farmers to retailers with an asset light supply chain solution. The company leverages data and tech to save logistics costs and prevent food loss. AFRIKAMART has established a digitally-controlled network of collection and distribution centers from farm gate to urban markets to facilitate the collection, transportation, and trading of fresh fruits and vegetables.

Impact:

Afrikamart relieves smallholder farmers of any distribution hassle and makes restocking seamless for retailers. With 2000 farmers and 2500 retailers onboarded, we trade more than 10.000 kilos on a daily basis with less than 18 hours time to market. Once we will digitize and automate the whole process from farms to retailers, the impact will be huge as our distribution capacity will significantly scale.



Mignane Diouf
Founder and CEO

