



Giving smallholder farmers a **better deal.**

www.seedlinkafrica.com

ABOUT SEEDLINK

Seedlink offers smallholder farmers and buyers a **reliable way to trade**. Our mobile platform tracks produce from order to delivery giving buyers a sustainable supply and farmers more consistent demand and better prices for their harvest.

Our mission is to create transparent, efficient and commercially viable commodity supply chains to supply local, regional and international buyers with high quality and traceable produce.

Seedlink's mobile platform **digitizes value chain transactions** and improves efficiency, so that rural agricultural markets work better.

Seedlink builds sustainable agricultural supply chains providing rural farmers with access to urban markets

THE OPPORTUNITY

Smallholder farmers in Malawi work in informal food markets, with no connection between producers and final buyers, limited transport and a lack of finance. Farmers are forced to sell to middlemen at low prices, and buyers struggle to get a reliable supply of quality produce.

"I now know how to grow my crops, but where do I sell them?"

We can help our partners provide better market access for their farmer networks.

- Do you work with smallholder farmers?
- Do you want to give your farmers better market access?
- Are you concerned about sustainable supply chains?

We are looking for partners in Malawi who can help bring Seedlink services to their farmer network.



Contact us

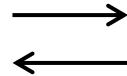
- Email: robert@seedlinkafrica.com
- Tel (UK): +44 (0) 7497466554
- Tel (Malawi): +265 (0) 994033812

HOW SEEDLINK WORKS



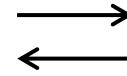
1. BUYERS

Seedlink secures purchase contracts from buyers.



2. TRADERS

Seedlink notifies traders of available contracts using a mobile platform. These traders collect crops from smallholders.



3. FARMERS

Traders collect direct from farmers who are offered a fixed price and paid through mobile money.

Sourcing Agents

- Seedlink establishes a network of sourcing agents who use our mobile service. Our mobile platform brings efficiency and transparency to the supply chain, allowing price setting, payments and tracking of produce from farmer to buyer.

Trade Finance

- Seedlink offers financing so farmers can be paid immediately and to cover the transaction costs needed to get produce to buyers. Because traders have a reliable buyer, Seedlink is able to offer smallholders fair prices.

Trader and Buyer Benefits

- Traders benefit from reliable purchase contracts negotiated by Seedlink reducing their risk. Buyers benefit from high quality, reliable supply.

✓ **Better Prices**

✓ **Guaranteed
Buyers**

✓ **Quality Supply**