



# **SMALLHOLDER FARMERS .**

D i g i t a l   D i v i d e

> 100 Million smallholder farmers in ASEAN



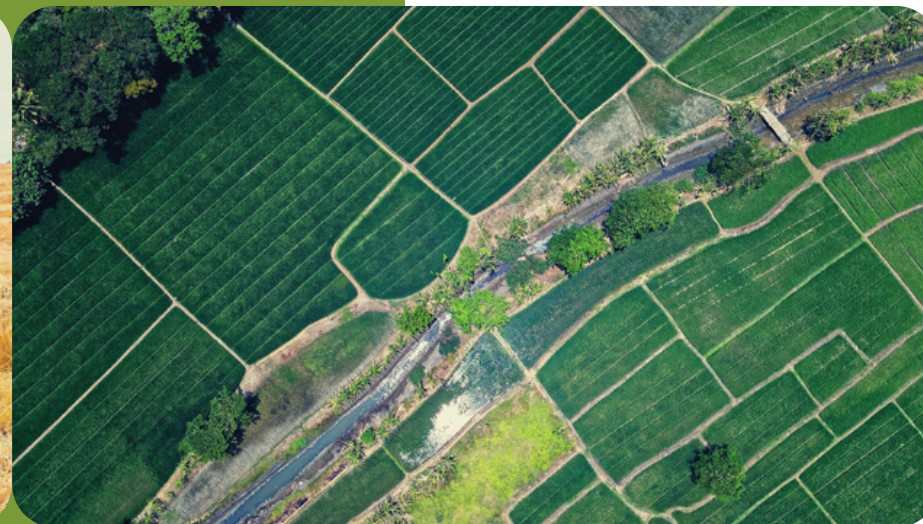


# FARMER'S PERSPECTIVE

1. Farmers in rural and sub-urban areas are distant from population centers with limited infrastructure and they struggle to use digital platforms for selling their produce.
2. These farmers lack the digital & access needed to compete with supermarkets and other large retailers.

## Consequences

- Unsold Goods: Inability to sell produce promptly results in excess stock.
- Food Waste: Goods will spoil when not sold in time, leading to significant food wastage.
- Limited Awareness: Customers, often unaware of smallholder farmers in rural areas, miss out on fresh, locally-produced goods.





# CONSUMER'S PERSPECTIVE



## Demand for Specialized Goods:

- Some customers require specific spices, meats, or produce that are sourced from plants or animals raised in unique ways, which are not commercially available.

## Supply Chain:

- Restaurants and Factories: Businesses that need exotic spices or specialty produce from specific regions often struggle to find suppliers who can meet their unique demands.





## SOLUTION

**Establishing a convenient Digital Marketplace:** connects smallholder farmers directly with consumers.

**Centralized Product:** Consumers can easily find a wide range of products, all within a single app, simplifying the search for specialty goods.

**Empowering Farmers:** The app promotes farmers' products, expanding their reach beyond local markets and allowing them to access a broader customer base.

**Increased Accessibility:** Consumers, including those in cities, can order from rural farmers, removing geographical barriers and increasing market access for farmers.

**Reducing Food Waste:** By facilitating bulk sales to a variety of consumers, such as households, restaurants, and hotels, the app helps farmers sell their produce more efficiently, reducing food waste and creating a sustainable sales cycle.

