

FITS: Empowering Ethiopian Farmers

FITS (Farmers Integrated Trading System) is a comprehensive platform designed to revolutionize the agricultural landscape in Ethiopia, connecting farmers, consumers, and communities in a way that benefits all stakeholders. By addressing the key challenges faced by Ethiopian farmers, FITS aims to empower them, promote food security, and create a more equitable and sustainable food system.

○ By Abyssinia Team



Overcoming Market Barriers

Limited Market Access

Many Ethiopian farmers, especially smallholders, are geographically isolated from major markets, restricting their access to buyers and information on prices. This isolation allows middlemen to capture an average of 30-40% of the profits from agricultural produce, leaving farmers with limited returns.

Lack of Market Information

Farmers often lack access to reliable information about market trends, prices, and demand. This lack of knowledge makes it difficult for them to negotiate fair prices and effectively market their produce.

Limited Fertilizer Availability

Fertilizer is frequently in short supply, particularly in rural areas, due to inadequate storage facilities, inefficient distribution networks, and the high cost of imported fertilizer. Only 20% of Ethiopian farmers use fertilizer regularly, highlighting the substantial gap in input access.



Geographically isolated farmers that exposed for un fair market price And lack information about the market



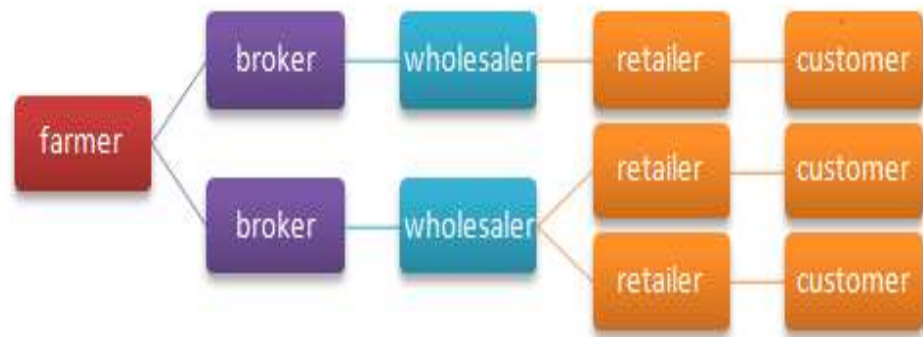
Approximately 20.1 million people required food aid annually .among this the majorities are farmers



Only 20% of Ethiopian farmers uses fertilizer regularly Because of unfair distribution of fertilizer and high cost of fertilizer to afford



crops damaged due to different reason such as disasters and weather changes and farmers in Ethiopia have no insurance to recover



The existing agricultural product supply chain is longer and it expose the farmers to exploited by the intermediaries. farmers exploited 30-40 % of their profit by middleman's

FITS: A Comprehensive Solution

Fair Marketplace

FITS provides a fair marketplace where farmers can directly sell their product to consumers, eliminating the need for intermediaries and ensuring they receive a fair price for their hard work.

Harvest Hub

The "Harvest Hub" is a unique system that addresses food waste and provides a safety net for farmers. This system allows farmers to store excess product, ensuring it doesn't go to waste, and providing them with access to affordable, locally sourced products during times of need.

Affordable Fertilizers

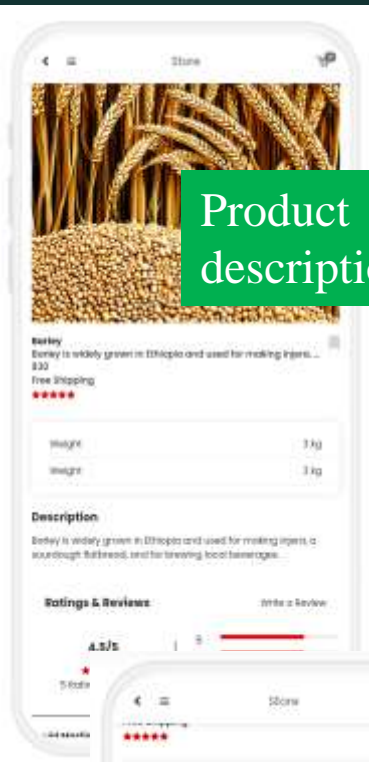
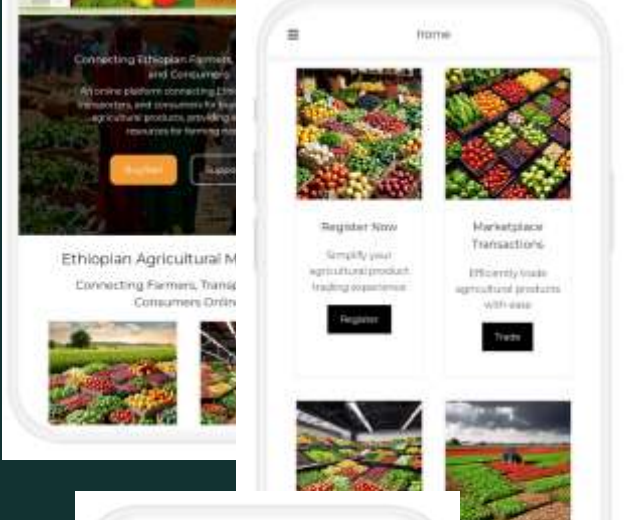
FITS facilitates a transparent and fair market for fertilizer products, connecting farmers directly with suppliers and negotiating bulk deals to ensure they receive competitive prices on essential inputs.

Connecting Consumers

FITS connects farmers with consumers, fostering a direct relationship built on trust and transparency. Consumers gain access to fresh, locally sourced products at fair prices, contributing to a healthier lifestyle and supporting sustainable farming practices.



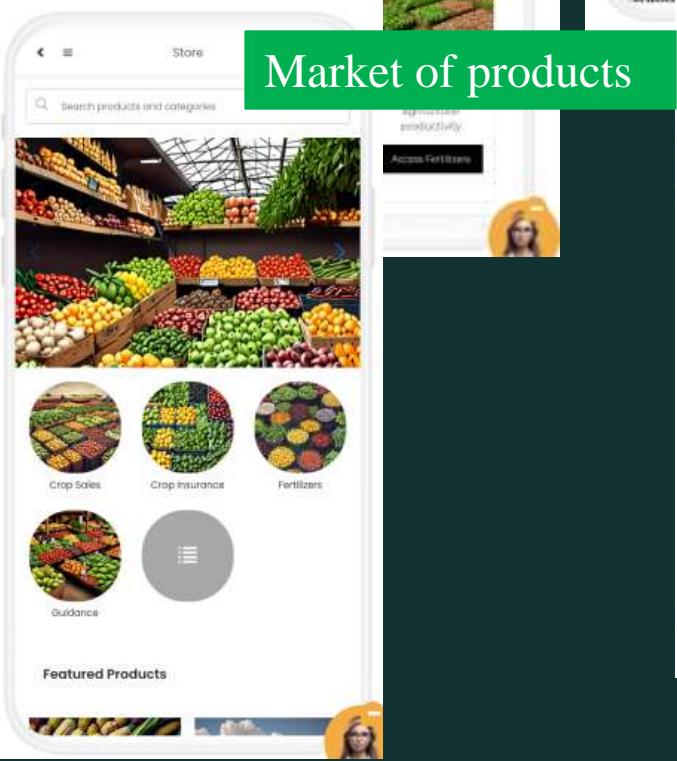
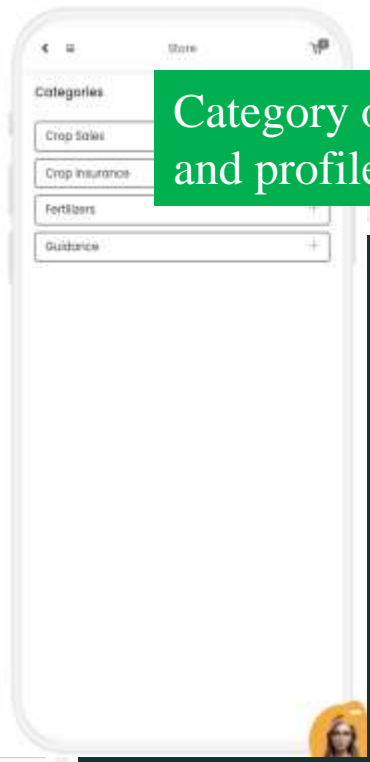
Home page



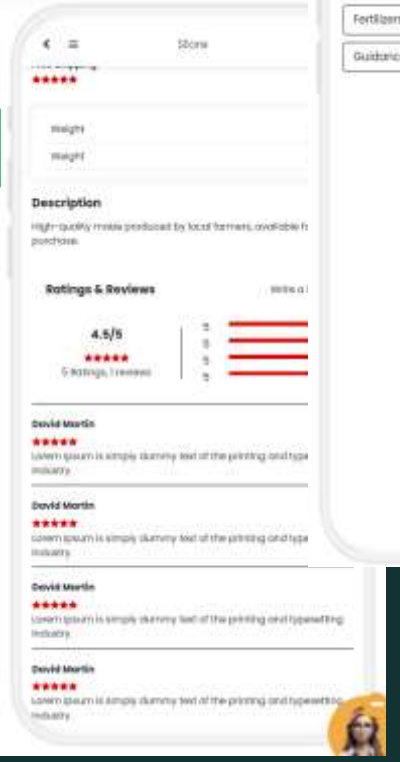
Product description



Category option and profile



Market of products



FITS platform Interface

FITS: A Profitable Business Model

1

Membership Fees

FITS generates revenue through membership fees charged to farmers and transporters for accessing the platform.

2

Transaction Fees

FITS charges a small transaction fee (5%) for every sale made on the platform, ensuring a sustainable revenue stream while still providing farmers with a fair share of the profits.

3

Bulk Fertilizer Discounts

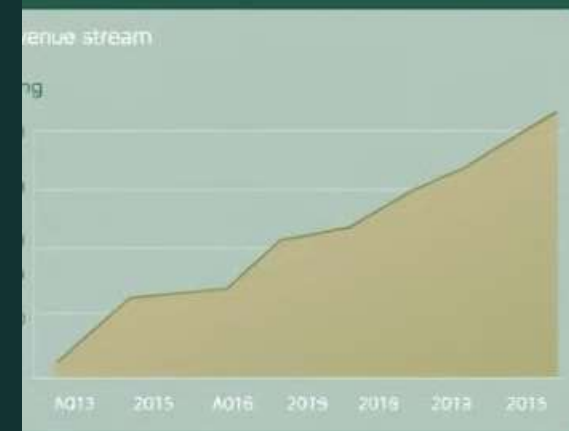
By coordinating farmers' fertilizer purchases and negotiating bulk deals with suppliers, FITS can generate revenue through the savings passed on to farmers.

4

Storage Fees

FITS charges a fee for the storage and warehousing services provided through the Harvest Hub, generating additional revenue while ensuring the safety and availability of farmers' produce.

Revenue streams



FITS streams



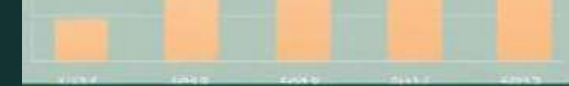
Revenue streams



Revenue streams



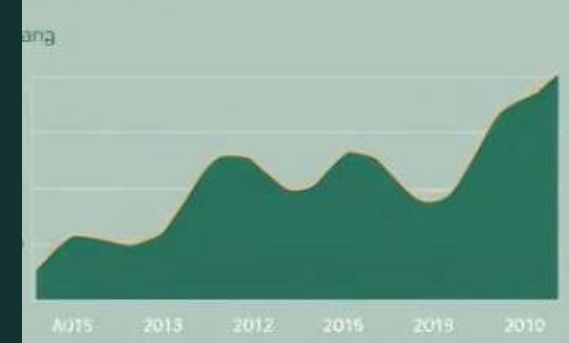
Revenue streams



FITS streams



Revenue streams



Revenue streams



Overcoming Infrastructure Challenges

1

Cross-Docking Hubs

FITS addresses the issue of poor road infrastructure by establishing cross-docking hubs, where farmers can deliver their product to be efficiently transported to consumers.

2

Existing Transporters

FITS connects with existing local transporters, leveraging their knowledge of the area and existing infrastructure to ensure reliable and cost-effective delivery of goods.

3

Technological Integration

FITS integrates blockchain technology and AI-powered assistance to facilitate secure transactions, transparent record-keeping, and user-friendly experiences for farmers, even those with limited literacy.



How does the system works ?



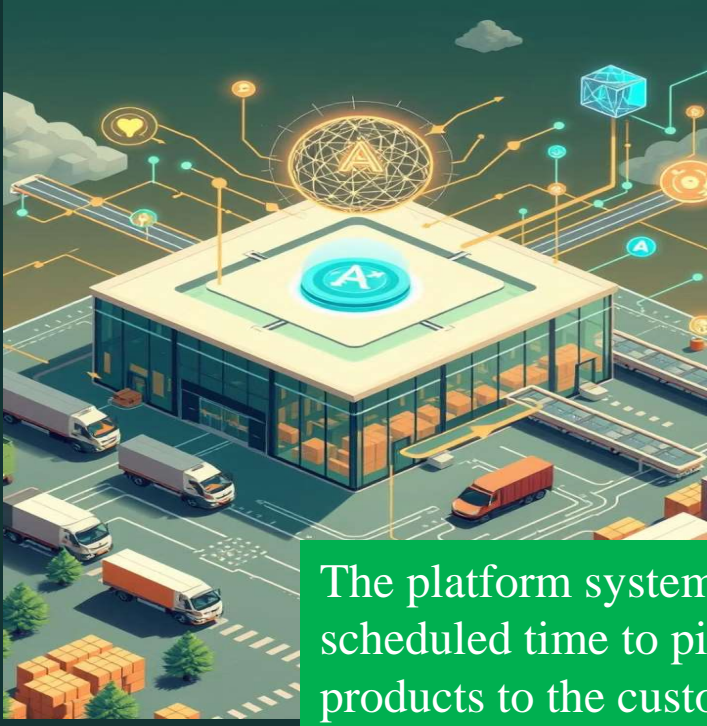
The consumer order products by using FITS platform



Farmers informed by the platform about real market price, demand of product and other market issues and to make their product ready to sell



the farmers bring their product to the near cross docking



The platform system set scheduled time to pick products to the customers and major warehouses



In case of infrastructure problem and bulk shipment the heavy duty tracks pick our products to the place where customers can access



Products stored to warehouse until delivered To customer



By using different delivery methods The consumers receive their order on time

Empowering Farmers Through Technology



Digital Marketplace

FITS provides a user-friendly web and mobile platform for farmers to list their produce, set prices, and connect directly with buyers.



Product Tracking

FITS implements a system for tracking produce from farm to market, ensuring transparency and traceability throughout the supply chain.



Smart Inventory Management

FITS monitors farmers' safety stock levels, alerting them when replenishment is needed and automating the ordering process.



Digital Payments

FITS facilitates secure online payments between farmers and buyers, eliminating the need for cash transactions.





FITS COMPANY
Crop insurance for farmers

Check no

Name

Reason

Birr amount insured

Authorized person name.....

Signature



Fostering Financial Resilience

1 Micro-Loans

FITS integrates with financial institutions to offer micro-loans to farmers for purchasing safety stock or covering emergency expenses.

2 Crop Insurance

FITS offers insurance policies that protect farmers against crop losses due to natural disasters or market volatility, providing a safety net for their livelihoods.

3 Savings and Emergency Funds

The Harvest Hub system encourages farmers to save a portion of their profits (at least 7%) for emergency purposes, ensuring they have a financial cushion in times of need.

Strengthening the Local Economy



Job Creation

FITS connects farmers with local transporters, creating job opportunities within the community and ensuring efficient delivery of produce to consumers.



Sustainable Farming Practices

By connecting farmers directly with consumers, FITS fosters a relationship built on trust and transparency, encouraging sustainable farming practices and supporting a healthier local food system.



Improved Food Security

The Harvest Hub system and FITS' efforts to address food waste and improve access to affordable, locally-sourced products contribute to enhanced food security for Ethiopian communities.

Transforming the Future of Ethiopian Agriculture

Challenges Addressed

Limited Market Access

Lack of Market Information

Fertilizer Shortages

Food Waste and Insecurity

FITS Solutions

Fair Marketplace for Direct Farmer-to-Consumer Sales

Real-Time Pricing and Transparent Information Sharing

Coordinated Bulk Purchasing and Fair Pricing

Harvest Hub for Excess Produce Storage and Emergency Access



UN sustainable development goal

1 NO
POVERTY



FITS empowers farmers by eliminating the need for intermediaries and ensuring they receive a fair price for their produce.

2 ZERO
HUNGER



FITS addresses food security by providing a reliable marketplace for farmers to sell their produce and consumers to access affordable, locally sourced food.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



FITS promotes responsible consumption by encouraging consumers to buy local and support sustainable farming practices.

17 PARTNERSHIPS
FOR THE GOALS



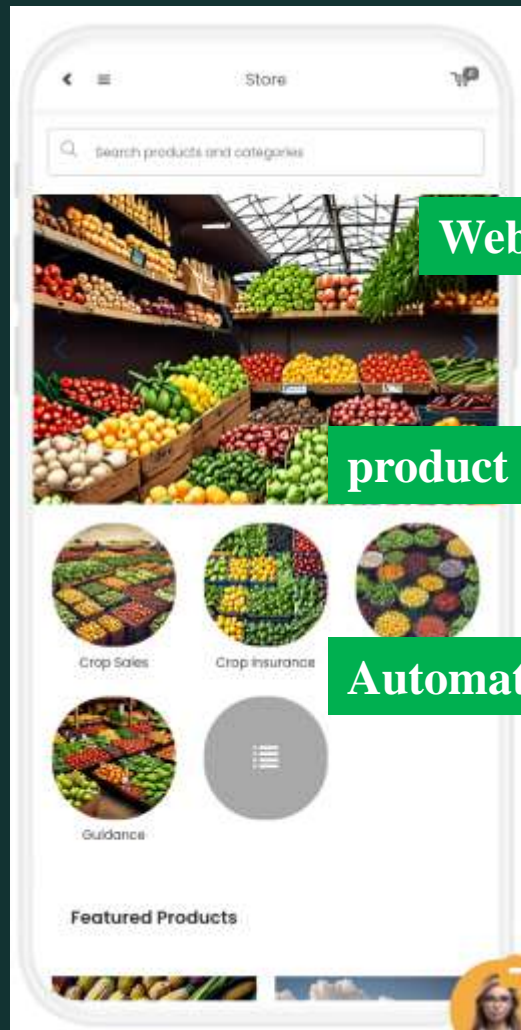
FITS facilitates collaborations between farmers, consumers, and communities, creating a network of stakeholders committed to achieving sustainable development goals

8 DECENT WORK AND
ECONOMIC GROWTH



FITS creates job opportunities by connecting farmers with local transporters, providing employment and income-generating opportunities within the community.

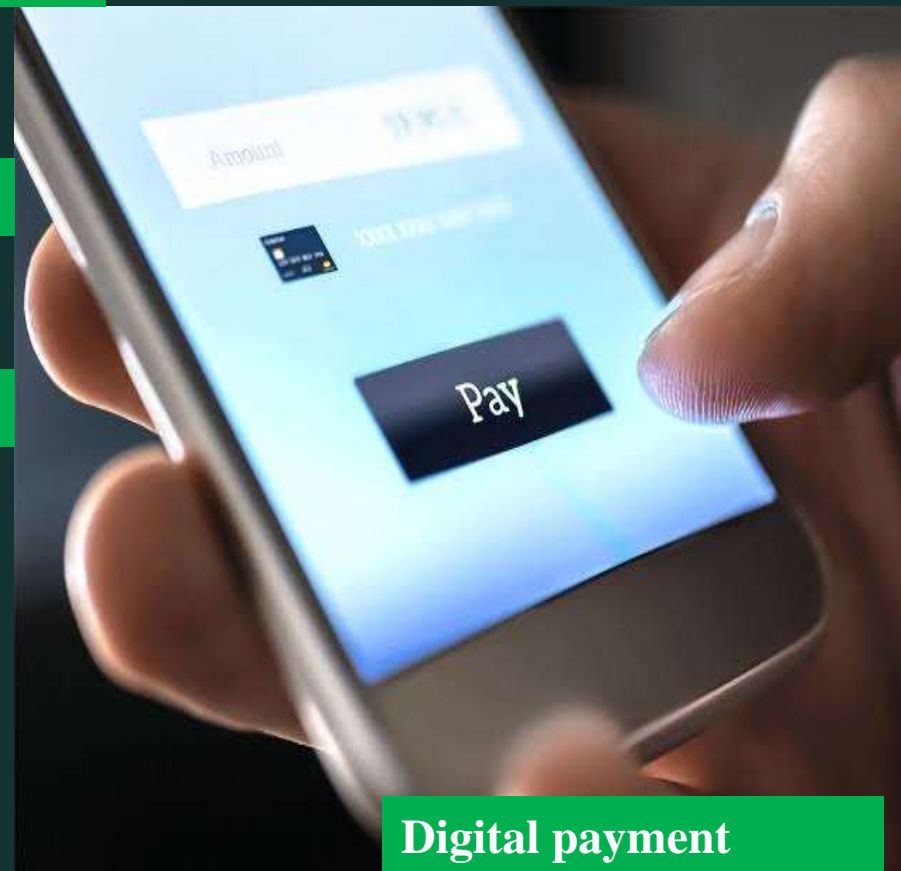
Role of technology



Web and mobile app

product tracking

Automated ordering



Digital payment

AI assistance

