

# Mercy Corps AFA Agile Impact study for TruTrade

Report completed by Busara on behalf  
of Mercy Corps AgriFin

April 2021



AGRIFIN





# About Mercy Corps AgriFin

We work with over 9 million farmers and 130 partners across Africa

Mercy Corps' AgriFin Accelerate Program (AFA) was created with the goal of supporting the expansion of digital financial services to one million farmers in Sub-Saharan Africa (SSA).

- Objective to develop services that increase **farmer income, productivity and resilience**, with 50% outreach to women.
- Work with **private & public sector scale partners** such as banks, mobile network operators, agribusinesses, technology innovators and governments.
- We help our partners develop bundles of digitally-enabled services, including **smart farming, financial services, market access and logistics** supporting data-driven partnerships.

AFA and its partners provides increased access to digital services that help address some of farmers' pressing challenges. Over the years it has become important to assess the importance of increased access to digital services .

To this end, Busara and Mercy Corps AgriFin worked together to assess and quantify the impact of increased access to digital services through these partners on smallholder farmers outcomes





# Agile Impact Study Objectives

Impact evaluation based on in-house data provided by partner organizations



This **Agile Impact Study** aims to assess the impact of MercyCorps partners under the AFA program on smallholder farmers' outcomes. More specifically, it seeks to uncover:

- What impact have AFA partners had on SHF income, productivity and resilience to shocks?
- What financial and value-added products and services do SHFs, including women and youth, value most and why?
- How does bundling of products and services impact uptake and usage of digital financial services?
- What capacity building tools have the highest impact on SHFs willingness and ability to use digital financial services?
- What distribution channels are most effective for delivery of services to SHFs



To achieve the learning objectives, Busara Center for Behavioral Economics used existing administrative data provided by each partner to assess and quantify the trackable impact for each partner.

## ■ Partners onboarded with this study:

- **TruTrade**
- ACRE
- eProd
- Hello Tractor
- Ignitia
- SunCulture
- aWhere



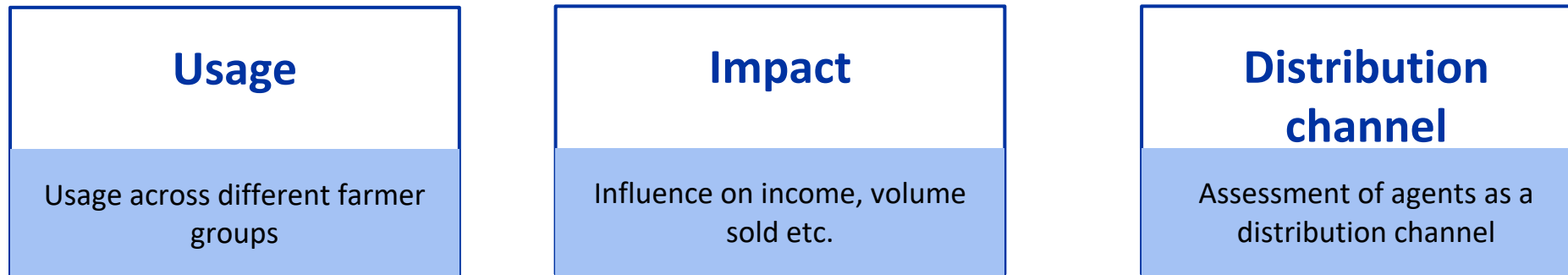


# Executive Summary



# Executive summary

This report presents the findings of the deep data analytics conducted on TruTrade's administrative data to answer key learning questions on behalf of Mercy Corps AgriFin. We sought to understand TruTrade's influence on smallholder farmers outcomes since 2017 till date in the following areas:



This impact report was based on a data set with the following structure:

- 17,518 farmers across 15 value chains in Kenya and Uganda
- 395 agents sourcing from 15 value chains in Kenya and Uganda
- 13,927 transactions from 2017 till October 2020



# Executive summary

We highlight some of the core findings below:

## Usage of TruTrade among different groups

**Enrollment/onboarding** has doubled every year. Female enrollment on the platform has doubled since the beginning of operations but most of the improvement in enrollment comes from Kenya

**Usage rates** among Kenya farmers is still low compared to Ugandan farmers. Well over half of the farmers enrolled in Kenya have not traded on the platform. Only 23% of female farmers in Kenya on the platform have traded via TruTrade compared to 97% in Uganda. The low usage rates in Kenya was likely due to the impact of the airspace closure on trade induced by COVID-19 in 2020.

## Impact of TruTrade

**TruTrade's services** have been extended to a larger number of farmers, but that has led to a reduction in the average volume sold per farmer on the platform

Even though a large portion of the trade done on the platform is by male farmers, on average, **women trade higher amounts on TruTrade than male farmers**. This is consistent in both Kenya and Uganda

Women earn as much as male farmers on the platform. Although, the difference varies by country and within value chains

## Sourcing agents as a distribution channel

**Women agent representation** in the distribution network is at the highest it has been since the start of operations. Although the agents enrolled in 2020 are at an all-time low.

**Agents in Uganda seems** to operate more effectively than Kenyan agents - they source from as much farmers as they reach. Kenyan farmers source from less than half of the farmers they enroll on the platform.



# Theory of Change

- TruTrade buys from different farmers at bulk using their sourcing agents (aggregators) and sells to the buyers on their database. This helps them to gain economies of scale
- They provide business opportunities to aggregators and they do this by sourcing for farmers. Agents buy straight from farmers, and they earn a commission on the sale of the produces they initiated
- Sourcing agents interact with the digital platform provided by TruTrade to manage the value chain. Agents are the major distribution channel used to reach farmers
- TruTrade's **theory of change** is to
  - increase **farmers' income** by integrating farmers into more sustainable value chains
  - reduce farmers' **post-harvest losses** by providing farmers with ready access to markets upon harvest to
  - ensure farmers get **fair prices** for their commodities by taking advantage of aggregation and economies of scale
- **We will focus on the influence of TruTrade on farmers' income and sales of produce.**

# Advice on theory of Change

## What has worked well?

- **Women inclusion** has improved since inception. Women farmers account for over half of the farmers enrolled in 2020, and trade higher volumes on average compared to male farmers
- **Volume traded:** Over a million kg worth of produce were sold on the platform within one year of operation
- **Expansion:** The number of value chains on the platform has more than doubled since operations commenced
- **Fair prices:** The dollar value for commodities have remained relatively the same, thereby reducing the fluctuation farmers typically face in the markets

## Areas for improvement

- **Usage in Kenya:** While enrollment of female Kenyan farmers has improved over the years, the usage rates of Kenyan female farmers is significantly smaller than their counterparts in Uganda. However, when the effect of COVID-19 is considered, the disparity in non-usage between female farmers in both countries is smaller

## Additional data points

- **Additional data points on farmers' age, farming experience, county location, ecological zones, estimate of farm size, education level, etc.** can be collected by TruTrade. This will help in segmentation exercises to better understand the profiles of repeat users, and this may assist Trutrade in channelling its marketing or distribution efforts towards groups that are less likely to be users or repeat users on the platform



# Our process

## Alignment call

Alignment call with TruTrade team to understand TruTrade theory of change, proposed research questions and data availability

## Data mined and shared

TruTrade shared available data based on the data request

## Creation of PAP, data analysis and findings report

Busara created a pre-analysis plan, following which the data was analyzed and findings put together

## Shared Data request

Busara shared a data request with TruTrade

## Identification of data gaps

Busara identified data gaps and suggested proxies for TruTrade

## Dissemination of findings

Presentation of findings to the team



# Introduction

The objective of this engagement is to gauge TruTrade's influence on farmers' outcomes and understand the patterns of usage across different farmer segments, especially women and youths



**Goal 1**

To understand TruTrade's influence on farmers' outcomes (sales, volume produced, income, productivity etc.)



**Goal 2**

To assess patterns of usage across different farmer segments and the most effective distribution channels



# In order to achieve this, we intended to answer these research questions

**How do different groups use Trutrade's service, including women and youth, what service do they value most and why?**

- Who are the most active farmers on TruTrade, measured by frequency of trade made since joining?
- Who (for farmers) benefits most (or getting most out of it) from TruTrade, measured by the amount of sales (volume and prices) made since joining?

**What impact has TruTrade had on SHFs' farming behaviors, farm income, and resilience to financial shocks?**

- What are the sales made by farmers, both volumes and prices, over time?
- In terms of significance of impact, are there any patterns associated with crop types, region, etc.?

**As the major distribution channel Trutrade uses to reach farmers, what role is sourcing agents playing in the ToC?**

- Are there any patterns detected across different sourcing agents, in terms of trading (frequency, volume, and prices) and outcome (gains)?
- What are reported or observed relations between sourcing agents and farmers who sell farm products to these agents?

**What capacity building tools (e.g. the training) offered by TruTrade have the highest impact on SHFs willingness and ability to use digital financial services?**

- What types of training have been offered and where?
- Who are the farmers who have participated in the training?
- What is the reported feedback from farmers or immediate adoption of learning contents?

# However, due to unavailable administrative data, some questions could not be answered

## Demographics

- Demographics data on farmers e.g age, years of farming experience, farm size/acreage etc.

## Capacity building

- Data on types of training offered
- Participation rates
- reported feedback from farmers or immediate adoption of learning contents?

## Perception on service

- Farmers perception or rating of TruTrade's services
- Farmers' perception or satisfaction score with agents

## Farmers planning

- Planning behavior pre and post-Trutrade
- Share of farmers produce sold to TruTrade

# A snapshot of TruTrade's farmers as at October' 2020



## KENYA



**11,107 (64%)**  
farmers



**53%** female farmers  
**47%** male farmers

Most popular  
value chain

**Avocados**



## UGANDA



**6,224 (26%)**  
farmers



**22%** female farmers  
**78%** male farmers

Most popular  
value chain

**Chia seeds**



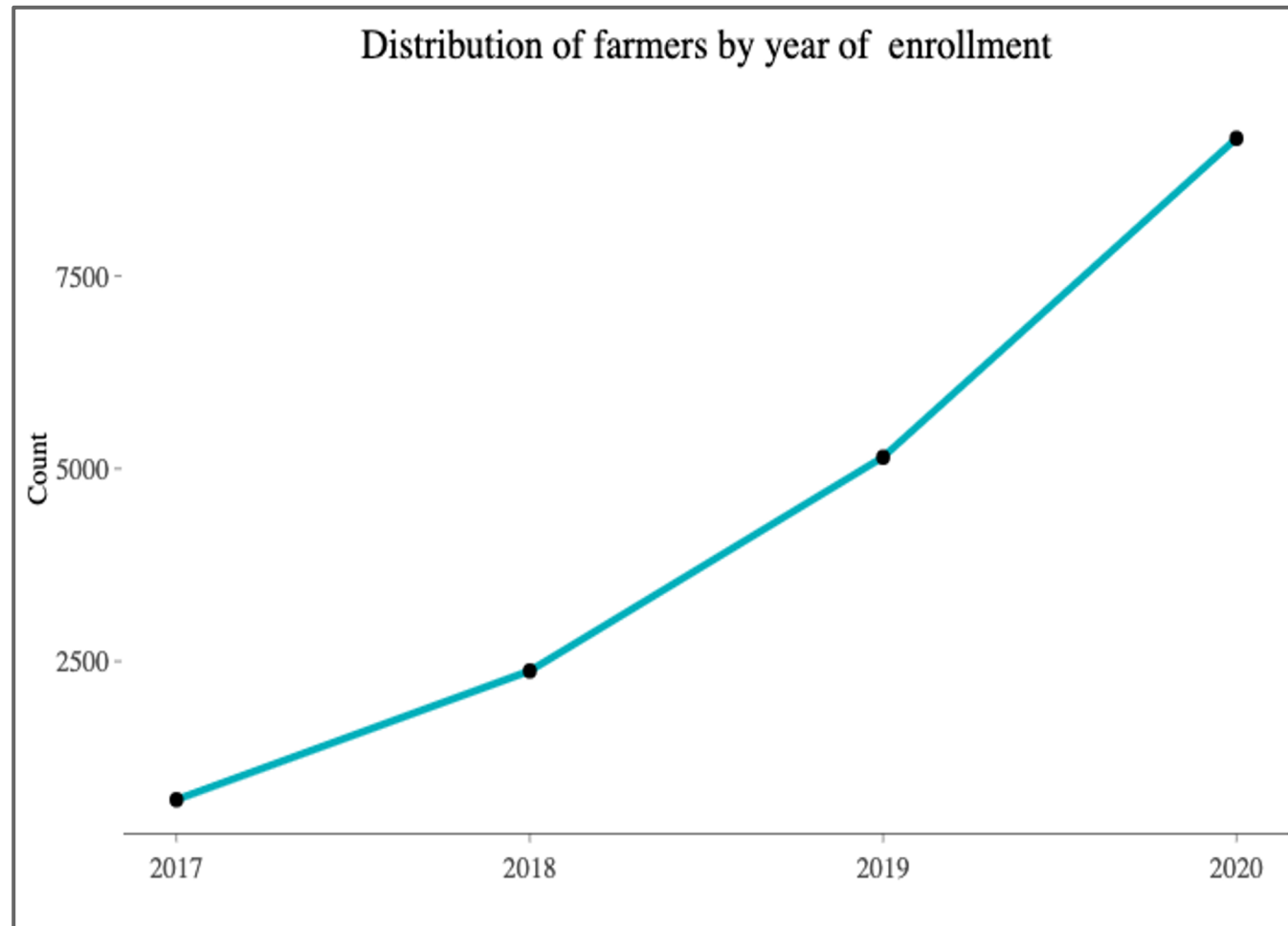


# Findings



**How do different groups use  
Trutrade's service, including  
women and youth, what service  
do they value most and why?**

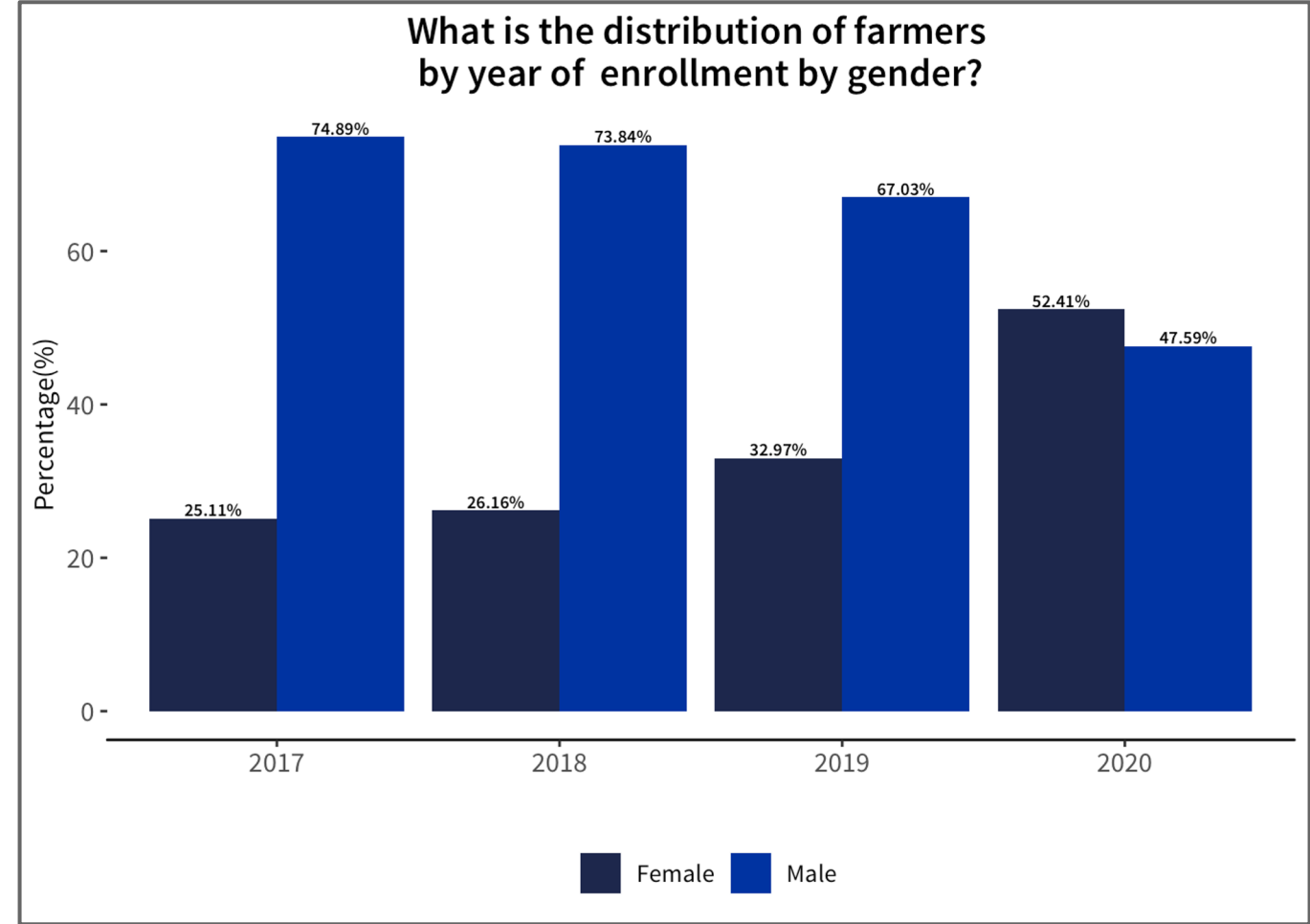
On average, there has been, at least, an 100% increase in the amount of farmers enrolled, yearly



- The farmers registered on the platform have increased, by 100%, on average, annually
- 2017 to 2018 showed the largest increase (238%) in enrolled farmers on the platform. Since 2018, the percentage growth in the number of registered farmers has increased, but at a decreasing rate

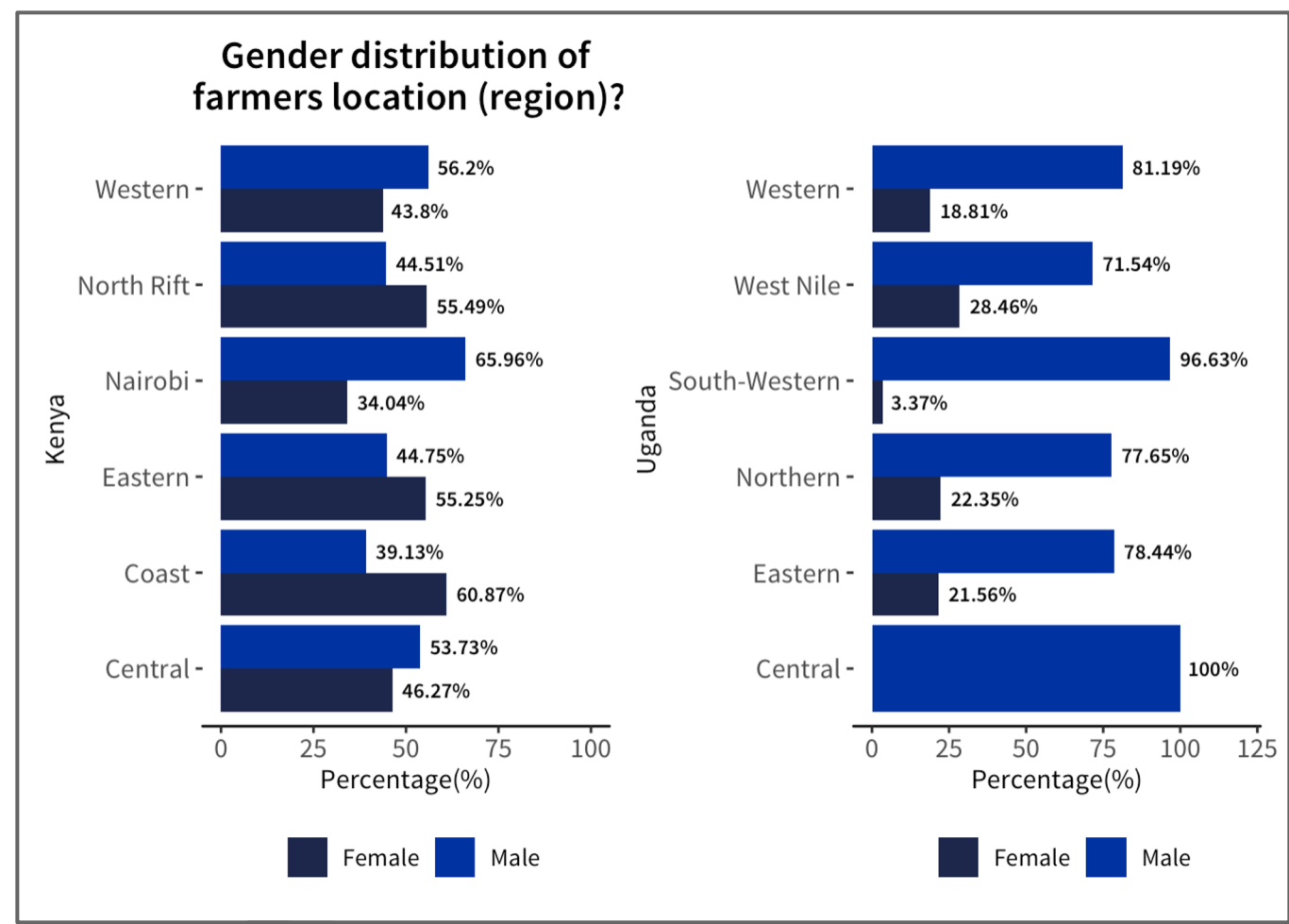


# Female representation in enrollment is currently at its highest since the start of operations



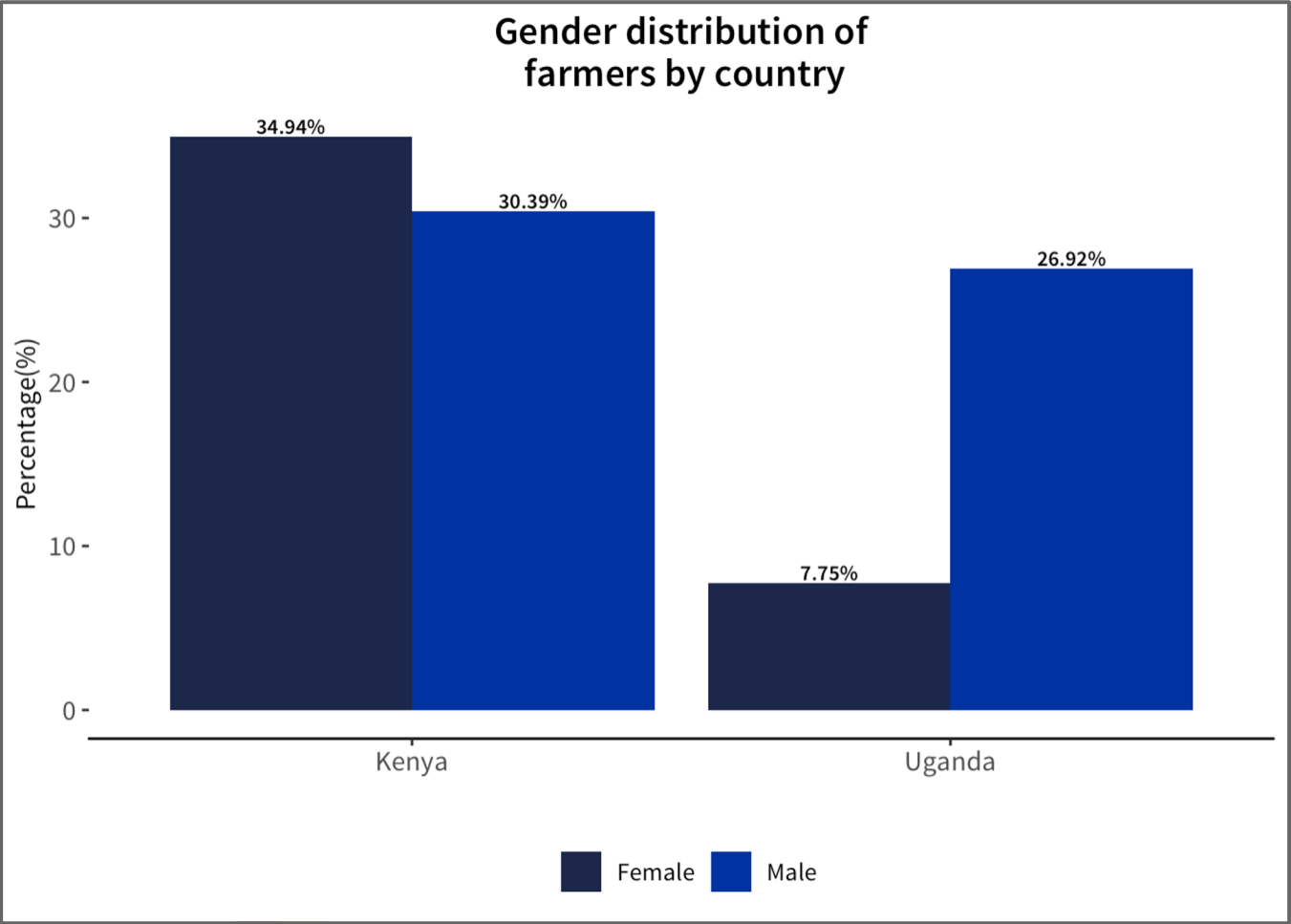
- Female representation in enrollment has consistently increased from 2017 to 2020
- There was a sharp increase in female representation by 19.44 percentage points from 2019 to 2020, the highest year-on-year growth since start of operations
- As at August 2020, over half of the enrolled farmers in 2020 were females suggesting that TruTrade is performing well with respect to gender inclusivity

# The increase in female representation of enrolled farmers is largely driven from better representation in Kenya, not Uganda



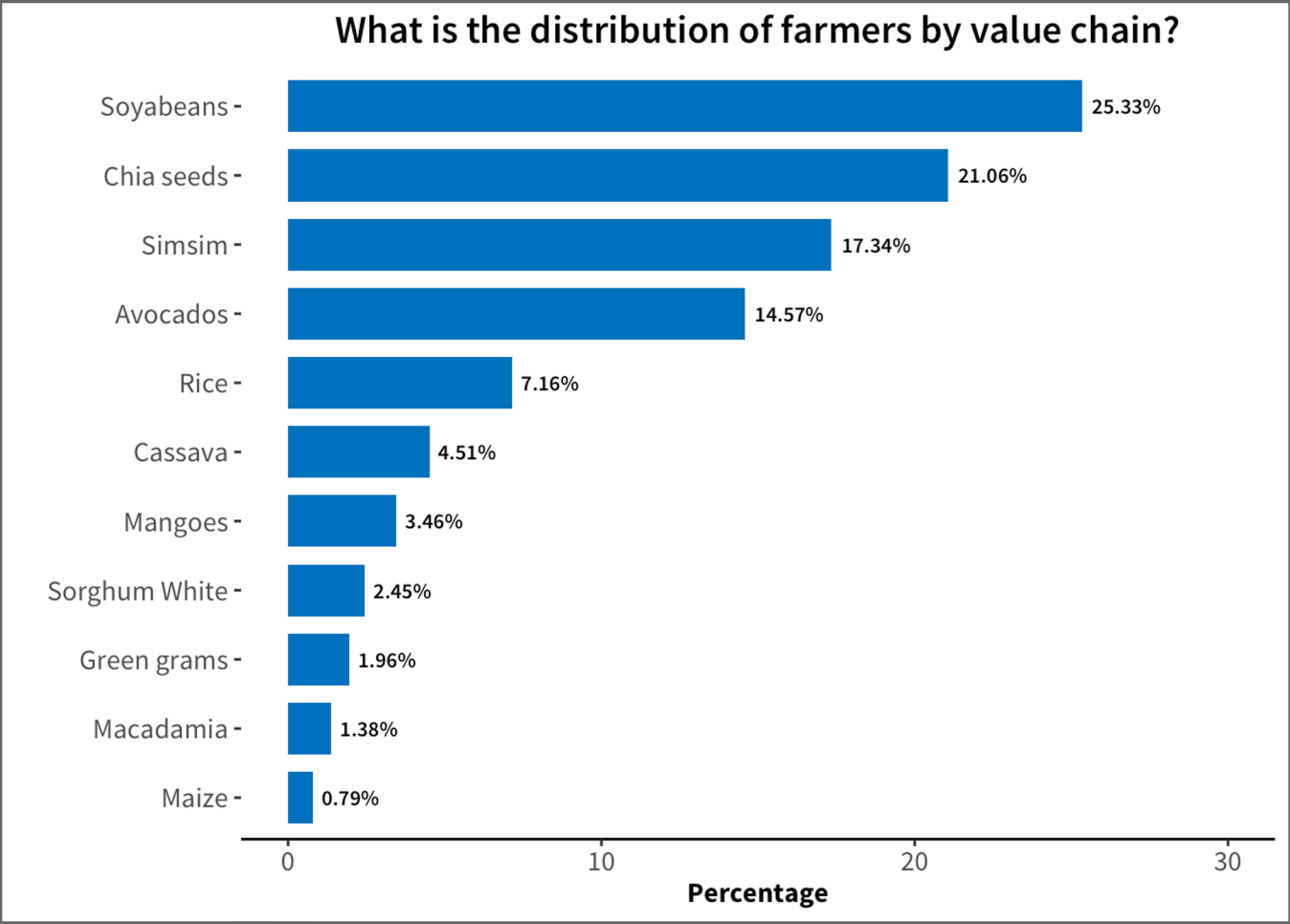
- In Kenya, the Coastal, Eastern and North rift have better representation, compared to the other regions. At least, 1 in every 2 enrolled farmers in these regions is female
- In Uganda, female representation of farmers is low. At least 7 in 10 farmers registered on the platform, are male, and this is consistent across all regions

# More evidence on the disparity in female representation between countries



- Kenyan women farmers make up 35% of the farmers on the platform
- In contrast, Ugandan female farmers constitute the lowest share (7.8%) of any gender group on the platform

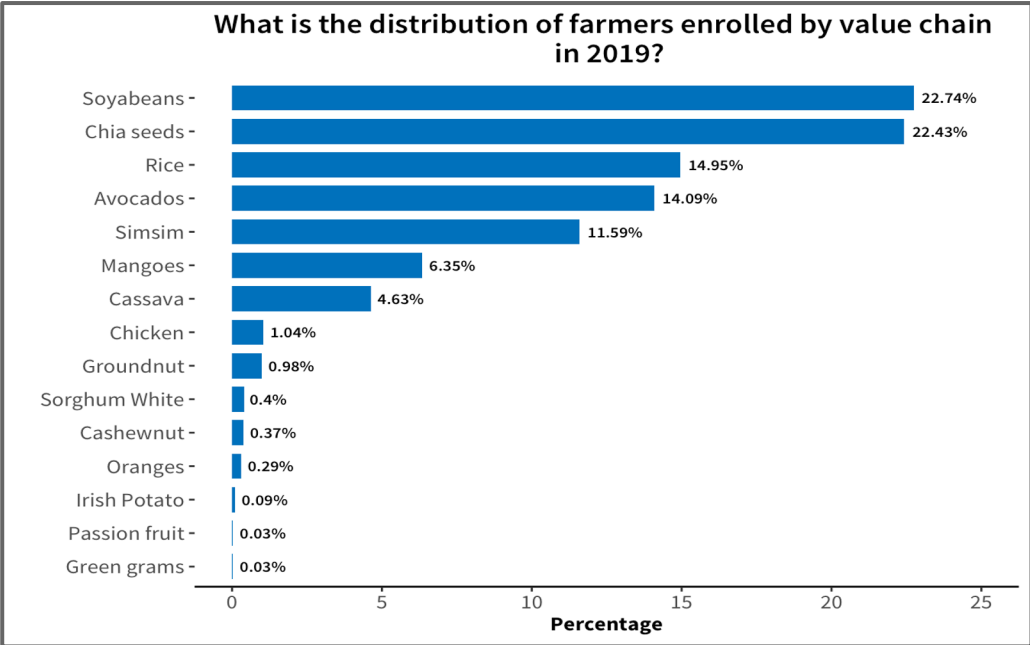
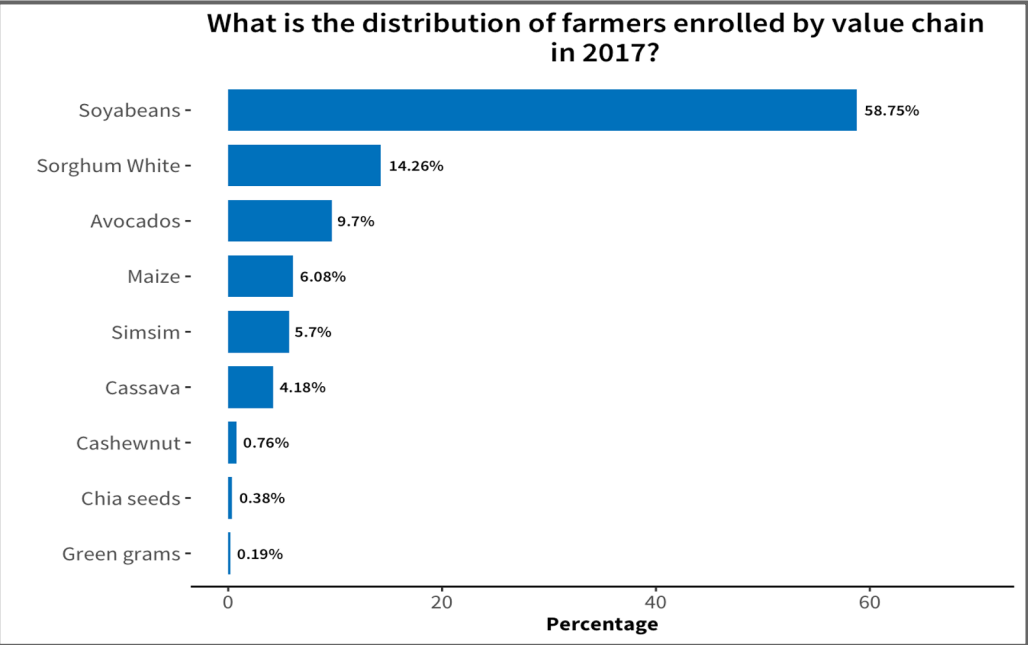
# Farmers that grow Soya bean are the most popular farmers enrolled on the platform



- Across both countries, Soya bean is the most popular value chain across countries
- Avocado is the second most popular crop among female farmers on the platform, while for men, chia seeds closely follows Soya bean
- However, within countries, farmers in the Avocado value chain are the most popular farmers on the platform



# TruTrade’s services have expanded to more value chains since 2017 when operations started



■ While Soya beans still has the highest representation of farmers on the platform, TruTrade’s services is now accessible to more than double the number of value chains available at the start of operations

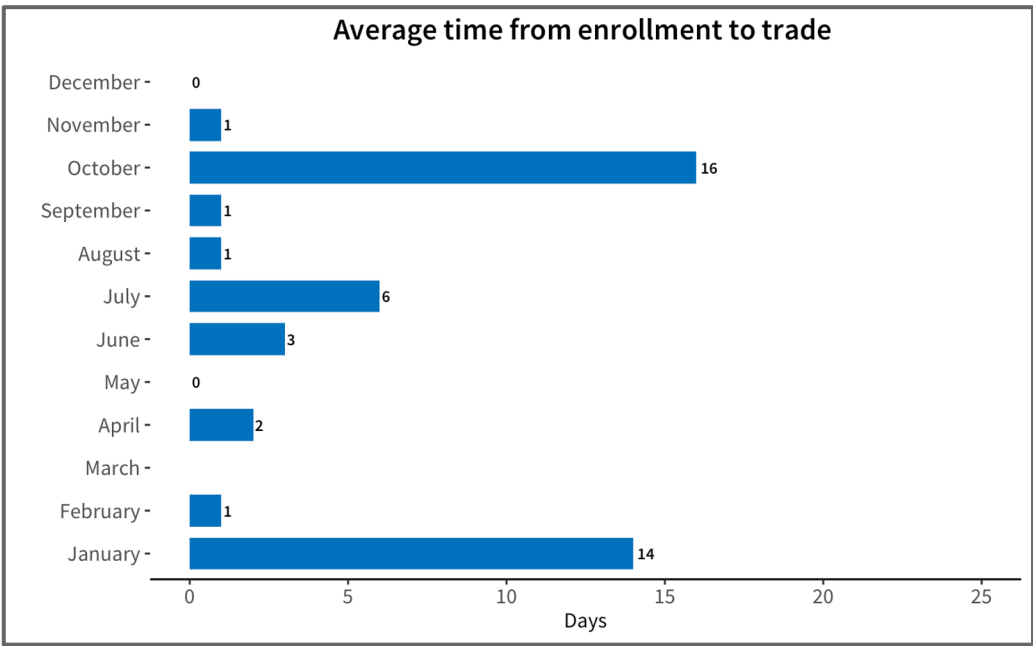
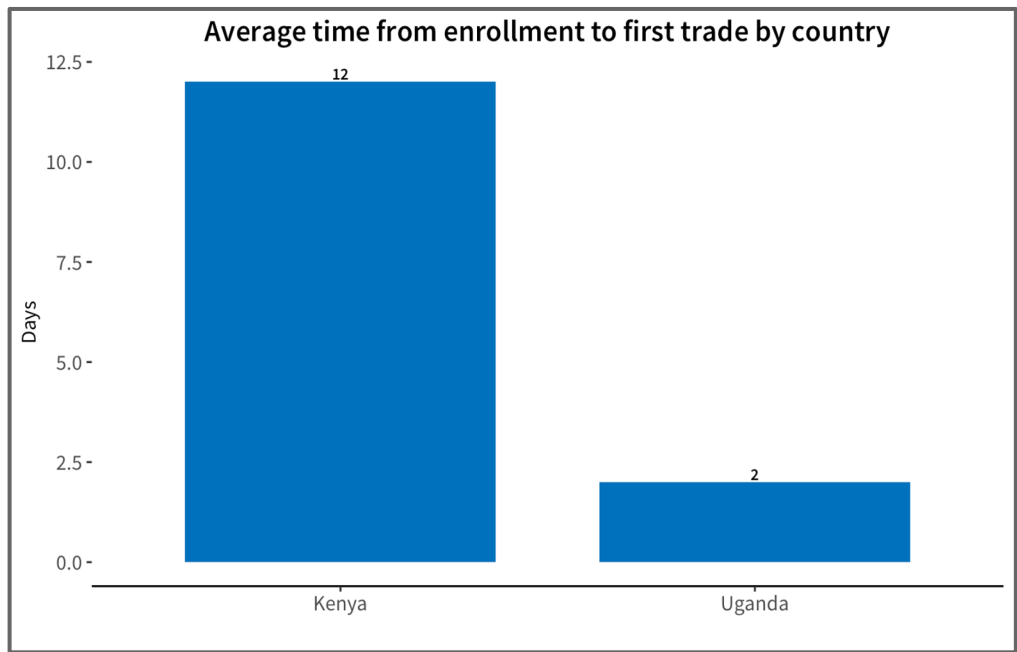


# Platform usage

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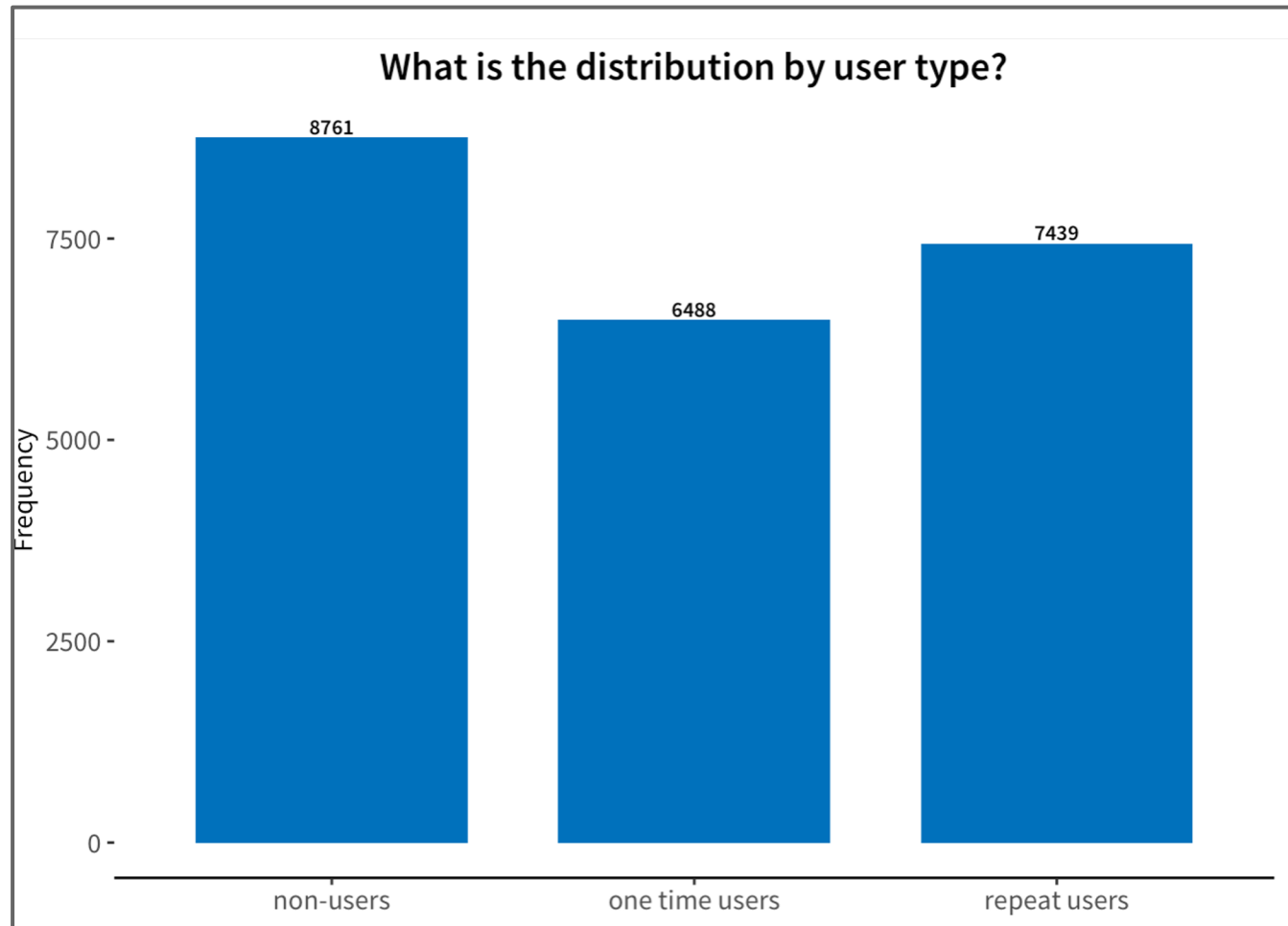
In this section, we present our findings on how farmers use TruTrade, especially through a value chain lens

# Based on the data, Ugandan farmers move from enrollment to actual trade quicker than Kenyan farmers



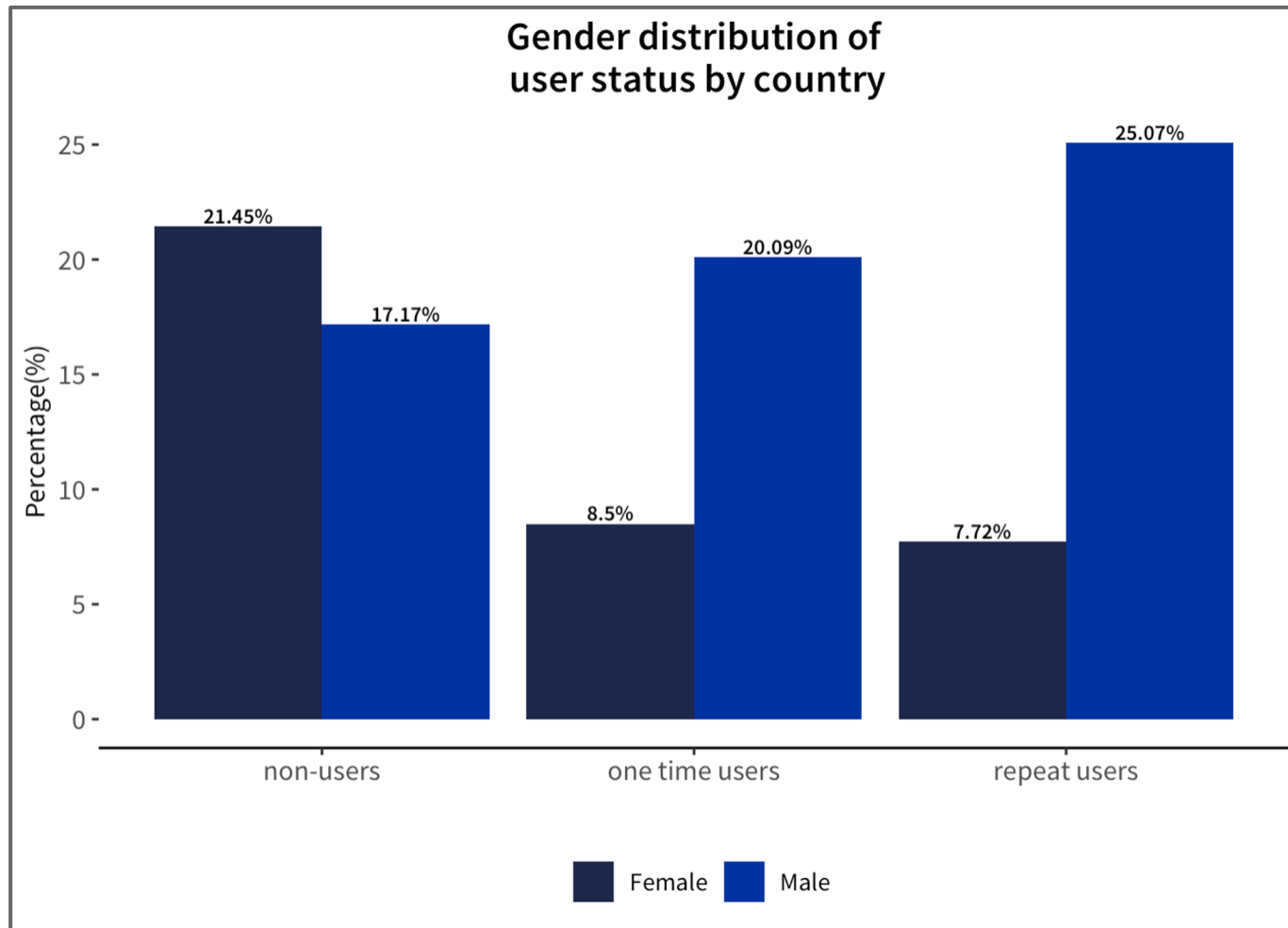
- After enrollment, the platform shows that Ugandan farmers trade faster (2 days) on the platform than Kenyan farmers (12 days)
- However, this is likely because agents register a completed trade on the platform days after it's actually conducted or seasonality of the crops being traded

# Majority of the farmers on the platform have traded, at least once, through the platform



- 3 in 5 farmers (approximately 60%) on the platform have traded at least once through the platform
- 1 in 3 farmers are repeat users (i.e they sell their produce through TruTrade and return to sell in the future)
- One time users (they sell only once and don't sell again) make up 29% of the farmers on the platform

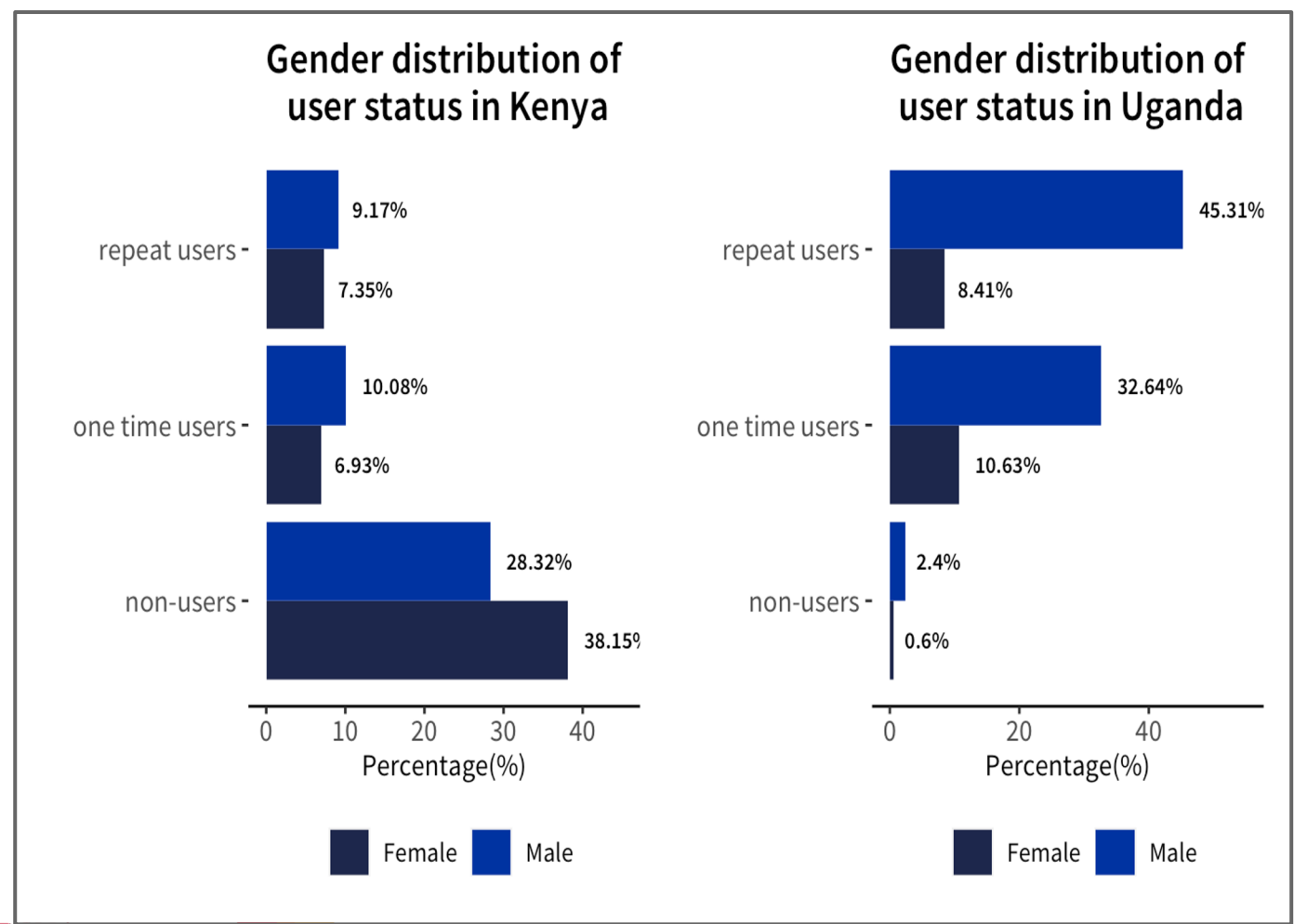
## There's a sizeable difference in usage between male and female farmers that trade via TruTrade



- 16% of all the farmers on the platform are women that have sold their produce through TruTrade at least once. While 46% of the farmers on the platform are male farmers, who have sold their produce through TruTrade
- In the same vein, female farmers that have been enrolled but have not traded via TruTrade before (21.45%) comprise of a larger share on the platform compared to men who have not traded before (17.17%).

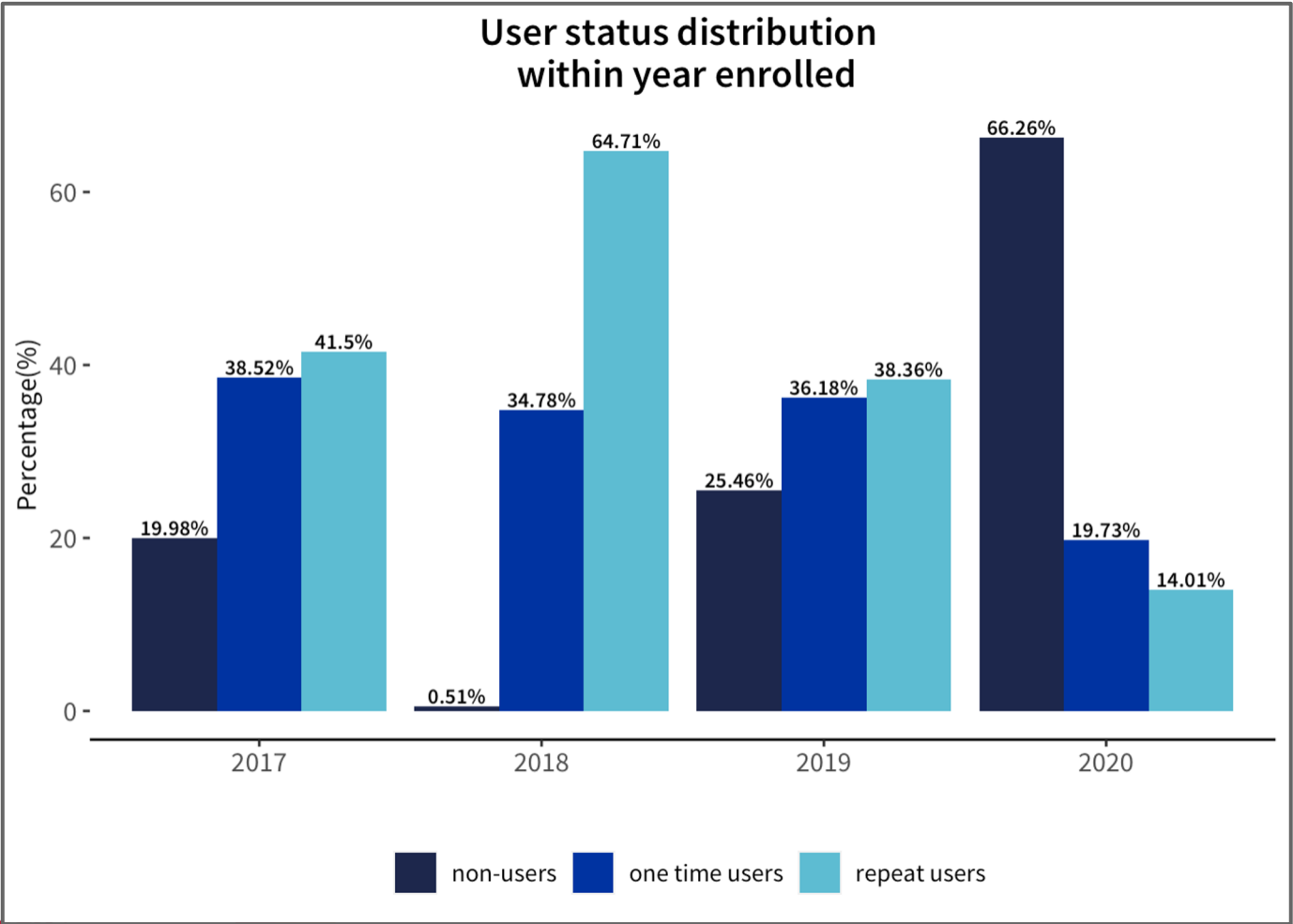


# Most of the gender disparity in usage stems from low usage by female Kenyan farmers



- 66% of Kenyans on the platform have not sold through TruTrade before. Of this 66%, 38% are female farmers.
- In contrast, 97% of Ugandan farmers have traded using the platform. Only approximately 3% of female farmers in Uganda have not traded via TruTrade
- The low usage by female Kenyan farmers was due to low 2020 usage attributed to the impact of COVID-19.

# Majority of the farmers that have not traded only got enrolled in 2020

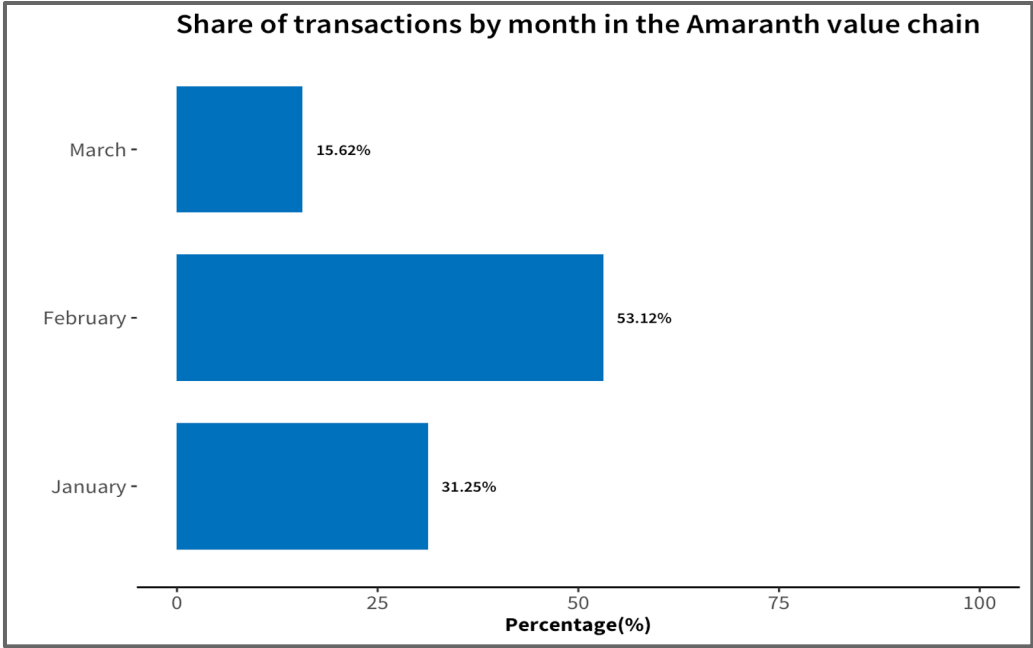
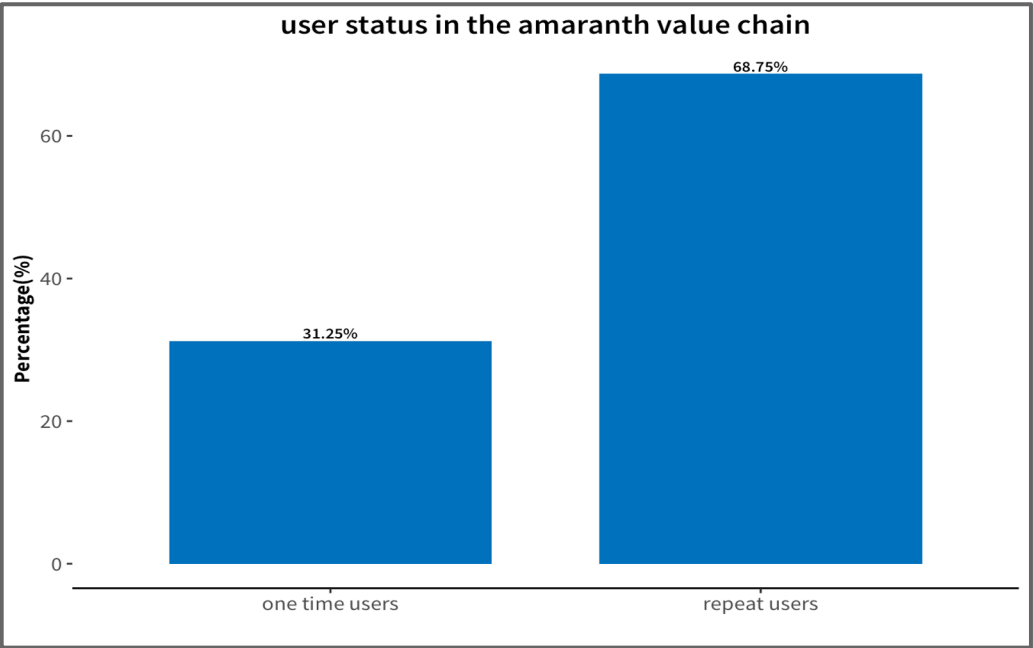


- On average, only 15% of the farmers that are enrolled in a year do not sell through TruTrade
- Currently, 66.3% of the farmers enrolled in 2020 had not traded via Trutrade as at October 2020

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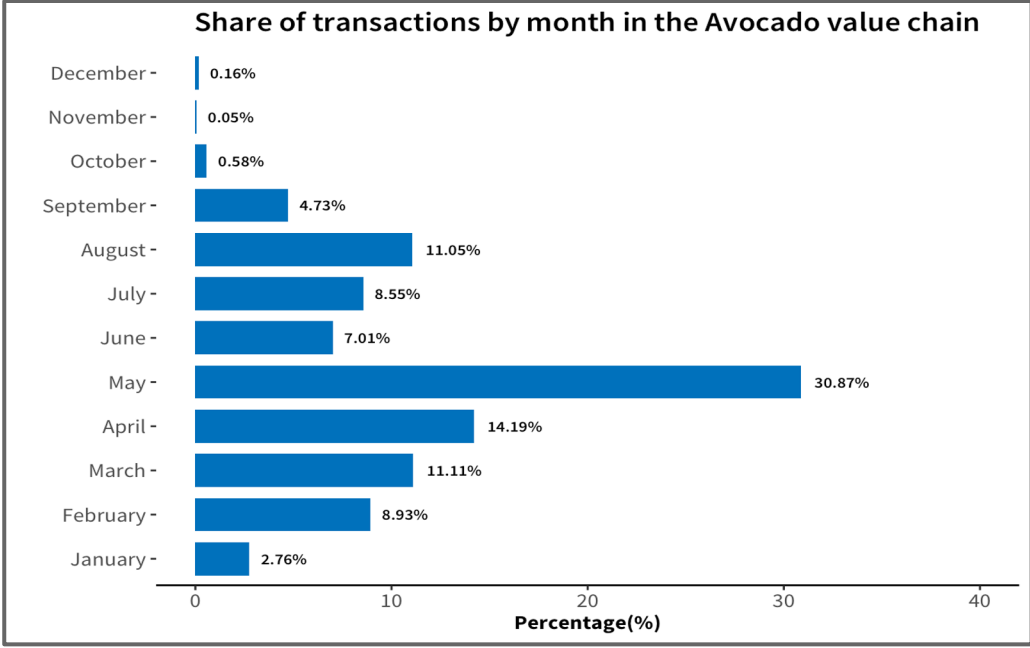
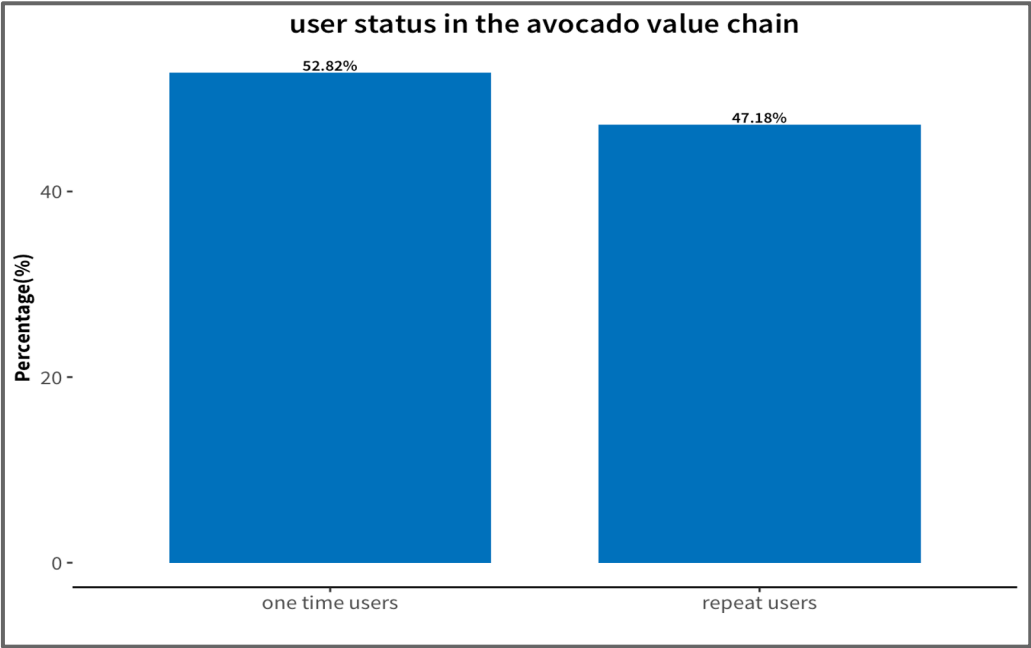
# Usage in the most popular value chains

# A large portion of the users enrolled in the amaranth value chain, used the platform to trade multiple times within the same year



- Most farmers in the amaranth value chain are repeat users and trade during the months of January to March. This falls under the typical harvest and trading season for Amaranth in Kenya

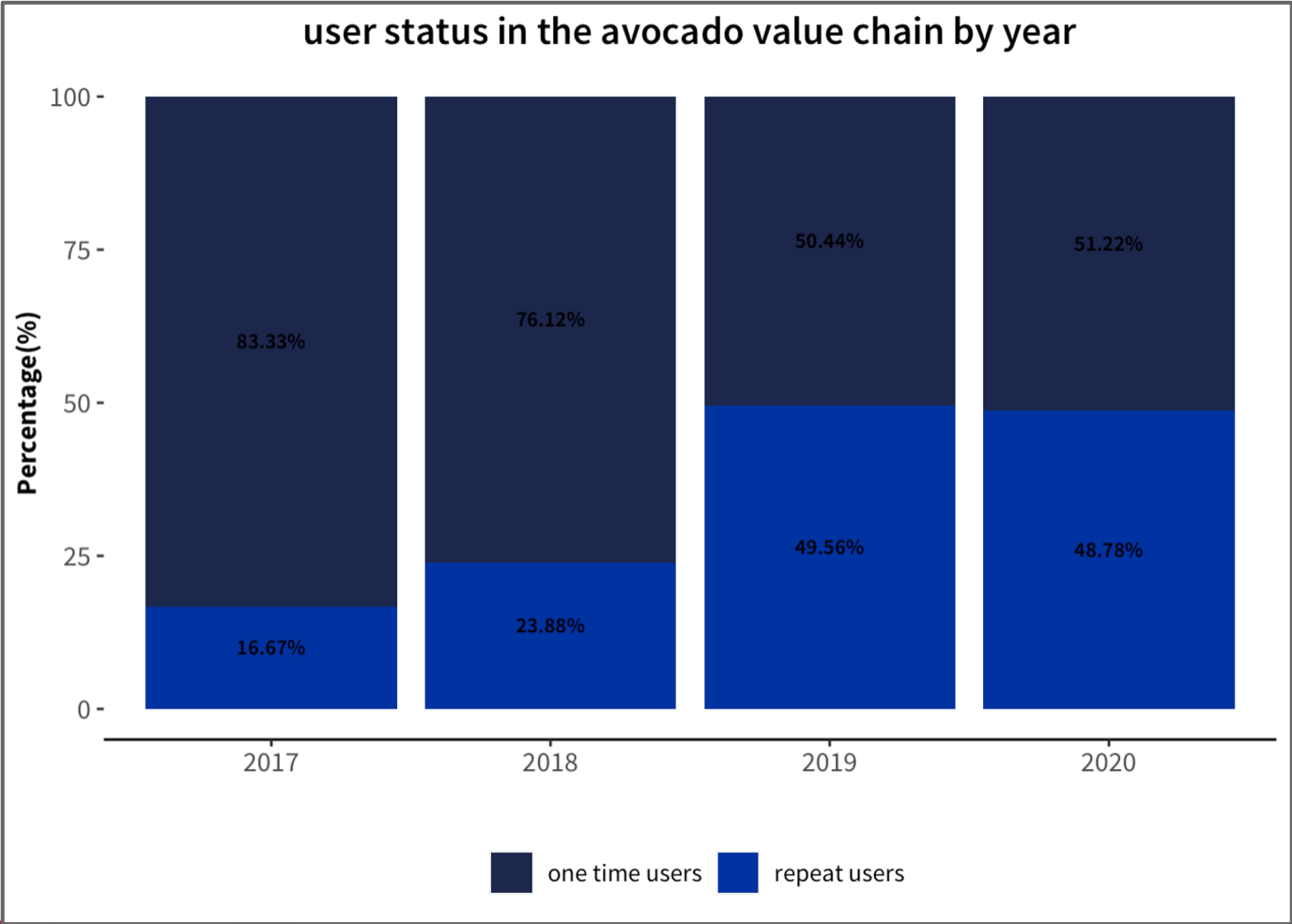
# Slightly over half of the users enrolled in the avocado value chain, are one-off users



- Most farmers in the avocado value chain are one-off users and trade happens throughout the year but peaks in May, with almost one-third of the transactions.

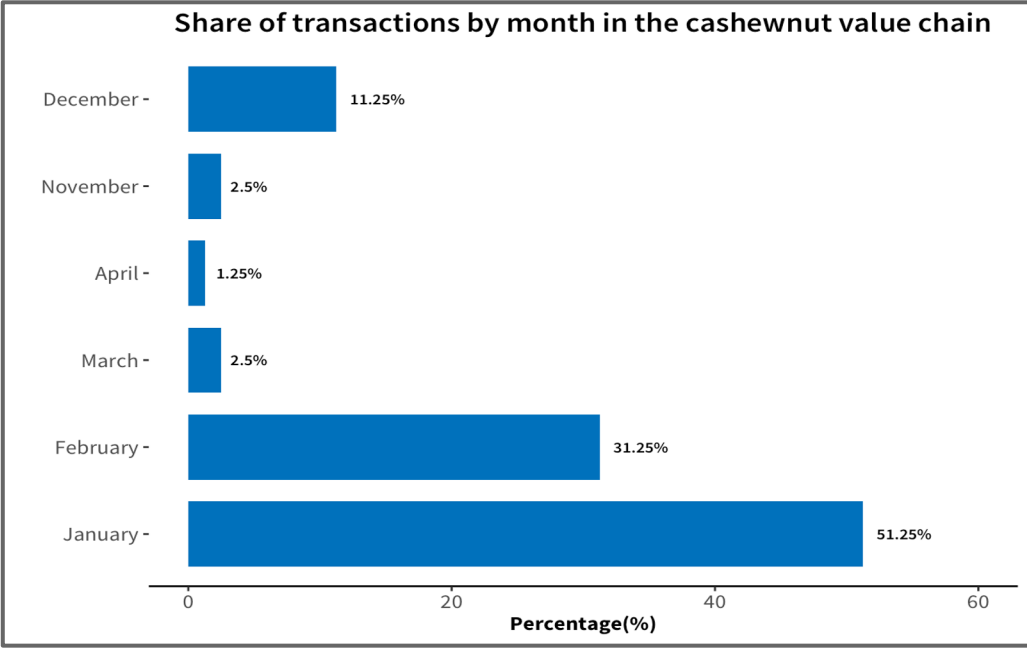
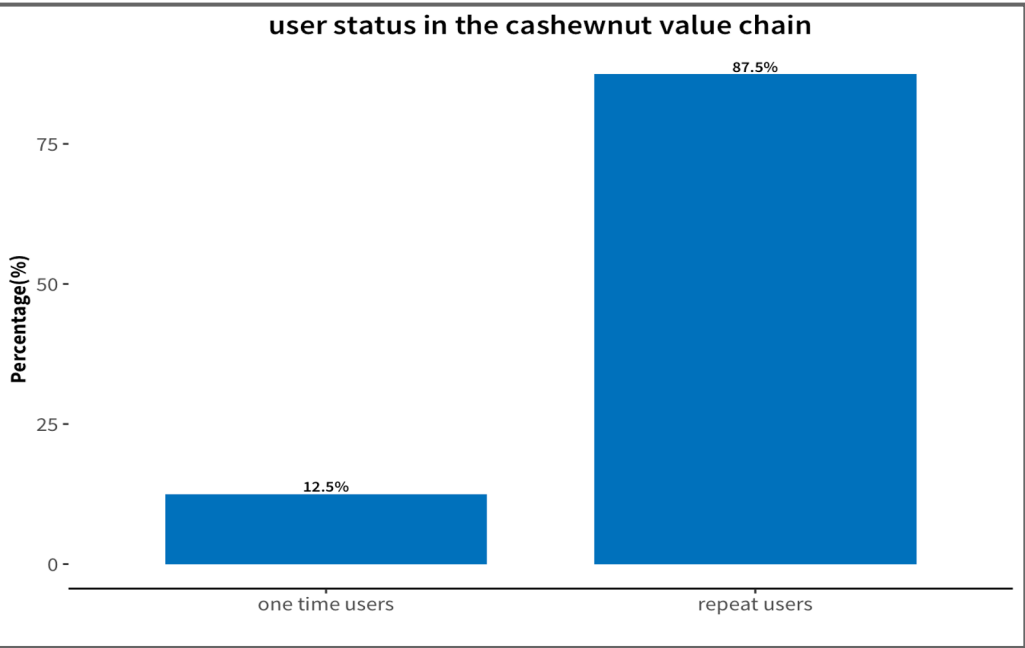


However, the growth in the proportion of repeat users in the Avocado value chain has increased since 2019



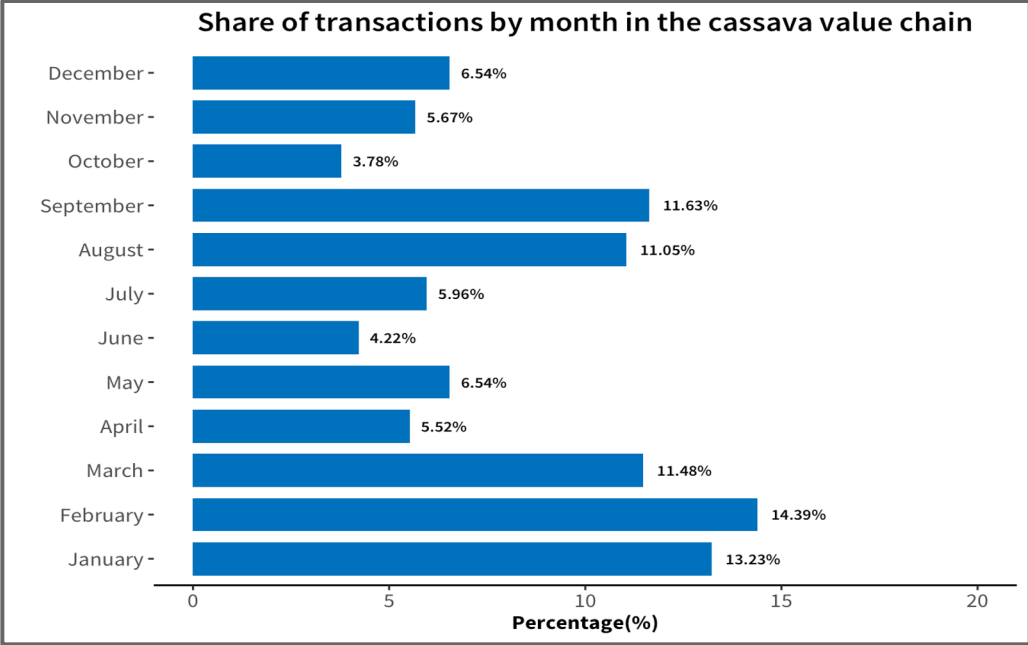
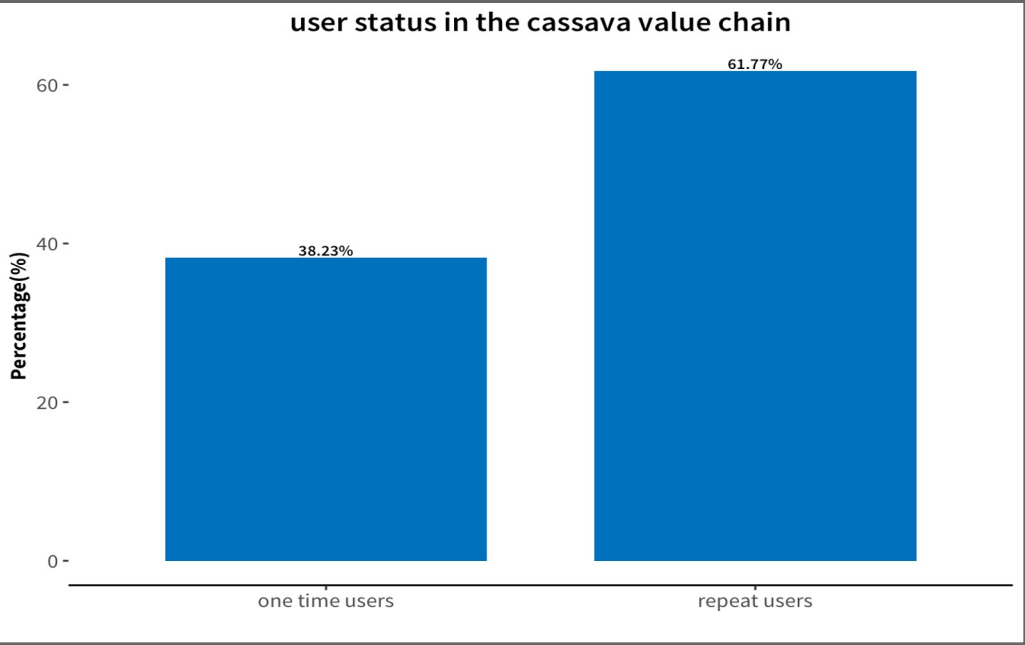
- The growth in the proportion of farmers who repeatedly trade through TruTrade in the Avocado value chain in the same year doubled in 2019

# Majority of the users in the Cashew nut value chain are repeat users that trade from December to April



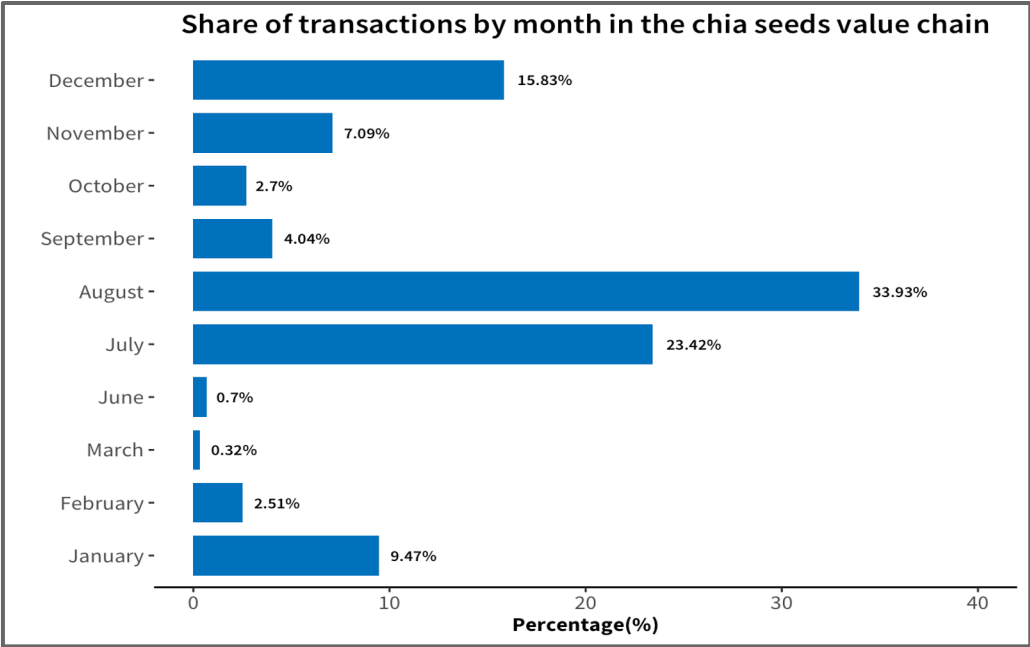
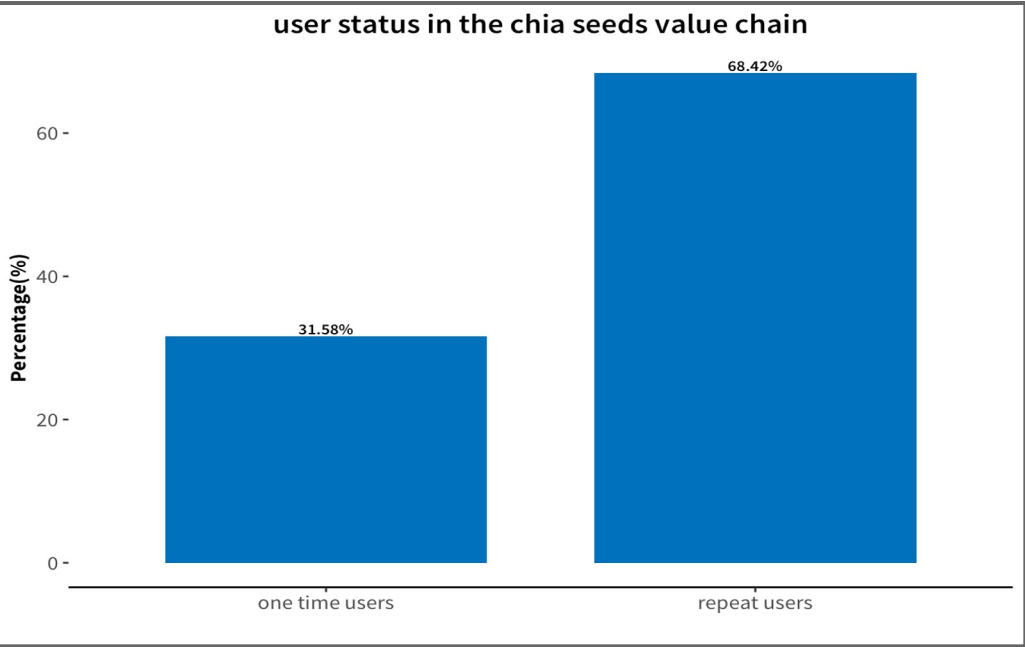
■ The usage in the Cashew nut value chain is highest from December to February, but peaks in January

# Majority of the users in the cassava value chain are repeat users and they trade throughout the year



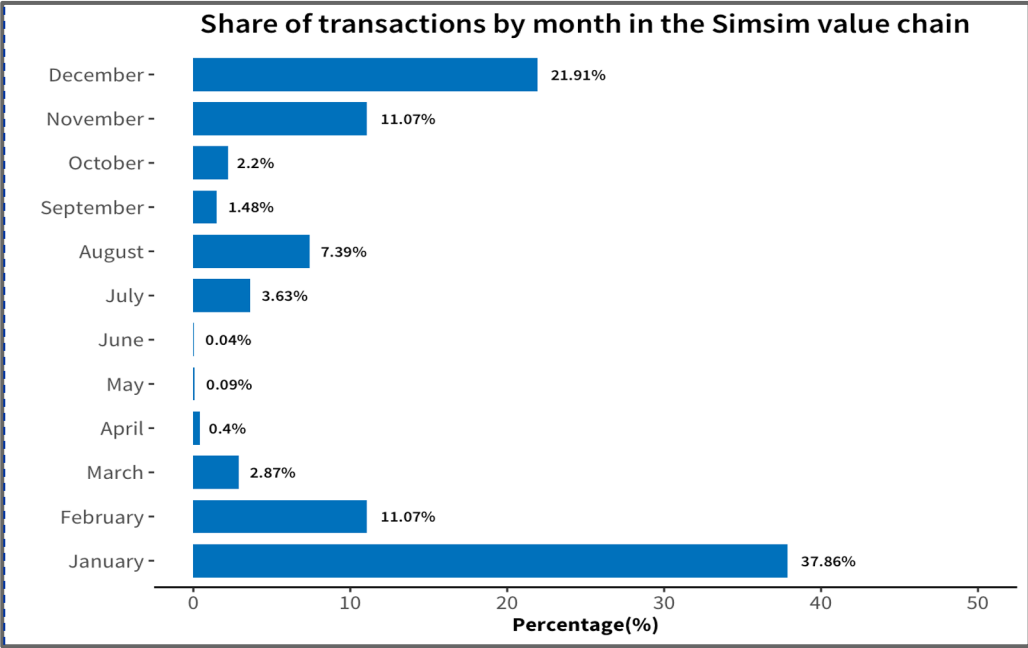
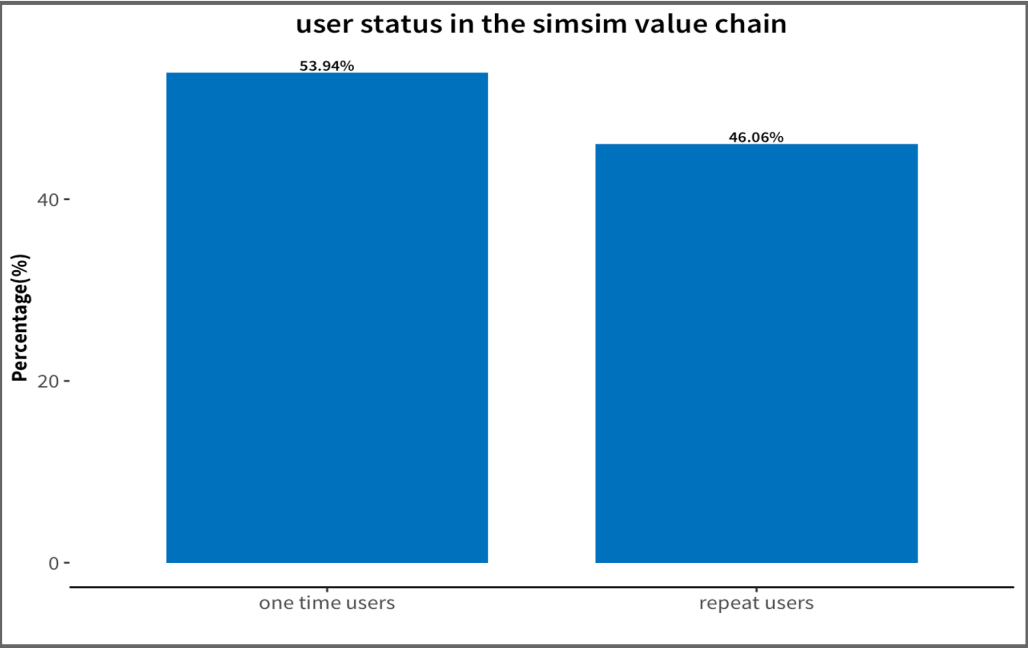
- The usage in the cassava value chain is distributed across the entire year but peaks from January to March, and again in August and September. Given that cassava is available all year round, this trading pattern fits well with the seasonality of cassava

# Majority of the users in the chia seeds value chain are repeat users that trade throughout the year



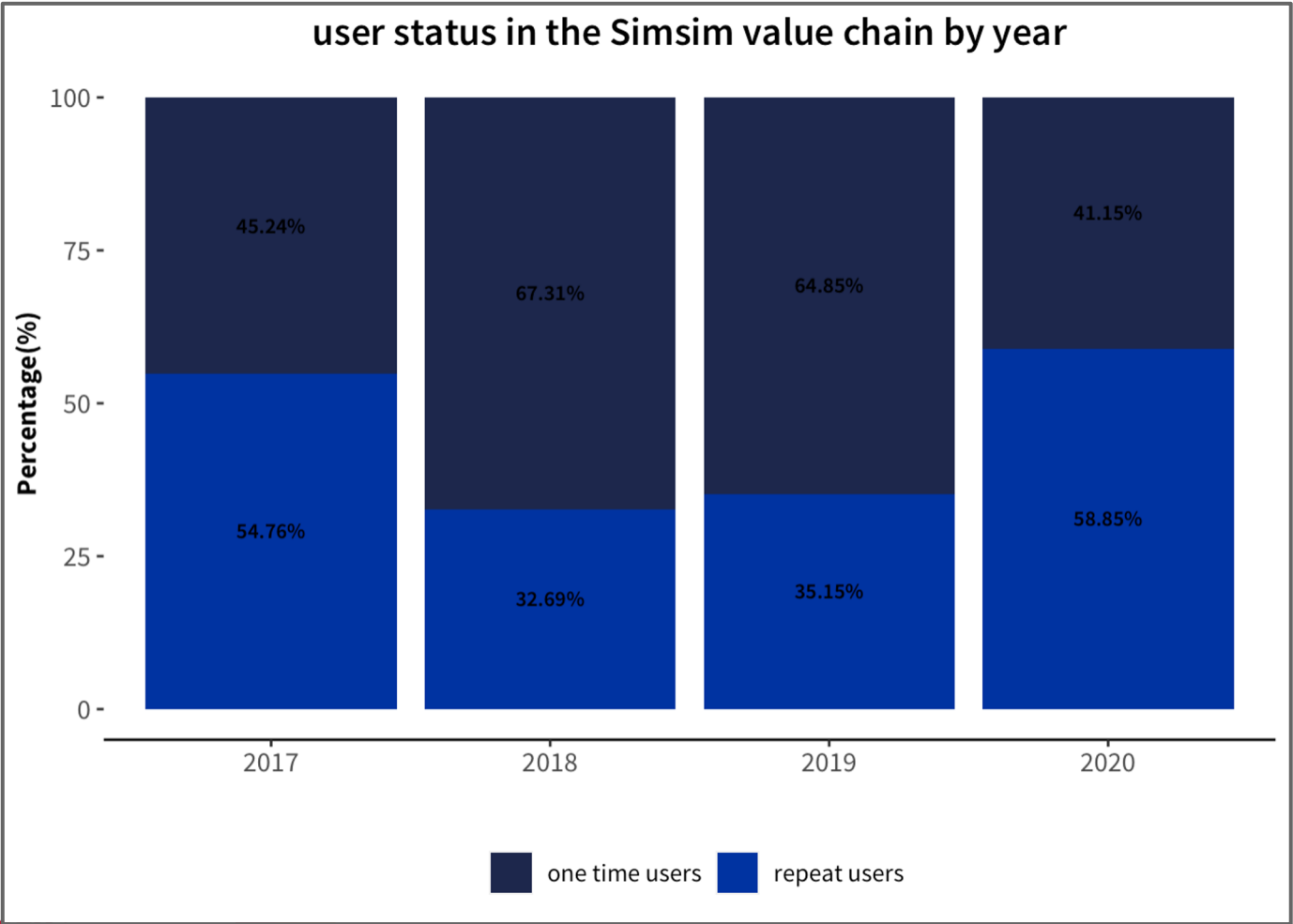
■ Usage in the chia seeds value chain maps well on the harvest season. Chia is an annual plant and is typically available in Uganda two to three times within a year, and trade on the platform closely follows this pattern

There are slightly more one-off users in the simsim value chain than repeat users that trade throughout the year



- Trade in simsim in Uganda peaks in January, and is highest from November to February.

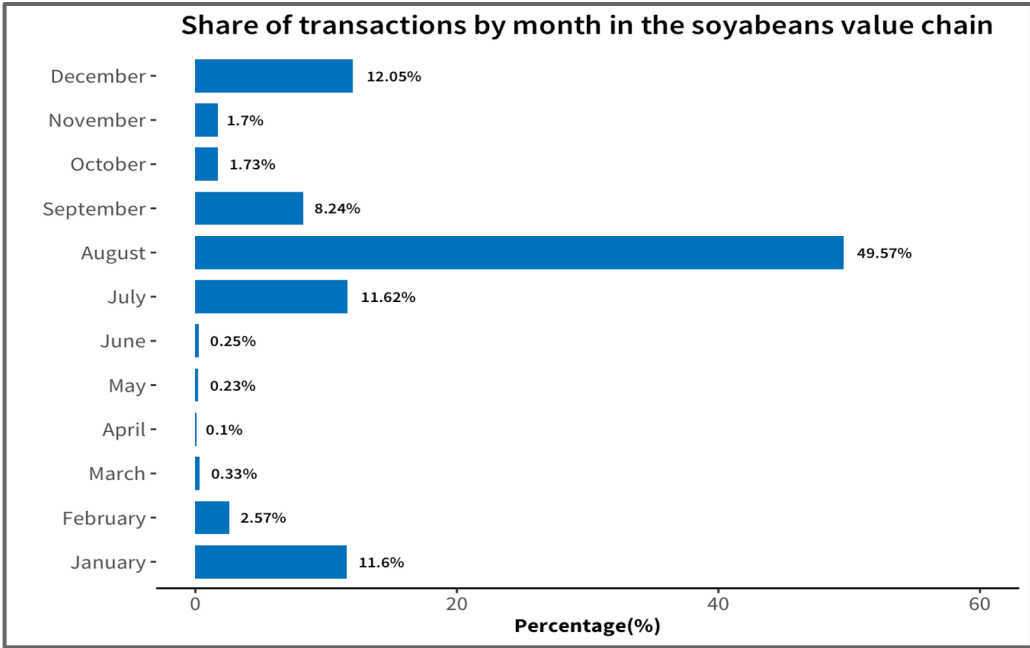
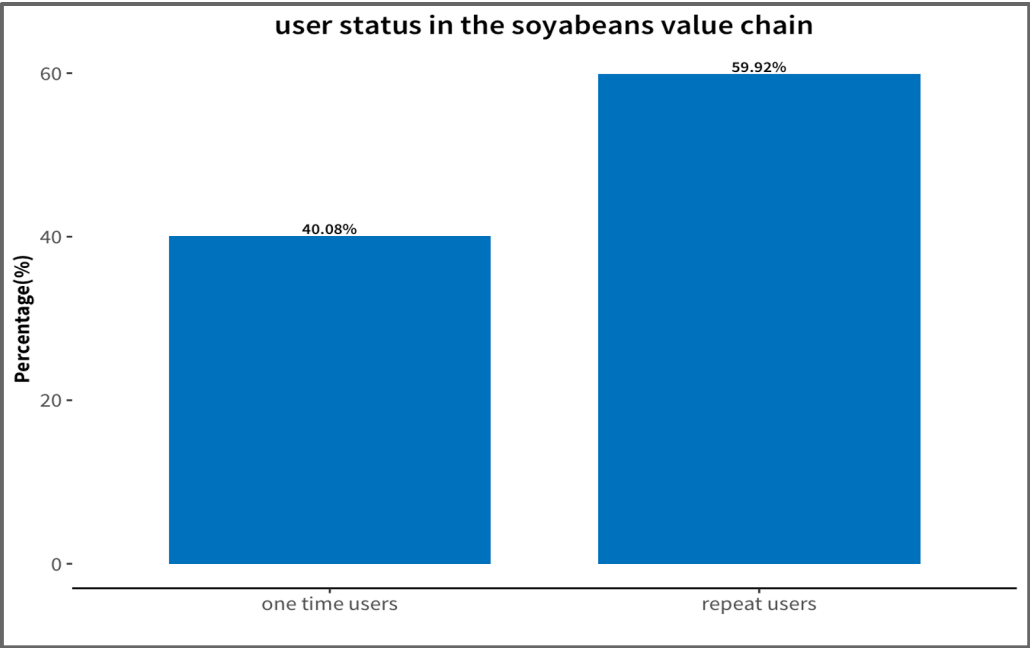
# However, in 2020, the proportion of repeat users in the simsim value chain has improved



- The growth in the proportion of farmers who repeatedly trade through TruTrade in the Simsim value chain in the same year has increased by at least 23 percentage points from 2019 after dropping in 2018
- Over half of the users in 2020 were repeat users

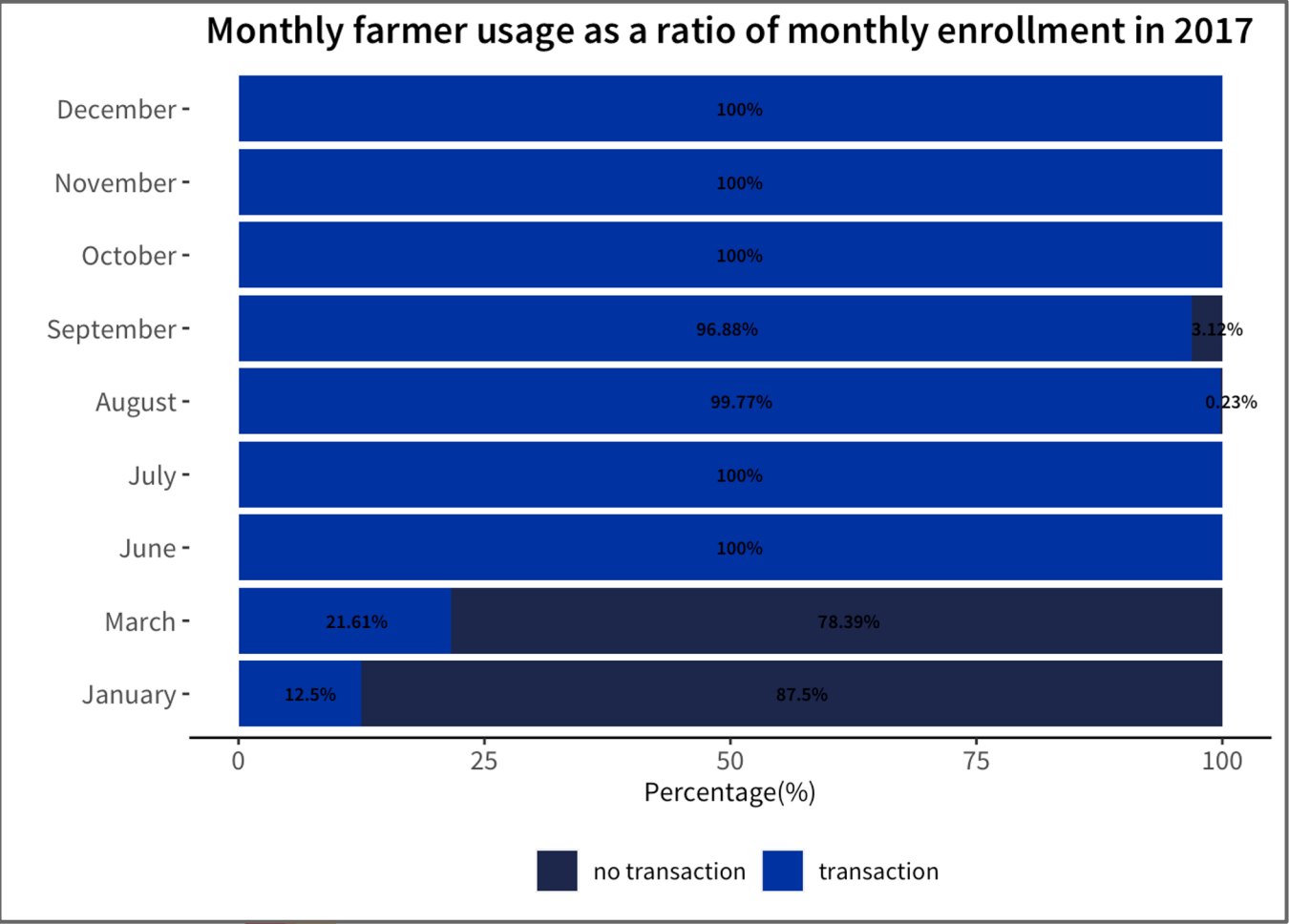


# Majority of the users in the Soya bean value chain are repeat users that trade largely in August



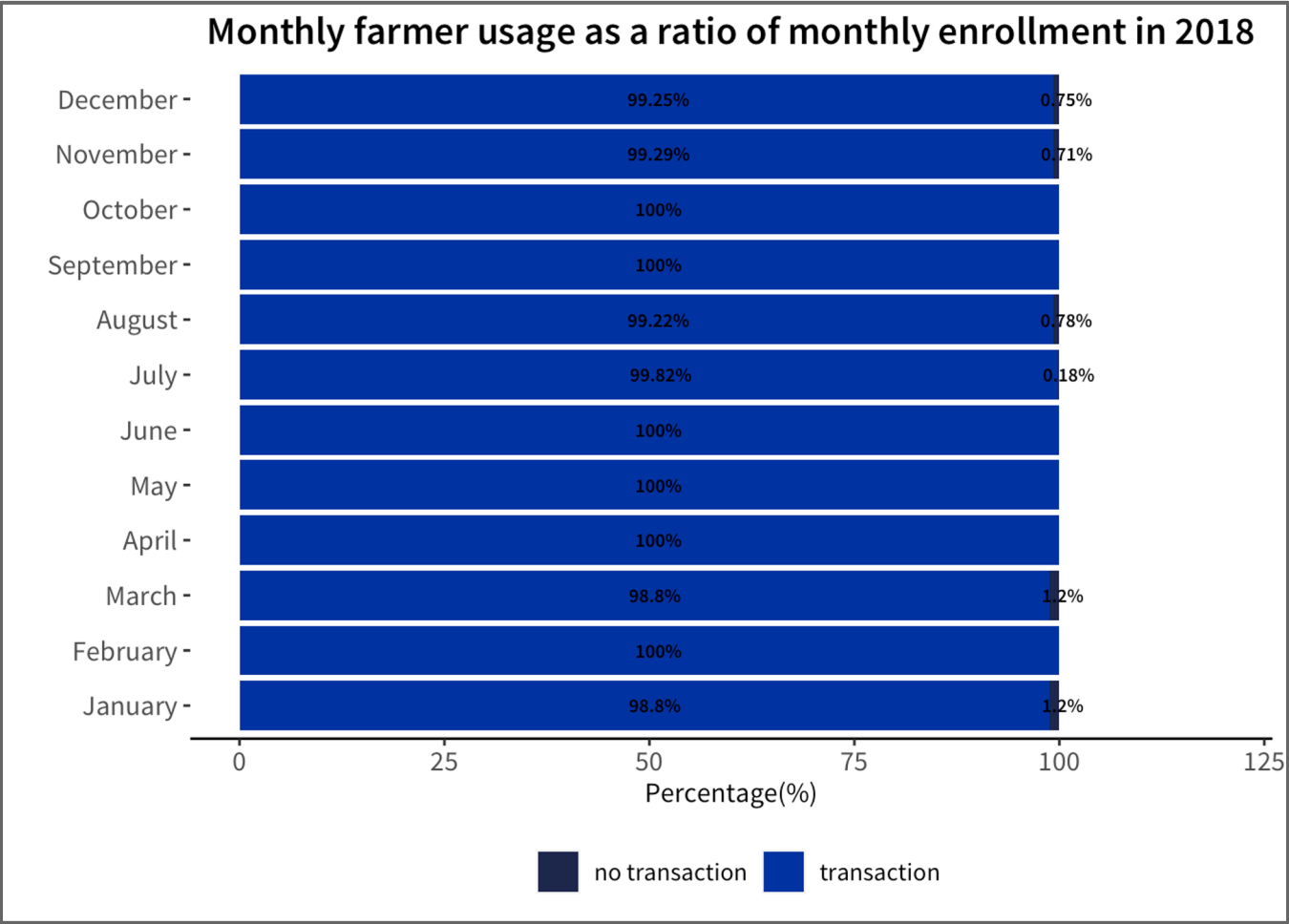
- Usage in the soya beans value chain in Kenya closely follows the seasonality of soya beans. While theres is some trade throughout the year, majority happens in August

# Majority of the farmers enrolled in 2017 used the platform to trade in the same year



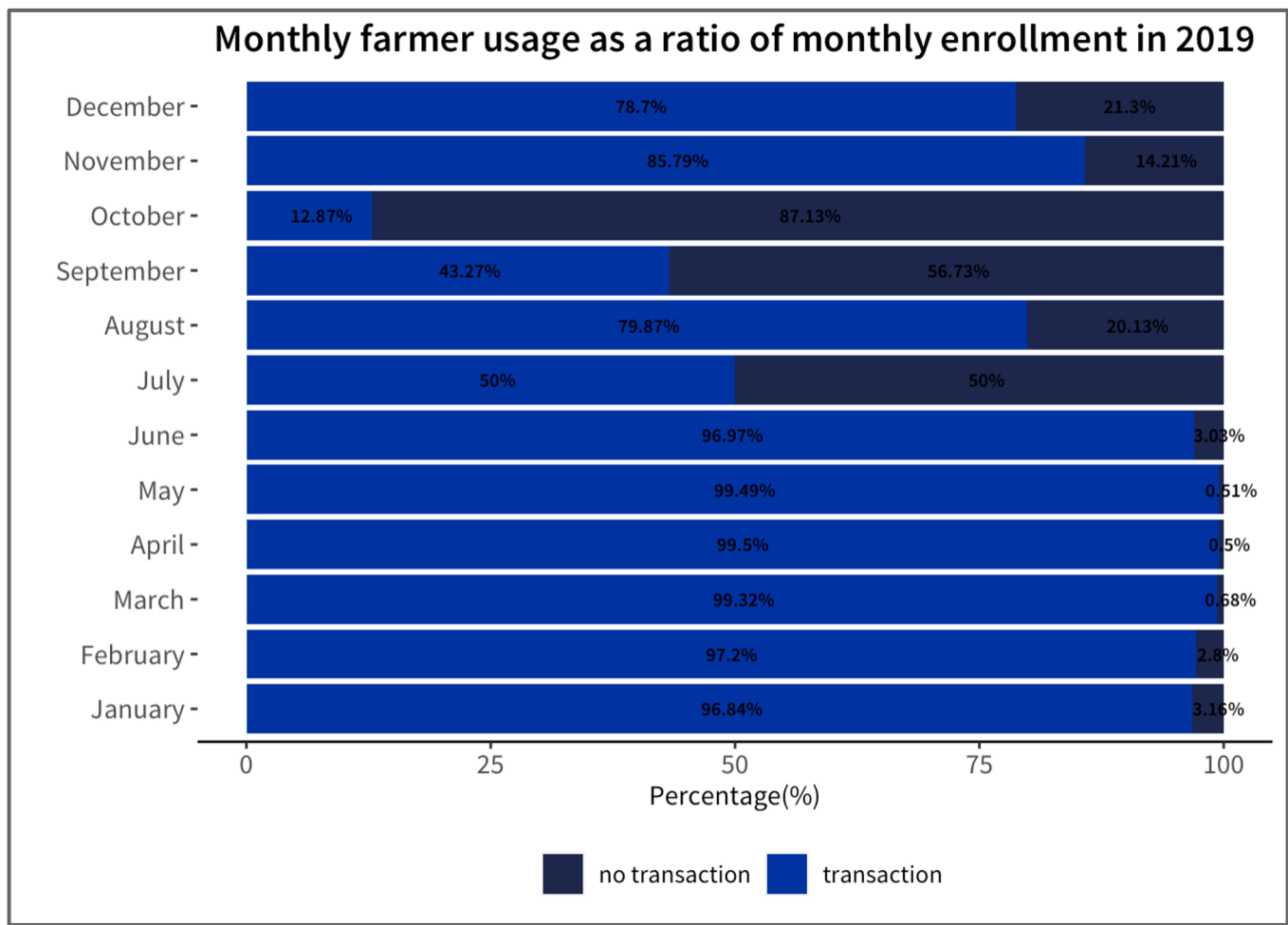
- 80% of the farmers enrolled in 2017 used the platform to trade, at least once in 2017
- In most months, except for January and March, usage was close to or 100%.

# 2018 witnessed the highest usage by farmers enrolled on the platform



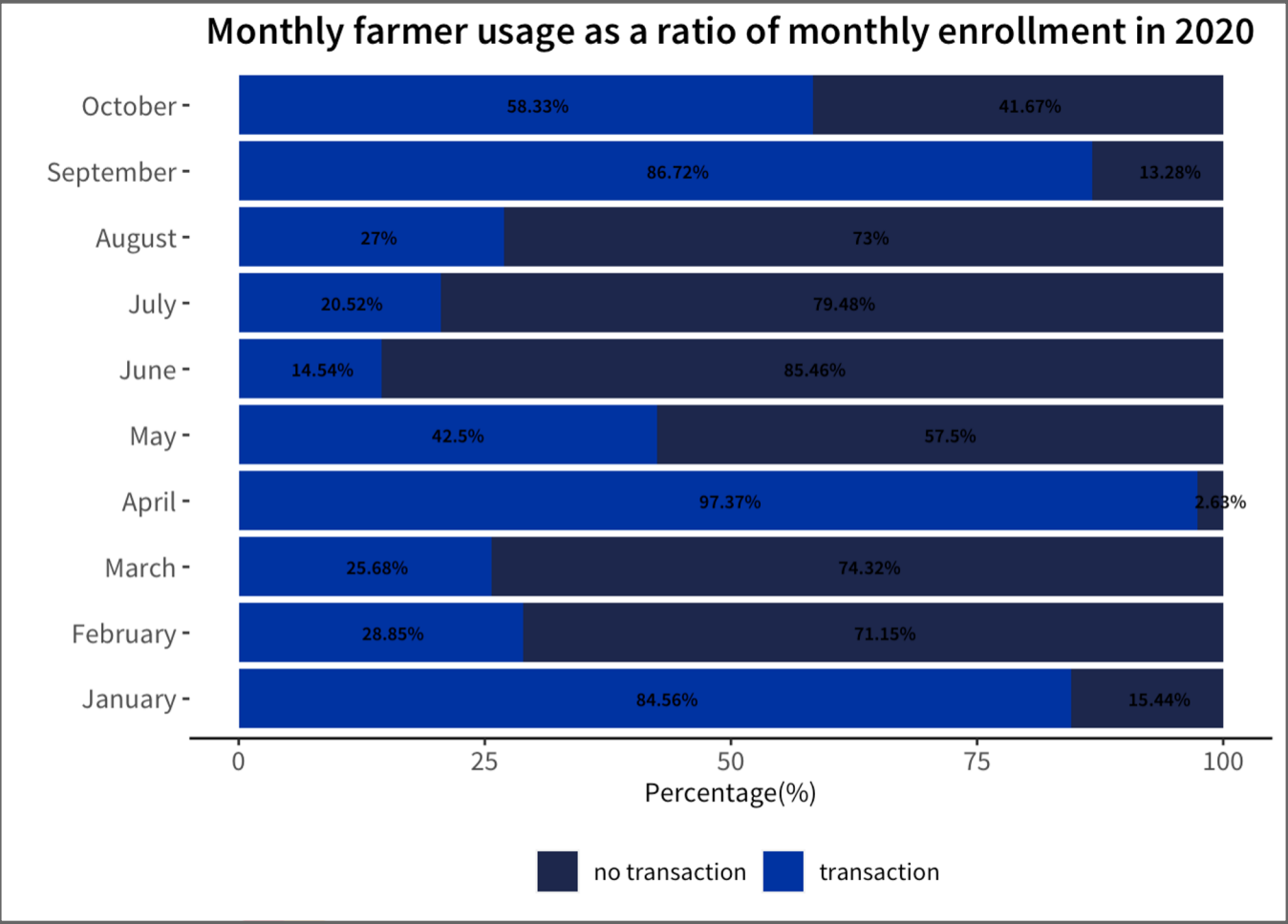
- Majority (99%) of the farmers enrolled in 2018 used the platform to trade in the same year
- The lowest usage in any month in 2018 was approximately 99% of the total farmers enrolled on the platform

# The trend of high usage in 2018 continued in 2019, but started to wane after the long raining season



- In the first half of 2019, usage on the platform remained consistent with 2018 figures, but dipped after the long raining season in July and had a slight recovery in the short raining season

# Non-usage rates in 2020 is likely to be the highest recorded since the start of operations



- Given the trend of 15% non-usage, it is expected that the proportion of farmers that have not traded in 2020 will decrease
- However, given that most of the farmers that have not traded on the platform were enrolled between July and August 2020, and it takes an average of 6 days and 1 day respectively to trade (or for trade to be registered) in those months after enrollment, non-usage rate is on track to be the highest since 2017
- This could likely be due to the effect of COVID-19 on offtakers ability to purchase the same volume of produce.



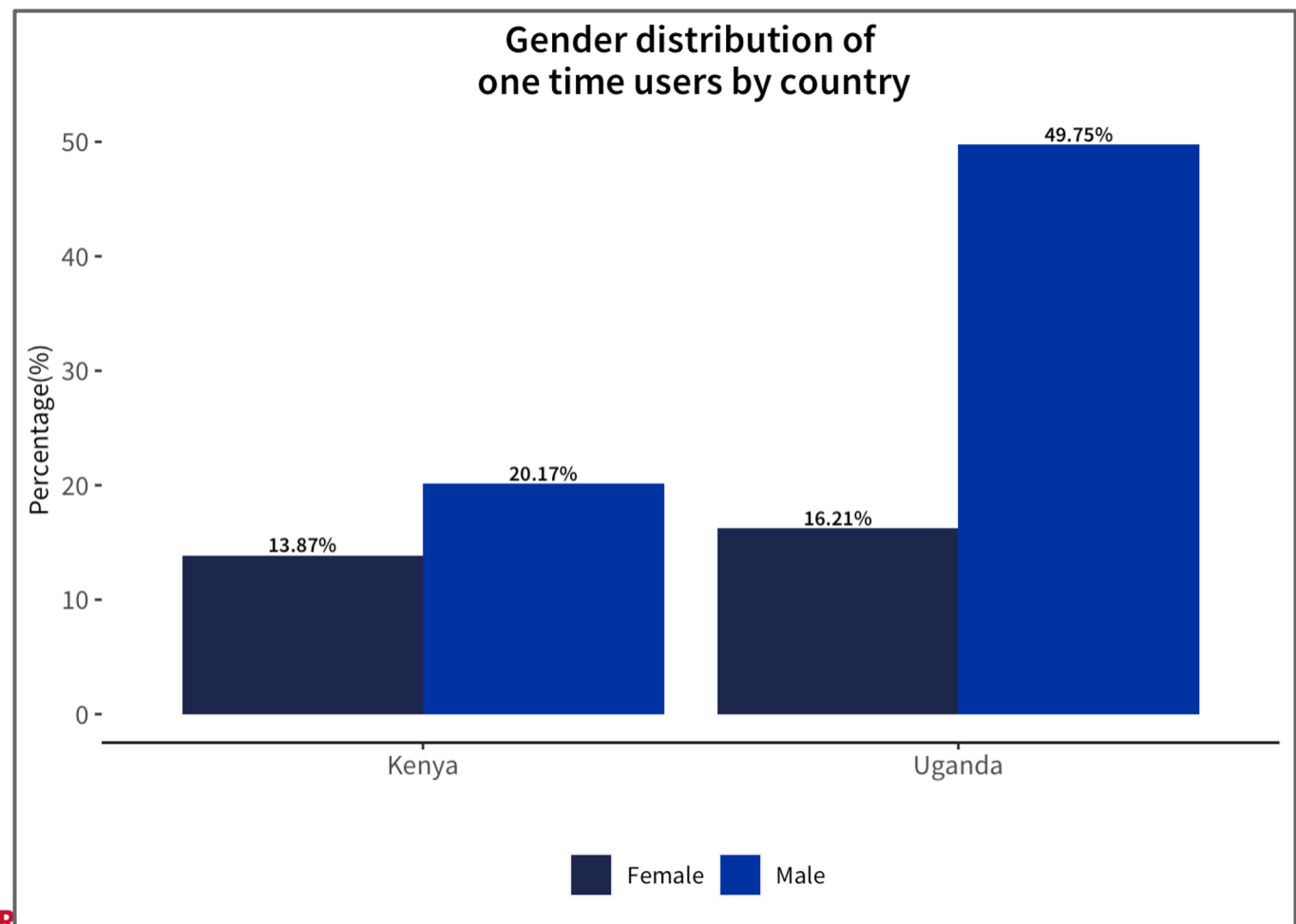
# Some quick insights on users

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Who are one time and repeat users?

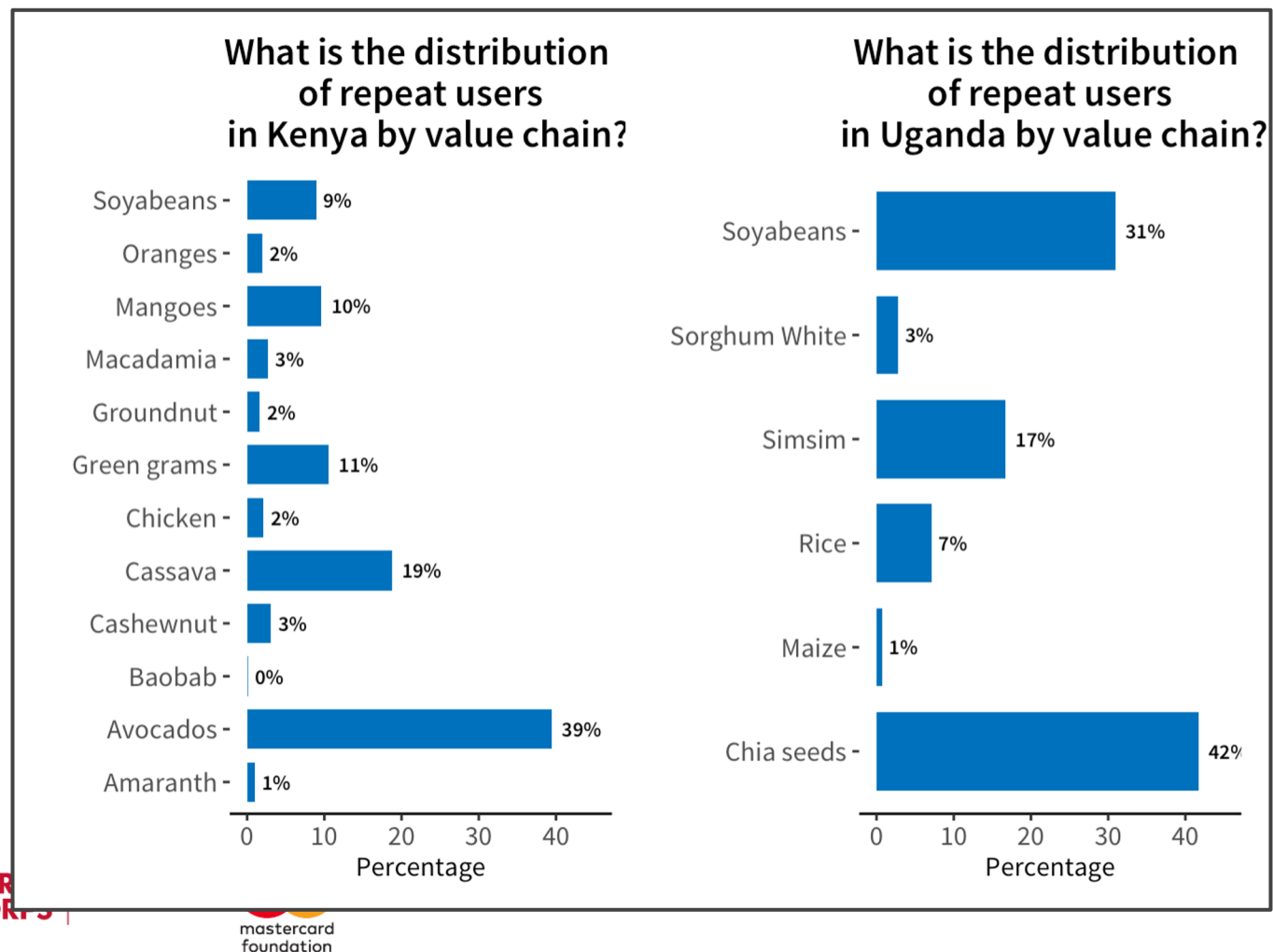


# Most one-off users on the platform are male farmers in Uganda that produce Soya bean and chia seeds, sourced by male agents, and enrolled in 2019




- Approximately half of the one-off users currently, are male Ugandan farmers
- Majority of these farmers produce soya beans
- Most of these farmers were enrolled in 2019 and 2020

Similarly, repeat users are mostly male Ugandan and Kenyan farmers and that were enrolled in 2018-2019, and produce chia seeds and avocado, respectively

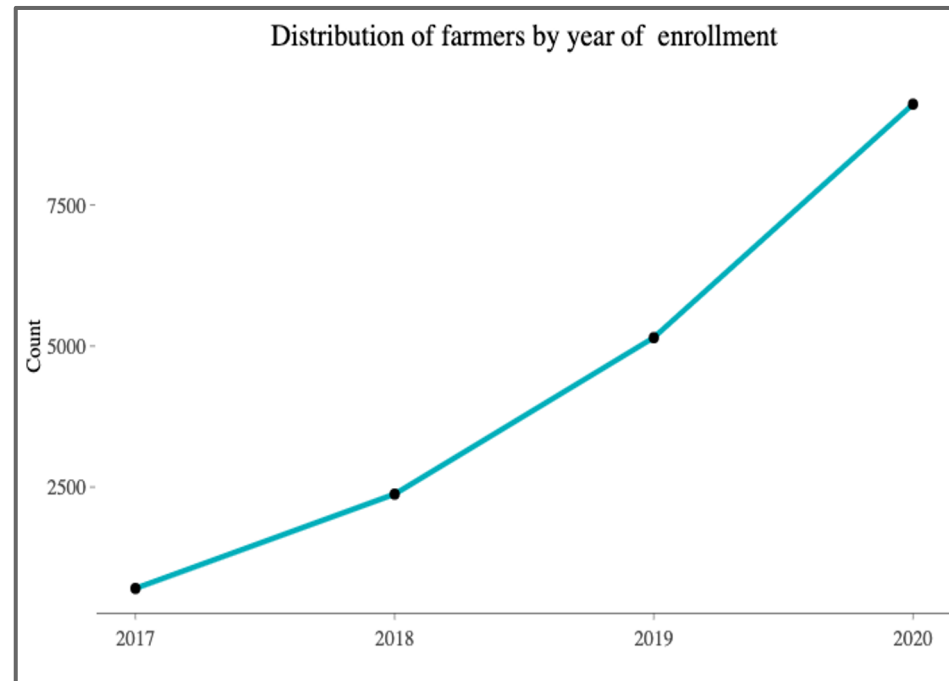
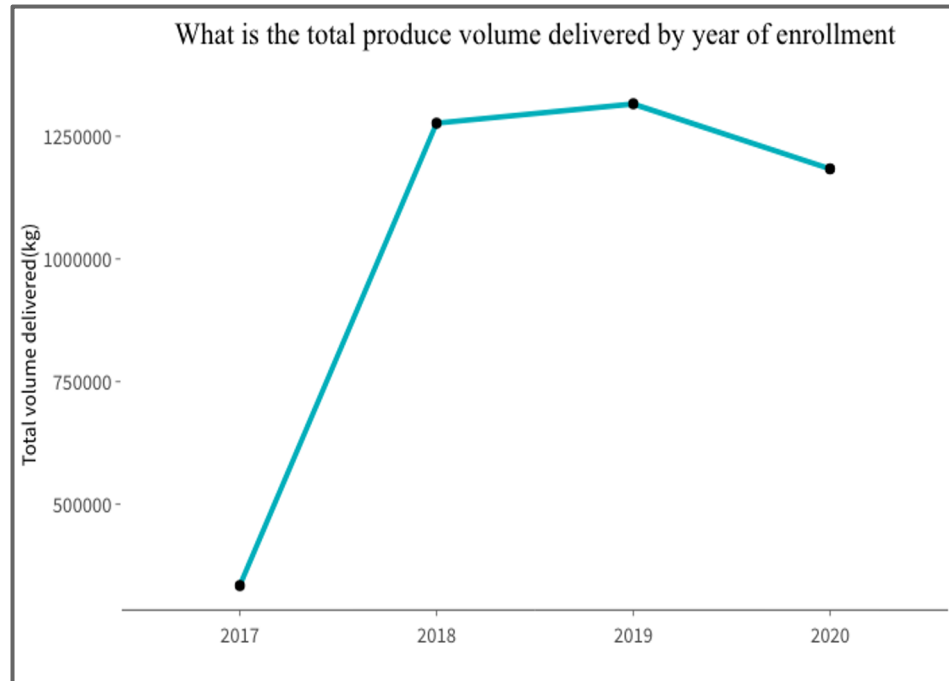


- 71% of TruTrade’s repeat users are Ugandan farmers. 60% of the repeat users on the platform are male Ugandan farmers
- Majority of these farmers produce chia seeds and were enrolled in 2018 and 2019
- In Kenya, majority of the repeat users are male farmers who trade Avocados
- 74% of these repeat users across countries are sourced by male farmers



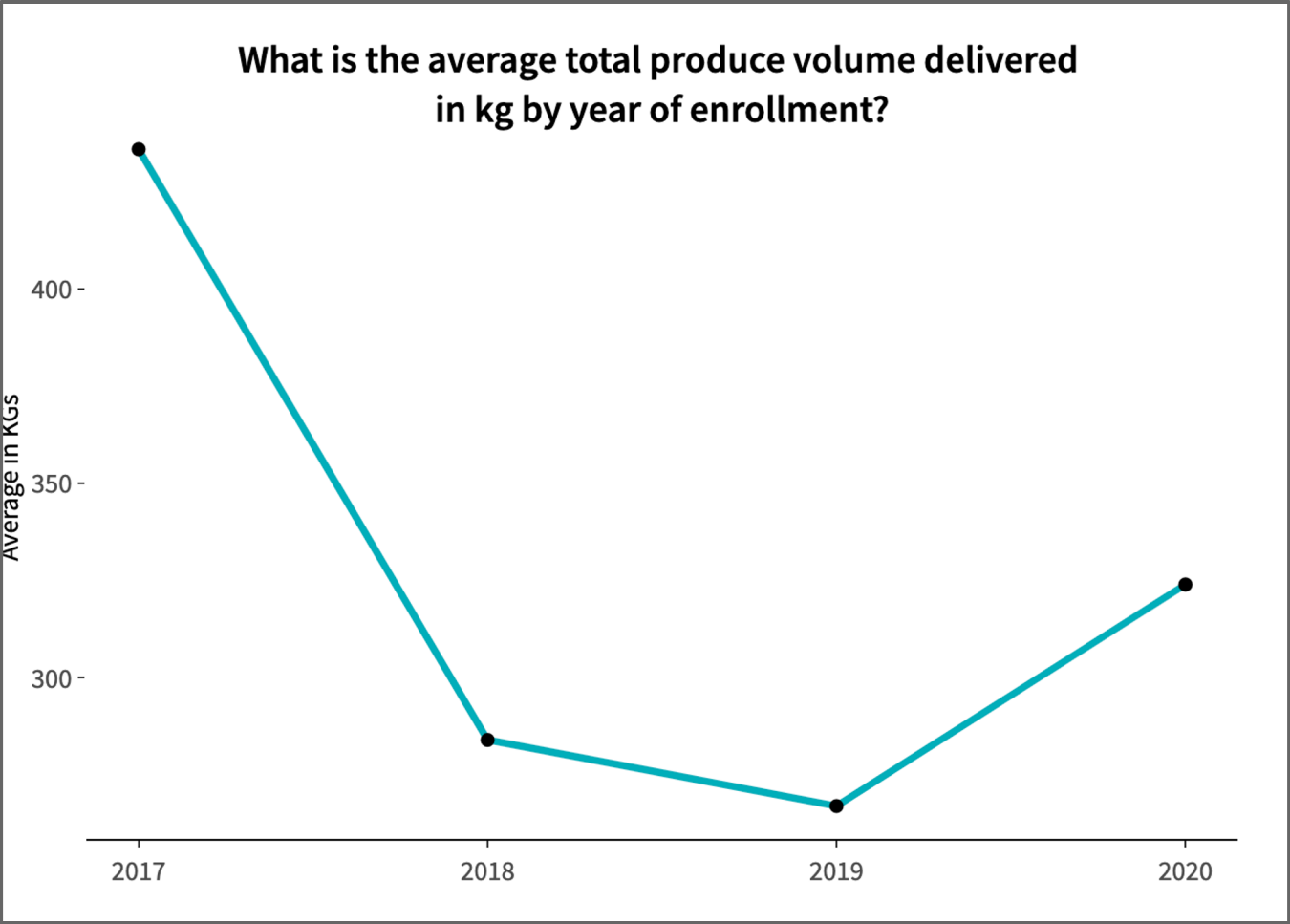
**What impact has TruTrade had on  
SHFs' farming outcomes  
(behaviors, farm income, and  
resilience to financial shocks)?**

## The total volume traded through the platform increased significantly in 2018 and is on track to increase in 2020



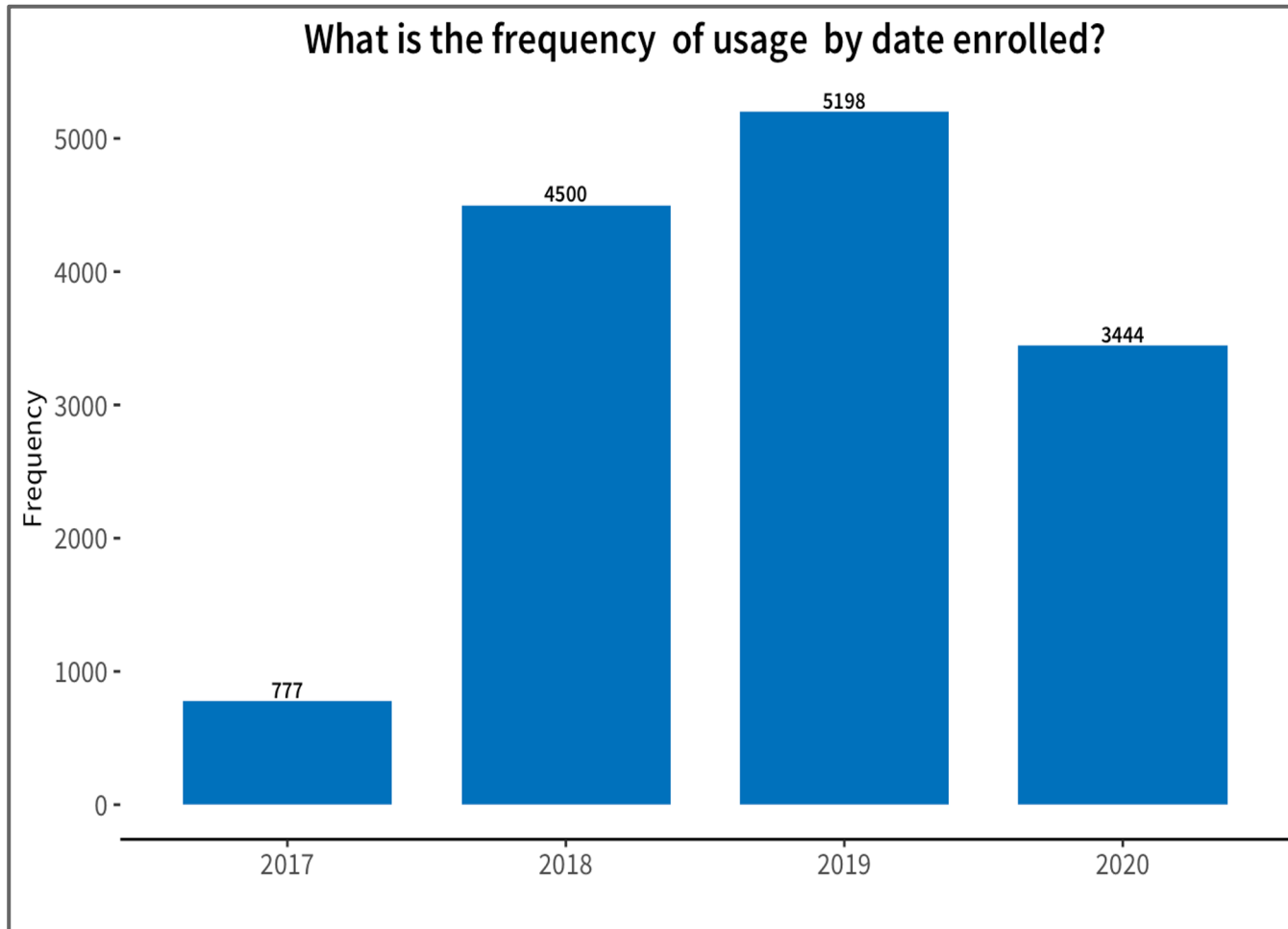
- The total volume traded by farmers increased significantly in 2018 by over 300% year-on-year and has since increased since then. The total volume traded surpassed **1 million** kg worth of produce 1 year into operation
- This increase closely follows the trend of the number of enrolled farmers

However, the average volume traded per farmer dropped significantly in 2018, but started to pick up in 2020



- The average volume traded by farmers dropped from an average of 430 kgs to 284 kgs in 2018, and further down to 253 kg in 2019
- However, the volume traded per farmer in 2020 is on track to beat the average amount traded in 2018 and 2019.
- The growth in average volume traded per farmer, moves in inverse direction with the growth in total volume traded.

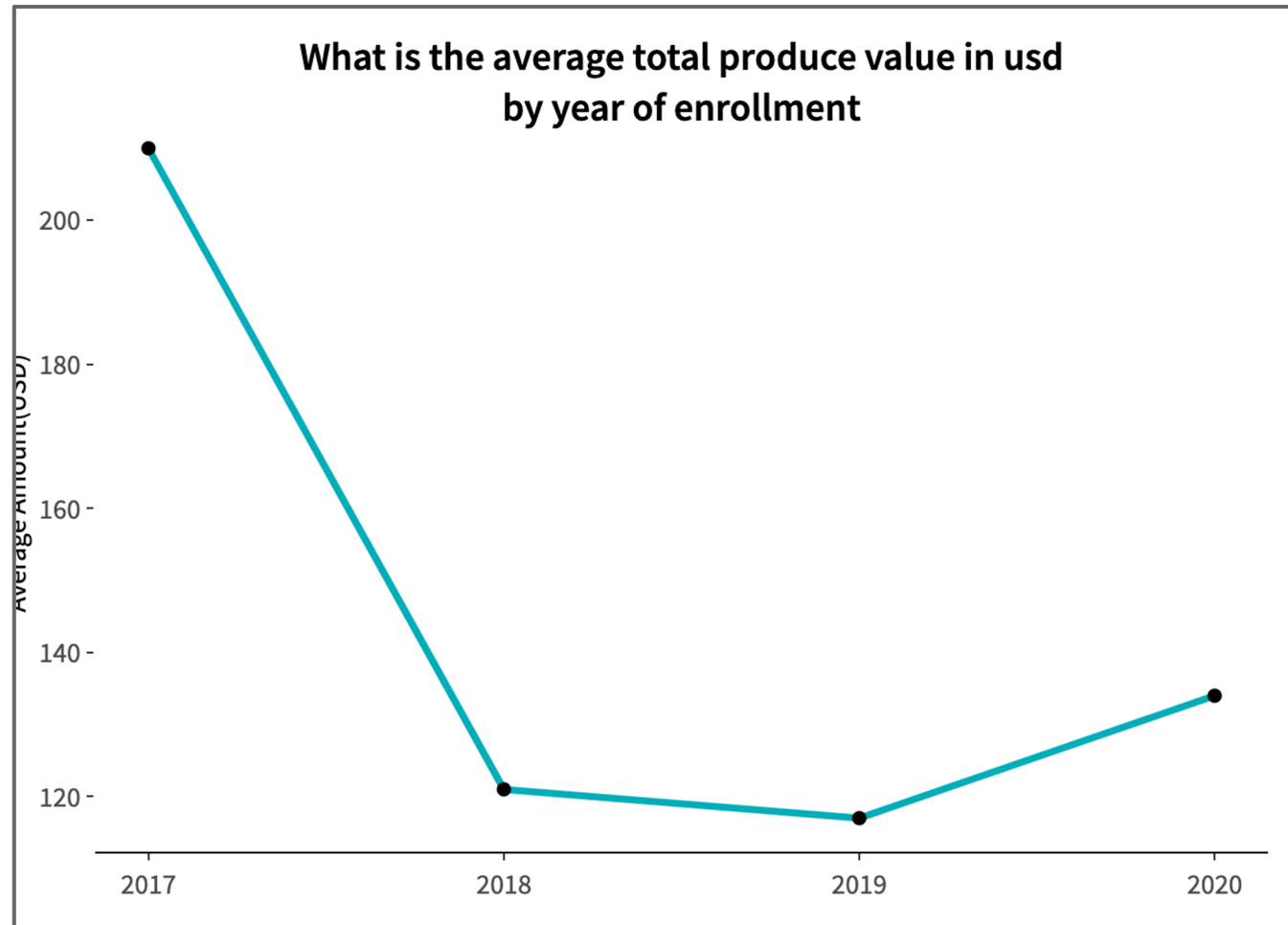
## Usage steadily increased from 2018 but dropped in 2020



- Usage has increased every year, at a similar rate to total volume traded (above 300% in the first year), and at 15% in 2019. Although 2020's usage is currently the lowest in the past 3 years
- This is likely due to the impact of external shocks e.g COVID and closure of the airspace in Kenya, restricting export of commodities.
- However, the increase in usage is growing at a slower rate than farmers enrollment suggesting that while TruTrade is expanding its reach, the volume gotten from each farmer is smaller

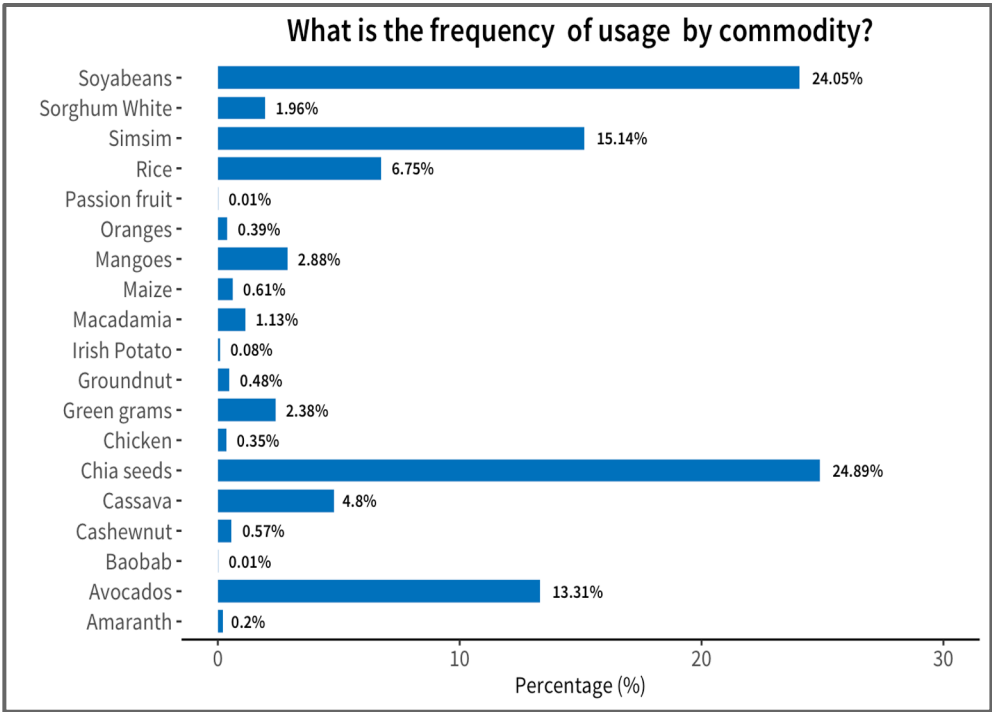
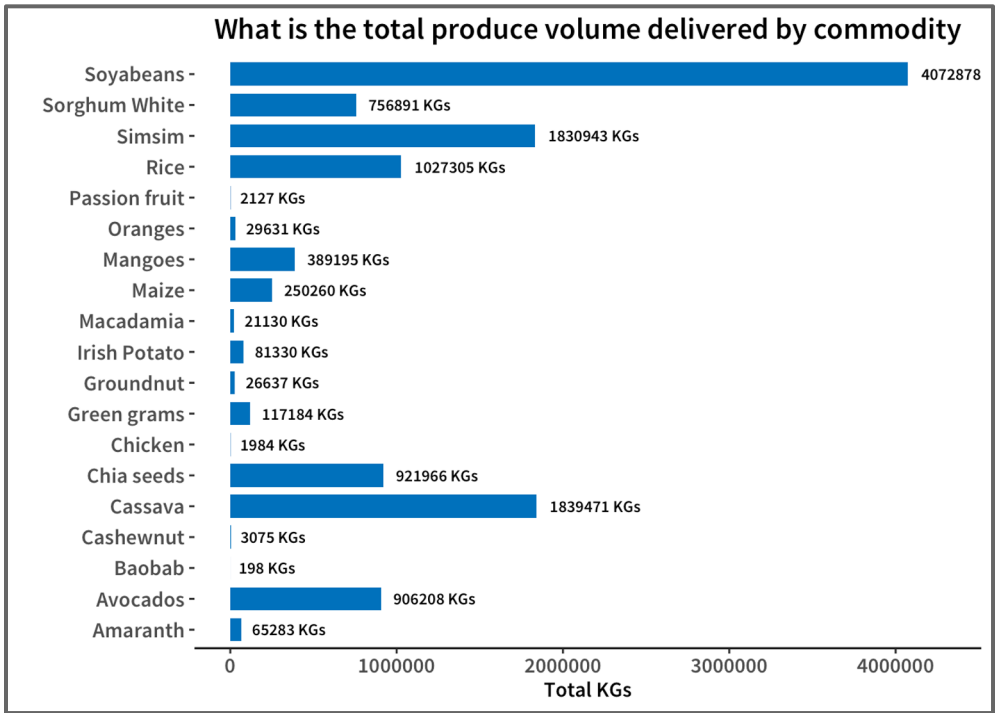


**In the same vein, the average value of farmers transactions declined sharply in 2018, but recovered in 2020**



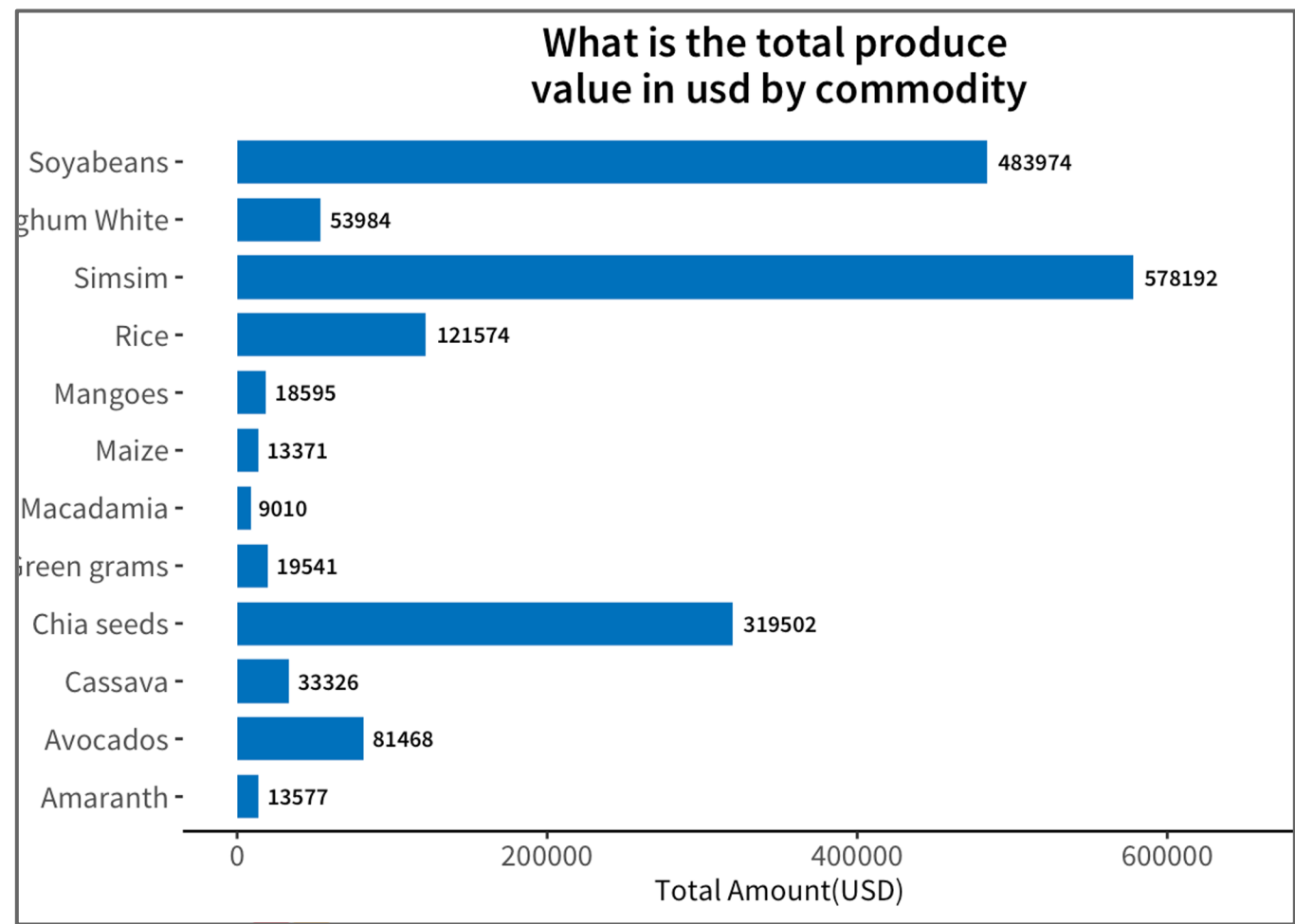
- Following the trend in average volume delivered, the average value of transactions tanked in 2018 and 2019, but is on track to increase in 2020
- Putting all these together - a drop in average volume traded, a slower growth in usage compared to enrollment, and a drop in average produce value- the expansion strategy, although, has reached more farmers has not necessarily increased the farmers' income on the platform

# Soya bean farmers have delivered the highest volume till date



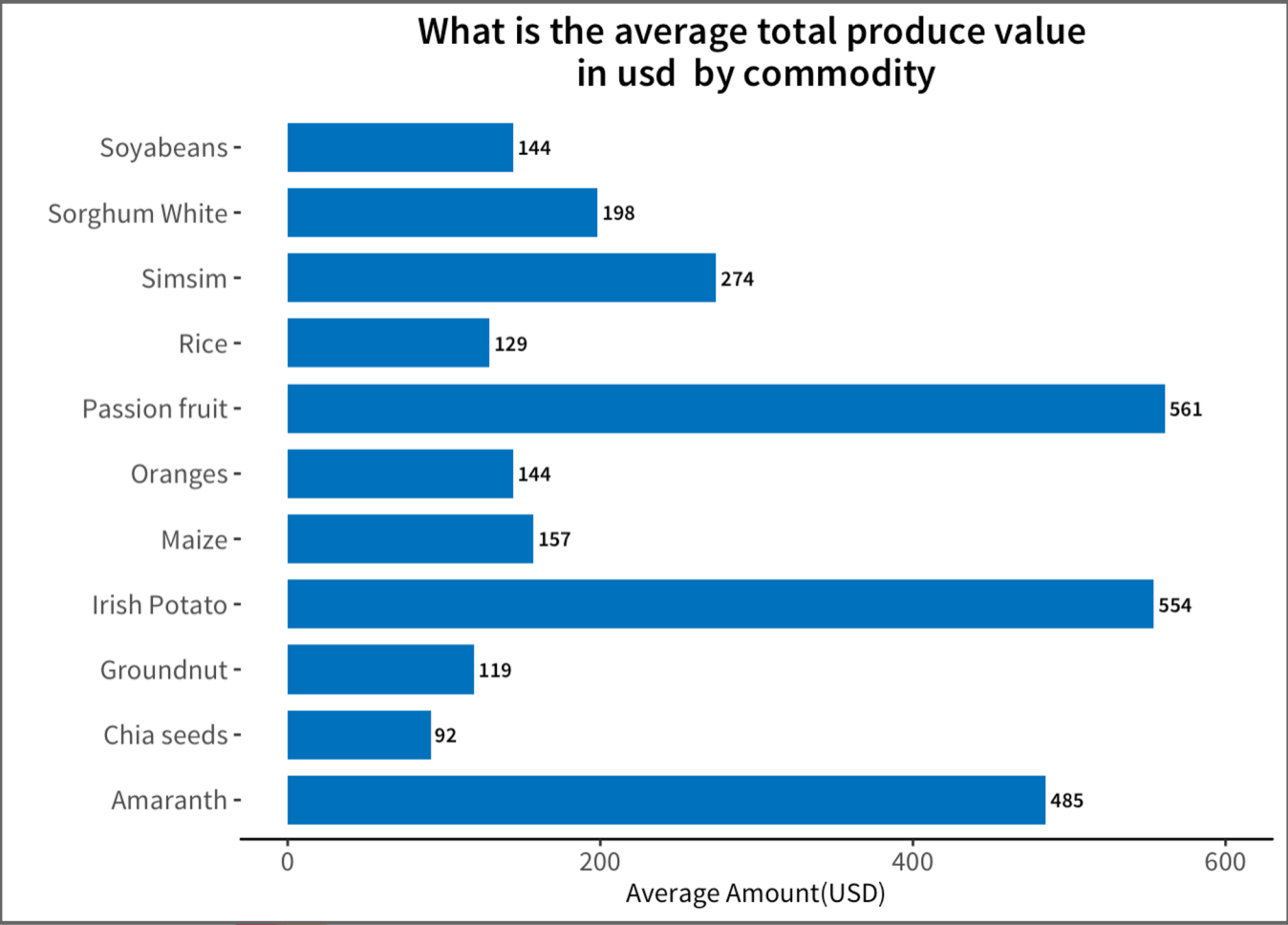
- Farmers that deal with Soya bean have delivered the highest volume till date and use the platform the most
- Farmers in the Baobab, chicken, passion fruit, and cashew nut value chains have contribute the least to trade volumes out of all the commodities traded on the platform

# Soya bean and Simsim farmers have generated the highest value of transactions on the platform till date



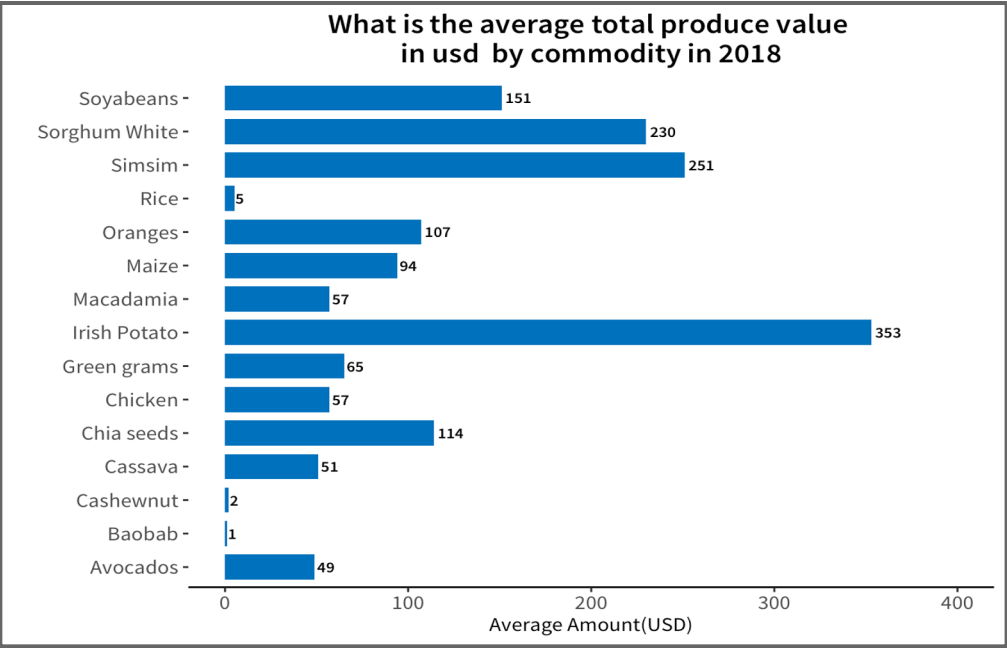
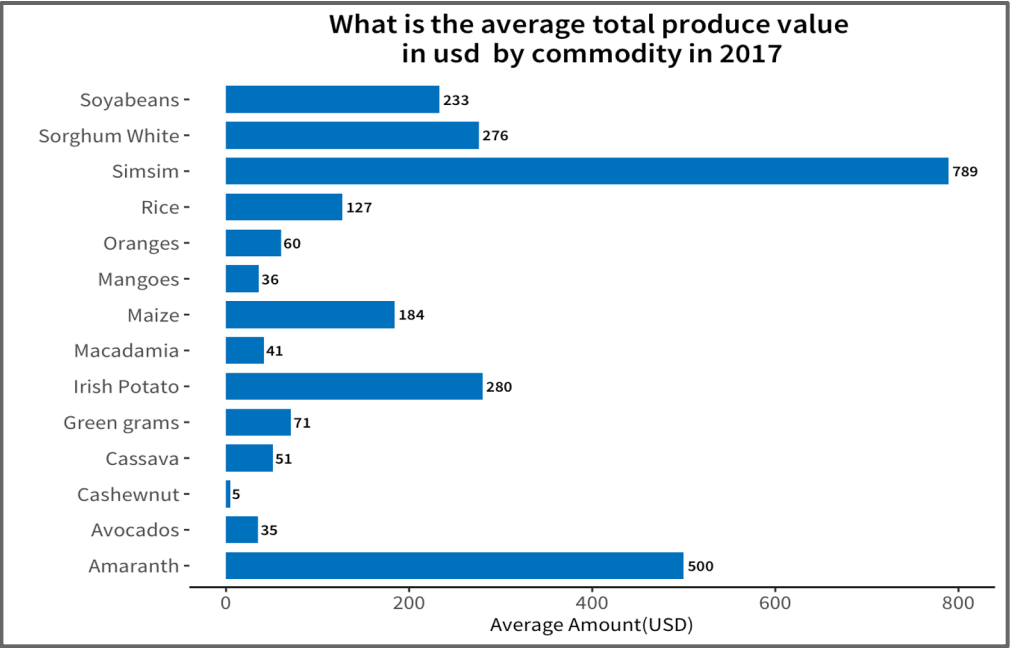
- Soya bean and Simsim farmers have provided the highest value of trade till date
- Macadamia and maize farmers have traded the least value of sales till date
- In total, more than **USD 1.7 million** worth of transactions has been generated on the platform

However, the Irish potato, passion fruit and Amaranth value chain generate more value per transaction



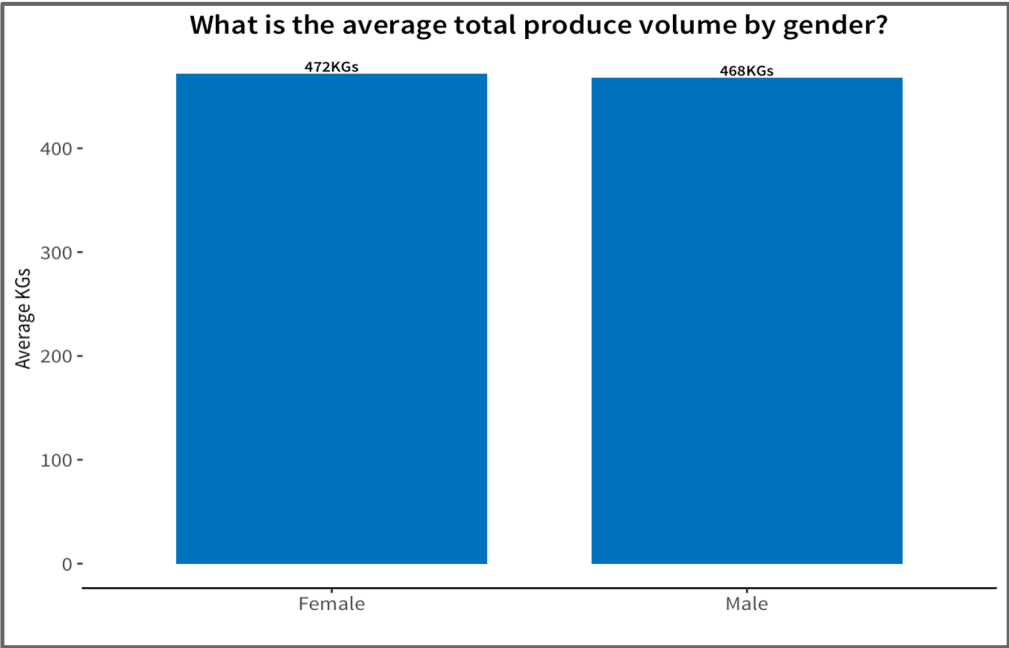
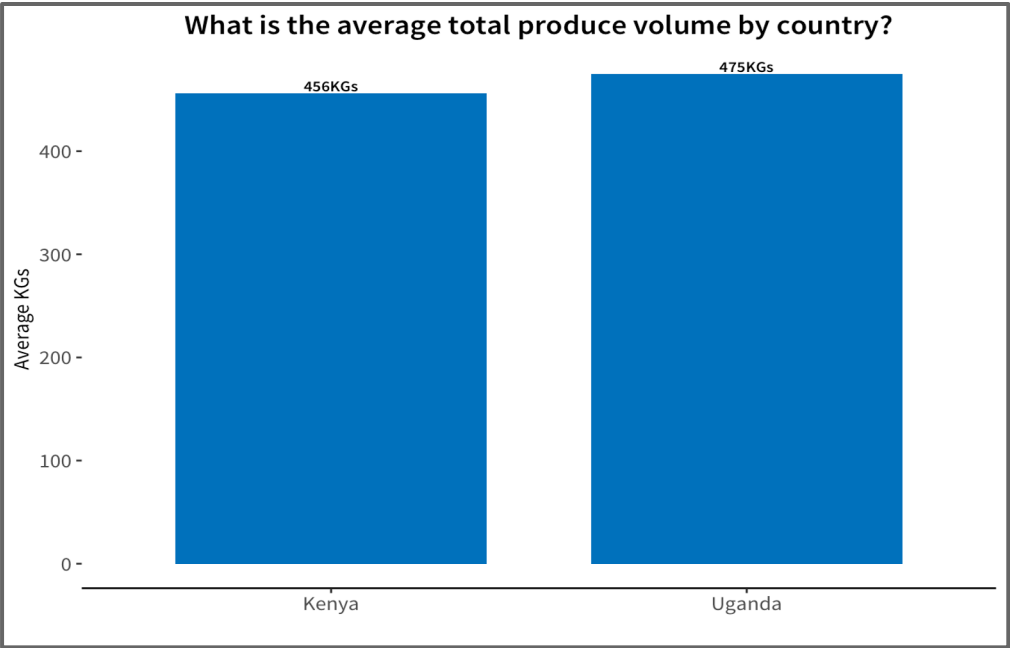
- While Soya bean farmers have produced the highest volume till date. Passion fruits, Irish potato and Amaranth generates more value per transaction from farmers
- While chia seeds generates the least value per transaction

# The average dollar value dropped in most value chains post 2017



- The average dollar value gotten from high volume commodities (crops) have dropped since 2017 further lending more validity to the point that while more farmers use TruTrade, income has not increased from this expansion

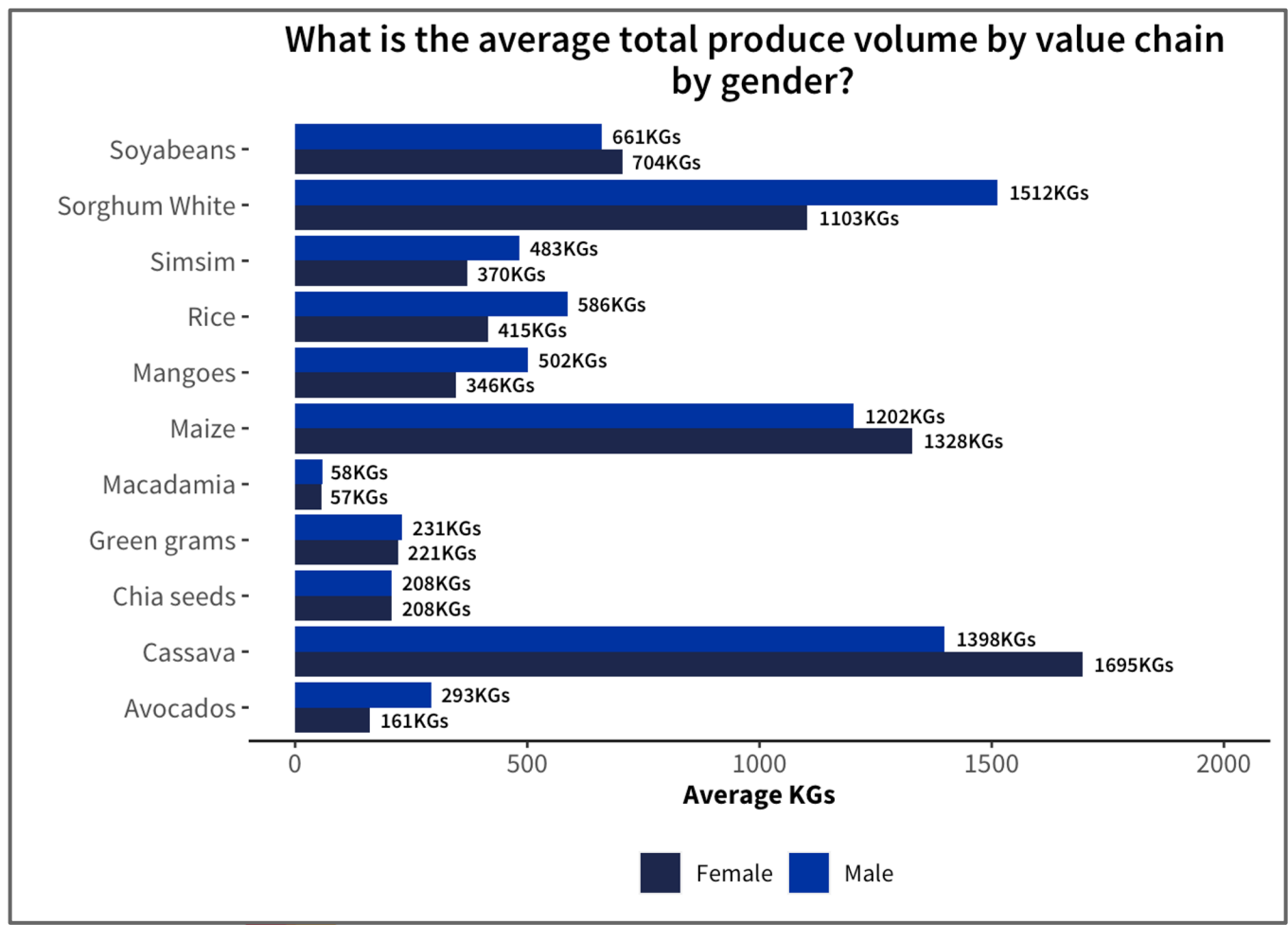
# Ugandan farmers sell, on average, higher volumes on TruTrade compared to Kenyan farmers, likewise, women sell more than men



- Ugandan farmers, on average, sell higher volumes via TruTrade than Kenyan farmers. There’s a 4% (19kg) difference in volume sold between both countries
- Female farmers across the platform, trade, on average, 4kg worth of commodity more than male farmers

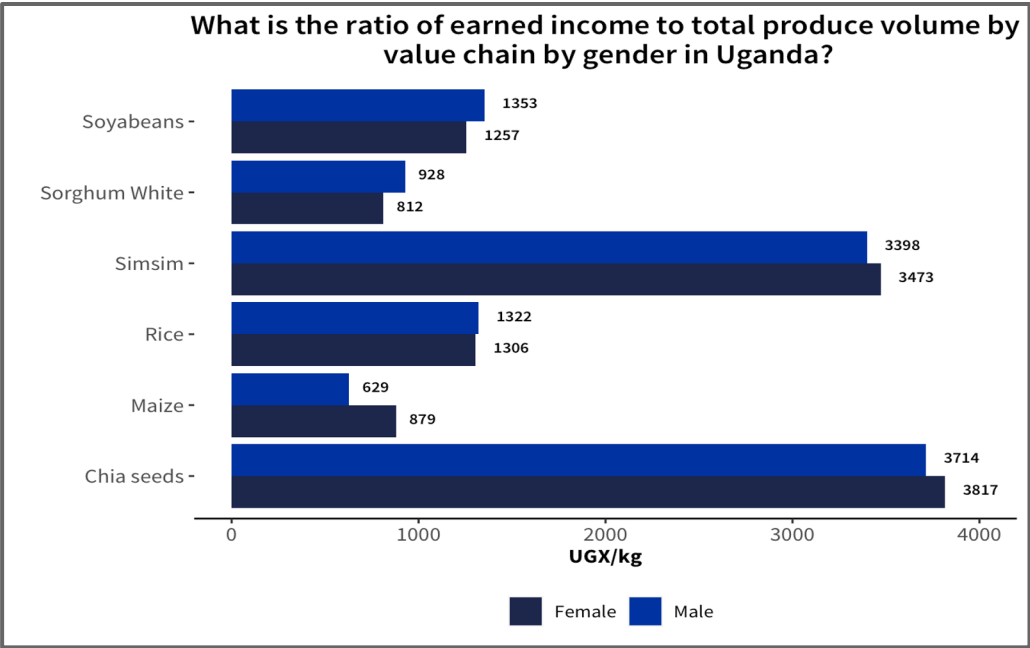
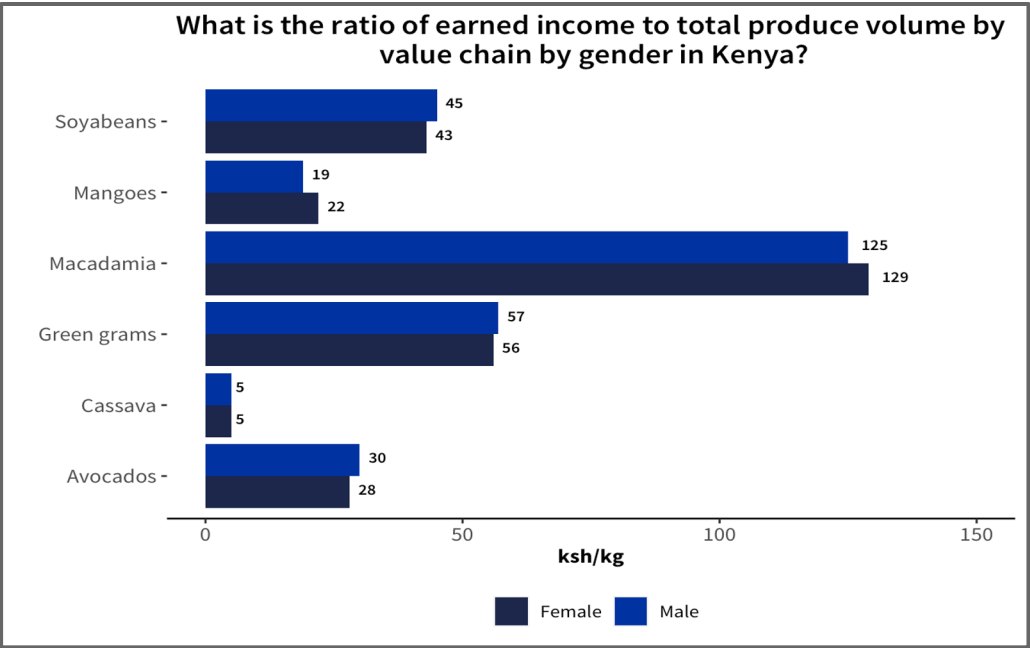


# Women users trade more volumes in 3 out of 11 of the most popular value chains



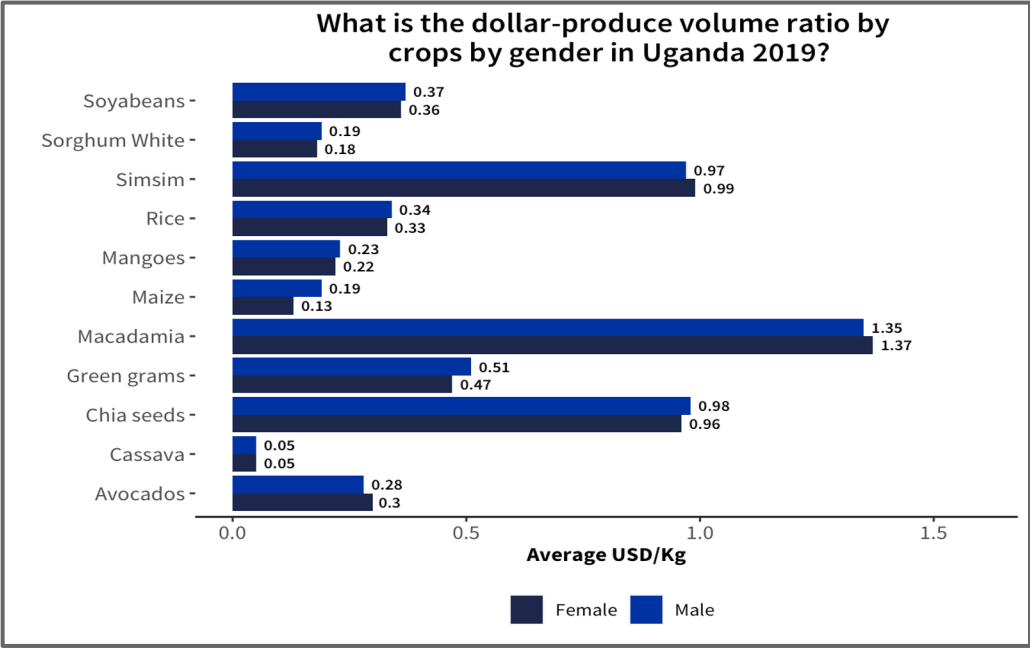
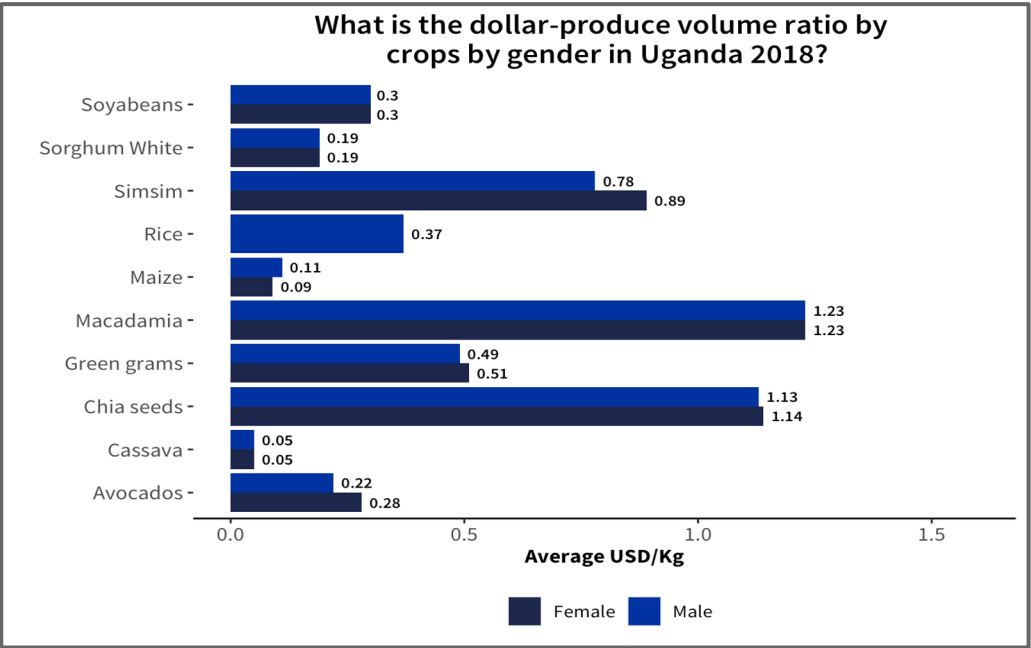
- Women farmers trade higher volumes on average than male farmers in the soya beans, maize and cassava value chains
- Male farmers trade higher volumes in the other value chains except for chia seeds, where farmers trade the same volume, on average

# Within value chains, there is little difference between the amounts women have earned compared to men through TruTrade



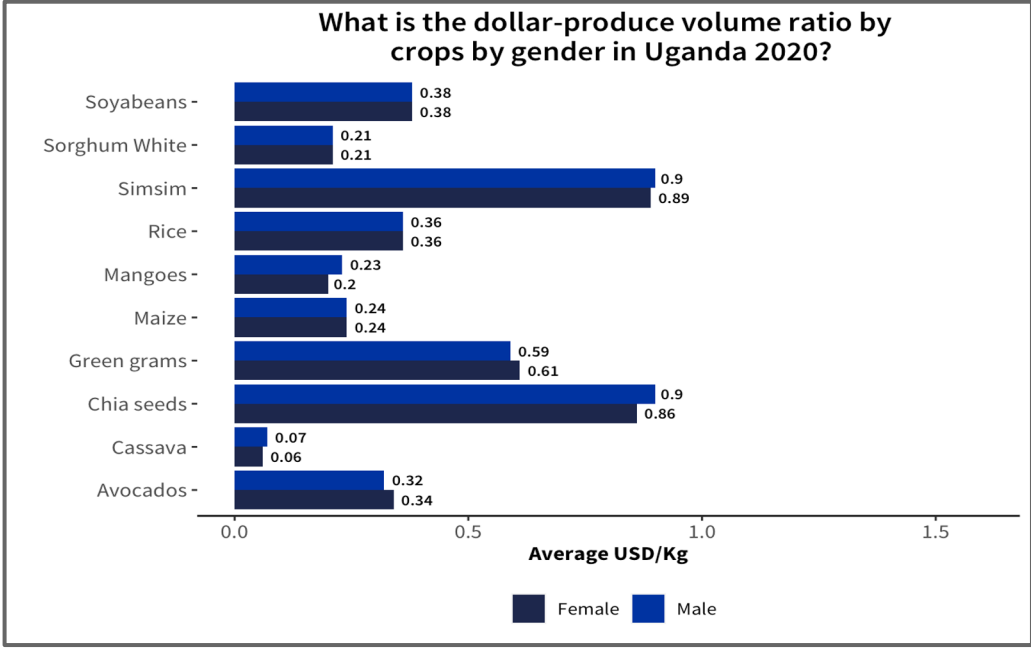
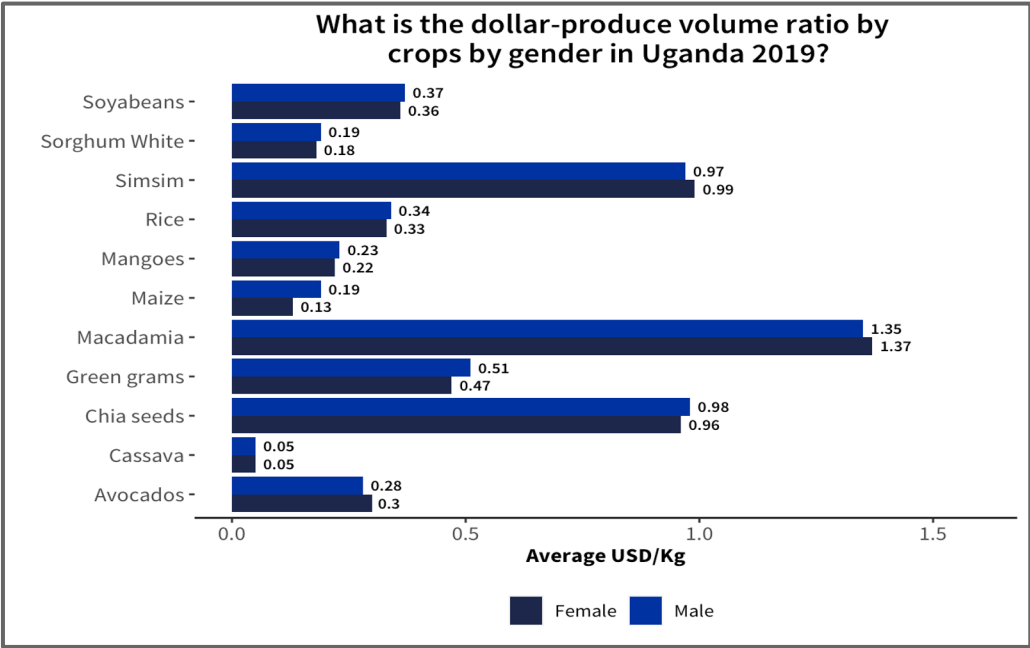
- There is minimal variation between the incomes of female and male users on the platform
- In Uganda, women have earned a higher income per kg of produce sold in the chia seed, simsim and maize value chain,

# In Uganda, the dollar value of each kilogram of produce in 2019 increased compared to 2018



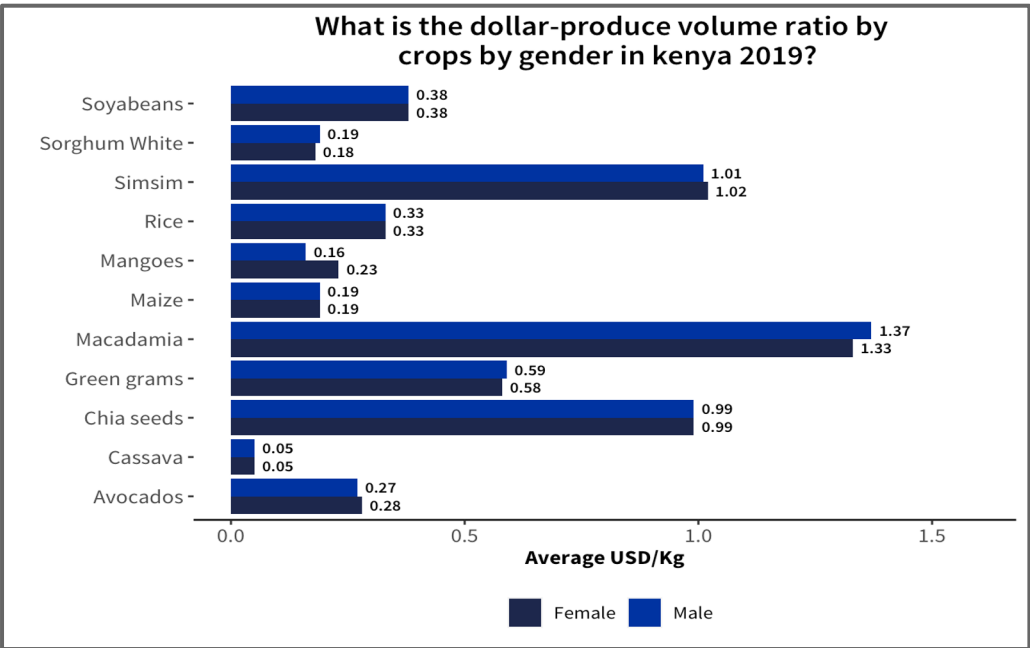
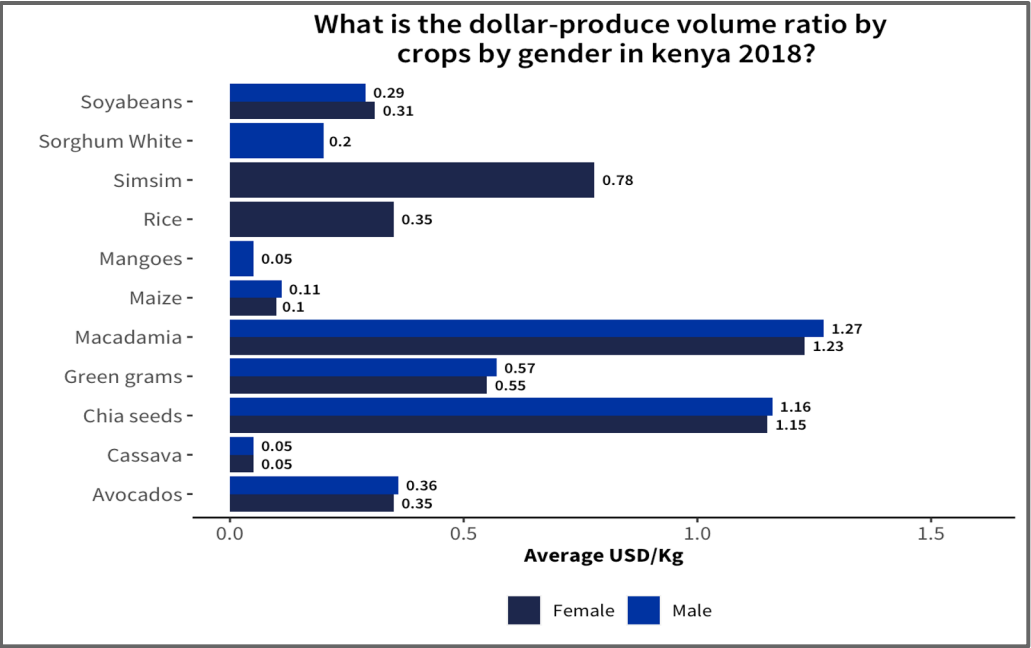
■ Across most of the value chains, the dollar value per kg worth of produce increased compared to 2018

# However, in 2020, this value dwindled across different value chains



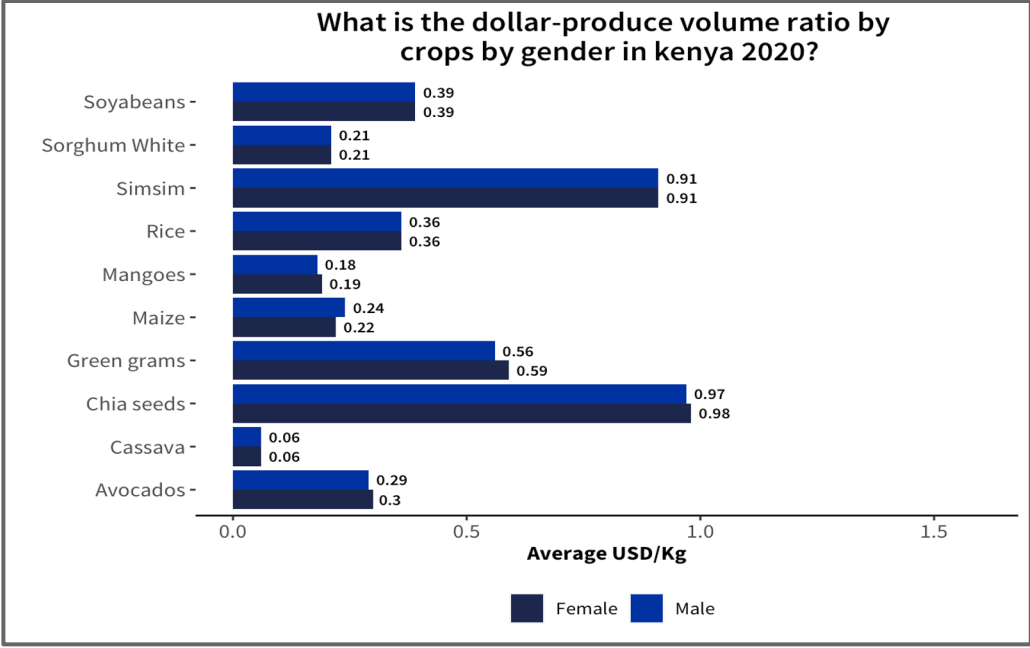
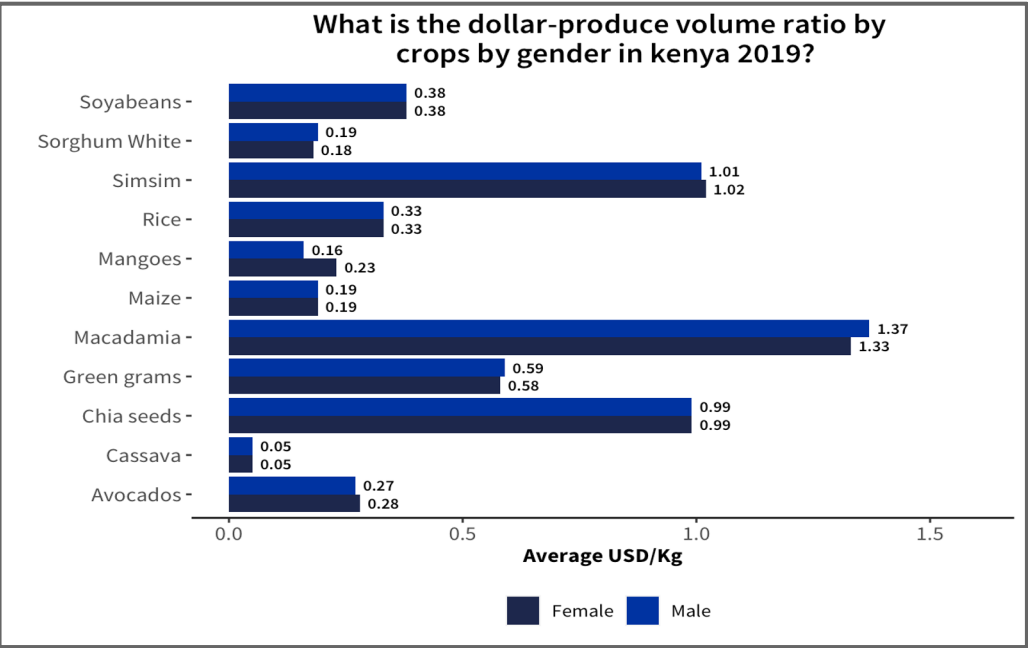
- Across most of the value chains in 2020, the dollar value per kg worth of produce increased compared to 2019 e.g Soya beans, Sorghum, Rice and maize

# In Kenya, in most of the value chains, the dollar value of each kilogram of produce in 2019 increased compared to 2018




- Across most of the value chains in 2019 in Kenya, the dollar value per kg worth of produce increased compared to 2018 e.g Soya beans, Simsim, Macadamia and maize

In 2020, mixed results are observed across each of the different value chains.



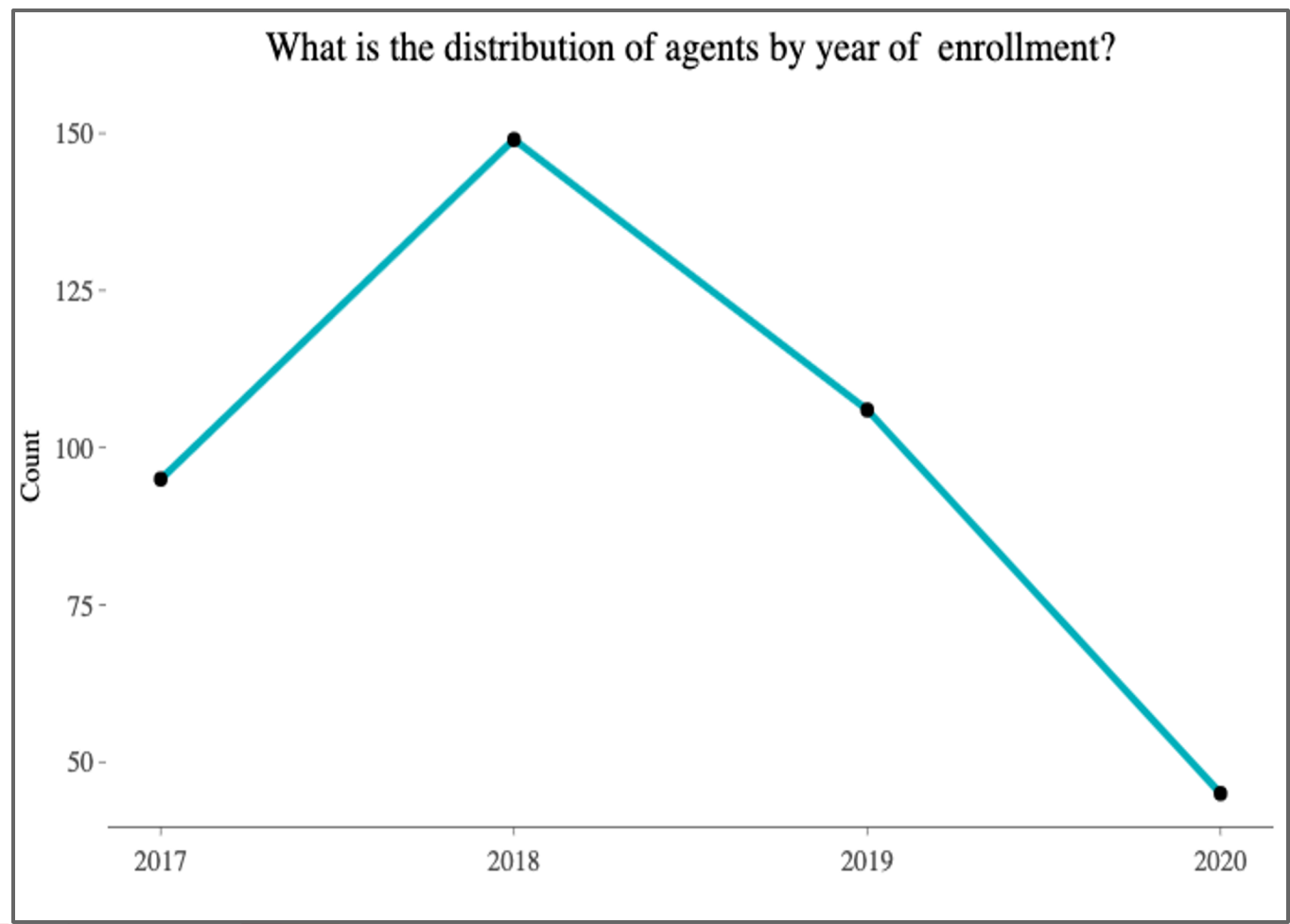
- Across most of the value chains in 2020 in Kenya, the dollar value per kg worth of produce increased compared to 2019. Although, this differences were negligible



**As the major distribution channel  
Trutrade uses to reach farmers,  
what role are sourcing agents  
playing in the ToC?**

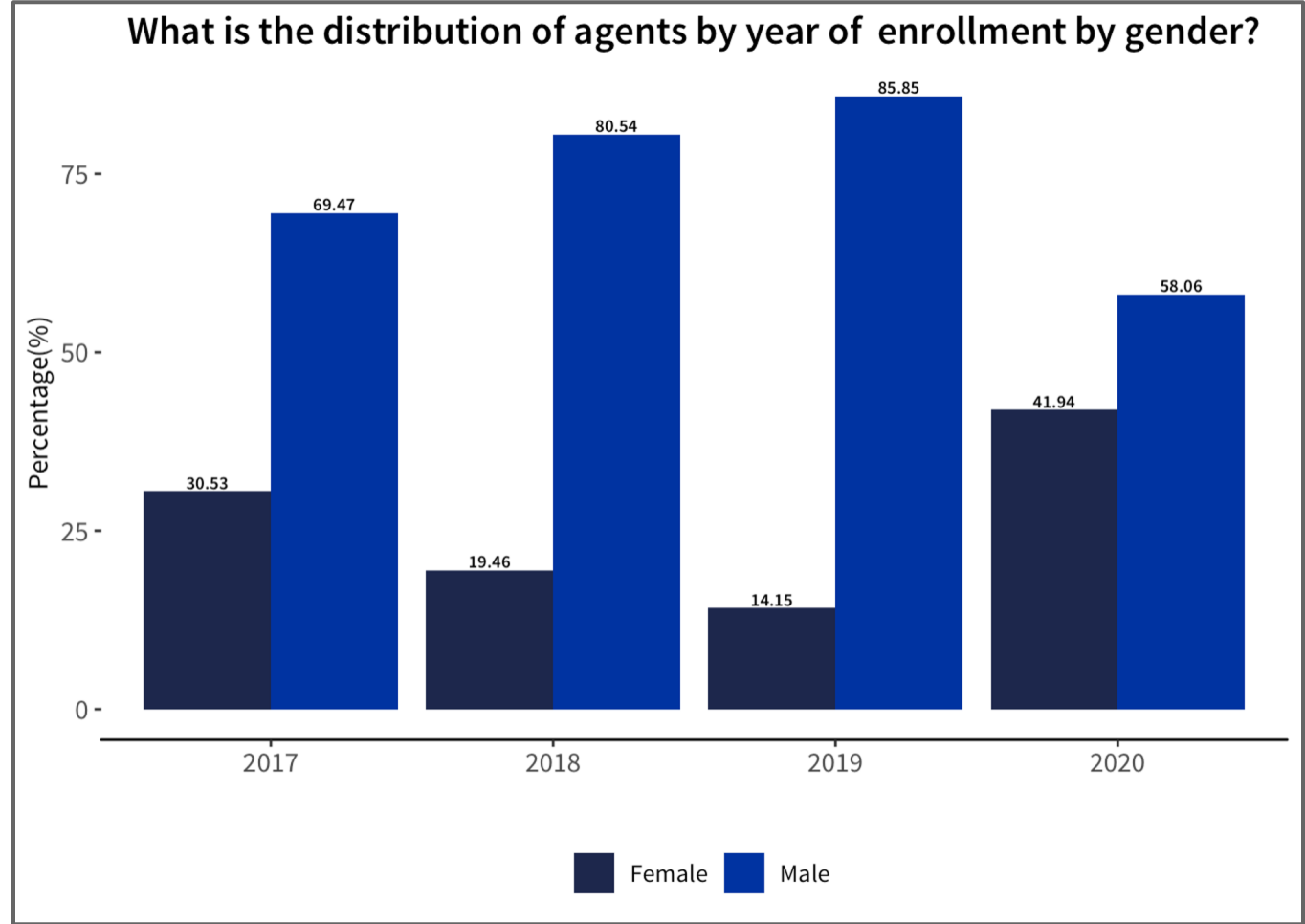


# The number of new agents working peaked in 2018 and has since decreased year-on-year



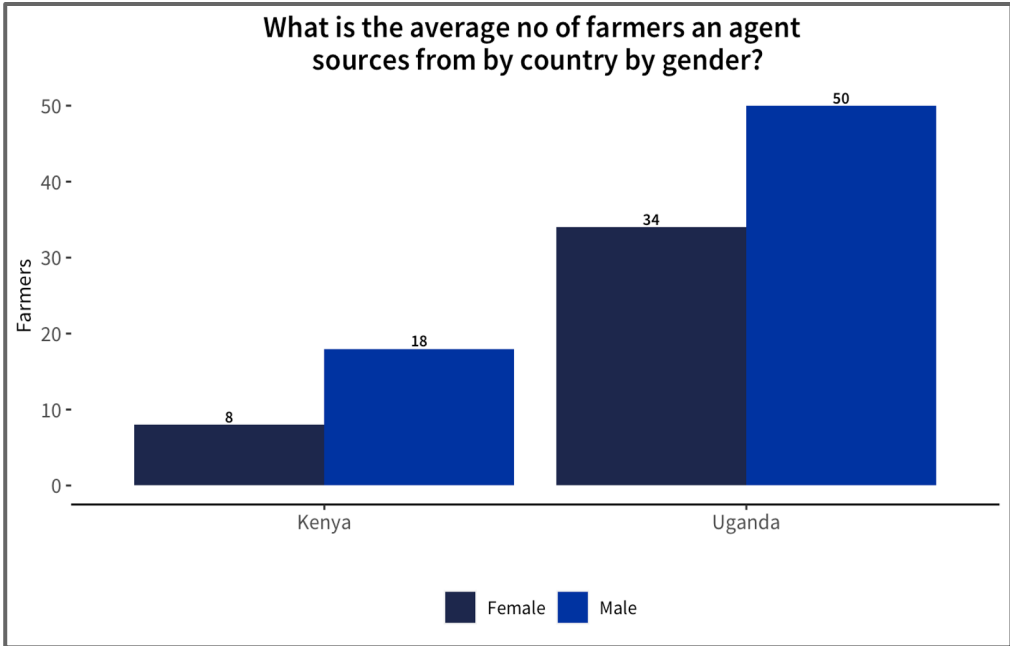
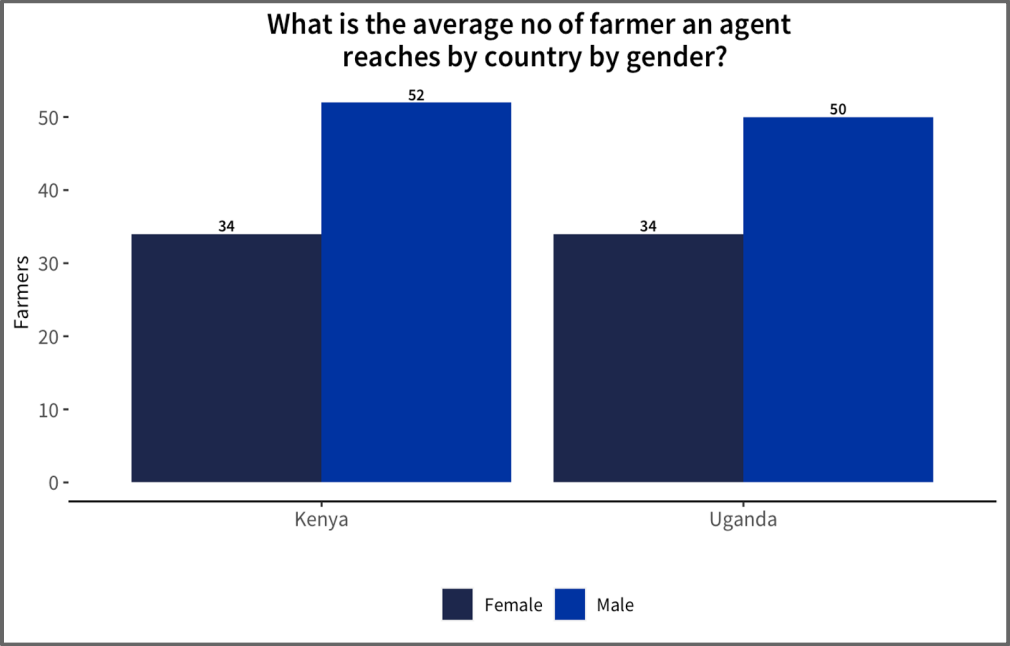
- 2018 witnessed the highest percentage increase (56%) in new agents.
- Since then, the amount of new agents that source for farmers on the platform have continuously decreased by an average rate of 42%

However, we have seen an increase in the representation of female agents in the past one year



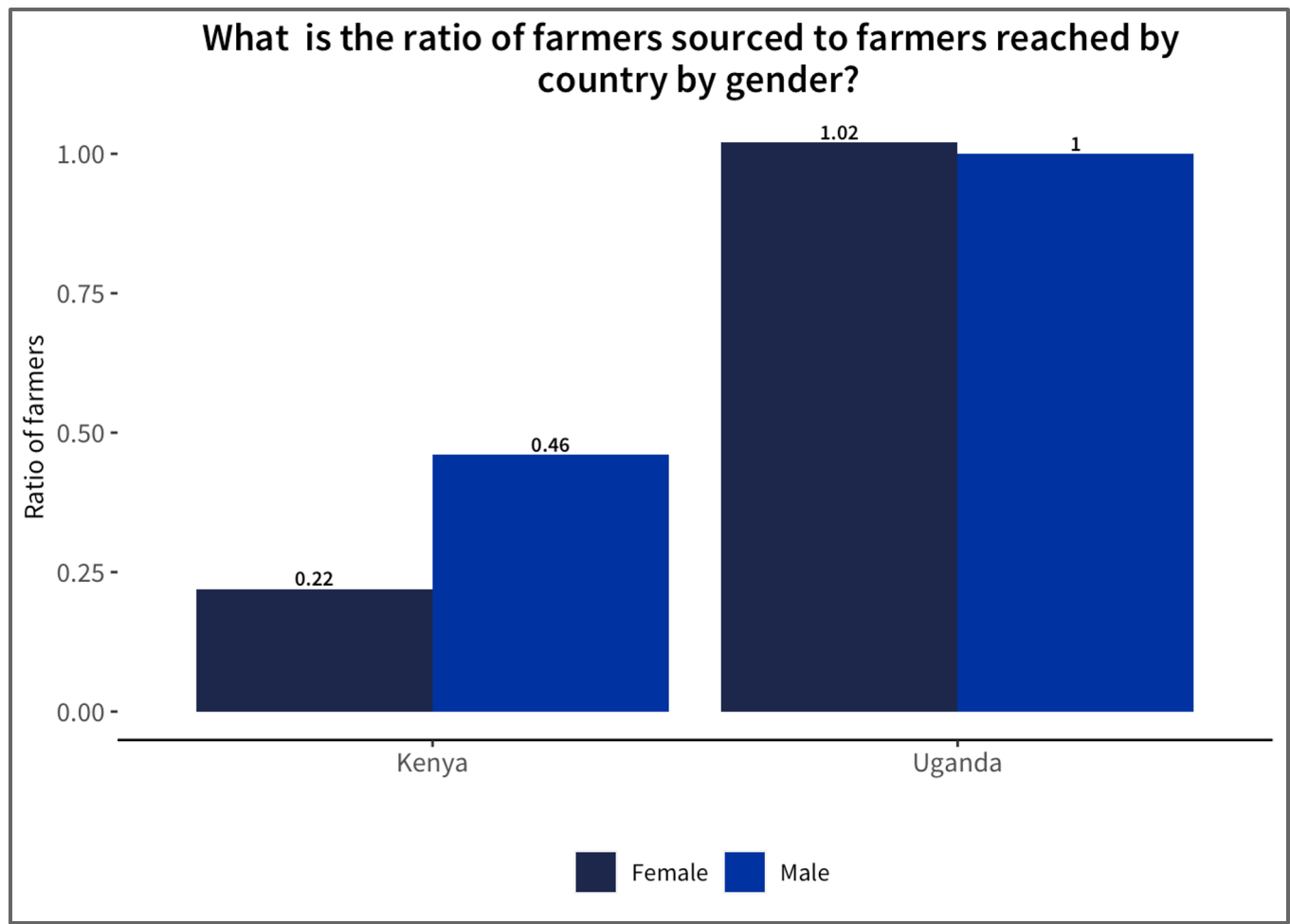
- While the proportion of female agents fell off over the years from 2017 to 2019, 2020 witnessed a sharp increase in the proportion of female farmers sourcing for farmers
- However, it is important to note that this increase in female representation was not due to an increase in the absolute amount of female sourcing agents year-on-year but as a result of a decrease in the total number of sourcing agents in 2020, so even though representation increased, the absolute amount of female agents decreased

# Male agents on average reach more farmers than female agents, and this is consistent across countries



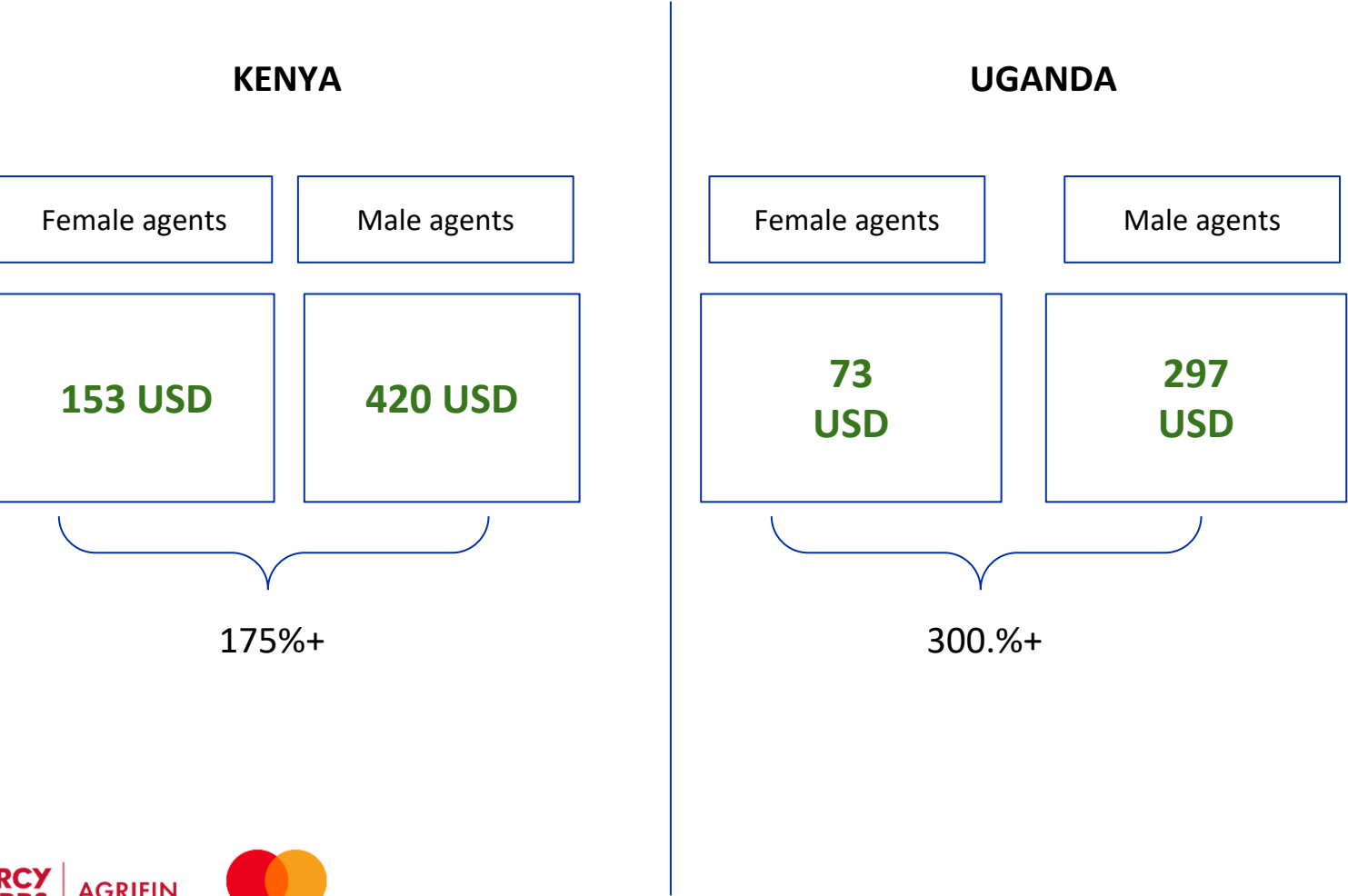
- Male agents reach 17 more farmers than female farmers on average i.e 70% more reach than female farmers and source from 100% more farmers than female farmers
- Female farmers in both countries reach similar number of farmers but Kenyan farmers source from less

# Agents in Uganda, get the most out of the farmers they reach or enroll on the platform, compared to agents in Kenya



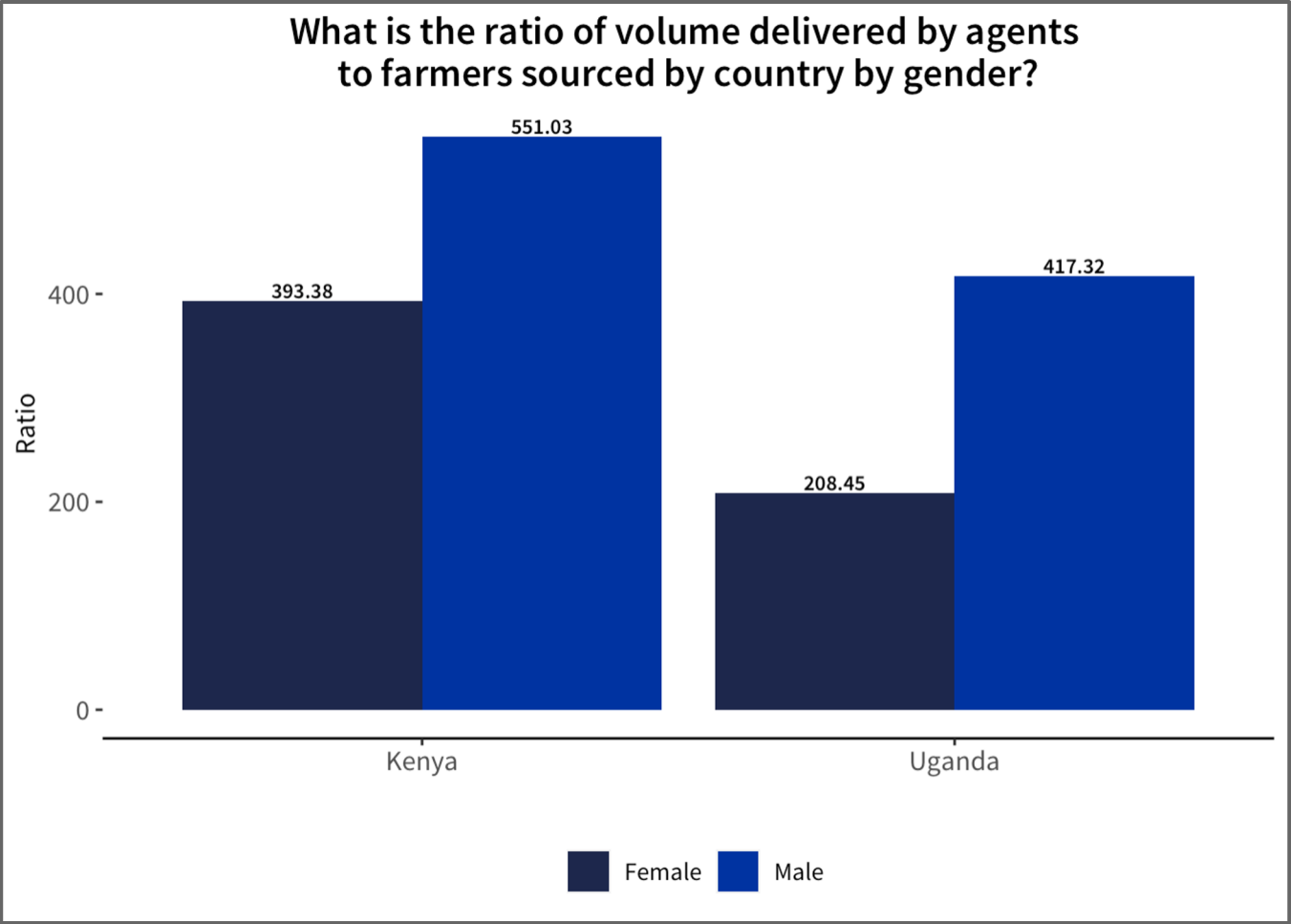
- Agents in Uganda source from as much farmers they reach or enroll on TruTrade’s platform
- While Kenyan agents enroll more farmers, on average, compared to Ugandan agents, they don’t source from up to half of the farmers they enroll on the platform. This suggests that Ugandan agents are more efficient than Kenyan agents

Male agents have earned higher, on average, than female agents but this difference is not commensurate with the difference in the amount of farmers sourced from



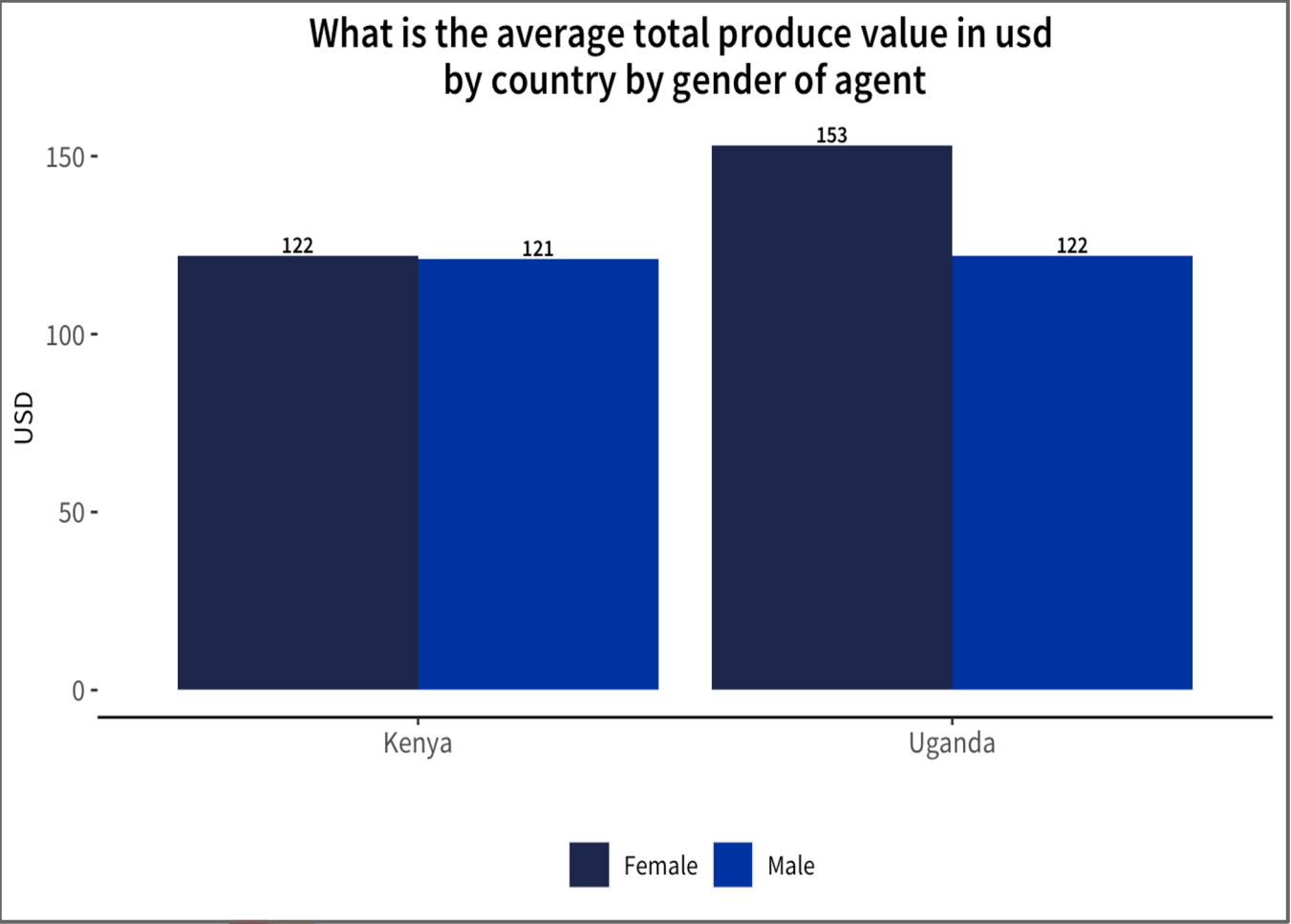
- Male agents in both Kenya and Uganda earn more than their female counterparts. However, this is not consistent with the difference in the amount of farmers sourced from
- Female agents in Kenya earn **USD2.83** for every farmer sourced from, while the male counterparts earn **USD4.62** on every farmer sourced from
- A similar pattern can be seen in Uganda too, male farmers earn **USD1.06** on each agent sourced, while female farmers earn **USD2.08**

However, this disparity seems to be due to the difference in the volumes of commodity delivered



- Male agents source for a larger volume of produce from each farmer sourced from than female farmers
- Male agents in Kenya source for the highest volume (551kg) per farmer sourced from
- Male agents in Kenya, earn an average of **USD0.0262** on every kg of commodity they source while female farmers earn **USD0.00138**
- This is consistent in Uganda, where female agents earn USD0.007 on every kilogramme compared to 0.009 by male agents

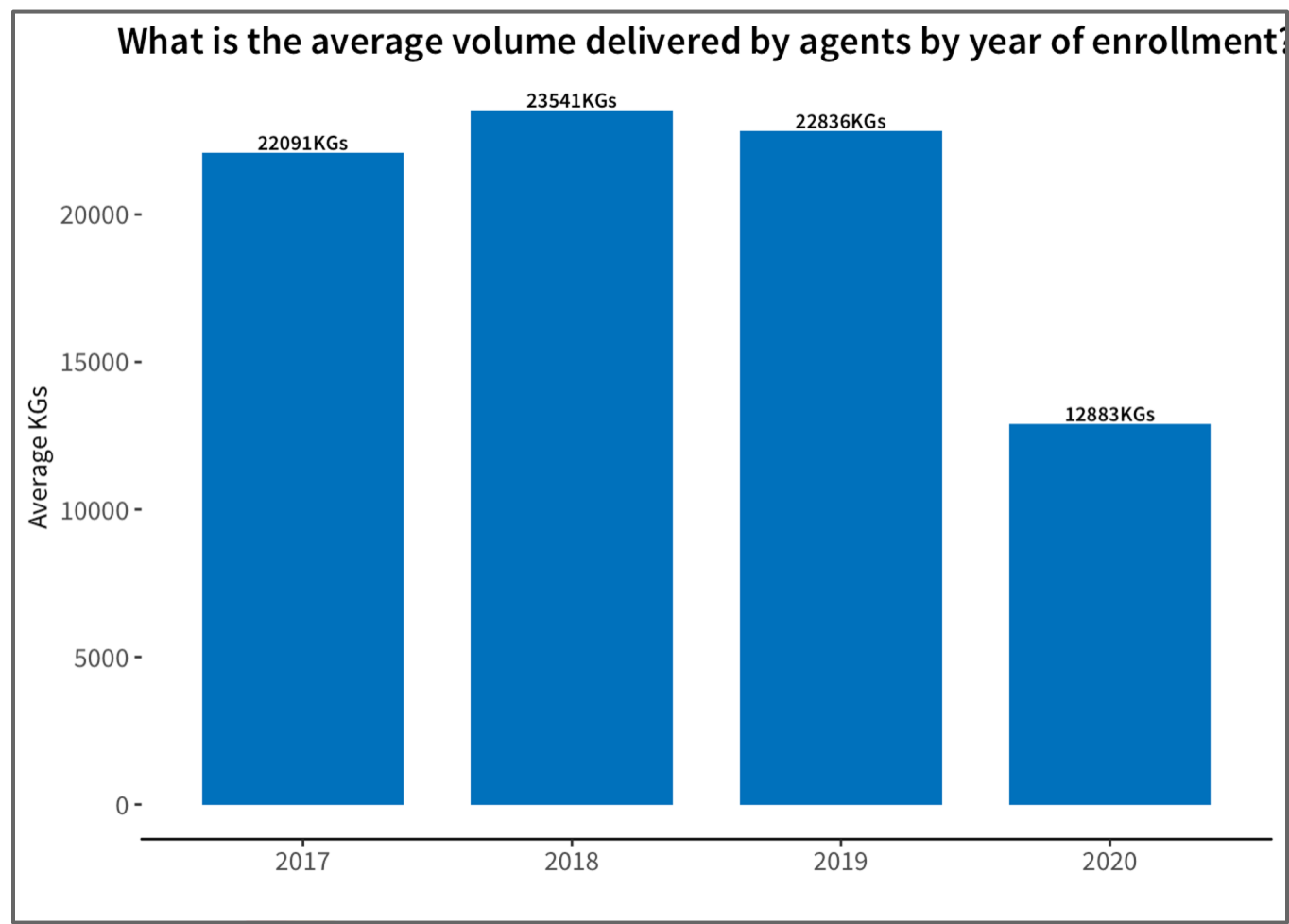
# While male agent source for higher volumes of commodities, female agents source for more valuable commodities



- Male agents source for significantly more commodities than female agents,
- However, the value of commodities female agents source per transaction is larger than the male agents, on average

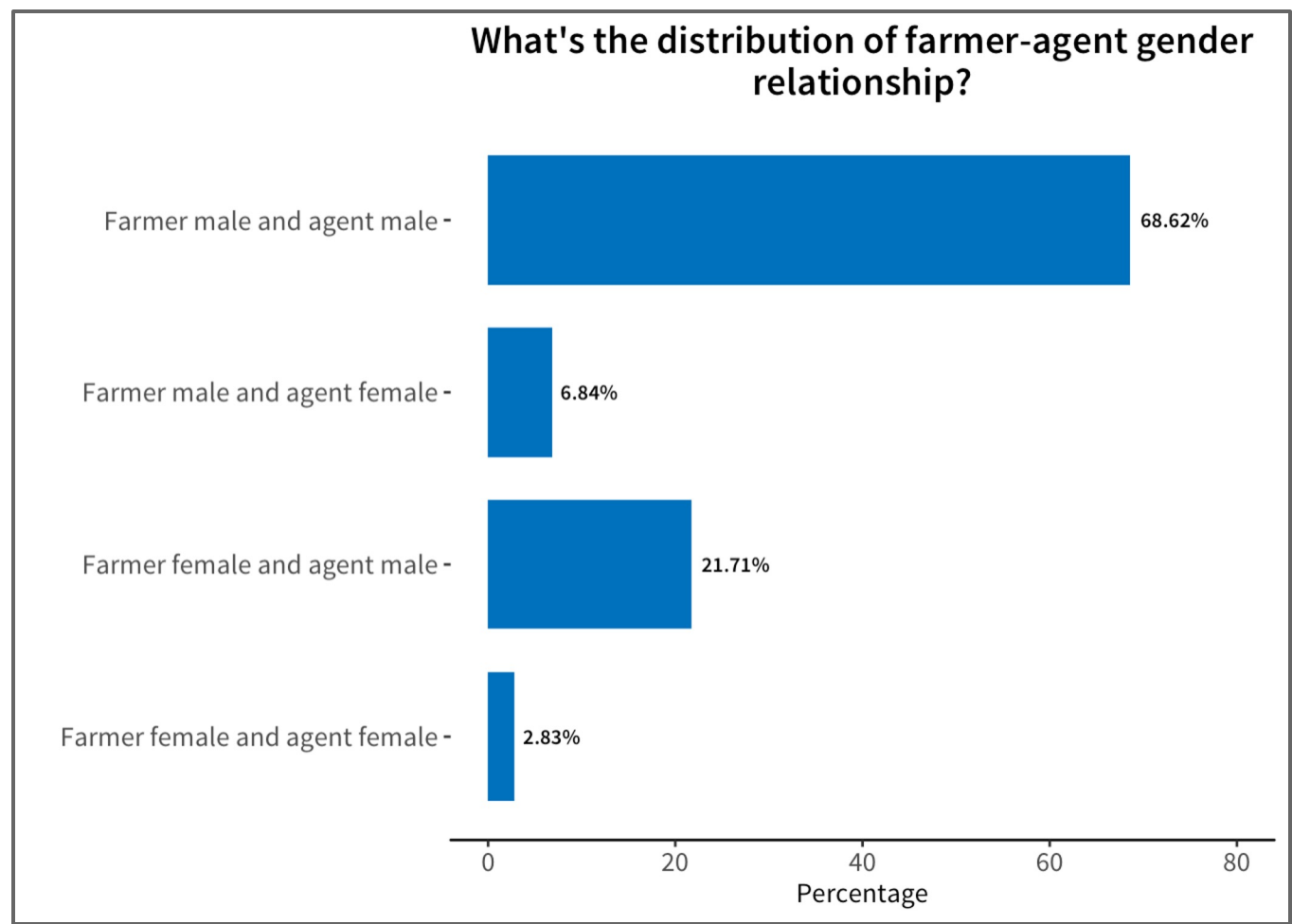


# The volume of commodities delivered on average has been on a decline since 2019



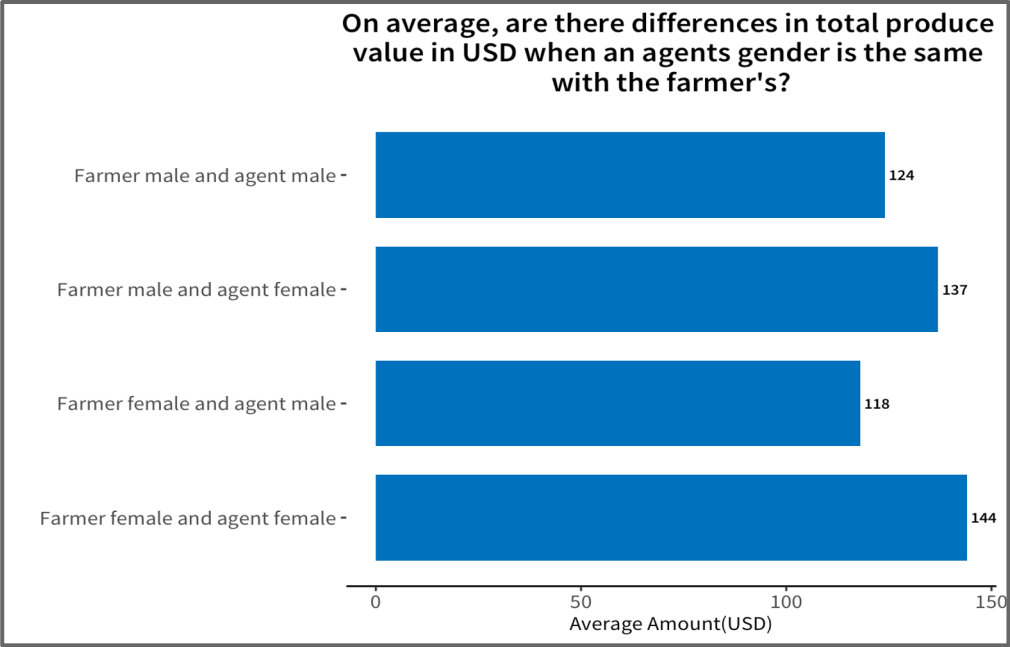
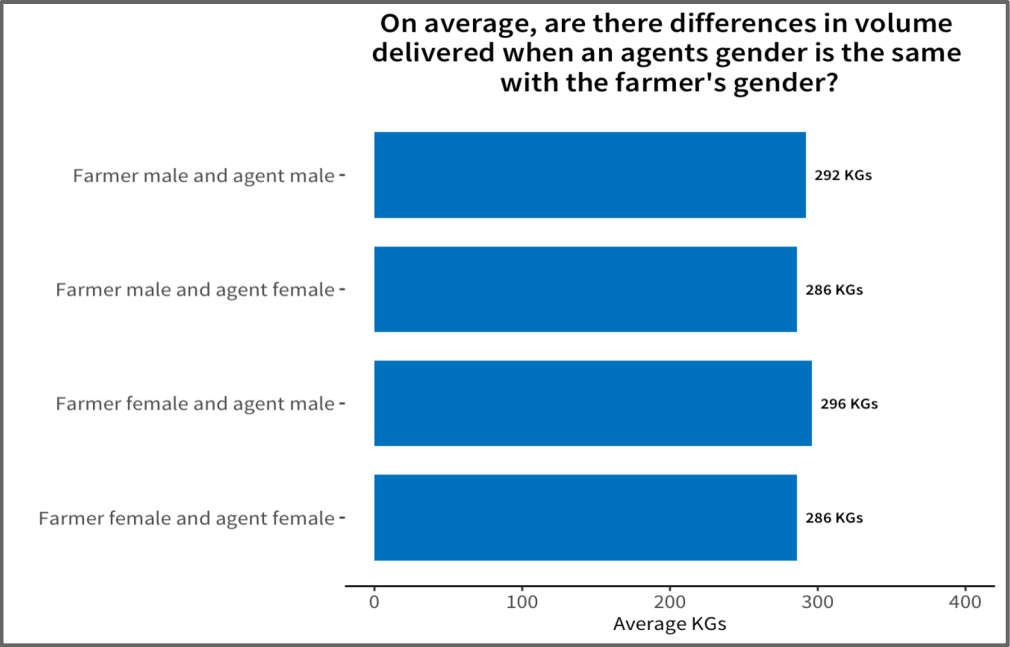
- The average volume delivered across countries increased in 2018 but has been on a downward trend since 2019 and looks to remain the same in 2020

# 2 in 3 transactions happen between male agents and male farmers



- 2 in every 3 transactions are sourced by male agents with corresponding male farmers
- 3 in 100 transactions are sourced by female agents with corresponding female farmers

# Male agent-female farmer transactions slightly produce the highest volume, on average



- 2 in every 3 transactions are sourced by male agents with corresponding male farmers
- Female agent-female farmer transactions generate more dollar value than any other agent-farmer combination



# Key Takeaways

# Summary of the findings

1.

## Usage of TruTrade among different groups

- **Enrollment/onboarding has doubled every year.** Female enrollment on the platform has doubled since the beginning of operations but most of the improvement in enrollment comes from Kenya
- **However, usage among Kenya farmers is still low compared to Ugandan farmers.** Well over half of the farmers enrolled in Kenya have not traded on the platform. Only 23% of female farmers in Kenya on the platform have traded via TruTrade compared to 97% in Uganda
- **Non-usage rate this year is on track to be the highest** ever recorded on the platform since the beginning of operations and this was likely due to the impact of COVID and the closure of the airspace after a new round of enrollment of farmers in the avocado value chain

2.

## Impact of TruTrade

- **TruTrade's services have extended to a larger number of farmers**, but that has led to a **reduction** in the **average volume** sold per farmer on the platform
- Even though a large portion of the trade done on the platform is by male farmers, **on average, women trade higher amounts on TruTrade than male farmers.** This is consistent in both Kenya and Uganda
- **women earn as much as male farmers** on the platform. Although, the difference varies by country and within value chains

3.

## Sourcing agents as a distribution channel

- **Women agent representation in the distribution network is at the highest** it has been since the start of operations. Although the agents enrolled in 2020 are at an all-time low
- **Agents in Uganda seems to operate more effectively than Kenyan agents** - they source from as much farmers as they reach. Kenyan farmers source from less than half of the farmers they enroll on the platform.
- **Female farmer-female agent transactions** constitutes the smallest share of the agent-farmer transaction on the platform but **generates the highest produce value per transaction**





# Next Steps

# Data collection is key to improving service delivery which should have a resultant positive impact on TruTrade’s theory of change

Data Need	Justifications
Demographic information	TruTrade should collect more more demographic information on farmers e.g farmers’ age, farming experience, estimate of farm size, education level etc. This will help in segmentation exercises to better understand the profiles of repeat users, and this will help Trutrade channel its marketing or distribution efforts towards other groups that are not likely to be users or repeat users on the platform
Perception of TruTrade	TruTrade can embed questionnaire that seeks to understand how farmers perceive or rate TruTrade’s services especially the agents network and the pricing they get for their produce
Farmers’ planning behavior	Information on the share of produce farmers sell to TruTrade over time will help estimate how TruTrade has affected farmers planning behavior and how much farmer are able to sell post-harvest





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