

## 5<sup>th</sup> German–African Economy Forum: African Start-ups

# AgroCenta LLC (Ghana)

## Ghana



Origin	Tema, Ghana
Foundation/ Founders	Francis Obirikorang   Michael Ocansey
Certificates/ Awards	World Summit Awards (Environment & Green Energy), TechCrunch Battlefield Africa Winner (Social Good), Fincluders Startup Challenge
Products/ Services	<ul style="list-style-type: none"> <li>• <b>AgroTrade</b> (online trade)</li> <li>• <b>TruckR</b> (on-demand trucks &amp; logistics)</li> <li>• <b>AgroPay</b> (financial inclusion)</li> <li>• <b>AgroInfo</b> (real time informations on weather and market prices via SMS)</li> </ul>

## Who we are

AgroCenta is an agricultural technology platform that focuses on using technology to provide market access for smallholder farmers in Ghana. AgroCenta currently works with over 10,000 smallholder farmers in the Northern, Upper East, Upper West and Ashanti Regions.



## Products

AgroCenta provides digital services in the fields of Agro-Trade, Agro-Pay, Agro-Logistics and Agro-Information. AgroCenta connects smallholder farmers directly to large, medium and small businesses in order to sell directly to breweries, food manufacturers and processing industries.

## Start-up Story

AgroCenta was born after the co-founders decided to quit their jobs and create a trading platform for smallholder farmers to strengthen their position in the value chain. The founders were driven by their passion to create a fair market for smallholder farmers to sell and increase their potential incomes.

## Motivation

Our main motivation and drive at AgroCenta is to see financially empowered smallholder farmers.

## Objectives

AgroCenta's primary objective is to promote and facilitate fair trade for smallholder farmers in sub Saharan Africa by connecting them directly to larger and structured markets. By improving the logistical process and removing exploitative buying from the value chain, smallholder farmers can sell at competitive prices and improve their financial livelihood.

### Contact person

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