



WIKIFARMER - the Leading B2B Marketplace of Agricultural Products



Name of the Organisations Involved

- Wikifarmer

Challenges Identified

- Most farmers in the world still cultivate their fields with techniques learnt by experience or taught by their ancestors, leading to non-optimum practices in terms of yield and environmental impact. As a result, the company decided to publish thousands of articles with agricultural best practices and how-to guides.
- Farmers produce the most valuable part of the food supply chain, but they are the ones getting the least value out of it. Farmers can now increase their potential clientele, sell all their stock, reduce their wastage, and all that at better prices, increasing their profitability by up to 300%.

Goals and Solution

Wikifarmer is a global platform with the mission to empower farmers through educating them and offering them direct access to the commercial markets to sell their products at fair prices.

The company mission is to:

- **Create a More Transparent and Fairer Ecosystem**

The goal is to create a fair, transparent, and rewarding environment for all people involved in Agriculture, by connecting the Producers directly with the Buyers, avoiding the unnecessary large commissions paid in the food value chain until today, and forcing transparency, accountability, security, and reliability to every transaction.

Farmers and Producers dedicate their lives to their crops but get the lowest value of the total sales cycle; they deserve a fair share.

- **Fight Climate Change**

Helping farmers learn modern and sustainable best practices and at the same time aiding them to get a larger value out of the supply chain is something that can become the main driver towards a more sustainable agricultural world.

Farmers can increase their yields while at the same time they can use practices that can benefit the environment. In addition to that, higher producers' profitability means further investment in technology, new techniques, and equipment which in the longer term will have a very positive income to our world.

- **Enhance Agricultural Trade**

They are here to connect all the dots and facilitate agricultural trade and commerce locally, regionally, and globally. The only way that all the agricultural bottlenecks can be broken and surpassed is through digitization and the creation of a digital ecosystem that connects all the necessary parties together

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(producers, buyers, logistics, quality assurance partners, financing, and insurance providers). The company mission is to enable and enhance the creation of such an ecosystem.

Actions Taken

- Wikifarmer MarketPlace - Access the local and global agricultural markets through Wikifarmer MarketPlace.
Farmers can now increase their potential clientele, sell all of their stock, reduce their wastage, and all of that at better prices, increasing their profitability by up to 300%.
- Wikifarmer Library - Learn from the biggest, open Library for farmers globally.
Thousands of articles have been published with agricultural best practices and how-to guides with the contribution of thousands of farmers, agronomists, and experts, making all the material freely accessible to all farmers in the world in more than 15 language versions.



Source: <https://wikifarmer.com/market/en/>

Benefits and Impact

- All farmers have access to relevant educational material, the latest scientific-technological advances, and practical manuals that can help them upgrade their production and income in a sustainable way. This effort has been recognized by the International Food and Agriculture Organization (F.A.O.) of the United Nations by characterizing Wikifarmer's Library as "The Wikipedia of Farming."
- Higher profitability for farmers means more investments in their production capabilities, higher employment, and more sustainable farming. Wikifarmer Marketplace enables thousands of farmers across several countries to create more distribution channels for their products, gain direct access to thousands of businesses and reduce their dependence on intermediaries with no value.

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- For buyers, as an end-to-end stop, the whole ordering process has become simpler, making it easier to find anything related to agriculture and complete orders with security and confidence from the moment needed until it's delivered.
- On a higher level, the platform envisions contributing to a sustainable future, supporting businesses, the economy, the environment, and anyone involved in agriculture, which is needed today more than ever.

Contact Information

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Application Area

☒ Resource Usage

Digital Technology in the Value Chain

☒ Comodity Traiding

Digital Technologies

☒ Big Data

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