**Overview of the current system**

Within the expansive coffee and selit production landscape in JIMMA, SIDAMA, KAFFA, and GONDER regions of Ethiopia, the existing system is a multi-layered and intricate network that involves numerous stakeholders. Initially, individual farmers employ diverse methodologies, cultivating coffee and selit based on their own unique strategies, resulting in variations in both quantity and quality. With the imperative to meet immediate familial needs, these farmers often resort to selling their yield to local intermediaries at prices that fail to reflect the true worth of their produce.

Following this primary exchange, a sequence of intermediaries assumes responsibility for the products, each adding their own value to the supply chain. This involves an array of activities, including the processing of coffee, such as grinding and washing, if the product is initially sold with its covering or in its fresh state. As the goods pass through each intermediary, a layer of complexity is added, contributing to the incremental growth of the product's value.

However, the extended duration of storage undertaken by some intermediaries, aimed at capitalizing on market price fluctuations, often obscures the transparency of the supply chain. This practice of withholding the products to await optimal selling conditions introduces significant delays, resulting in inflated prices by the time the coffee and selit finally reach the hands of the exporters. This intricate overview of the existing system reveals the numerous challenges and inefficiencies that pervade the current agricultural export process, emphasizing the need for a streamlined and transparent solution to bridge the gap between farmers and exporters.

In conclusion, the traditional Ethiopian coffee and ‘selit’ export system, while fostering a strong sense of community and trust, faces significant limitations due to its reliance on manual and in-person negotiations. This approach has led to inefficiencies, opaque pricing, and communication barriers between farmers and exporters, ultimately impeding fair compensation for farmers. Recognizing the urgent need for change, the proposed Farm Ex bridging system seeks to introduce a streamlined and transparent digital system. This innovative solution aims to enhance transparency, efficiency, and equitable practices, fostering improved communication and fair compensation for all participants in mentioned regions’ coffee and ‘selit’ export industry.