FARMFOOD HUB: DATA OVERVIEW

SURVEY DATA SUMMARY - 2025

Respondent Category

- Consumer
- Farmer
- NGO / Foodbank

TOTAL RESPONDENT
225

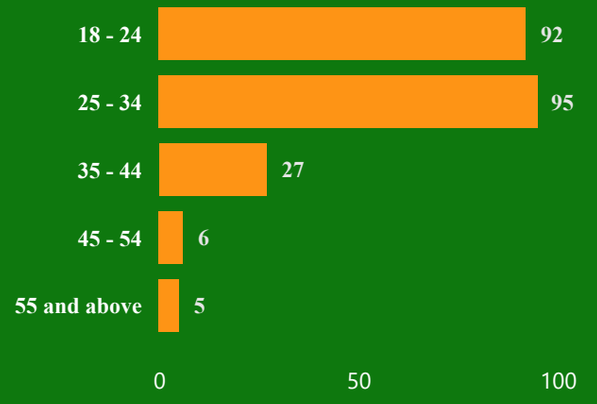
TOTAL CONSUMERS
187

TOTAL FARMERS
26

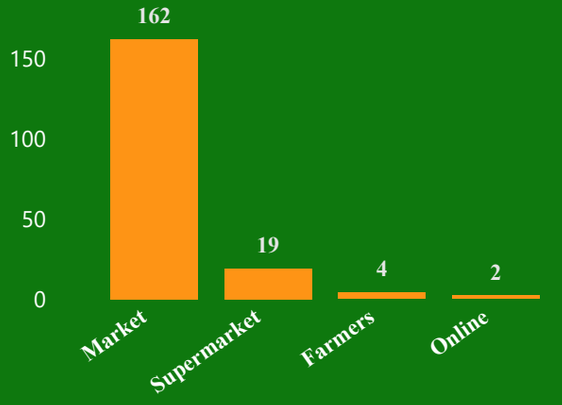
NGOs AND FOODBANKS
12

Respondent Countries

Respondents Age Range

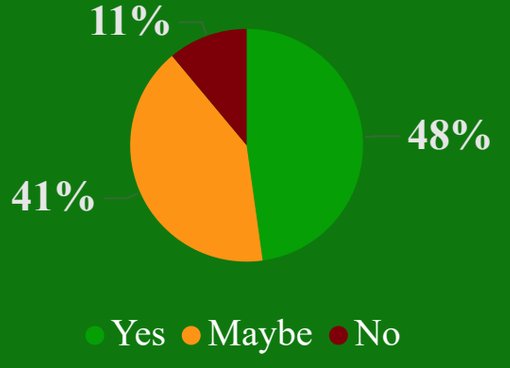


Consumer Food Sources

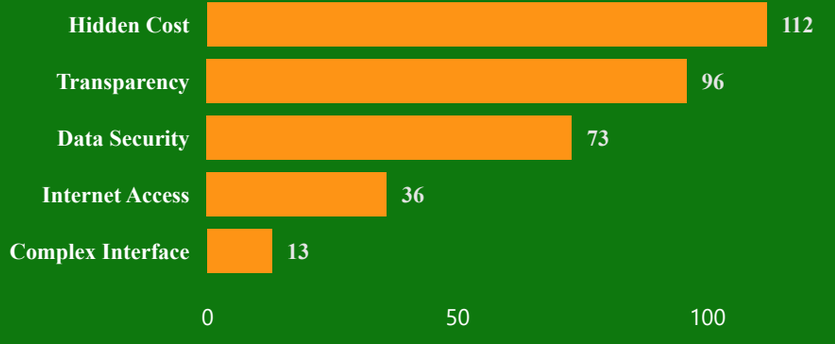


Consumer Challenges

App Interest



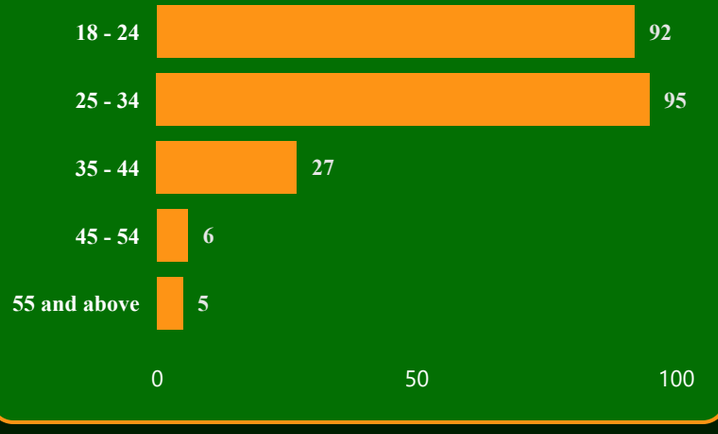
Barriers To Product Adoption



Voices: Who Took The Survey?

Respondent Countries

Respondents Age Range



Countries Reached:

— **Broad Geographical Reach**: The survey managed to include respondents from **multiple African countries**, including Nigeria, Zimbabwe, Kenya, Cameroon, Uganda, Malawi, Benin, and others.

— **Nigeria's Prominence**: While Nigeria had the highest concentration of responses, the data highlights participation from less-represented nations as well.

— **Cross-Country Engagement**: The presence of responses across different countries shows the survey successfully engaged a diverse pool, even if the proportion of participation varied significantly.

Age Distribution Overview:

— The majority of respondents are **25 to 34 years old** (95), making this group the most represented.

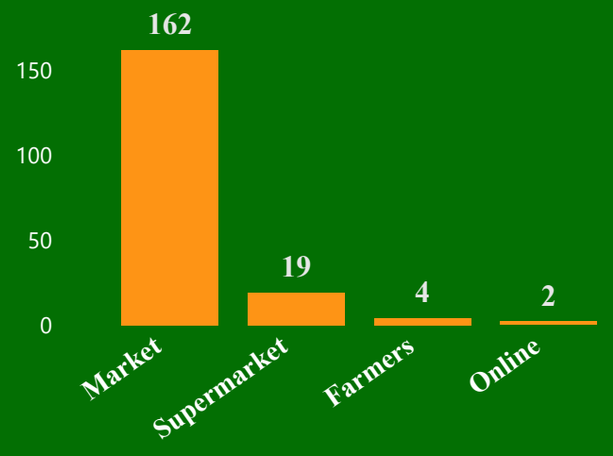
— The second-largest group is **18 to 24 years old** (92).

— Respondents aged **35 to 44** make up a much smaller portion (29).

— **45 to 54 years old** and **55+** respondents are minimal, with only **11** people in total.

How Does The Consumer Feel?

Consumer Food Sources



Consumer Challenges

Food Sources

— Respondents predominantly rely on **local markets** (162) for their food
— Supermarkets are next, but with much fewer people, only 19
— Farmers are a food source for just 4 people.
— Online shopping is the least used option, with only 2 people choosing it which may be attributed topoor internet infrastructure or lack of trust in e-commerce.

Key Challenges Identified

— **High prices** are the most significant concern for consumers (147)
— followed by **poor quality** of produce (54)
— **limited availability** (24), and **lack of trust** (8).

Farmers challenges

Farmers and Surplus food

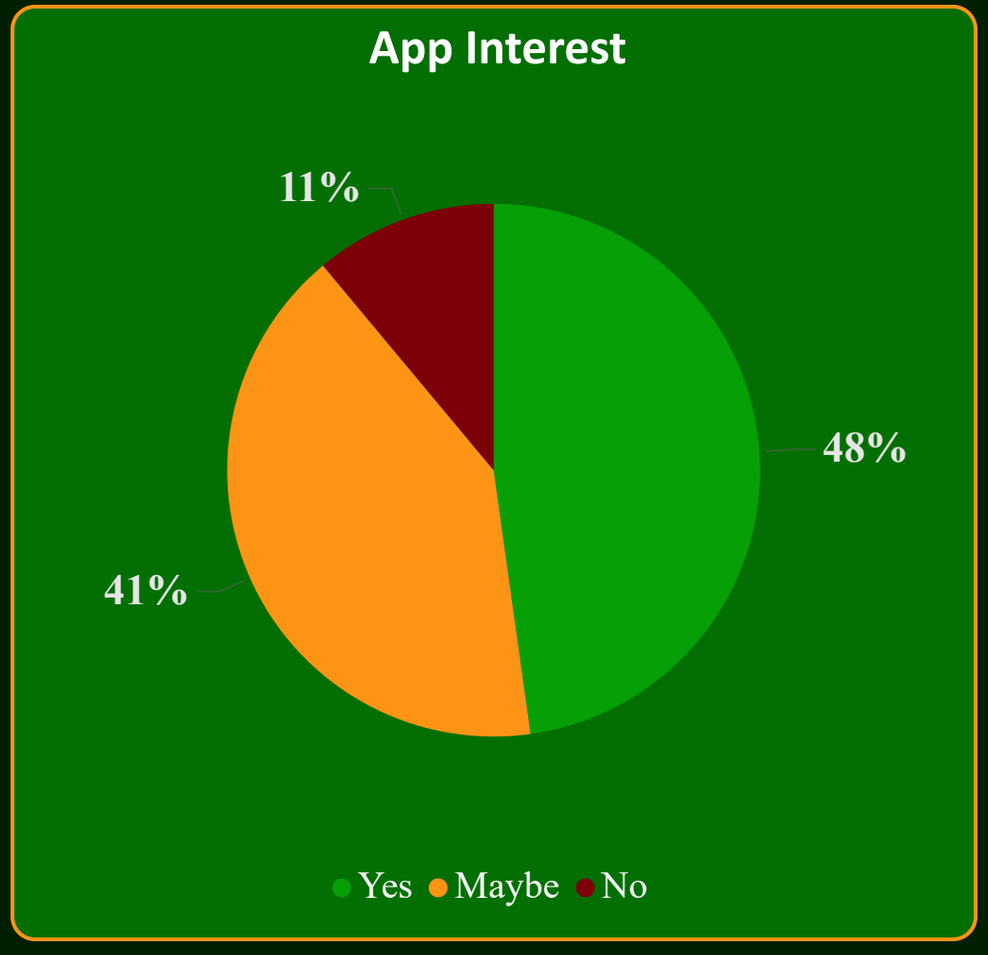
Farmers' Challenges and Solutions

— **High transportation costs** (9)
— **Low prices** (9)
— **Lack of buyers** (8)
— **Middlemen exploitation** (1)

Surplus Food Options:
Farmers choose to:
— **Sell at reduced prices** (11)
— **Store for future use** (10)
— **Donate to food banks or NGOs** (5)

How The Product Provides Solutions:
— **Fair Pricing Model**:
Helps farmers combat **low prices** and **middlemen exploitation**, ensuring fair earnings for their produce.
— **Data Security**:
Builds trust among stakeholders, addressing underlying concerns and facilitating smoother transactions.
— **Efficiency in Transportation**:
Optimizes logistics to tackle **high transportation costs** across all groups

Product Interest



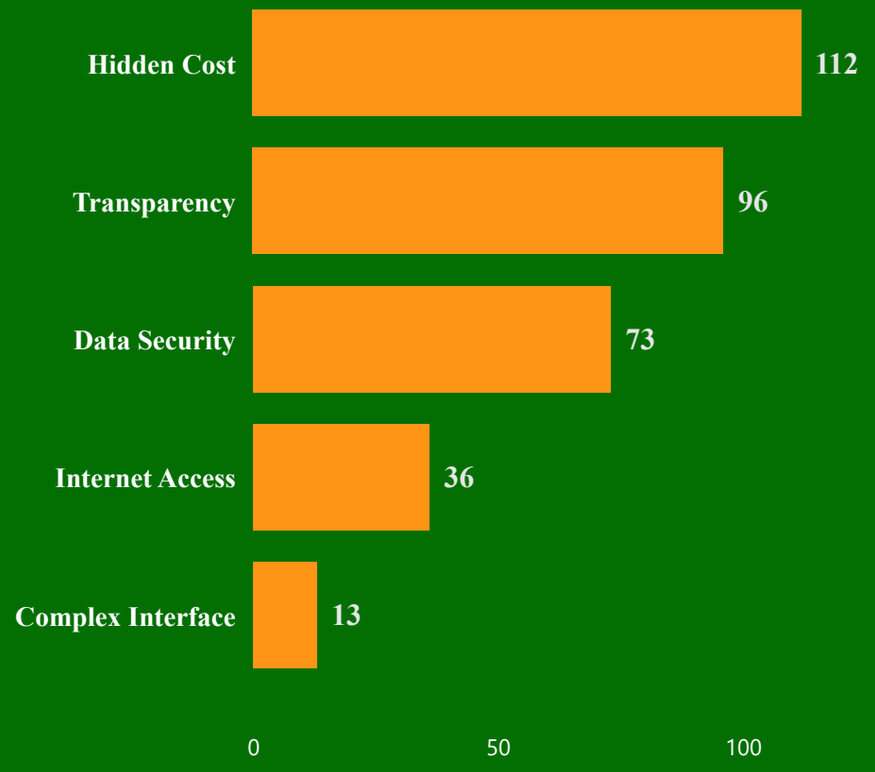
Summary of App Interest

— **Yes (48%)**: Nearly half of the respondents are interested in the app, which is a promising indicator of potential adoption.

— **Maybe (41%)**: A significant portion of respondents is uncertain, suggesting room to influence their decision positively.

— **No (11%)**: A small minority is uninterested, which can inform future improvements.

Barriers To Product Adoption



Reasons Why People Might Not Use The Product

Barriers to Product Adoption

— **Hidden Costs**: Identified by 112 respondents as a major obstacle.
— **Lack of Transparency**: Highlighted by 96 respondents.
— **Data Security Concerns**: Raised by 73 respondents.
— **Internet Access Limitations**: Cited by 36 respondents.
— **Complex Interface**: Noted by 13 respondents as an issue.

How Your Product Addresses These Barriers

— **Fair Pricing Model**:
Tackles the issue of **hidden costs** by ensuring all pricing details are clear and upfront.
— **Transparency Features**:
Provides users with detailed, open information about product policies and processes, addressing the **transparency concerns**.
— **Data Security**:
Employs robust **data security measures**, directly addressing concerns from 73 respondents.
— **User-Friendly Interface**:
Aims to simplify navigation and enhance usability, mitigating the challenge of a **complex interface**.

ANALYST RECOMMENDATIONS

1. **Address Consumer Pain Points**
Pricing Transparency: Implement clear pricing models to combat "hidden costs" and build trust.
Quality Assurance: Partner with trusted farmers to ensure consistent quality and address "poor quality" concerns.
Availability: Expand partnerships with local farmers to improve supply chain efficiency and reduce scarcity.

2. Support Farmers
Logistics Optimization: Develop solutions to reduce transportation costs (e.g., shared delivery networks).
Fair Pricing: Introduce a dynamic pricing tool to help farmers negotiate better rates and avoid middlemen.
Surplus Management: Facilitate connections with NGOs/food banks for donations or discounted sales.

3. Enhance App Adoption
Target "Maybe" Users: Highlight benefits like cost savings, transparency, and ease of use through targeted campaigns.
Simplify Interface: Prioritize UX/UI improvements to address "complex interface" feedback.
Offline Features: Include offline capabilities for users with limited internet access.

4. Strengthen Data Security
Communicate Measures: Clearly explain data protection policies to alleviate security concerns (e.g., encryption, GDPR compliance).

5. Leverage NGO Partnerships
Direct Farmer-NGO Links: Create a dedicated platform feature for NGOs/food banks to source directly from farmers, addressing their high interest (91%).

6. Demographic Targeting
Youth Engagement: Focus marketing on 18–34-year-olds (the majority of respondents) via social media and mobile-friendly features.

7. Pilot Testing
Feedback Loops: Conduct pilot tests in urban areas (72.9% of respondents) to refine the app before scaling to rural regions.

Conclusion
FarmFood Hub has strong potential, especially among younger consumers and NGOs. By addressing transparency, logistics, and usability barriers, the platform can bridge gaps between farmers and consumers while fostering trust. Prioritizing data security and regional inclusivity will further enhance adoption.