**PROBLEM DEFINITION**

Wastage of perishable food, inadequate access to market after harvest, increase in the price of foodstuff, hunger and unavailability of food are issues most farmers and consumers face day in and day out

The main problem stems from the fact that agricultural markets, like banks, exist on a formal plane, whereas smallholders exist on an informal one. So, farmers and markets cannot communicate effectively. Smallholders don’t know what the market will pay. They can’t grow crops according to the market’s specifications because they don’t know the specifications. They have no way to learn the farm-management practices that would let them double or even triple their yields. Instead, they grow mostly what they can eat or trade locally, the way they’ve always grown it, thereby remaining in abject poverty. Many Nigerian’s smallholder farmers live far from cities and towns and are often poorly served by roads. Markets that provide inputs or purchase outputs may be many kilometers away and essentially inaccessible.

Smallholders are already using mobile phones to communicate within their networks, to talk to family and friends. The institutions that make up the formal marketplace communicate in much the same way. So, it is now possible to generate a two-way conversation between farmers and consumers. The excessive time and money farmers, agribusinesses, and cooperatives spend managing the risk of doing business with unknown partners is a drag on efficiency. Our business helps small holder farmers to communicate easily with the market and sell their products at a fair price. When these partners can know each other easily and can function as nodes in a single marketplace, agriculture will thrive.