



Africana
Ventures

A large, semi-transparent circular overlay covers the left side of the page, containing a photograph of a tractor with a harvester attachment working in a lush green field of crops. The tractor is positioned in the upper portion of the circle, facing towards the right.

Company Profile 2025

Company Overview

About Us

Africana Ventures Limited is an innovative agritech company based in Tanzania, committed to transforming agriculture through technology, sustainability, and farmer empowerment. We focus on building end-to-end agricultural solutions that connect smallholder farmers to reliable markets, reduce post-harvest losses, and promote environmentally responsible practices. Our technology-driven approach includes both online platforms—such as mobile apps and websites—and offline access through USSD systems, ensuring that farmers across all regions, regardless of connectivity or device type, can benefit from our services.

Our services span across agriculture exports, food distribution, and logistics—ensuring produce reaches local and international markets efficiently and in excellent condition. We also supply high-quality agricultural inputs such as fertilizer and other soil-enriching resources to improve farm productivity.

Beyond production and trade, Africana Ventures Limited places a strong emphasis on farmer education and capacity building. We deliver training and awareness programs on good agricultural practices (GAP), climate-smart farming, and sustainable land use to help farmers thrive in today's evolving environment.

We also offer specialized farm management and consultation services, helping farmers optimize yields, improve business decisions, and adopt modern techniques that ensure long-term agricultural success. By combining innovation, expertise, and field-level support, Africana Ventures Limited is playing a pivotal role in reshaping Africa's agricultural future.

Our Mission

We aim at empowering smallholder farmers by providing innovative, technology-driven solutions that connect them to markets, reduce post-harvest losses, and promote climate-smart agriculture. We aim to enhance the agricultural value chain, foster economic growth, and improve food security across Tanzania and Africa.

Our Vision

To become one of the leading technology company group in Africa which creating and building sustainable businesses that deliver quality and affordable services and products to key social challenges while driving economic prosperity, Jobs creation and goods returns to our shareholders, stakeholders and parteners

Our Core Values

The core values of the company are the foundation of our identity and uniqueness that guides our actions. Operating in the dynamic agritech space requires more than just innovation—it demands a deep commitment to ethical practices, sustainable growth, and genuine partnerships. These values shape how we engage with smallholder farmers, stakeholders, and communities, ensuring that every solution we provide is impactful, responsible, and aligned with our vision for a thriving agricultural sector. They drive our purpose and fuel our determination to create lasting change across Tanzania and Africa.



Innovation: We embrace creativity and cutting-edge technology to develop forward-thinking solutions that transform the agricultural sector.



Integrity: We conduct all our business with honesty, transparency, and a strong ethical foundation.



Sustainability: We are committed to promoting environmentally responsible practices that ensure long-term agricultural growth.



Empowerment: We strive to equip smallholder farmers and communities with the tools, knowledge, and resources they need to succeed.



Collaboration: We believe in building strong partnerships with farmers, stakeholders, and communities to achieve shared success.

Together, these core values define who we are and how we operate. They not only guide our daily interactions but also ensure that the company remains focused on delivering meaningful, long-term impact. By staying true to these principles, we continue to build trust, drive innovation, and contribute to a sustainable and inclusive agricultural future.



We are dedicated to transforming agriculture through innovative technology, fostering sustainable growth, empowering communities, and building strong partnerships to create lasting, positive impact across the agricultural sector.

Our Products Category

The company operates through strategic business verticals to address key challenges in agriculture. We launch our first business vertical Africana foods venture focused on sourcing, aggregating, and distributing a diverse range of high-quality agricultural produce direct to the markets. Our product portfolio is designed to meet the growing demand for fresh, nutritious, and locally grown food while ensuring that smallholder farmers gain better access to markets. We focus on key product categories that are essential to food security, nutrition, and economic development across Tanzania and the wider region. We have categorized our products into three groups:



**Horticulture
Products**



**Cereals &
Legumes**



**Oilseeds &
Nuts**

Our carefully selected product categories reflect both the richness of Tanzania's agricultural landscape and our commitment to delivering value across the supply chain. By consistently offering quality produce, Africana Ventures Limited strengthens market linkages, supports farmer livelihoods, and contributes to building a more resilient and sustainable food system.

1. Horticulture Products

At Africana Ventures Limited, horticulture forms the cornerstone of our agricultural focus due to its strong potential for income generation, nutritional impact, and market demand. We work closely with smallholder farmers to cultivate and deliver a wide range of high-quality fruits and vegetables that are essential to both local consumption and regional trade.

Through our integrated supply chain model, we ensure that horticultural produce is harvested, handled, and distributed efficiently to maintain freshness and reduce post-harvest losses. Our commitment to innovation and sustainability enables us to support farmers in improving yield quality while connecting them to high-value markets.

i. Fruits

Africana Ventures Limited sources and distributes a vibrant selection of tropical and subtropical fruits that are in high demand across various consumer segments. These fruits are known for their rich nutritional value and marketability, both domestically and for potential export. We ensure that all fruits are handled with care post-harvest using appropriate packaging and cold-chain logistics to preserve quality and reduce spoilage.

Our fruit offerings include:

Mangoes, Bananas, Pineapples, Oranges, Lemons, Limes, Papayas, Watermelons, Avocados, Passion Fruits, Guavas, Jackfruits, Pomegranates, Dragon Fruits, Apples.

ii. Vegetables

Africana Ventures Limited partners with smallholder farmers to supply a diverse range of fresh vegetables that are central to Tanzanian diets and food systems. These vegetables are cultivated using sustainable practices and supported by our technical training and advisory services. With our streamlined distribution network, we ensure timely delivery to markets and reduce losses, enabling both farmers and buyers to benefit from a reliable supply of nutritious vegetables.

Our vegetable offerings include:

Tomatoes, Onions, Carrots, Cabbages, Spinach, Amaranth, Bell Peppers, Eggplants, Okra, Green Beans, Cucumbers, Zucchini, Lettuce, Pumpkins, Ginger, Garlic.



1. Cereals & Legumes

At Africana Ventures Limited, cereals and legumes represent a critical segment of our product portfolio due to their staple role in food security, household nutrition, and agricultural resilience. These crops are consumed daily across Tanzania and serve as a dependable source of income for millions of smallholder farmers. By working closely with producers, we enhance production, aggregation, and market access for cereals and legumes while minimizing inefficiencies across the value chain.

Our focus is to ensure these essential crops are distributed efficiently through our platform, maintaining quality, reducing post-harvest losses, and supporting inclusive growth in rural communities.



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i. Cereals

Cereals are at the core of every Tanzanian meal. At Africana Ventures Limited, we source and supply a variety of locally grown grains that are rich in energy and highly marketable. These crops are not only consumed domestically but are also important in food processing and regional trade. Through efficient logistics and data-backed demand forecasting, we support farmers in reaching the right markets while ensuring steady supply for consumers and wholesalers.



Our cereal products include:

Maize, Rice, Sorghum, Millet, Wheat.

ii. Legumes

Legumes are vital for nutrition and soil health. Africana Ventures Limited works with smallholder farmers to grow and supply a range of legumes that are rich in protein, promote soil fertility, and enjoy consistent market demand across East Africa. We support the production and marketing of legumes through our farmer engagement programs, helping to boost yields, extend shelf life, and strengthen trade connections with buyers.



Our legume offerings include:

Common Beans, Pigeon Peas, Cowpeas, Green Peas.

We innovate cereal and legume products, promoting sustainability, empowering communities, and fostering partnerships for lasting industry impact.

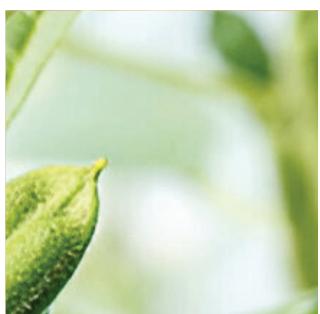
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3. Oilseeds & Nuts



At Africana Ventures Limited, oilseeds and nuts form a valuable part of our product range due to their economic potential, nutritional value, and wide industrial use. These crops are in high demand for both local consumption and agro-processing industries, playing a vital role in income generation and export potential for smallholder farmers.

We collaborate with farmers to improve the quality and consistency of oilseed and nut production, while providing access to structured markets and reliable distribution networks. Our goal is to unlock the full value of these crops while promoting sustainable agricultural practices.



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Each product is handled with care to ensure quality preservation during post-harvest processing and distribution. Whether used for direct consumption or further processing into oils, butter, or snacks, our oilseeds and nuts are sourced responsibly and delivered efficiently.



Our Oilseeds & Nuts offerings include:

Groundnuts, Sunflower Seeds, Sesame Seeds, Soybeans, Cashew Nuts, Coconut, baobab oil.

4. Spices

At Africana Ventures Limited, spices are an essential part of our agricultural product offering, valued for their culinary, medicinal, and export potential. We work with smallholder farmers to cultivate and supply a range of high-demand spices including ginger, turmeric, black pepper, cardamom, cinnamon, cloves, chili peppers, coriander, cumin, and aniseed. By supporting sustainable farming practices and providing market access, we help farmers increase income while ensuring buyers receive high-quality, well-processed spices for both local and international markets.





Africana Ventures Limited is redefining food distribution and transport in Tanzania's agri-business sector through technology-driven logistics and efficient supply chain systems. By leveraging advanced digital platforms and AI-powered analytics, we streamline the movement of agricultural produce from farm to market, ensuring speed, traceability, and minimal waste. Our approach connects smallholder farmers to both local and international buyers through reliable and cost-effective transport solutions, bridging critical market gaps and fostering fair trade. We are committed to reducing post-harvest losses by introducing modern storage infrastructure, cold-chain logistics, and real-time tracking tools that preserve produce quality throughout the distribution process. Through our innovative logistics models, Africana Ventures Limited is building a more resilient, transparent, and scalable food distribution network that supports food security, boosts farmer incomes, and drives sustainable economic growth across Tanzania and Africa.

OUR BUSINESS MODEL

Africana Ventures operates with a multi-faceted business model designed to address the diverse needs of the agricultural sector. By integrating technology, logistics, and value-added services, the company creates a comprehensive ecosystem that connects farmers, producers, wholesalers, retailers, and consumers. This business model not only facilitates seamless transactions through its marketplace but also ensures efficient distribution, offers data-driven insights, and provides financial support to agricultural stakeholders. Through strategic partnerships and innovative services, Africana Ventures is positioned to foster growth, sustainability, and profitability within the agricultural industry.

Africana Ventures works around these core models: **the marketplace model, logistics and distribution, value-added services, and B2B partnerships**, all aimed at driving efficiency, growth, and sustainability in the agricultural sector.

i. Marketplace Model:

The marketplace model is at the core of Africana Ventures' business strategy. The company provides a platform where agricultural producers, including farmers, can list and sell their products—such as cereals, legumes, and other agricultural goods—to a broader audience of buyers. This marketplace simplifies the transaction process by acting as an intermediary between producers and consumers, ensuring that both parties can engage in efficient exchanges. The platform allows farmers to reach a larger customer base, increasing their market access and visibility. Africana Ventures, in turn, profits from this activity by charging a commission on each transaction that occurs within the marketplace. By facilitating these transactions, the company not only generates revenue but also helps bridge the gap between local farmers and global buyers, ultimately fostering growth in the agricultural sector.

ii. Logistics and Distribution Model:

The logistics and distribution model plays a crucial role in Africana Ventures' business, ensuring that agricultural products are transported, stored, and delivered to the right market efficiently. The company provides logistical support to producers, helping them move their goods from farms to wholesalers, retailers, and other key distribution points. By offering transportation, warehousing, and handling services, Africana Ventures ensures that agricultural goods are preserved and delivered in optimal conditions. This model generates revenue through fees charged for transportation, storage, and other related logistical services. By taking responsibility for these aspects, the company adds significant value to the agricultural supply chain and ensures that products reach the market quickly and in top quality.

iii. Value-Added Services Model:

In addition to facilitating product sales and logistics, Africana Ventures offers value-added services to its stakeholders. These services include data analytics, agricultural advisory, and agri-financing solutions, which help farmers make more informed decisions and improve their productivity. The data analytics services offer insights into market trends, crop performance, and other factors that can help farmers optimize their operations. The advisory services provide expert advice on improving agricultural practices, while agri-financing solutions assist farmers in accessing the funds needed to grow their businesses. These value-added services are monetized through fees, whether as subscription-based models, one-time payments for advisory services, or commissions for financing solutions. This model enhances Africana Ventures' ability to support sustainable farming practices and drive growth in the agricultural sector.

iv. B2B Partnerships and Collaboration Model:

Africana Ventures also generates significant revenue through strategic B2B partnerships and collaborations. The company partners with wholesalers, retailers, exporters, and other businesses in the agricultural sector to facilitate the distribution and sale of agricultural products. These partnerships are key to expanding Africana Ventures' reach and market access, enabling products to be sold on a larger scale. Through contracts, joint ventures, and agreements with large-scale buyers, the company helps move agricultural goods across different regions and markets. Africana Ventures earns from these partnerships by charging fees or commissions, typically based on the volume of goods exchanged or the scale of the partnership. By fostering these B2B collaborations, Africana Ventures not only increases its revenue streams but also contributes to the broader agricultural ecosystem's sustainability and growth.

Competitive Advantage

Africana Ventures stands out in the agricultural sector by leveraging a combination of technological innovation, a farmer-centric approach, a commitment to sustainability, and scalability, positioning the company for long-term success and growth.



Technology-Driven Approach: Africana Ventures uses digital platforms, AI-driven analytics, and data insights to optimize the agricultural supply chain. By incorporating cutting-edge technology, the company enhances decision-making, improves operational efficiency, and provides real-time data that helps farmers, suppliers, and buyers make informed choices. This technology-driven approach not only increases productivity but also reduces inefficiencies, leading to cost savings and improved profitability for all stakeholders.



Farmer-Centric Model: The company's model prioritizes direct engagement with smallholder farmers, ensuring that they are at the heart of its operations. This focus allows Africana Ventures to offer fair pricing, ensuring that farmers receive equitable compensation for their produce. By maintaining close relationships with farmers, the company can understand their challenges and provide tailored solutions that maximize their benefits, promoting trust and long-term partnerships.



Sustainability & Impact: Africana Ventures is committed to promoting food security, economic growth, and environmental resilience. The company emphasizes sustainable farming practices that not only increase crop yields but also protect natural resources for future generations. By integrating sustainable solutions, Africana Ventures helps reduce the environmental impact of agriculture while contributing to broader goals like improving food security and fostering economic growth within local communities.



Technology-Driven Approach



Farmer-Centric Model



Sustainability & Impact



Scalability



Scalability: Africana Ventures is designed with scalability in mind, allowing for rapid expansion across Tanzania and other African markets. The business model is flexible and adaptable, making it easy to replicate in different regions with similar agricultural dynamics. This scalability ensures that the company can grow quickly, reaching new markets and creating a broader impact in Africa's agricultural sector.



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