GreenStem Global – Business Plan (English Version)

# Executive Summary

GreenStem Global is a Berlin-based agribusiness trading company specializing in sourcing premium, traceable produce from trusted partner countries, starting with Kenya, Egypt, Morocco, and South Africa. The company’s primary market is Germany, but services extend to the broader EU. GreenStem Global delivers certified, sustainable products from harvest to delivery, with A-to-Z traceability, meeting stringent EU and German market standards.

# Business Concept

Operating as a procurement and export coordination hub, GreenStem Global works with production entities in Africa and other partner regions. We ensure compliance with EU production regulations, strict quality controls, and sustainability criteria. Our approach emphasizes long-term relationships with buyers who value reliable supply, fair trade practices, and verified sourcing.

# Core Products

• Fresh & Dried Chili – packed to buyer specifications, compliant with EU/German MRLs and stricter retail standards.  
• French Beans – air freighted, EU-certified, and supermarket-compliant.  
• Passion Fruit – premium-grade, export quality.  
• Mango – fresh export only, with processing planned for future expansion.

# Unique Value Proposition

GreenStem Global integrates certified production, EU-compliant logistics, and a transparent digital buyer dashboard (launching Q3 2025) offering shipment tracking, quality reports, origin details, and demand insights. Clients will also gain access to market intelligence to improve price predictability and procurement planning. Carbon neutrality initiatives are planned for Q1 2026, embedding sustainability into every shipment.

# Market & Target Group

Primary: German importers, retailers, and distributors seeking high-quality, traceable produce.  
Secondary: EU-wide buyers requiring reliable sourcing and fair trade-certified products.

# Operations & Partnerships

Headquartered in Berlin with operational links to Hamburg Port and air freight hubs, GreenStem Global partners with farms and certified packhouses in Kenya, Egypt, Morocco, South Africa, and other approved countries. We collaborate with freight forwarders, inspection bodies, and quality certification agencies.

# Sustainability & ESG

GreenStem Global aims to achieve carbon neutrality by Q1 2026 through reforestation projects, renewable-powered cold chain logistics, and zero-waste packaging initiatives.

# Timeline

• Q3 2025 – Dashboard launch with premium service previews.  
• Q4 2025 – Initial buyer onboarding and pilot shipments.  
• Q1 2026 – Launch of sustainability initiatives.