

M-FARM

CONNECTING KENYAN FARMERS IN A VIRTUAL SPACE SO THEY CAN BUY AND SELL COLLECTIVELY.

By M-Farm Ltd

Project URL: mfarm.co.ke

Project Twitter: [@mfarm_ke](https://twitter.com/mfarm_ke)

- Economic Empowerment
- Social Software
- Internet
- Data
- Mobile

M-Farm is a transparency tool for Kenyan farmers. It connects them in a virtual space so they can buy and sell collectively to access better deals on farm products, and to reach better prices for crops. A simple SMS code lets them circumvent middlemen and they can gain negotiating power by aggregating orders to buy in bulk. They can also check trends in buying, as well as the individual market prices in five different wholesale markets in Kenya.

Last updated: 09th of May, 2014