

FARM FRESH



INTRODUCTION

FarmFresh is an agribusiness venture that undertakes the creation of a digitized, community-based marketplace in which Namibians can buy locally grown fresh produce. This initiative intends to engender a culture of social sustainability and promote small holder farmer empowerment in the SADC region.

TARGET IMPACTS

- ✓ Enable smallholder farmers to increase their market share and satisfy the demand which is currently being satisfied majorly by imports
- ✓ Use the retail and associated marketing platforms to cement the importance of small holder farmers as a cornerstone of value
- ✓ Implementation of payment and delivery infrastructure for small holder farmers

STATISTICS



70000 Small holder farmers in Namibia



50% -80 % Namibia's import levels of horticultural produce



70% of the population, either directly or indirectly, relies on agriculture for their livelihoods.

ABOUT IMPACT TANK



- We are Namibia's first social impact venture builder, founded in 2020.
- This project focuses on 1 thematic area: Green & Blue
- We aim to impact the lives of thousands of Namibians and inspire further action by the market.
- Visit www.impacttank.org.na

