

# COMMERCIAL AGENT MODEL



The Commercial Agent Model (CAM) uses local agents to provide transformative services to farmers. Access to services leads to higher productivity and sales which translates to a win for the offtakers, the agents, the farmers and the service providers.

### IT WORKS

The Commercial Agent Model works for companies, farmers, and customers, increasing volumes and revenues of businesses, as well as incomes of farmers.

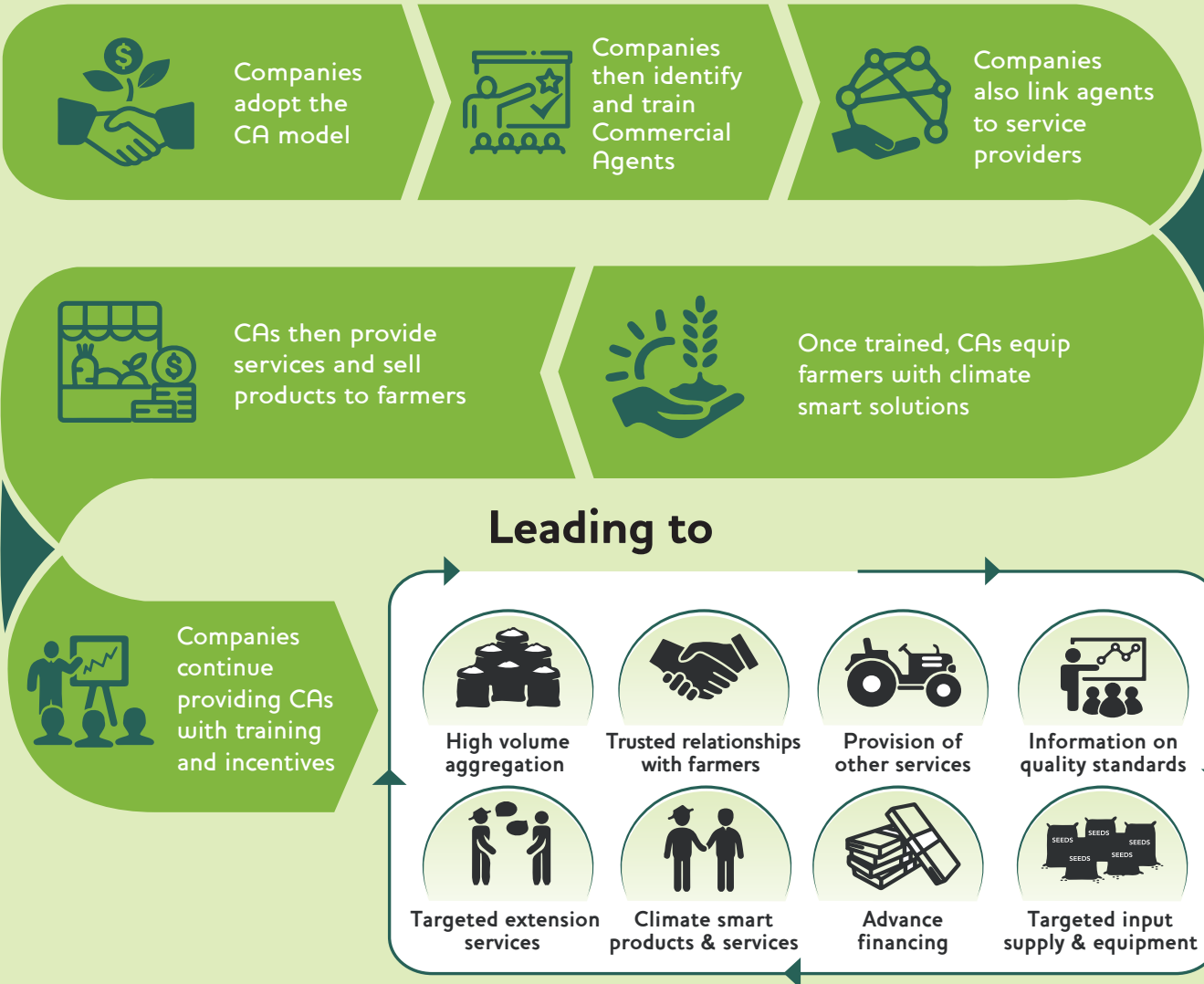
### IT'S PROFITABLE

The Model uses the private sector to drive sustainability by ensuring transactions are not only commercially viable but profitable.

### IT'S ADAPTABLE

The Model can be adapted to serve farmers and customers for the distribution of various products or services and for any private sector Model that requires agent sales or distribution.

## Adoption of the Model



## Responding to Key Constraints

Low volume aggregation

Poor quality grains

Minimal extension services

Limited input supply

Lack of trust between farmers, traders and offtakers

Limited access to finance

Low revenues and profitability

## Results

### 31%

31% average increase in procurement volumes of companies after 1 year of using commercial agents.

### 58%

Companies using the CA model increased their revenue on average by 58% over 4 years.

### 59%

Farmer yields increased between 26% - 59% in different crops over four years.

### 95%

Farmers agricultural income increased by 95% on average over 4 years.