# 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 PROFITABALE

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**



Companies adopt the CA model



Companies then identify and train Commercial Agents



Companies also link agents providers



CAs then provide services and sell products to farmers



Once trained, CAs equip farmers with climate smart solutions

### Leading to



Companies providing CAs and incentives



High volume aggregation

services



Trusted relationships with farmers



Climate smart Targeted extension products & services



Provision of other services



Advance financing



Information on quality standards



Targeted input supply & equipment

### Responding to Key Constraints



Low volume aggregation



Poor quality grains



Minimal extension services



Limited input supply



farmers, traders and offtakers



Limited access to finance



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.



