



**Lima
Links**

live markets. real prices.

Impact Strategy

SDG 1. No poverty

► We can increasingly combine and scale opportunity for farmer-driven demand for more products and services, more diverse offerings, fewer middlemen, greater transparency, and a more competitive market space - making markets work well for the poor and eliminating the barriers to diverse, small-scale farm growth.



SDG 2. Zero hunger

► We provide farmers with up-to-date market price and buyer information every day, providing farmers with security and confidence in selling what they produce, increased negotiating power, and more reliable income, which they can use to put food on the table for their families.





SDG 5. Gender equality

- ▶ We provide men, women and young farmers alike with access to markets in their hand, empowering them to share product information, prices, and selling opportunities, also creating informed dialogue and decision-making opportunities. We know that African women don't automatically access or as easily reap the results of new information and technologies, so we have gender-focused targets for uptake and usage as a business and work our farmer engagement and partnering strategies to achieve equity for women, men and youth.

SDG 8. Decent work and economic growth

► Lima Links is providing farmers with technologies they can use to connect to markets to improve their productivity and commercial sales, changing how they farm now and in the future and turning farming into a decent way of living. The Farmer Platform addresses the needs of key market players simultaneously, by layering the opportunity for e-commerce between farmers, suppliers and buyers, we open the way to more sales transactions between more market actors, achieving the level of economies of scale needed across the whole agriculture sector to contribute to broader sector growth.



SDG 9. Industry Innovation and Infrastructure



► We use our big farm data to support new product and service innovations for farm communities and to share that information with industry stakeholders to support agriculture infrastructure development.

SDG 10. Reduced inequalities.

► Our Farmers use the market prices they view on Lima Links to compare prices across markets and to negotiate harder with farm-gate traders and market agents. The farmer may not always get the price s/he wants, however, knowing what market rates are immediately provides a more level playing field for farmers.



SDG 13. Climate action

► It has always been our plan as a phase 2 of Lima Links to introduce localized weather information as a value-add service to farmer users of Lima Links. We are also exploring options for collecting, aggregating and sharing data needed for improved farm risk management such as predicated drought alerts and localized water levels.



SDG 17. Partnerships for the goals

We dialogue and partner with all the main agriculture sector actors to keep us on track on what is working and what is not, to drive up active farmer usage, and to refine existing products and inform future product and service design. More broadly, we engage with industry experts in the world of mobile networks, agritech, software solutions and impact investment to raise interest and get experts contributing.

