

FOUNDED IN 2013

FIRST INVESTMENT IN 2020



Headquartered in Dar es Salaam, Tanzania



1,765 farmers



1,868 vendors linked to farmers



Average collection volume 149,547 tonnes



2 cities served



goodwell  
invest with impact

# EAST AFRICA FRUITS CO

## DISRUPTING THE AGRICULTURAL SUPPLY CHAIN IN TANZANIA

East Africa Fruits Co is working to formalise the farm-to-market value chain and bring greater efficiency to the agricultural value chain in Tanzania.

The company transforms local fruit and vegetable supply chains by building cold-chain infrastructure from rural farmers to urban vendors, guaranteeing markets and stable prices for farmers, and quality access to products for vendors. East Africa Fruits links smallholder farmers across the country to hundreds of informal market vendors, and more formal hotels, restaurants and supermarkets in Tanzania's largest city, Dar es Salaam.

In Tanzania, roughly half of what farmers produce never reaches the market and this loss is spread out across the farm-to-market value chain due to poor transportation and storage that results in spoilage, and a lack of market training for smallholder farmers. East Africa Fruits reduces food waste by removing layers of middlemen and delivering more control, transparency and efficiency to small-scale farmers and informal vendors.

With more robust and technology-driven infrastructure, East Africa Fruits brings greater efficiencies to the sector and increases productivity and living standards for local farmers and the vendors who rely on them.

" It is very rare to find an investor that really understands the thinking of an entrepreneur. Goodwell takes the time to understand the vision and potential of the business and have supported us in many facets of the business such as technical support and strategic planning. We are very excited to work with the Goodwell team to achieve our ambitious goals.

Elia Timotheo, founder and CEO of East Africa Fruits Co "

### Why we invested

Food security is one of the biggest challenges facing the world today and Tanzania is no exception: the majority of produce never reaches the market as a result of food wastage caused by poor food transportation, lack of cold chain food storage and inadequate market information for farmers. Our investment in East Africa Fruits will help address these challenges. The substantial impact on enhancing food security and empowering the farmers through market linkage, driven by outstanding, local entrepreneurs, makes East Africa Fruits a perfect match with our investment philosophy.