



# PRODUCERS

— TRUST —

Trade with trust.



## WHO WE ARE

Producers Trust is a leader in the global transition to a green and sustainable infrastructure and economy. Our **market linkage platform** serves agricultural and natural resource value chains.





ORGANIZATIONS

FAQ

BLOG

BECOME A SELLER

LOGIN / REGISTER

## WHAT WE DO

# Producers Trust's digital platform empowers agricultural producers with:

- Visibility in regional and global markets
- Viable livelihoods for farmers
- Values-aligned partnerships
- Markets for regenerative agriculture
- Data intelligence

The screenshot shows the Producers Trust website. At the top, there are navigation links for 'ORGANIZATIONS', 'FAQ', 'BLOG', 'PRODUCE', 'DRY GOODS', 'OILS & SPICES', 'READY-TO-EAT', 'HEALTH & HOME', and a search icon. Below the navigation is a large image of a smiling person wearing a straw hat, with a play button icon overlaid. The main content area features the logo 'MICHOAACAN + ORGANICS +' and the name 'Michoacan Organics'. It includes information about the location 'Michoacán, Mexico', the cooperative size ('33 Members'), the land area ('155 hectares'), and the establishment year ('Established 2008'). It also indicates that the producer is 'Verified by Producer's Market' and has had a 'Site visit'. Below this, there are tabs for 'Story' (which is active), 'Products (6)', and 'Map'. To the right, there is a portrait of Leonel Chavez, the Founder and CEO, and a section titled 'Supply Chain Roles' with icons for Grower, Packer, and Distributor. Further down, there is a section titled 'Certifications' with icons for USDA Organic and Fair Trade Certified.

**Michoacan Organics**

Michoacán, Mexico

Cooperative with 33 Members • 155 hectares • Established 2008

Verified by Producer's Market ✓ Site visit

Story Products (6) Map

**Our Story**

Because of the cultural and language barrier, for the last 15 years Leonel and his brothers and sisters have had to sell his world class avocado product to pack-houses, brands, and other intermediaries in Mexico. His avocados were lumped together with other organic avocados from the region.

Leonel Chavez created Michoacan Organics to set up an avenue for direct sales of his avocados into the United States. First, because he felt that the farmers and producers were being taken advantage of financially, and deserved more of the final price.

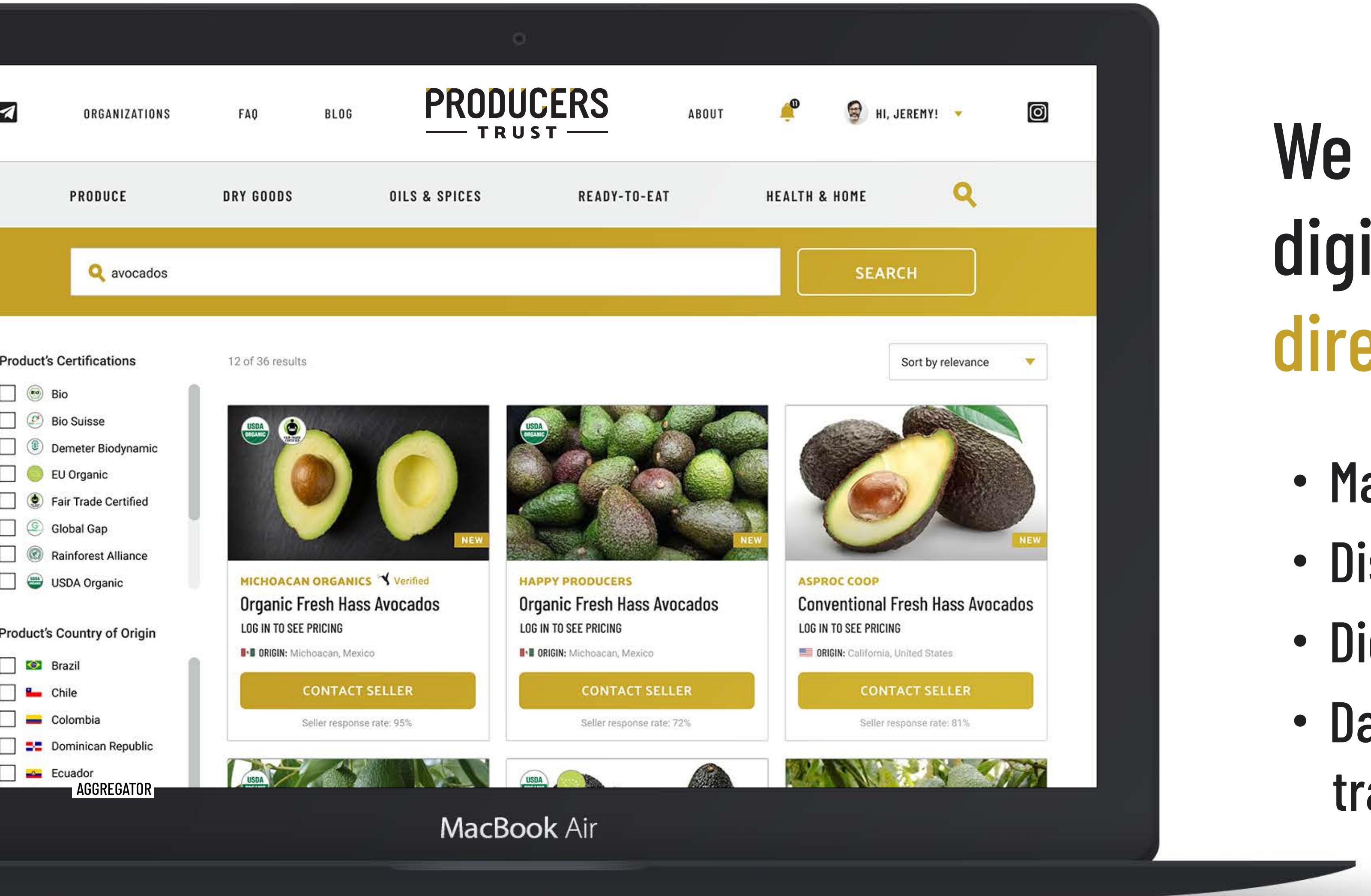
Supply Chain Roles

Grower Packer Distributor

Certifications

USDA ORGANIC FAIR TRADE CERTIFIED

## HOW WE DO IT



We provide producers with digital tools to connect more directly to markets.

- Marketplace application
- Distributed ledger traceability
- Digital innovation in content creation
- Data capture with contracts, transactions, and provenance



## THE CLIMATE CHALLENGE

We must pioneer food, fiber and consumer product value chains that incentivize a carbon negative value chain system.

- 23.2 gigatons of carbon dioxide may be reduced through regenerative agriculture by 2050
- 88 - 100 billion tons of carbon could be captured by farmland soils, while enriching fertility, biodiversity, and the water cycle

Source: "Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming", by Paul Hawken, 2017.



## CONSUMER TREND

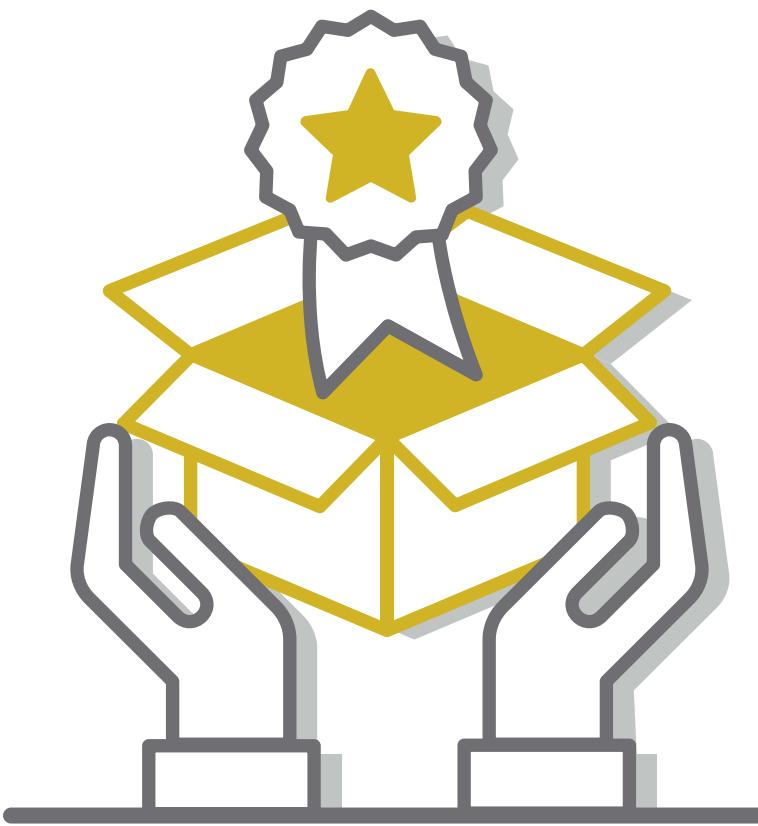
The regenerative agriculture movement will be **driven by consumers** who demand higher quality, healthier products that are good for the planet.

- **81%** of global consumers feel strongly that companies should help improve the environment
- **88%** of US & UK consumers want brands to help them be more environmentally friendly and ethical

Source: Nielsen, "The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017," 2017. Forbes, "88% Of Consumers Want You To Help Them Make A Difference", 2018.



**Our values-driven ecosystem attracts consumers who  
want to be part of the solution.**



**INTEGRITY**



**TRANSPARENCY**



**TRUST**

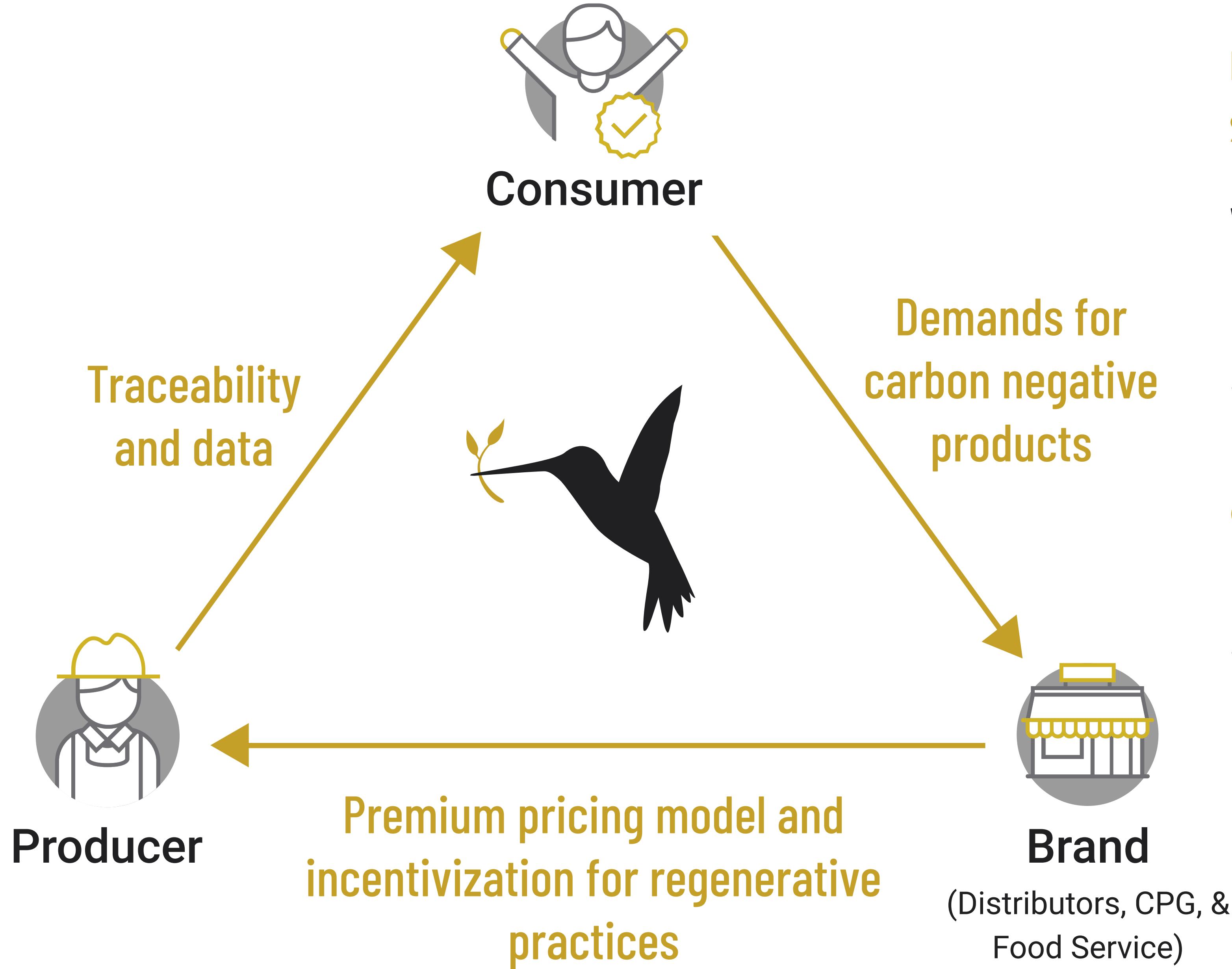




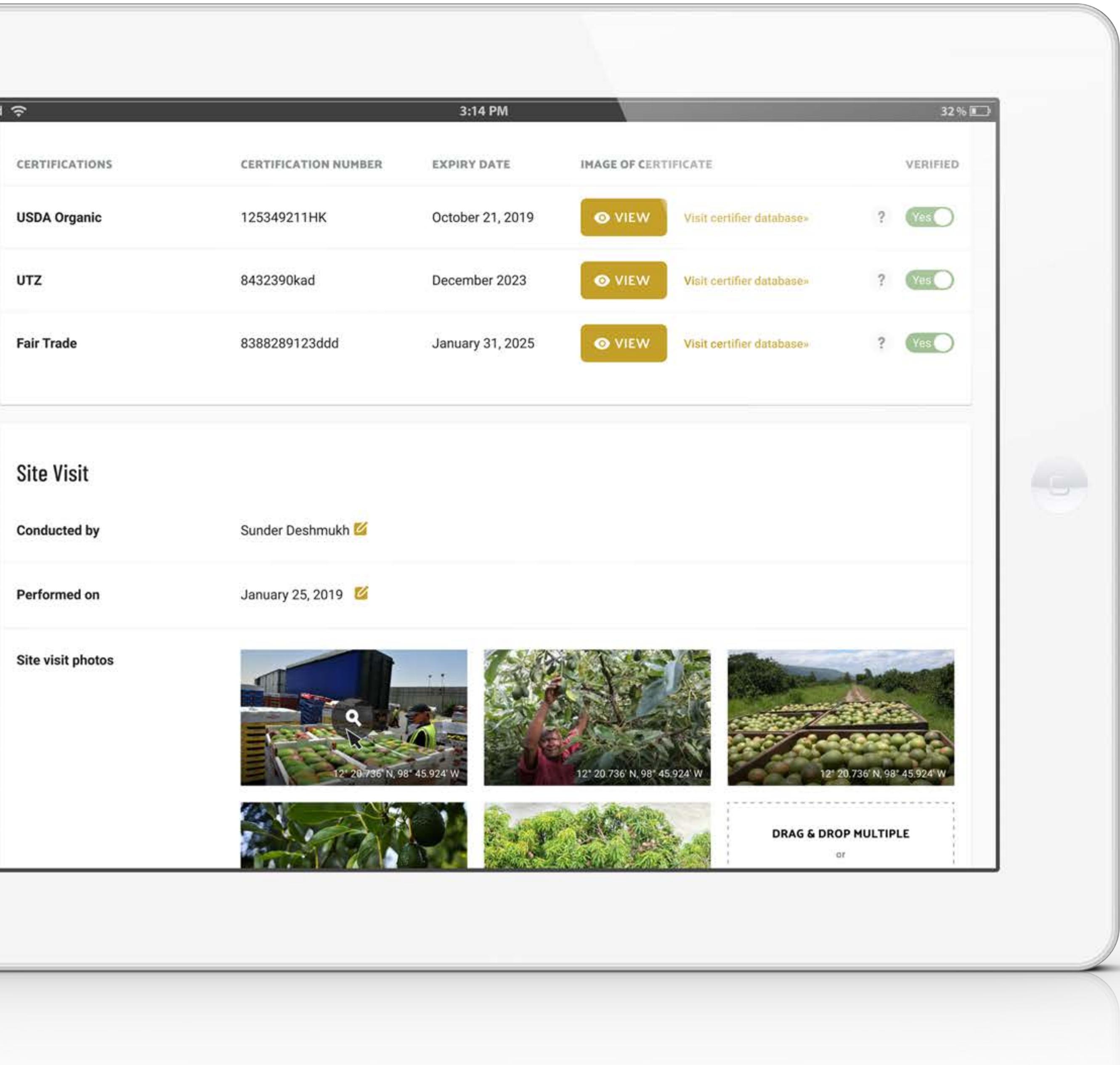
## STORYTELLING FOR AWARENESS

We connect consumers with farmer stories and data, thus supporting them to make informed decisions about their purchases. Through our media integration, consumers can support farmer value chains that have a positive carbon and sustainability impact.





## VALIDATING SUSTAINABLE PRACTICES



Integration of validation data will **verify claims** around carbon impact and sustainability.

- Collaboration with carbon reporting technology groups
- Grassroots work with farmer networks to report carbon data and build trust
- API integration for certification validation



## EMERGING MARKET COMMUNITIES

We **build resiliency** for producer groups in India, Southeast Asia, Africa, Latin America, and the Caribbean:

- Regenerative production techniques allow for adaptation to climate change
- These techniques enhance the ability of soil to retain rain and freshwater, replenish aquifers, and combat desertification
- Market linkage and digitization support diversified output and lower risks.



## CASE STUDY: ZERO BUDGET NATURAL FARMING (ZBNF)

We have partnered with RySS to build a sustainable value chain for natural farmers in India. We are in the planning stages for:

- Consumer branding
- Global community networks
- Digital marketing, contracts, transactions, and traceability
- Access to international markets for natural farmers
- Post-harvest physical infrastructure, logistics, and finance
- 750,000+ small farmers committed to the transition to regenerative, organic agriculture



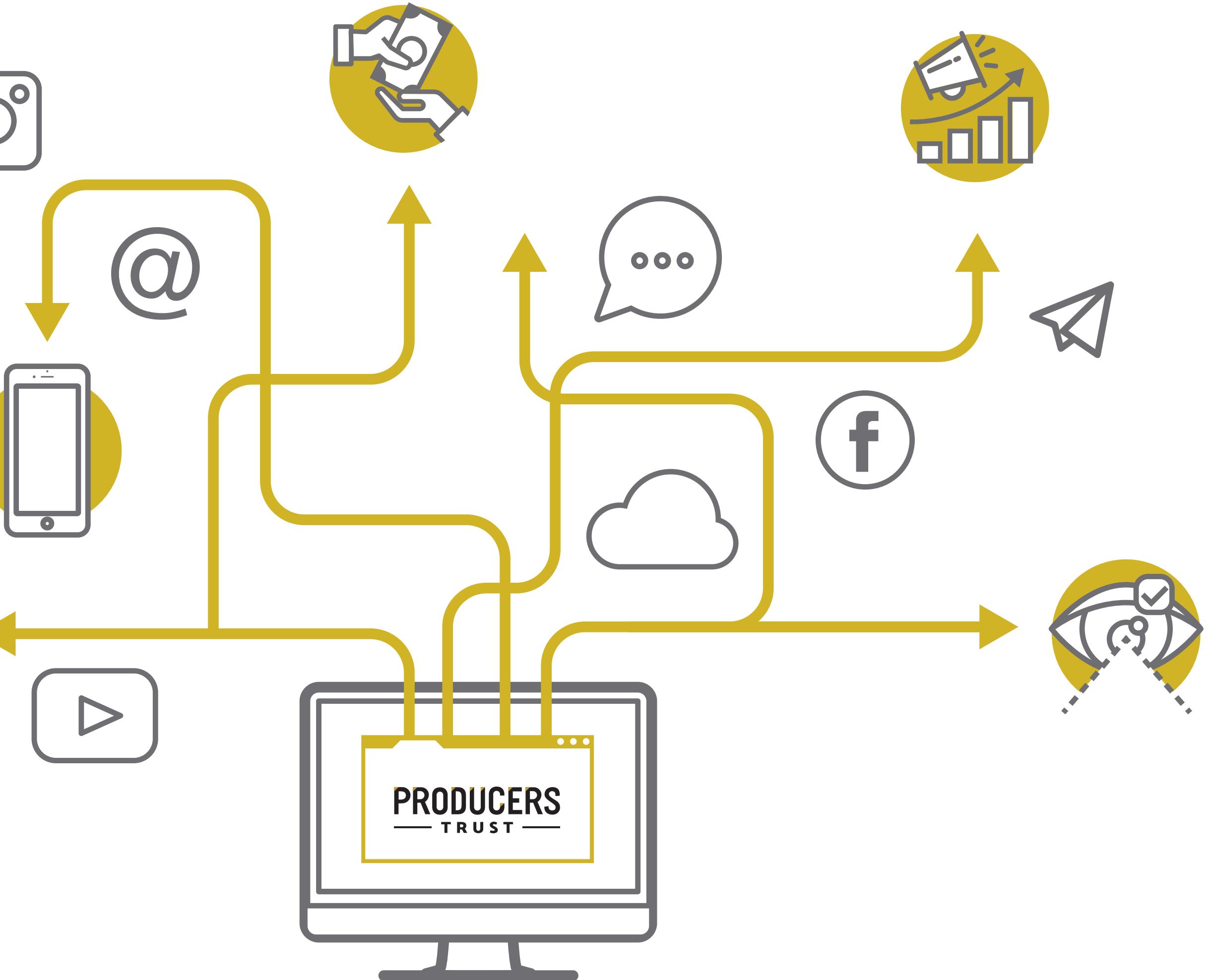


## VALUE CHAIN DEVELOPMENT

With master planning, R&D services, and participation in public-private partnership vehicles, we develop scaled agricultural models that mitigate climate change impact in emerging markets.



## CAPTURING DATA



We capture reliable data across the value chain to **create more functional models** for crop selection, market contracts, aggregation, and financial services.



## UPCYCLING FOOD WASTE

Our climate crisis calls for more efficient distribution systems for agricultural outputs.

- Market linkage for farmer groups and aggregators via digital technology tools
- Access to marketing channels that can purchase outputs in their entirety
- Connection with additional buyers or donation groups to prevent food waste



# THE SUSTAINABLE DEVELOPMENT GOALS AND PRODUCERS TRUST

**1** NO  
POVERTY



**3** GOOD HEALTH  
AND WELL-BEING



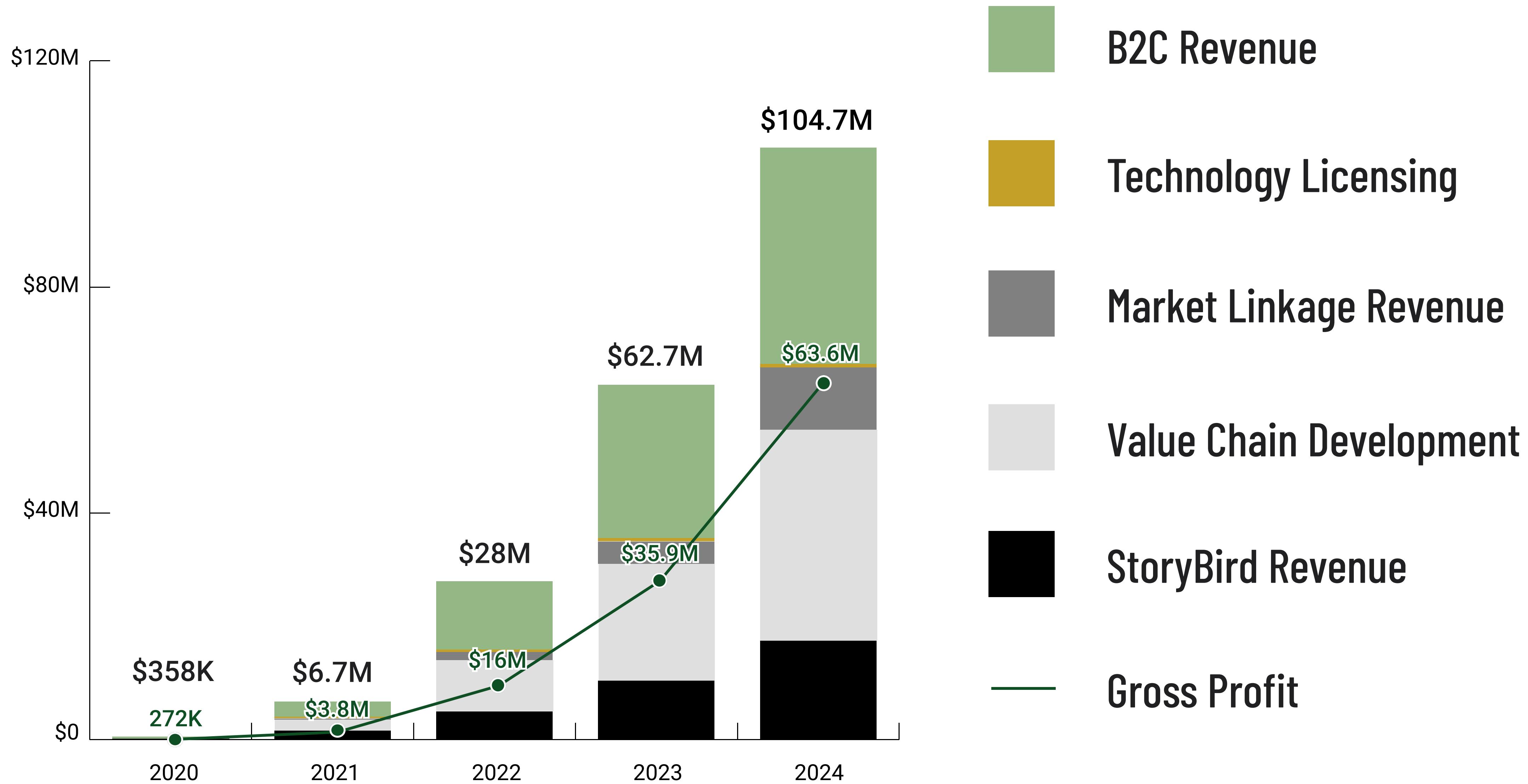
**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



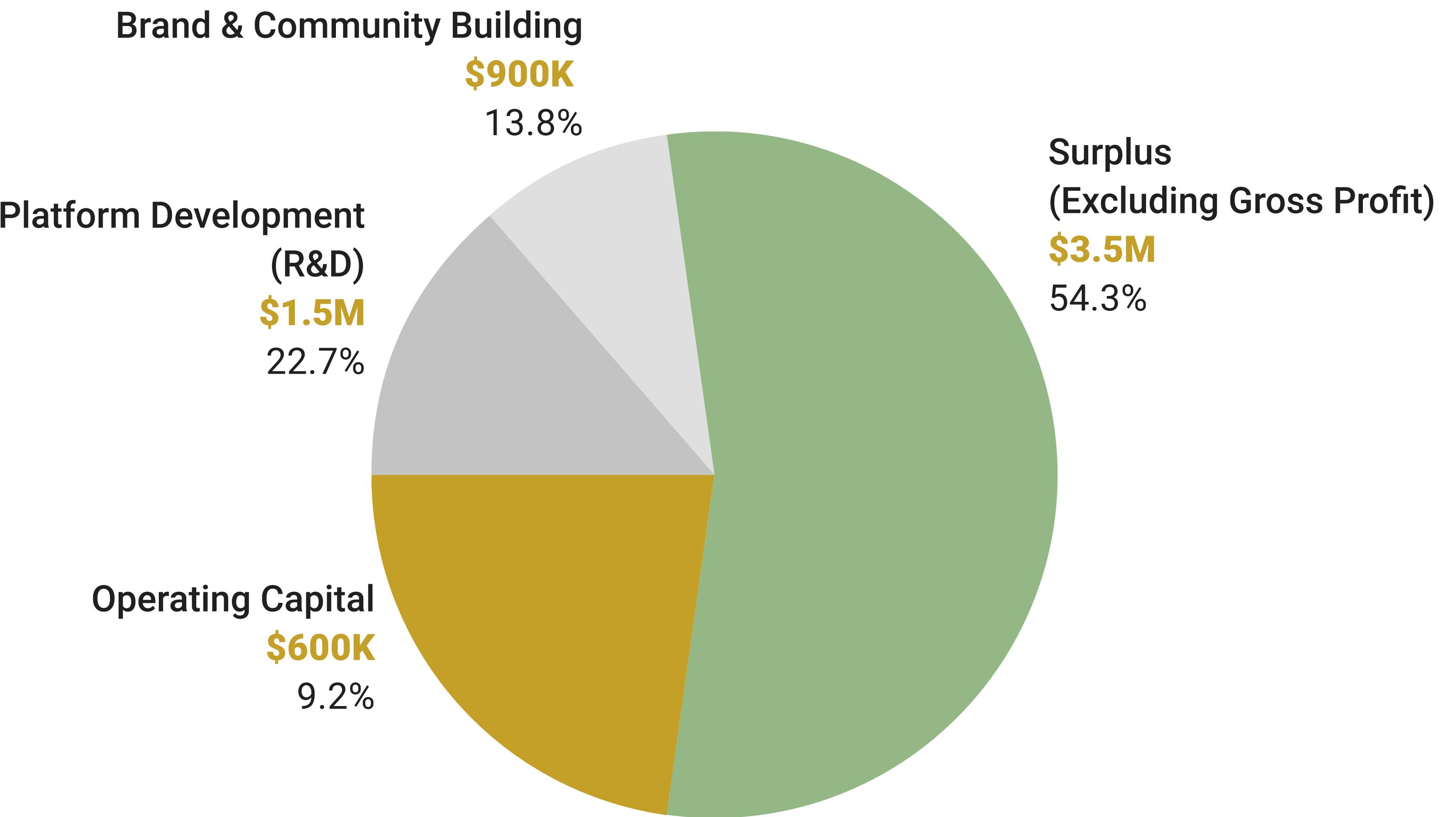
## REVENUE STREAMS



## USE OF FUNDS

### Series A

\$6.5M for Platform Development, Operating Capital, Brand & Community Building, and Surplus, through 2020.





## PRODUCERS — TRUST —

### FINANCIALS

- \$2.5M invested in the Platform, inception through Q1 2020.
- Series A Round provides runway through 2020E with surplus. Any Gross Profit extends runway further.
- Cash flow break even anticipated by 2021.





Keith Agoada, CEO

[www.producerstrust.com](http://www.producerstrust.com) • [info@producerstrust.com](mailto:info@producerstrust.com)