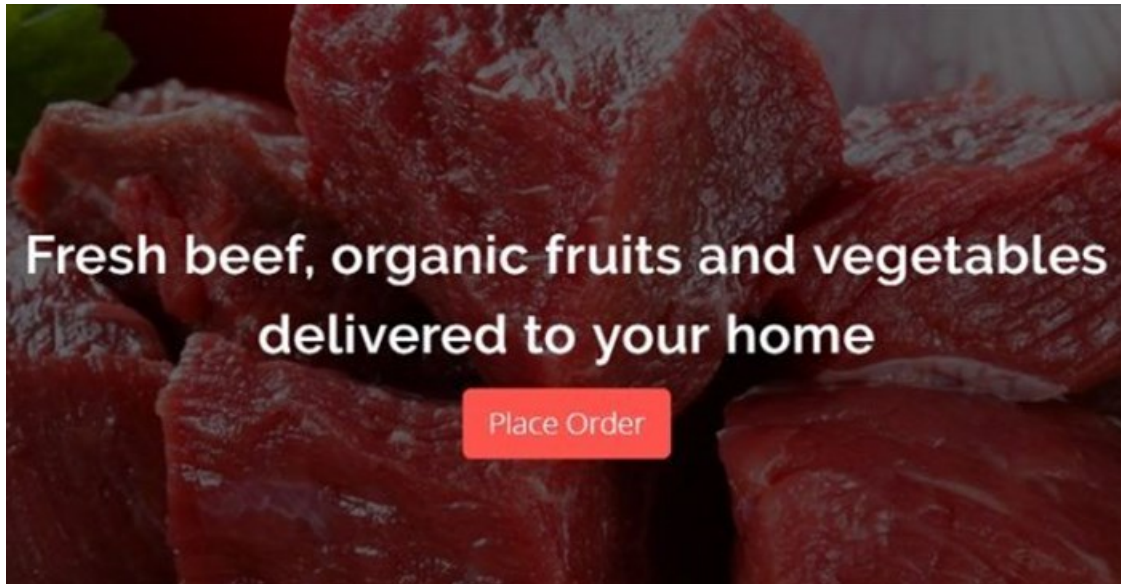


# Nigeria's Yesharvest launches agri-commerce platform

 By [Tom Jackson](#)

19 Dec 2017

Nigerian startup Yesharvest has launched a zero-inventory e-commerce platform for fresh farm produce that allows users to purchase from farmers.



Founder Nwosu Friday started testing the [Yesharvest](#) concept in August of last year, and has since tested several business models before last month adopting a standardised per-kilogramme pricing model.

The platform aggregates demand directly from consumers and supplies directly from farmers each week.

“This enables us to eliminate the series of middlemen that characterise typical distribution channels for farm produce in Nigeria,” Friday said. “By collapsing the distribution channels, we are able to source produce from farmers at above market rates and distribute to consumers at below-market rates.”

All logistics are handled by the self-funded Yesharvest, which has launched by selling fruits, vegetables, beef and snails, but will soon be adding more produce based on customer requests.

Friday said the major difficulty at launch was the logistics of deliveries, which he had expected.

“Everything is sorted out through partnerships and the development of proprietary logistics handling software. We are currently ready to scale,” he said.

*This article was originally published on [www.disrupt-africa.com](http://www.disrupt-africa.com).*

## ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent's most exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem

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