How VFM works—Step by Step

1. Market price information is shared via the system.

2. Farmers can view market prices on their phones, discuss it with their communities to decide the price they want to sell their produce at.

3. Buyer sends AirTel Money to WFP for the produce.

4. Member farmer sends message that produce has been purchased.

5. Farmers and Buyers rate each other so that other people can see if they are reliable, trustworthy and respectful people to do business with.

6. Member farmer receive message that their produce has been purchased.

- Seller sends AirTel Money back to buyer.
- Buyer received member farmer number, location & code.
- Buyer gives feedback on produce.
- Buyer gives feedback on member farmer.
- Member farmer gives feedback on buyer.
- Buyer gives feedback on community.
- Community members receive SMS that their produce has been purchased.

- Member farmer commends buyer.
- Buyer rates member farmer.
- Member farmer rates buyer.
- Buyer rates community.
- Community members rates member farmer.
- Member farmer rates community.
- Community members rates buyer.
- Buyer rates community.

- AirTel Money is sent to WFP.
- WFP transfers AirTel Money to member farmer.
- Member farmer receives AirTel Money.
- Member farmer rates community.
- Community rates member farmer.
- Member farmer rates buyer.
- Buyer rates member farmer.