



GREENFIELDS EXPORT
FRAMEWORK

...

Empowering African Producers in Global Trade



A scalable model connecting
smallholder farmers to
international markets through
certified supply chains and
inclusive ownership.



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Executive Summary

Africa's agricultural sector is at a pivotal crossroads, witnessing both urgent transformation and vast untapped potential. Decades of underinvestment, fragmented value chains, and limited market access have left smallholder farmers unable to scale or capture the true value of their production, despite Africa's natural advantage in red meat production.

Simultaneously, the global appetite for traceable, ethically sourced red meat is growing. With expansive rangelands and a rich pastoral heritage, Africa is uniquely positioned to meet this demand, if only it can connect its producers with international markets.

Greenfields Africa, established as the agri-trade subsidiary of HumanInsights.Africa and backed by the Provincial Government of KwaZulu-Natal, is our answer. It is a continental platform built to drive economic transformation by enabling commercialization, strengthening infrastructure and capacity, integrating technology and trade systems, and most importantly, empowering the people, especially women, youth, and rural cooperatives, at the heart of this change.

We are building a holistic, vertically integrated export system that includes:

1. **Export-Grade Infrastructure:** Construction of state-of-the-art feedlots, abattoirs, and cold chain facilities in KwaZulu-Natal (South Africa) and Kenya (Narok and Taita Taveta), with a clear roadmap for expansion across Africa.
2. **Smart Agriculture Systems:** Deployment of mobile dashboards, digital compliance tools, and aspirational AI-driven insights that ensure full traceability and quality across the value chain.
3. **Inclusive Human Infrastructure:** Tailored training, enterprise incubation, and cooperative ownership models that place women and youth at the center of production and operations.
4. **Robust Trade Enablement:** Strategic partnerships with governments, buyers, and international bodies that streamline export processes and secure long-term market access for premium, certified African products.

The strategy is grounded in two interconnected systems: the hard infrastructure that facilitates trade, and the human infrastructure that elevates smallholder producers into high-performing export suppliers.

Executive Summary

Implementation is already underway. Infrastructure sites have been identified, government partners are aligned, investment modelling is complete, and cooperative networks are being mobilised for integration into formal export systems.

By combining the critical enablers of trade, such as physical assets, digital systems, market pathways, and empowered producers, this platform provides a comprehensive response to the barriers hindering African agriculture. Every layer is designed to drive performance while ensuring that value remains within the communities that create it.

As global appetite for African exports continues to grow, this is an opportunity to engage with a high-impact, investment-ready solution:

- A pipeline of verified cooperatives tied to organised, export-compliant supply
- Infrastructure projects informed by feasibility and backed by government
- A delivery model built for scale, quality, and inclusion
- A roadmap that fuses commercial viability with shared prosperity

This is a platform for those ready to shape the next chapter of African trade by building with rural producers, not around them.



Strategic Vision & Execution Framework

Greenfields exists to redefine Africa's role in global agricultural trade by building a high-performance, inclusive export economy rooted in local production, advanced infrastructure, and digital innovation.

The vision is simple but transformative:

To position African producers — especially smallholder farmers, women-led cooperatives, and rural enterprises — at the center of global agricultural supply chains.

Our strategy is grounded in three core beliefs:

- **Africa is export-ready**, but requires the right systems to scale.
- **Trade must be inclusive**, unlocking economic participation for producers who have been historically excluded from formal markets.
- **Agriculture must evolve**, integrating technology, transparency, and sustainability into every stage of the value chain.

Greenfields offers the architecture to make this shift real – from the farm gate to the port, from rural producers to international buyers.

Our strategy is underpinned by five integrated objectives, each designed to unlock trade, empower communities, and build a new generation of inclusive agricultural infrastructure.

01 **Drive Economic Transformation through Commercialization**

- Transition smallholder farmers and cooperatives into export-ready, profit-driven enterprises
- Develop centralized aggregation, storage, and processing infrastructure to unlock economies of scale
- Empower women- and youth-led co-ops to become primary suppliers and rural growth nodes

02 **Build Capacity and Market-Ready Producers**

- Deliver targeted training, certification, and compliance systems for export-grade livestock
- Implement breeding programmes and livestock health protocols to enhance productivity
- Facilitate hands-on mentorship, digital dashboards, and peer-to-peer learning within co-ops

03 **Integrate Technology to Power Smart Agriculture**

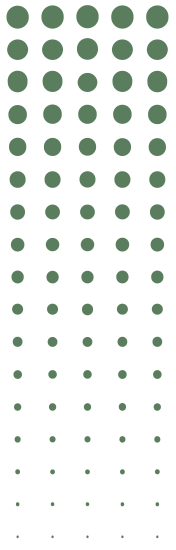
- Deploy digital tools for traceability, AI-driven livestock health, and export compliance
- Use dashboards and USSD to connect farmers to markets, training, and certifications
- Explore data marketplaces and predictive tools to improve planning, pricing, and logistics

04 **Strengthen Regional Value Chains and Trade Systems**

- Build feedlots, abattoirs, and logistics corridors across KZN and Kenya as launch zones
- Activate partnerships with BRICS and BRICS+ to open premium offtake channels
- Use trade port connectivity and biosecurity compliance to reduce cost and increase global reach

05 **Position Empowerment as a System Enabler**

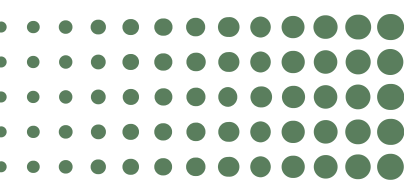
- Prioritise women and youth in every layer of the value chain, from livestock supply to logistics
- Reinforce cooperative ownership, enterprise zones, and profit-sharing mechanisms
- Anchor infrastructure in communities, using traditional leaders as co-designers and custodians of long-term sustainability



Execution Framework

Greenfields is being implemented through a phased regional rollout, with full integration across infrastructure, people systems, and trade technology:

Phase	Focus	Regions	Key Milestones
Phase 1: Activate	Build core infrastructure, onboard co-ops, launch dashboards	KZN, Narok, Taita Taveta	Feedlot & abattoir launch, digital pilot, offtake secured
Phase 2: Connect	Scale up training, integrate traceability, secure long-term buyers	Kenya, South Africa	First bulk exports, cooperative dashboards live
Phase 3: Expand	Open additional sites across Southern & East Africa	Lesotho, Botswana, Zambia, Mozambique, Uganda, DRC (targeted)	Regional trade corridor build-out, full ecosystem scale



Phased.
Scalable.
Grounded.

The background image shows a construction site with a large concrete structure, possibly a bridge or a large foundation. Several workers in orange safety vests and hard hats are visible. A yellow excavator and a black truck are also present. The scene is set against a backdrop of trees and a cloudy sky. A semi-transparent green rectangle is overlaid on the left side of the image, containing the text.

PHASE 1: ACTIVATE

CATALYSING TRADE THROUGH
INFRASTRUCTURE AND INCLUSION

Export-Ready Trade Infrastructure

Infrastructure is the backbone of Africa's transition from fragmented supply to organised, globally competitive trade. Without certified processing facilities, traceable aggregation systems, and connected cold chain logistics, producers remain cut off from premium export markets, no matter the quality of what they produce.

Greenfields is developing a network of **Export Agri-Hubs** that include fully integrated trade infrastructure nodes designed to move African livestock and priority agricultural commodities from informal supply to certified, export-grade product.

Each Agri-Hub brings together feedlots, abattoirs, traceability systems, and cold chain integration in a single, high-performance environment. Strategically located in livestock- and crop-rich regions like KwaZulu-Natal (South Africa) and Narok and Taita Taveta (Kenya), these hubs provide the scale, compliance, and reliability required to compete in regulated global markets.

But infrastructure is only part of the equation. These hubs are designed to serve as local economic ecosystems by anchoring job creation, building enterprise zones, providing veterinary services, and value-added processing, all tied to verified cooperatives and women- and youth-led suppliers.

Each Export Agri-Hub is a launchpad for inclusion and trade. They are engineered for export, owned by communities, and built for replication.



Feedlots

Converting Disconnected Supply into Reliable Trade-Ready Volume

Feedlots within each Greenfields Agri-Hub serve as the primary aggregation and finishing centres for livestock sourced from smallholder cooperatives. These sites bridge the gap between informal production and export-grade standards, creating the consistency and quality control required for global markets.



INTEGRATED PRODUCTION FUNCTIONS

Each feedlot is designed as a multi-functional production node, equipped with:

- Controlled finishing environments that fatten cattle to uniform, high-value weights
- Veterinary services and biosecurity protocols to reduce risk and ensure animal health
 - Each feedlot is designed for strict biosecurity enforcement, including animal isolation zones, health surveillance, and Foot-and-Mouth Disease (FMD) monitoring.
- Digital traceability systems that link each animal to its cooperative origin and certification pathway
- Support services hubs offering feed, vet care, and training—many operated by youth-run microenterprises



SITE LOCATION & SCALABILITY

Feedlots are intentionally sited near livestock-rich communities to minimise transport stress and enable daily engagement with local suppliers. Each facility is modular and scalable, beginning with the capacity to process 15,000+ cattle per year, with expansion built into the design.



INCLUSION & LOCAL VALUE CREATION

Beyond throughput, these feedlots are structured to deliver inclusive value:

- Create local jobs in animal care, logistics, and feed services
- Provide stable offtake for women- and youth-led cooperatives
- Function as learning sites for livestock management and traceability system.

These finishing sites operate as systems integrators stabilising informal supply chains, activating cooperative networks, and ensuring animals arrive at the abattoir export-ready and fully compliant.

Abattoirs

Turning Livestock into Certified,
Traceable, Export-Ready Product

Abattoirs are the final conversion point within each Agri-Hub, where livestock is transformed into certified, traceable, and export-grade beef. Designed for performance, compliance, and inclusion, these facilities ensure that smallholder-sourced cattle meet the highest international market standards.



EXPORT-READY DESIGN & CAPABILITIES

Each abattoir is built with:

- HACCP, halal, and VPN59-compliant slaughter lines
- Third-party supervised halal zones, with trained processors and audited oversight
- Deboning, grading, and vacuum-packing units to produce export-ready, value-added cuts
- Integrated cold chain facilities including blast freezers and chilled storage
- Digital systems to capture traceability data, automate certification, and prepare dispatch documentation



SCALABLE THROUGHPUT, EFFICIENT LAYOUTS

Processing capacity begins at 500 cattle per day, with throughput designed to scale based on export demand. Modular layouts enable phased construction, minimising capital exposure while maximising output potential.



INCLUSION & LOCAL VALUE CREATION

But these abattoirs are also economic engines:

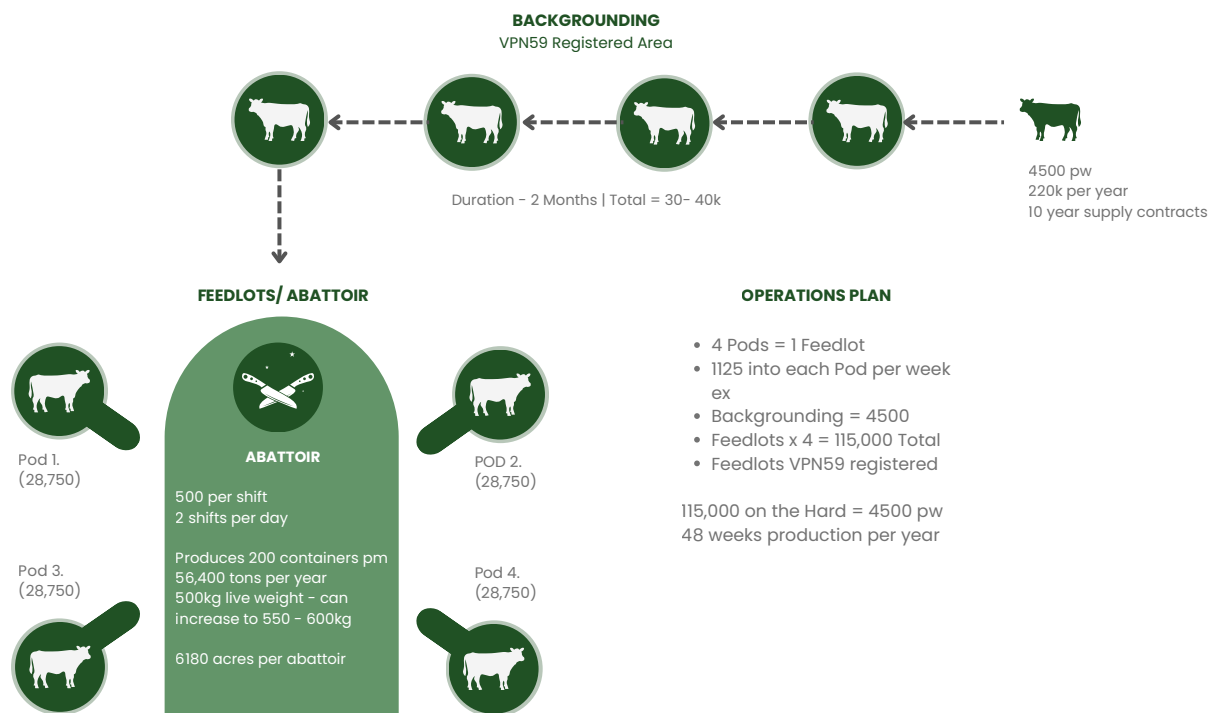
- Women-led teams are prioritised in quality control, grading, and packaging roles
- Youth-owned microenterprises supply packaging, cold chain support, and last-mile logistics
- Local training providers are embedded in operations to build long-term technical capacity

These facilities meet global compliance standards while unlocking access to high-value markets and enabling local economic participation. Every animal processed here marks a full-circle transformation for rural producers, moving from cooperative herds to international shelves, with traceability, dignity, and shared benefit embedded at every step.

Operational Model & Specifications

Built for Volume. Designed for Compliance. Engineered for Scale.

Each Greenfields Agri-Hub is engineered for high-volume, export-ready beef production — with an operations model that delivers consistent supply, optimised throughput, and full traceability from cooperative to container.



- **Feedlot Capacity:** 4 pods per site, each holding 28,750 cattle — total of 115,000 cattle
- **Weekly Feedlot Intake:** 1,125 cattle per pod per week, ensuring steady throughput
- **Abattoir Throughput:** 500 cattle per shift, running 2 shifts daily — 1,000 cattle per day
- **Monthly Output:** 200 export containers (value-added, vacuum-packed beef)
- **Annual Production Volume:** 56,400 tons of beef, with average live weight of 500–600kg
- **Land Requirement:** ~6,180 acres per site, including feedlots, processing zones, support services, and buffer areas

Supply Chain Integration

- Cattle are prepared through a 2-month backgrounding process in VPN59-registered zones, with holding capacity for 30,000–40,000 animals. This ensures animals arrive disease-free, traceable, and certified for international trade. Based on structured contracts, each Agri-Hub can process 4,500 cattle per week, translating to an annual throughput of 220,000 cattle.

Cold Chain Logistics

Preserving Value, Unlocking Trade.

Cold chain logistics is the invisible infrastructure that determines whether African exports arrive as commodities or as premium products. Without end-to-end temperature control, certification, and coordinated dispatch, even the best livestock and agricultural produce lose value before reaching global markets.

Greenfields integrates cold chain systems into every stage of its export infrastructure, from feedlots and abattoirs to container dispatch and port clearance. These systems are integral to the Agri-Hub model, guaranteeing product quality, extending shelf life, and ensuring compliance with the stringent standards of global markets.

> **STRATEGIC COLD CHAIN PARTNERSHIPS**

To unlock scale and reliability, Greenfields has secured two foundational cold chain partners:

Dube TradePort (South Africa)

- Located next to King Shaka International Airport, Dube TradePort provides cold storage, cargo consolidation, and export facilitation, giving Greenfields streamlined access to global markets from KwaZulu-Natal

Global Protein Group / Logistics Group (New Zealand)

- A global leader in meat logistics, this partner supports Greenfields with blast freezing, export handling, and cold chain compliance, ensuring our products meet international standards from port to plate.

> **WHAT THIS UNLOCKS**

- Seamless integration of cold storage into abattoir and dispatch operations
- Blast freezing capacity to lock in quality for long-haul exports
- Pre-clearance and consolidation services aligned with port and airport requirements
- Real-time temperature monitoring and cold chain certification
- Cold chain infrastructure suitable for both livestock and agricultural exports (e.g. citrus, soybeans, sunflower oil)

Cold chain systems are central to Greenfields' ability to export not only red meat, but a diversified portfolio of perishable commodities. With the right infrastructure and partners in place, we are positioning Africa to trade on its own terms with quality that holds, certification that travels, and value that arrives intact.

Strategic Facility Locations

Laying the Groundwork for Africa's Red Meat Trade Corridors

Greenfields' first Agri-Hubs are strategically located across South Africa and Kenya, selected for their livestock density, government alignment, cooperative activity, and connectivity to major export routes.

KWAZULU-NATAL, SOUTH AFRICA

- Located within a communal livestock corridor supported by the Provincial Government
- Close to Dube TradePort and Durban Port for efficient cold chain logistics
- Strong base of women-led cooperatives and youth agribusinesses
- Additional opportunity to integrate with other Greenfields initiatives (e.g. high-protein grass production, vet hubs)

NAROK COUNTY, KENYA

- High cattle density and strong weaner supply
- Proximity to Kajiado, Bomet, and pastoralist trade routes
- Ideal conditions for backgrounding, feedlot operations, and cooperative aggregation
- County government support and strong youth/women cooperative networks

TAITA TAVETA COUNTY, KENYA

- Positioned along the Mombasa trade corridor, with direct access to port infrastructure
- Strong logistical profile for export processing and cold chain dispatch
- Existing pastoralist networks and service sector potential (packaging, logistics, certification support)

Together, these Agri-Hub locations anchor a powerful new model for livestock trade, rural enough to reach disconnected producers, yet connected enough to compete globally.

Empowered Corridors

Connecting Production to Global
Markets — and Producers to Ownership

Greenfields is developing empowered trade corridors. These corridors are anchored in rural regions with high production potential and are designed for long-term participation, inclusion, and export performance. Our Agri-Hubs in KwaZulu-Natal (South Africa) and Narok and Taita Taveta (Kenya) represent the foundation of a new regional model. This model stabilizes informal supply, embeds compliance, and enables smallholder producers to become global suppliers.

These corridors are:

- Rural enough to reach farmers who have historically been disconnected from formal markets.
- Connected enough to transport high-quality products from farm to port with traceability and efficiency.
- Inclusive by design, incorporating women- and youth-led cooperatives, local job creation, and service enterprises from the very beginning.

Each site is designed to process livestock and unlock broader opportunities. We link community-owned supply to global demand through infrastructure, inclusion, and institutional partnerships.





Embedded Empowerment

DESIGNING LOCAL ECONOMIES AROUND TRADE INFRASTRUCTURE

Empowered Corridors establish the principle that infrastructure is most effective when it includes the people it intends to serve. However, the Greenfields model takes this a step further by embedding ownership, employment, and enterprise development directly into the physical infrastructure.

Each Agri-Hub is intentionally designed to serve as a trade powerhouse and a catalyst for local economic transformation. These facilities are equipped to drive commerce while fostering micro-enterprises, providing skills training, and supporting cooperative supply chains. From streamlining logistics to empowering local entrepreneurship, Greenfields is igniting inclusive economies that thrive from the ground up.

Greenfields transforms infrastructure into a vehicle for ownership, ensuring that each facility functions as a trade enabler and a local economic engine.

Designing for Inclusion

Empowering Participation Across Every Layer of the System

Greenfields is engineered to drive measurable commercial returns while redefining the landscape of social impact. Inclusion isn't an afterthought or a secondary benefit; it is a core strategic pillar embedded directly into every layer of our infrastructure, operations, and delivery model. This ensures every investment creates meaningful and measurable value.

Each Agri-Hub is a catalyst for transformation, unlocking market access, shared ownership, and scalable opportunities for producers traditionally excluded from high-value trade systems.

By converting untapped potential into tangible growth, Greenfields delivers a dual return: strong financial performance alongside economic empowerment.

System Features That Enable Inclusion

- Direct supply integration for women- and youth-led cooperatives through verified onboarding and aggregation
- Local job creation across animal handling, veterinary support, packaging, grading, cleaning, and dispatch
- On-site training facilities and mobile certification programmes for processing, compliance, and halal protocols
- Enterprise zones surrounding each hub, supporting youth-run microbusinesses in feed supply, transport, packaging, and cold chain support
- Shared-use infrastructure and support tools to reduce barriers to participation and scale informal producers into formal trade actors

By designing inclusive value creation into the foundation of our infrastructure, Greenfields strengthens market readiness, improves supply chain reliability, and promotes sustainable economic participation.

This is how rural producers become co-builders of Africa's next trade chapter — with voice, visibility, and value at every step.

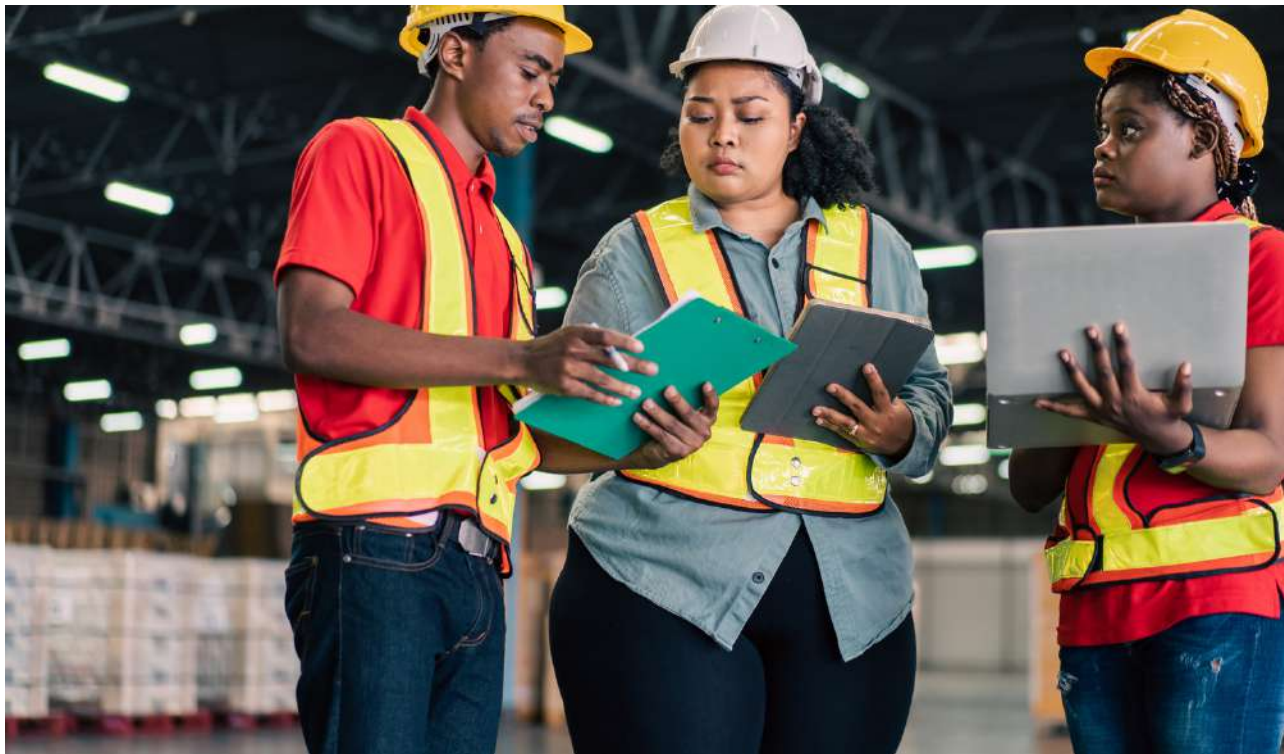
Enterprise Zones and Rural Microbusiness Development

Creating Local Economies Around Infrastructure

Greenfields infrastructure will not be built in isolation. It is designed to anchor local economic ecosystems.

Around every feedlot, abattoir, and aggregation point, there is opportunity for entrepreneurs, service providers, suppliers, and small enterprises to thrive.

These enterprise zones are where youth- and women-led businesses plug into the value chain, offering essential services that keep the system moving, and capturing income that would otherwise leak out of rural communities.



Targeted Enterprise Opportunities

Driving Revenue, Growth, and Sustainable Impact

Around every Agri-Hub, we unlock demand for high-value, essential services critical to the success of our export-grade livestock corridors.



ANIMAL SERVICES

- Transport & weighing
- Veterinary support
- Dipping stations



LOGISTICS & HANDLING

- Cold chain servicing
- Packaging & dispatch
- Labeling



SUPPORT & HYGIENE

- Feed production
- Cleaning & sanitation
- Waste management

These opportunities are real operations that drive revenue and anchor profitability and empowerment into every aspect of the supply chain.

How Greenfields Supports Microbusinesses

Practical Support for Local Enterprise Growth

Greenfields goes beyond merely creating opportunities; it ensures entrepreneurs are positioned to capitalize on them effectively. Each site is designed to unlock a steady pipeline of contracts, resources, and tools, strategically minimizing start-up risks while enhancing the sustainability of rural enterprises.

By fostering viable, long-term ventures within its ecosystem, Greenfields drives economic resilience and also creates a multiplier effect that generates consistent returns for investors.

This proactive partnership model ensures that every enterprise supported under Greenfields delivers measurable impact and contributes to the overall growth and profitability of the Agri-Hub network.

Greenfields Support Stack Features

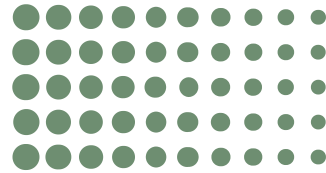
- Pre-approved procurement pipelines tied to local enterprises
- Mentorship and enterprise development support in collaboration with SMME partners and innovation hubs
- Access to pooled equipment, shared facilities, and storage
- Rotational contracts to spread opportunities across multiple small businesses
- Guidance on compliance, record-keeping, and digital tools for service management

Opportunity is only real when support meets ambition.

Franchise and Incubator Models (Future Phase)

Scaling What Works

As enterprise zones mature, Greenfields will evolve them into replicable, scalable business models. The goal? To turn rural service providers into regional champions with proven operations, brand-ready packaging, and scalable templates.



Future plans include:

- Franchise-ready service models that can be replicated at new sites
- Localised “business-in-a-box” kits for standardised services (e.g. livestock transport kits, mobile vet kits)
- Support for high-performing enterprises to scale beyond Greenfields, creating regional service champions



Youth and Women at the Centre

First-Time Founders. Frontline Builders.

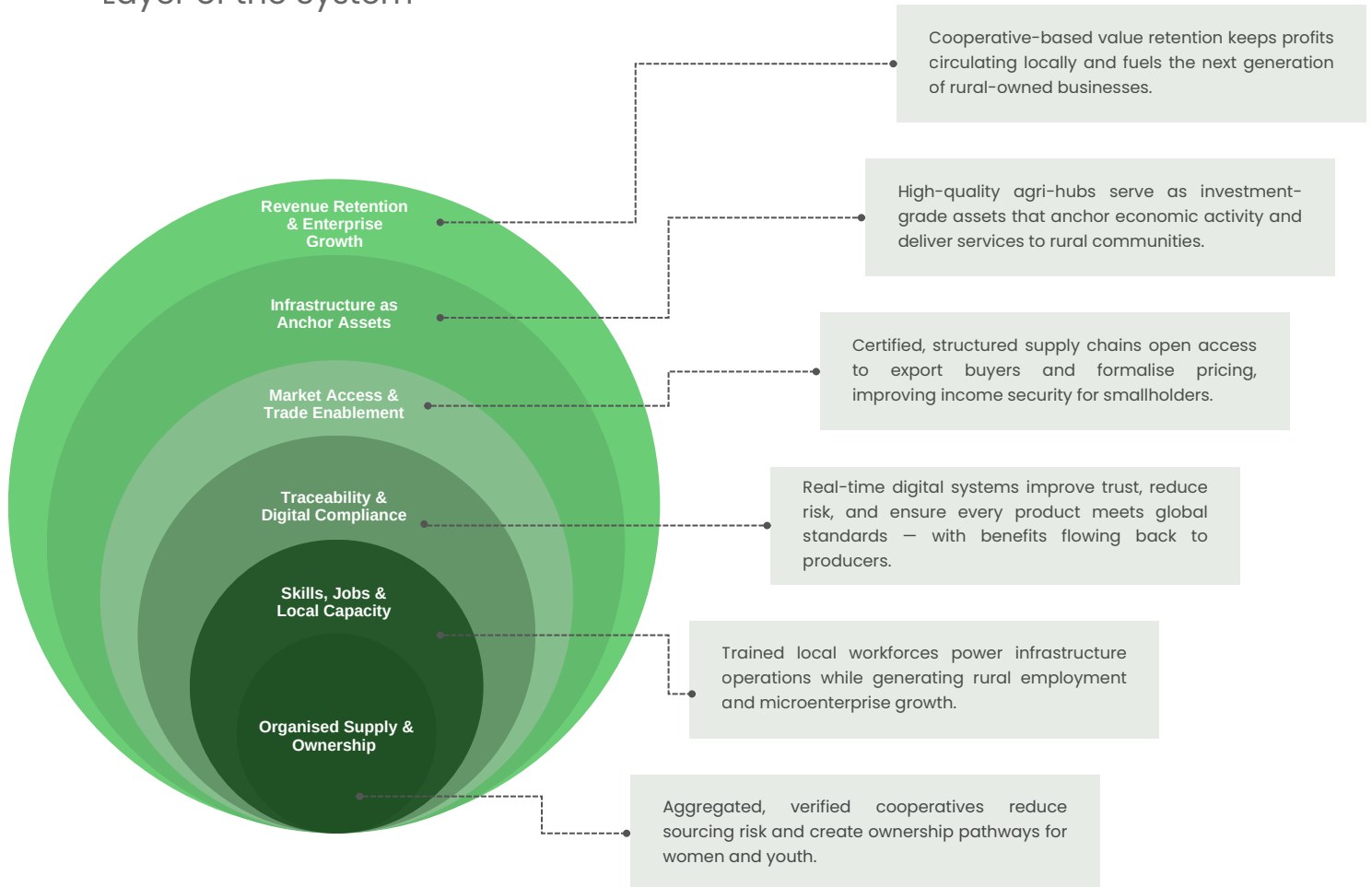
These business zones are designed specifically to support first-generation entrepreneurs — especially those who've been excluded from legacy contracts or capital-heavy industries.

Support includes:

- Start-up support and co-training with Greenfields site operators
- Franchise-style models for replicable services (e.g., feed mixing, cleaning teams)
- Access to credit - Introduction to financial institutions and community loan products
- Opportunities to scale alongside the Greenfields footprint as the platform expands across Africa

Layers of Empowerment Model

Empowering Participation Across Every Layer of the System



The Greenfields model creates layered value, starting with organized, women- and youth-led cooperatives. We expand to include skills development, digital compliance, infrastructure, and enterprise growth. Each layer serves as a strategic investment zone where community empowerment and commercial viability support one another. By positioning women as suppliers, service providers, and stakeholders, we are building an inclusive export engine that operates at scale.

This model is a framework for shared prosperity. Greenfields generates shared value and commercial opportunities with women-led cooperatives at the center of ownership and service delivery.

The Long-Term Vision

Circular Economies, Powered by
Infrastructure

Greenfields envisions a future where every site is a rural economic hub with dozens of local businesses orbiting its core infrastructure, delivering critical services while building generational wealth.

These zones don't just support the supply chain. They decentralise wealth, stimulate rural job creation, and multiply the economic return of every investment made in infrastructure.

Projected Impact

Our business model is designed to create widespread positive impact while delivering strong returns for investors.

10,000+

SMALLHOLDER FARMERS

Empowered through lease
and offtake programs

1,200+

JOBS CREATED

Direct and indirect
employment opportunities

100%

TRACEABLE

Fully traceable beef
production

By integrating smallholder farmers into our supply chain, we're creating sustainable livelihoods and improving agricultural practices across rural Africa. Our commitment to women and youth inclusion in agriculture addresses critical demographic challenges while building a more diverse and resilient workforce.

Each Agri-Hub is designed as both a processing facility and a local economic engine. Jobs, services, and enterprise zones are structurally built in, from youth-led vet support to women-led packaging cooperatives.

A woman in a dark dress stands in a field of green plants, looking down at a device. In the background, several cows are grazing. The sky is a deep teal color with some clouds. The entire image has a teal tint.

PHASE 2: CONNECT

**STRUCTURING SUPPLY WITH
CERTIFICATION, DIGITAL SYSTEMS &
TRACEABILITY**



Organising Supply & Enabling Trade

AGGREGATING, ACCREDITING, AND CONNECTING PRODUCERS TO MARKET

Greenfields' infrastructure creates the foundation, but structure alone doesn't deliver impact. To unlock value at scale, we must activate what sits between the farm and the port: organized, certified, and traceable supply.

This next phase is where infrastructure meets intelligence. It begins with aggregation and accreditation, shifting farmers from isolated producers to verified contributors in an export-grade system.

By clustering supply, embedding compliance, and supporting cooperatives with tailored training and tech, we build the connective tissue that transforms physical infrastructure into functional trade.

Aggregation and Certification



Laying the foundation for an inclusive, export-ready supply chain.

Africa's agricultural export potential is immense — but fragmented. Smallholder farmers often operate in isolation, lacking the volume, consistency, and compliance required by global buyers. Without structured aggregation, these producers are excluded from high-value trade due to scattered logistics, variable quality, and a lack of certified systems.

Greenfields starts with structuring supply by organizing smallholder farmers into efficiently managed, geographically clustered cooperatives.

By consolidating resources, knowledge, and output, these cooperatives will enhance farmers' collective bargaining power, improve access to services, and enable them to scale production in alignment with global market requirements.

This shift from scattered production to certified aggregation is what enables rural producers to compete globally — with the volume, consistency, and credibility required by international markets. It also strengthens biosecurity enforcement by embedding disease control protocols, including Foot and Mouth Disease (FMD) risk mitigation, directly into the aggregation model.

Aggregation Hubs

Turning Fragmented Farms into High-Performance Nodes of Production

Greenfields' Aggregation Hubs are the anchor points for organizing production at scale. By clustering smallholder and emerging farmers into geographically aligned zones, we unlock:



Farmer Clustering for Scale and Coordination

- Producers are grouped based on trade corridors, logistics networks, and infrastructure access
- Hubs enable collective bargaining, group production scheduling, and streamlined logistics
- Clustering improves predictability and allows for bulk procurement, feed distribution, and coordinated offtake



Access to Vital Services

Each hub is designed as a service gateway giving farmers direct access to:

- Veterinary care and mobile health clinics
- Animal disease surveillance and FMD control initiatives
- Breeding and genetic improvement programs
- Shared input facilities and equipment access
- Financing solutions tied to production milestones and certification readiness



Built-in Certification Readiness

- All livestock and produce are assessed and prepped for certification at hub level
- Health records, grading, and compliance checks (e.g. halal, HACCP, VPN 59) are digitized
- Farmers gain access to traceability tools and mobile dashboards to track readiness

Through these actions, Greenfields will create a fully integrated and certified supply chain that links smallholder farmers directly with global markets, providing them with the tools and knowledge to compete in the international export economy. This approach will strengthen the agricultural value chain, ensuring that local farmers can thrive and contribute to Africa's export-led growth.

Women & Youth as Core Builders

Supply Chain Inclusion by Design

At the heart of Greenfields' model is a commitment to shifting who participates in Africa's agricultural economy and who benefits from it. We don't just invite women and youth to participate in the value chain. We design the chain around them.

Greenfields prioritises women- and youth-led cooperatives as primary suppliers of livestock, service providers, and enterprise builders across the system from aggregation hubs and feedlots to enterprise zones around abattoirs. Their participation is not symbolic; it is structural.



Support Ecosystem for Cooperatives

Equipping Producers to Deliver at Scale

To ensure real and lasting inclusion, Greenfields wraps every cooperative, especially those led by women and youth, with targeted, practical support. This ecosystem turns early-stage producer groups into confident, compliant, and competitive players in the export economy.



Preferential Access & Onboarding

- Verified women- and youth-led groups receive priority onboarding at aggregation hubs
- Guaranteed offtake contracts and enrollment in traceability, finance, and veterinary service programmes
- Fast-tracked placement into export readiness cohorts (e.g. halal/HACCP training)



Capacity Building & Coaching

- Governance mentorship and digital record-keeping guidance
- Training in grading standards, livestock handling, and compliance
- Tools to manage group sales, payment distribution, and livestock rotation



Embedded Accountability

- Supply volumes are tracked digitally and linked to cooperative dashboards
- Revenue dashboards reinforce visibility, transparency, and internal accountability



On-the-Ground Support

- Greenfields field officers and partners provide ongoing coaching, logistics coordination, and market navigation
- Localised support ensures no group is left behind due to infrastructure, language, or technical barriers

We don't just invite women and youth into the value chain; we equip them to thrive in it. Their success isn't just symbolic. It strengthens the entire export model.

Growth Pathways and Market Mobility

From Local Producers to Regional Anchors

Greenfields doesn't just include women- and youth-led cooperatives — we invest in their elevation. As these groups mature, we offer structured pathways to scale their impact and deepen their participation across the value chain.



Growth Pathways

High-performing cooperatives gain access to:

- Enterprise growth funding, including micro-grants and blended finance
- Business and export planning support, including compliance and strategy workshops
- Shared infrastructure for input storage, processing, and admin operations



Graduation to Anchor Roles

Select cooperatives may evolve into:

- Regional anchor suppliers managing bulk volumes and subcontracting networks
- Peer mentors to onboard and support emerging cooperatives in nearby regions



Inclusion Tracked, Not Assumed

In the Greenfields system:

- Women-led cooperatives are recognised as economic engines — not passive recipients
- Youth-led groups are groomed as operators, innovators, and future enterprise leaders
- Inclusion is incentivised and embedded — from onboarding and procurement to performance-linked reporting and revenue sharing



Beyond Access

BUILDING OWNERSHIP, SKILLS, AND STAYING POWER

As cooperatives gain confidence and capability, their next challenge is preparation, ensuring they are ready to operate, deliver, and retain value in global trade. To effectively compete in export markets and maintain value in rural communities, farmers need more than just access; they need agency.

This includes training for meaningful roles within the value chain, structured ownership of the infrastructure they support, and systems that keep profits circulating within the communities where they are generated. Greenfields connects smallholders to global markets and empowers them to take on leadership roles within those markets.

Skills Development and Training Pathways

Equipping Africa's Agricultural Workforce for the Future of Trade

Empowerment without capability is short-lived. That's why Greenfields invests in practical, hands-on training that equips women, youth, and rural producers to lead within the system and generate sustained value from their participation.

Every Greenfields site is backed by a growing ecosystem of training providers, technical mentors, and local delivery partners.

Drawing from the empowerment strategies developed in KwaZulu-Natal and Kenya, we're working with vocational colleges, innovation hubs, halal certifiers, and industry bodies to deliver training that is context-aware, market-aligned, and directly tied to infrastructure roles.

> **TRAINING COVERS THE FULL SPECTRUM OF EXPORT-READINESS**

- Livestock handling and grading
- Feedlot and abattoir operations
- Cold chain logistics
- Halal and HACCP certification support
- Digital and financial system navigation
- Cooperative governance and youth enterprise management

> **PROGRAMMES ARE DELIVERED THROUGH**

- Mobile training units in rural areas
- On-site instruction at Greenfields hubs
- Peer mentorship with established cooperatives
- Technical exchange via BRICS and regional training alliances

Career Pathways & Economic Mobility

Creating Advancement Tracks and Micro-Enterprise Opportunities

Greenfields isn't building a static system — we're building a platform for movement. Our infrastructure is designed to function as a ladder for rural producers: from cooperative participation to certified employment, enterprise leadership, and long-term economic stability.

This platform particularly benefits women and youth by providing clear, practical pathways for advancement that are based on performance, participation, and potential rather than connections or capital.



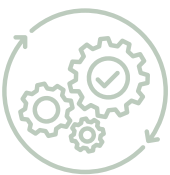
MICRO-CERTIFICATION & CAREER ADVANCEMENT

- Targeted training aligned to real operational roles: veterinary support, feedlot supervision, certification agents, packaging and grading
- Modular certifications stack into larger career credentials
- Field-level experience logged into digital dashboards for verification and growth tracking



PLACEMENT INTO MICROENTERPRISES

- Youth-led teams take on real contracts in logistics, cleaning, cold chain, and feed supply
- Micro-franchise kits and tool access lower startup costs and speed time to income
- Performance-based renewal and scaling opportunities



FROM COOPERATIVE TO OPERATOR

- Women and youth progress from member roles to operational leads or enterprise owners
- Greenfields co-creates these pathways with local partners, tracking performance and unlocking growth capital along the way
- Dashboards and digital profiles provide visibility to funders, buyers, and certifiers

This is how inclusion becomes a career and a business.
Mobility is built into the system.



Inclusive Ownership & Value Retention

Keeping Value Where It's Created

Greenfields is focused on creating systems that reinvest value into rural communities rather than simply extracting value from them. Our model is designed to ensure that cooperatives led by women and youth are included in the supply chain and ultimately own the tools, infrastructure, and enterprises that drive it.

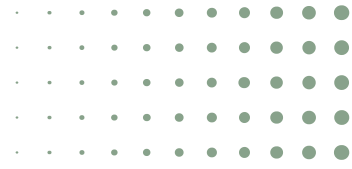
Ownership is a structured process. We are developing pathways that transform producers into shareholders, operators, and stewards of the system. These pathways include:

- Lease-to-own access to shared-use infrastructure such as feedlots, cold rooms, packaging facilities, and vehicles
- Revenue-sharing models linked to throughput, grading, and performance metrics
- Equity pathways in joint ventures and local logistics companies
- Digital dashboards that make cooperative finances, sales data, and reinvestment metrics transparent and auditable

And because ownership without understanding is fragile, we layer this with financial literacy, enterprise planning, and reinvestment support, ensuring that communities are prepared to manage and grow what they help build.



Delivery Model for Scalable Impact



Aligning Institutions, Enabling Growth, and Delivering Measurable Impact



Greenfields acts as the connective engine between public institutions, technical experts, SMME enablers, financiers, and industry actors — aligning inputs, streamlining delivery, and generating shared value

Empowered Supply as Strategic Infrastructure

Ownership, Inclusion, and Local Value Creation at Scale

Our model creates sustainable economic ecosystems where communities retain maximum value from exports.



This self-reinforcing cycle transforms farmers into shareholders in their own value chains.

Expected Impact by 2030

+60%

livestock sourced from women/youth-led co-ops

+1k

Inclusive training participants certified

10–15

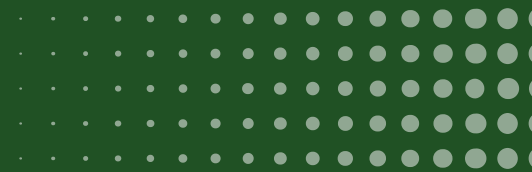
Youth-run microenterprises activated per hub

+250

Jobs created per hub



Connecting Empowerment to Digital Advantage



LINKING OWNERSHIP, INCLUSION, AND DATA FOR SCALABLE EXPORT READINESS

Infrastructure and empowerment alone don't open export markets — connectivity does. As Greenfields scales its cooperative model and prepares rural producers for global trade, the next frontier is digital: ensuring that every animal, crop, service, and shipment is visible, verifiable, and trusted.

This next layer of Phase 2 shifts from physical infrastructure to digital infrastructure, embedding traceability, certification, and smart agriculture systems not as add-ons, but as core enablers of trade. With every record tracked and every compliance checkpoint digitized, inclusion becomes measurable, compliance becomes scalable, and local ownership becomes a competitive advantage.

We're building for verification, trust, and performance.
This is how we unlock credibility, confidence and capital.

Digital Integration and Smart Agriculture

Activating Data, Compliance, and Connectivity Across the Value Chain

In global trade, data is currency. Without traceability, compliance systems, and digital farmer engagement, African producers remain locked out of high-value markets, regardless of the quality of their products.

Greenfields is building the digital infrastructure to make agriculture across the continent visible, verifiable, exportable, and investable.

To unlock global trade opportunities, the entire value chain must be digitally connected. Every shipment, certification, and transaction must be captured, compliant, and trusted. Without traceability, even the highest-quality produce remains excluded. This is where Greenfields shifts the balance by turning exclusion into access through systems built for scale.

We're deploying digital tools that span the entire ecosystem:

- Farmer Dashboards and USSD tools for real-time input and updates
- Livestock Traceability Systems that log health, movement, and certification
- AI Grading Models to assess livestock and produce quality
- Export Logistics Platforms to manage port dispatch and documentation

These tools aren't just about efficiency; they're about access. Designed specifically for women, youth, and rural cooperatives, our systems lower the barrier to participation in formal trade.

By digitizing every stage from tagging livestock at the feedlot to shipping containers at the port, Greenfields transforms compliance from a burden into an advantage and inclusion from a goal into a measurable outcome.

Farmer Dashboards and USSD Tools

Simple, Inclusive Access to a
Complex Global System

Digital inclusion begins at the farm gate. For smallholder producers, particularly women and youth in rural or low-connectivity regions, access to information, certification processes, and buyer networks has long been out of reach.

Greenfields is changing that through the development of farmer-facing dashboards and USSD mobile tools, which allow producers to engage with the export value chain through simple, low-data, and multilingual interfaces.

These tools don't just inform farmers, they empower them to participate fully in a high-value trade system.



Digital Farmer Dashboards

Real-Time Dashboards for Livestock and Crop Supply Chains

Accessible via mobile or tablet, each registered producer, whether supplying livestock or agricultural goods, will have access to a real-time dashboard linked to their cooperative and product type.

Dashboard Features

FOR LIVESTOCK PRODUCERS

- Viewing the health, weight, and grading status of cattle
- Receiving notifications about abattoir readiness, vaccinations, and feedlot pickups
- Tracking training progress, cooperative earnings, and input credits
- Uploading basic animal condition data or images
- Downloading or requesting compliance and certification documents

FOR CROP PRODUCERS

- Tracking produce quality grades and collection schedules
- Accessing post-harvest support and certification status
- Receiving updates on logistics, cold chain dispatch, and market readiness
- Recording input use, yield logs, and supply declarations

Designed with farmer input and local tech developers, the dashboard will be optimized for low data use and intuitive, multilingual UX, ensuring value chain participation from all producer types.

USSD + SMS Integration

Digital Participation Without Smartphones

Greenfields recognizes the realities of rural connectivity. To bridge the digital gap, we've developed a USSD-based mobile system that mirrors core dashboard functions—accessible on basic feature phones, without needing data or internet.

Using USSD and SMS, producers can:

- Register livestock or crop supply through verified co-ops
- Receive alerts about cooperative meetings, collection times, and training
- Confirm or accept produce collection prices or abattoir pickups
- Request veterinary or agronomy support
- Access voice-based training materials in local languages

This inclusive tech design ensures no farmer is left behind—whether they're supplying red meat or agricultural commodities. By offering tools tailored to both livestock and produce supply chains, Greenfields is opening the gate to trusted trade participation for all.

These systems form the frontline of digital inclusion — where farmers are visible to both Greenfields **AND** the global market.



Traceability and Compliance Technologies

Making African Exports Verifiable, Trusted, and Globally Competitive

In a world of strict import protocols and rising consumer demand for transparency, traceability is non-negotiable. Without it, African products are sidelined, not due to quality, but due to a lack of proof.

Greenfields is building a livestock-to-export traceability system that ensures every animal in our network is tracked, certified, and auditable from the point of origin to the point of sale. This includes capturing critical health and vaccination data that supports FMD control, unlocking access to premium markets.

Our approach combines hardware, software, and farmer engagement to deliver a system that meets global standards without creating unnecessary complexity at the grassroots.



Livestock Identification and Tracking

Track Every Animal. Trust Every Export.

Greenfields uses advanced livestock tagging and tracking to ensure every animal in the beef programme is accounted for from aggregation to abattoir.

Tech Stack



ANIMAL TAGGING AND DIGITAL PROFILES

- RFID or scannable ID issued at aggregation
- Linked to ownership and cooperative membership



HEALTH & MOVEMENT MONITORING

- Vaccination records and veterinary history
- Movement logs and feedlot intake tracking
- Supports national FMD prevention protocols



EXPORT-GRADE DOCUMENTATION

- Slaughter data and processing logs
- Export certification linked to each animal



ACCESS & VISIBILITY

- Farmer access via mobile dashboard
- Greenfields' system-wide visibility via central platform

We've partnered with leading traceability providers like Track-It-All and HerdSecure to implement real-time tracking and digital tagging solutions. As the platform scales, we'll continue expanding our network of tech partners to ensure we stay ahead of global traceability standards, giving producers the best tools to compete.

Integrated Certification and Compliance

Real-Time Certification That
Travels With Every Product

Compliance is no longer a final checkpoint — it's a live, verifiable journey. From abattoirs to aggregation hubs, every certified action is logged in real-time, ensuring full traceability and trust for both regulators and buyers.



BUILT-IN COMPLIANCE LOGGING

- Feedlots, abattoirs, and transport partners log into the platform
- Tracks halal protocols, HACCP, VPN59, and veterinary clearance



VERIFICATION FOR BUYERS AND REGULATORS

- Status is accessible via scan or dashboard login
- Verified trail from origin to point of export



SECURE + INTEROPERABLE DATA

- API integration with government and buyer systems
- All data stored in a secure, auditable environment

Trust is built into every step — not retrofitted at the end.



AI-Driven Farm Intelligence and Predictive Tools

Unlocking Precision, Efficiency,
and Early Insights Through Data

While Africa's agricultural systems have long relied on intuition and tradition, the future of export competitiveness will be shaped by data, prediction, and precision. Greenfields is laying the foundation for a suite of AI-driven tools that will help farmers, feedlot managers, and logistics teams make better decisions earlier, faster, and with greater impact.

This intelligence layer is designed to equip farmers to confidently meet global expectations, creating a system where data drives every decision instead of guesswork.



Partnerships for Precision

Co-Building AI That Works in Africa

We're collaborating with agri-tech partners, machine learning researchers, and logistics innovators to develop tools like:

- Predictive livestock health models that flag early signs of disease or stress
- Feed efficiency algorithms that tailor feeding plans to breed, climate, and weight targets
- Grading prediction tools that estimate carcass value pre-slaughter, reducing disputes
- Route optimisation software that aligns livestock movement with animal welfare and cold chain timelines

WE ARE ACTIVELY SEEKING

- > AI researchers and data scientists in agriculture
- > Veterinary and livestock informatics specialists
- > Innovation hubs and rural data platforms
- > Donors and investors building scalable, inclusive tech

Our goal is to build with farmers, not around them — using data to simplify workflows, improve margins, and elevate local producers into globally competitive players.



Designed for Inclusion

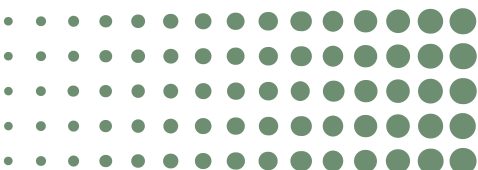
Making AI Work for Everyone, Not
Just the Few

AI in agriculture is often deployed at commercial scale. Greenfields is taking a different approach; we're designing tools that work for women and youth in low-resource environments, with mobile-first interfaces, real-world training support, and outputs that are easy to interpret and act on regardless of digital literacy.

Our tools are being designed with:

- Mobile-first design for low-bandwidth devices
- Voice and audio content for low-literacy environments
- UX tested with women and youth in co-ops and field trials
- Localized training support and digital coaching

These tools will be implemented through cooperatives and feedlots as part of our broader digital integration strategy, making smart agriculture both aspirational and accessible.



Future Vision: Smart Agri Data Marketplace

The Platform Behind the Platform

As Greenfields expands its digital ecosystem, we envision a shared data marketplace where anonymized farm and logistics data supports better:

- Agricultural policymaking
- Export strategies
- Investment pipelines
- Climate-adaptive production models

This platform would enable new innovations — from AI-powered credit scoring for smallholders, to risk modeling for insurance providers.



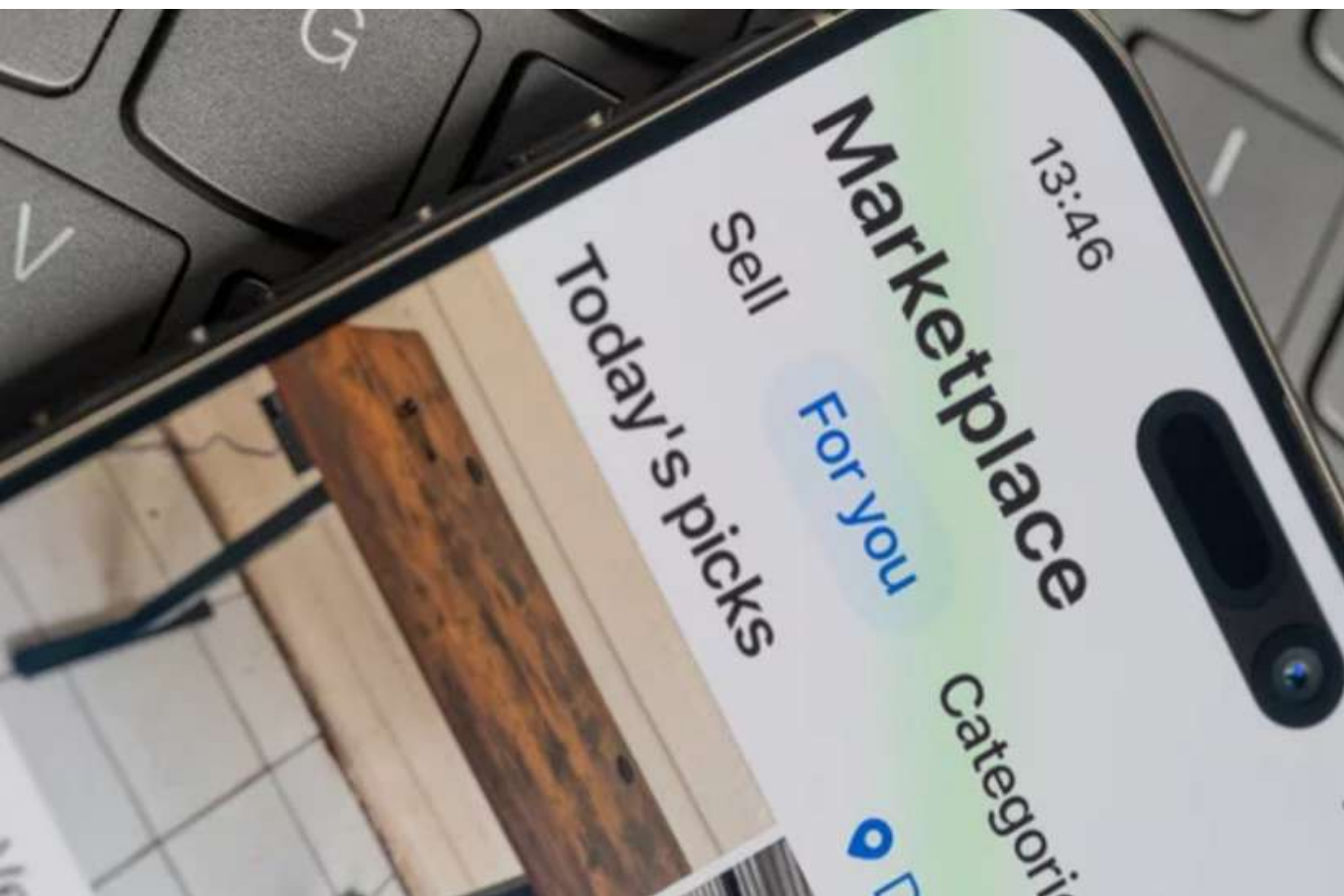
Export Operations Platform and Buyer Integration

Seamless, Secure, and Scalable
Trade Execution

As Greenfields builds toward a shared Smart Agri Data Marketplace, the next logical step is translating data into deals. That's where our Export Operations Platform comes in, supporting farmers on one end and building a digital bridge to global buyers on the other.

Our Export Operations Platform will serve as the central command centre for managing certification, logistics, documentation, and trade communication, reducing friction across the supply chain and instilling trust with even the most regulated markets.

This platform will be fully integrated with our traceability system and feedlot/abattoir infrastructure, enabling end-to-end visibility, from the moment a cow is tagged to the moment a shipment reaches port.



Key Platform Features



BUYER PORTAL ACCESS

Secure login for buyers, state-owned enterprises, and distributors to:

- View available inventory (by cut, certification, origin)
- Track fulfilment timelines, cold chain status, and batch traceability
- Download compliance documents: halal, VPN 59, HACCP, health certs



AUTOMATED DOCUMENTATION WORKFLOW

- Export paperwork generation (invoices, customs docs, vet certs)
- Certification upload directly from abattoirs and vet stations
- Integration with port and logistics platforms for dispatch scheduling



ORDER AND PAYMENT TRACKING

- Digital record of contracts, volumes, and delivery timelines
- Potential for integration with mobile payments or escrow services
- Linked to cooperative revenue dashboards for transparent income flow



STRATEGIC VALUE FOR BUYERS

- Reduces risk by ensuring full traceability and real-time oversight
- Streamlines regulatory compliance — especially for sensitive markets (e.g. China, Middle East)
- Offers a centralised procurement interface for bulk buyers and institutions
- Reinforces Greenfields' brand as a reliable, digitally enabled export partner

Just as buyers gain visibility into the value chain, cooperatives and producers will be able to track when their livestock is sold, processed, and shipped, ensuring transparency and trust across the system. This is how Greenfields bridges the gap between smallholder producers and global markets, enabling digital participation and accountability at every step.

How Digital Powers the Whole Ecosystem

Built-In, Not Bolted-On.

By integrating mobile tools, dashboards, and digital certification, Greenfields ensures that every animal is trackable, every shipment verifiable, and every buyer confident in what they're sourcing.

FARMER REGISTRATION

Digital Tagging & USSD Access

Farmers register livestock with unique IDs via mobile/USSD, enabling traceability from day one.

CERTIFICATION & COMPLIANCE

Automated Readiness Export

Compliance with export standards is verified digitally; certifications generated and stored.

EXPORT LOGGING

Chain-of-Custody Recorded

Every shipment is digitally logged — ensuring full traceability from farm to port for global buyers.



VETERINARY VERIFICATION

Digital Health Records

Health checks and vaccination data uploaded via mobile tools and verified by certified inspectors.

DIGITAL DASHBOARD

Real-Time Monitoring & Insights

Stakeholders access live dashboards showing volumes, quality, and certification status by location.

BUYER INTEGRATION

Verified, Searchable Supply

Buyers access compliant, pre-vetted inventory, reducing risk, improving trust, and accelerating deals.

When every node in the system speaks the same digital language, we reduce risk, improve turnaround, and build trust at every stage from village to vessel.

Scaling Trust, Access, and Transparency Across the Value Chain

Greenfields' digital ecosystem is designed to make African agriculture visible, verifiable, and investable. From rural farms to global ports, our systems ensure that every farmer, animal, and shipment is connected through data, building trust, unlocking value, and meeting the standards of tomorrow's trade environment.

Whether through a USSD interaction in a remote village or a real-time certification upload at a port terminal, digital integration is what holds our model together, enabling scale without losing sight of inclusion.

Exoected Impact by 2030

+20K

farmers digitally registered through dashboards and USSD

100%

traceable livestock supply, from tag to port

50+

cooperatives empowered with real-time tools for compliance and trade participation

Greenfields is building the digital rails for Africa's agricultural future — where smallholder producers don't just participate in trade, they own the data that drives it.



PHASE 3: EXPAND

UNLOCKING SCALE, OWNERSHIP, AND
CONTINENTAL REACH



Realizing the Full Promise of Inclusive Trade

POSITIONING AFRICA'S PRODUCERS TO COMPETE, SCALE, AND LEAD

The true test of Greenfields lies ahead, not in what we've built, but in what we can unlock. The first two phases have laid the groundwork: infrastructure that includes systems that connect and cooperatives that deliver. But this was never just about one corridor, one hub, or one pilot. It's about reimagining the terms of African trade and who gets to shape them.

Phase 3 invites partners, policymakers, and investors to help scale a continental platform where inclusion isn't a line item; it's the operating system. Where value is not extracted but retained. And where African producers, especially women and youth, don't just meet market requirements but set the benchmarks for the future of trade.

This isn't the end of a project; it's the beginning of a movement. One that asks, ***"What would it take to build a connected, inclusive, export-grade ecosystem, not for the few, but for the many?"***

Current Progress & Readiness

The groundwork for infrastructure, inclusion, and digital integration has been set. From pilot sites and signed partnerships to ecosystem mobilisation and cooperative onboarding, we're moving from concept to execution with the right foundation in place.



Infrastructure Mobilisation

- Abattoir and feedlot site identification completed in KwaZulu-Natal (South Africa) and two counties in Kenya
- Feasibility studies underway for cold chain logistics, site engineering, and water access in
- Initial designs aligned to export-grade throughput and compliance systems (VPN59, halal, HACCP)



Partnership Activation

- Mandated and supported by the Provincial Government of KwaZulu-Natal
- Investor and government engagement initiated in Kenya, Lesotho, Botswana, and South Africa
- Formal partnerships secured across logistics, traceability, financing and training
 - Over 15 delivery partners aligned, including Dube TradePort, AgriSETA, Track-It-All, and FarmVision
- Local cooperative networks in early onboarding phase



Digital & Operational Readiness

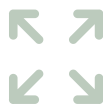
- Farmer dashboard and marketplace prototypes developed, with USSD and SMS modules in design
- API planning underway for buyer/export portal integration
- Field team mobilisation strategy aligned with cooperative roll-out and microenterprise training

Strategic Levers for Expansion

Scaling with Precision, Partnering for Reach

As Greenfields moves from proof to scale, the focus shifts to expansion without dilution. That means identifying high-potential corridors, partners, and production zones where the model can adapt and deliver without losing sight of its core: inclusion, traceability, and community ownership.

This next phase will be guided by five strategic levers:



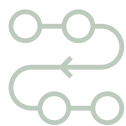
REGIONAL TRADE CORRIDORS

Prioritizing livestock and commodity trade routes across SADC, COMESA, and BRICS+ aligned regions, building infrastructure and certification around demand.



PLATFORM REPLICATION

Using the core Greenfields model as a blueprint for new hubs adapted to local crops, market dynamics, and digital readiness levels.



POLICY-DRIVEN PATHWAYS

Working with regional governments to align on trade incentives, export requirements, and regulatory harmonization to enable cross-border flow.



DATA AS COMPASS

Leveraging insights from dashboards, traceability systems, and marketplace demand to guide where and how to expand with precision, not guesswork.



PARTNERSHIP-LED EXPANSION

Scaling through co-investment with buyers, governments, NGOs, and anchor cooperatives — not building alone, but building together.

This is a strategic invitation to co-create the next chapter of Africa's agricultural story; one built on trust, data, and local ownership.

Coordinated Expansion Through Strategic Roles

As we move from proven pilots to regional expansion, each lever of Greenfields' expansion is activated by aligned partners who bring complementary strengths.

The table below maps how government bodies, investors, technologists, donors, and the private sector each contribute to unlocking scale across corridors, platforms, policy, data, and inclusive enterprise.

Strategic Lever	Government	Investors	Tech Partners	Donors & Foundations	Private Sector
Regional Trade Corridors	Enable bilateral agreements & export permits	Co-finance corridor-linked infrastructure	Digital border clearance & logistics tools	Pilot inclusive trade models across borders	Secure multi-country offtake deals
Platform Replication	Support regional adoption & localisation	Fund replication of core infrastructure	Adapt platform architecture for new commodity flows	Fund training & cooperative onboarding in new zones	Expand supplier footprint, faster
Policy-Driven Pathways	Align incentives & standards for cross-border trade	Invest in policy-linked projects & PPPs	Provide traceability data to meet compliance	Support harmonization of trade-related regulations	Influence trade-ready ecosystem design
Data as Compass	Use data for decision-making & regional strategy	Back data-led expansion models & dashboards	Build tools for real-time analytics and tracking	Fund impact measurement systems & digital literacy	Use insights to refine sourcing, quality, delivery
Partnership-Led Expansion	Anchor site selection and national alignment	Lead co-investment rounds with other stakeholders	Deploy digital infrastructure to support expansion	Support women/youth-owned scale-up ventures	Drive demand-led scaling & logistics

Replication Readiness & Local Tailoring

Tailored Replication

True expansion demands greater depth than duplication. While the Greenfields model offers a strong foundation in infrastructure, inclusion, traceability, and enterprise empowerment, its application in new regions must be tailored to local realities.

Every geography brings its own rhythm: crop and livestock priorities, digital readiness, cooperative maturity, and market pull. Our expansion strategy is designed to adapt, rather than impose. We build with the region, alongside it.

This comparative view shows how key factors differ across regions, guiding how we structure pilots, partnerships, and investment priorities.

Key Consideration	KwaZulu-Natal (SA)	Kenya	Hypothetical Region: Northern Ghana & Burkina Faso Corridor
Primary Focus	Livestock & citrus corridors	Grass-fed beef exports	Roots, grains, and medicinal crops
Digital Readiness	Mixed: High mobile usage, USSD essential	Strong uptake of digital tools in agri-sector	Low infrastructure, high mobile potential. USSD vital for onboarding and data capture
Cooperative Base	Emerging but structured through provincial alignment	Strong traditional networks, needs formalisation	Fragmented informal networks, early-stage formation
Market Signals	MENA, BRICS+ export alignment	Asia & Middle East demand for beef	ECOWAS intra-regional food security and wellness boom
Infrastructure Gaps	Cold chain gaps; logistics & certification under way	Feedlot and abattoir gaps identified	Requires end-to-end systems investment

Expansion with Greenfields is about engineering ecosystems that are fit for purpose; it's about one partner, one pilot, and one cooperative at a time.



Greenfields Expansion Playbook

Co-Creating Regional Success Through Phased Partnership

Scaling Greenfields is about building relationships rather than just rolling out services. Each new region follows a three-phase expansion roadmap aimed at fostering inclusion, ensuring readiness, and unlocking export potential in collaboration with local stakeholders.

Below is a visual overview of how we move from intent to impact — with clear partner roles and co-creation at every step.



Phase 1: Scoping & Stakeholder Mapping

- Regional market demand analysis
- Export feasibility assessment
- Mapping of local cooperatives, government partners, and infrastructure gaps

Partner Roles: Government, Donors, Market Analysts



Phase 2: Infrastructure Co-Design & Cooperative Preparation

- Site identification, permitting, and architectural planning
- Tailored cooperative readiness programs
- Digital onboarding, traceability setup

Partner Roles: Investors, SMME Agencies, Technical Partners



Phase 3: Launch, Train, Trade

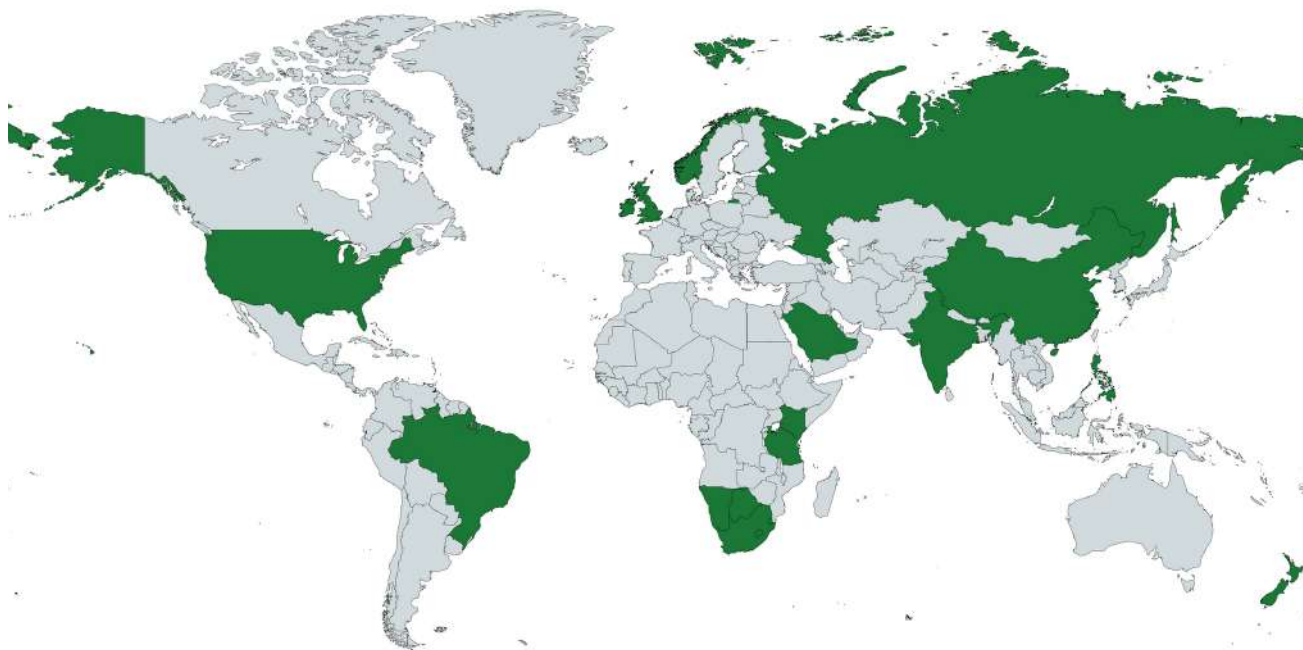
- Infrastructure go-live
- Enterprise training and placement
- First trade contracts executed via the platform

Partner Roles: Private Sector Buyers, Financial Institutions, Training Providers

Our approach moves from intent to impact with clearly defined partner roles and co-creation at every step. Each phase relies on trust, allowing partners to co-own the outcomes from day one. This strategy reduces risk while also enhancing ownership, accountability, and long-term impact.

Our Global Networks & Strategic Locations

Expanding Horizons



We are entering a new era of African trade. Greenfields connects regional production zones to global markets, establishing itself as a leader in premium agricultural exports.

This structured expansion is driven by data analysis and strategic corridor activation. From our initial work in KwaZulu-Natal, Kenya, and Botswana to plans for broader expansion across SADC and COMESA, Greenfields is growing intentionally.

Our global network links Africa's agriculture to key markets while partnerships enhance productivity and optimize intra-African trade. Collaborations with BRICS nations—Russia, China, and Brazil—provide access to advanced farming technologies and established export routes. Our influence also extends to the Asia-Pacific, Europe, and major import markets like New Zealand, the UK, Ireland, and the USA, ensuring that Africa's certified products meet global quality standards.

Infrastructure hubs like Dube TradePort in South Africa streamline logistics, connecting smallholder farmers with global markets. This integration supports sustainable growth and amplifies Africa's agricultural impact.

Greenfields is creating the systems and partnerships that position Africa as a key player in the global agricultural market.

An aerial photograph of a large, modern industrial warehouse at dusk. The building has a dark, corrugated metal exterior and a large open bay door. Several semi-trucks are parked in the paved lot in front of the warehouse. The surrounding landscape is flat and green, with some trees in the distance. The sky is a deep blue with some clouds. A semi-transparent green rectangle is overlaid on the left side of the image, containing the title and subtitle.

STRATEGIC INVESTMENT & PARTNERSHIP PATHWAYS

CAPITAL. CAPABILITIES. COMMITMENT.



A Platform Built for Aligned Participation



A CURATED APPROACH TO HIGH-IMPACT ENGAGEMENT

Greenfields' growth strategy is guided by deliberate collaboration, ensuring every partnership is anchored in aligned objectives and measurable outcomes.

Our model is built for strategic co-creation, leveraging aligned capital, specialized expertise, and shared delivery frameworks. Each region, corridor, and program is designed to accommodate meaningful investor participation within a clearly defined structure of trust, scalability, and execution.

Central to this approach is a delivery consortium comprising public, private, and development partners. This consortium is outcome-driven, with clear roadmaps, defined investment priorities, and purposeful coordination.

We pursue partnerships that directly contribute to execution, ensuring that each stakeholder's involvement translates into tangible growth and impact.

Structured Pathways for Strategic Alignment

Greenfields is structured to accommodate various capital types, delivery partners, and impact-aligned institutions. Our investment and partnership approach is designed to reflect the complexity of agricultural trade systems, blending infrastructure, inclusion, and innovation into a commercially viable and socially transformative model.

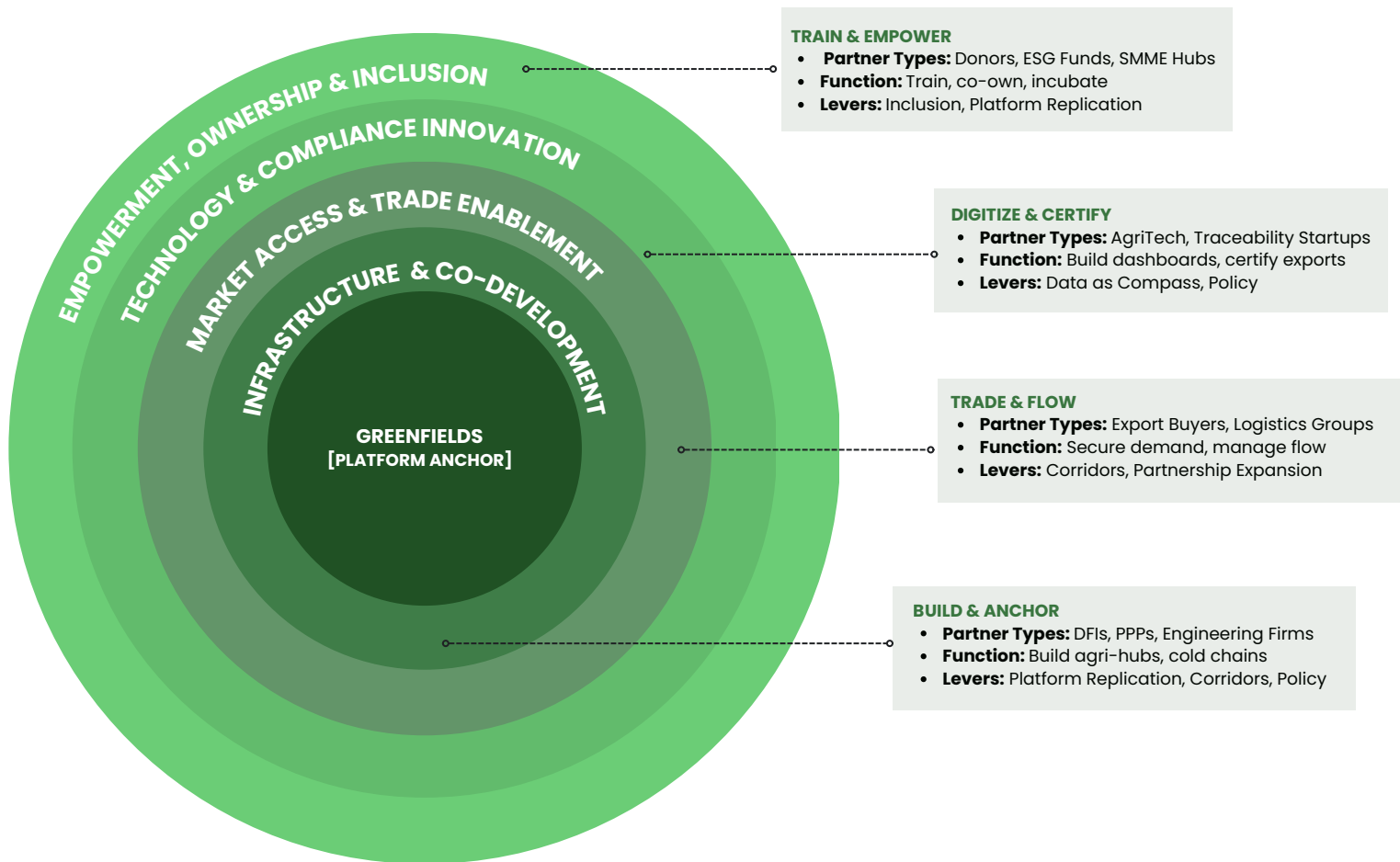
We welcome engagement across four key pathways:

Pathway	What We Offer	Project Focus	Ideal For
Infrastructure Investment & Co-Development	Direct equity, blended finance, PPPs, contract processing, and revenue-sharing at feedlots and abattoirs	Agri-Hubs, Cold Chain, Site Development	Institutional investors, infrastructure funds, DFIs, PPP vehicles
Export Buyers & Offtake Partners	Certified, traceable supply base, long-term purchase agreements, halal/HACCP-compliant meat	Market Access, Certified Supply Chains	State-owned enterprises, bulk buyers, foodservice distributors
Technology & Compliance Partners	Co-develop dashboards, traceability, compliance tools; support digital logistics innovation	Digital Agri Tools, Traceability Systems	Agri-tech firms, AI developers, traceability companies, agri-data labs
Impact & Training Partners	Fund training, co-develop enterprise curricula, support women/youth networks, pilot inclusive infrastructure models	Empowerment, Cooperative Development, Enterprise Incubation	Vocational colleges, training providers, innovation hubs, donor agencies, ESG funds

Prospectus, modelling, technical annexes, and investment memos are available upon request.

A Platform Built on Partnership

Unlocking Growth Through Tiered Collaboration



From infrastructure to ownership, this layered model illustrates how Greenfields unlocks transformation through aligned partnerships — each ring representing a vital delivery axis anchored by a unified platform core. Together, these domains drive a scalable, compliant, and inclusive export ecosystem.

Partnership

Partnership



Greenfields offers a curated suite of investment and partnership pathways designed for institutions seeking both returns and relevance. Whether you're deploying capital into infrastructure, unlocking new markets through export deals, advancing compliance through digital innovation, or supporting catalytic social transformation, each pathway is structured, strategic, and positioned for scale.



INVESTMENT OPPORTUNITY

Abattoir & Feedlot Project (per agri-hub)

1

STATE-OF-THE ART ABATTOIR

500+ cattle/day. VPN
59 certified. Export-
ready.

1

FEEDLOT FACILITY

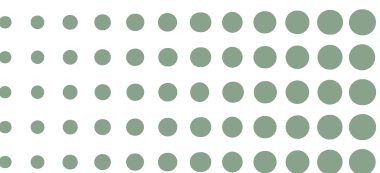
15,000+ cattle/year.
PMR-fed. Scalable &
traceable.

\$50M

INVESTMENT PER HUB *INCL VAT

Covers end-to-end
development in either
KZN or Kenya.

We invite partners to co-invest in a turnkey agri-hub model anchored by a modern abattoir and integrated feedlot designed for replication across priority livestock regions. This \$50 million capital requirement reflects the full delivery cost per hub, including export-aligned infrastructure, feedlot operations, certification systems, and logistics readiness. With robust demand from buyers in the Middle East, China, Asia, and Russia, this model enables local supply to meet global scale, unlocking high returns, traceability assurance, and long-term trade viability.



Project Details



FEEDLOT CAPACITY

Initial 15,000 weaner calves per year, expandable.



ABATTOIR CAPACITY

500 cattle per day, scalable with night shifts.



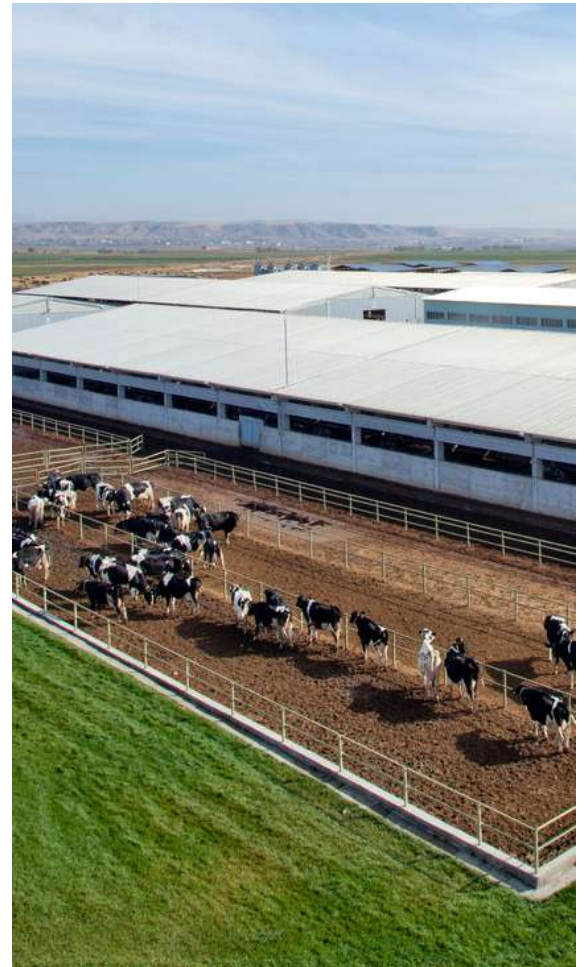
EXPORT VOLUME TARGET

- **Short-Term:** 2,500 metric tons per month.
- **Mid-Term:** 10,000 metric tons per month.
- **Long-Term:** 200,000 metric tons per annum.



TECHNOLOGY & COMPLIANCE

VPN 59 quarantine standards, full traceability systems, and biosecurity measures.



INVESTMENT HIGHLIGHTS

ROBUST FINANCIALS

- **Net Present Value (NPV):** USD 60.1 million (10-year horizon).
- **Internal Rate of Return (IRR):** 26.8%.
- **10-Year Cumulative Earnings:** USD 80.3 million.

VERTICAL INTEGRATION

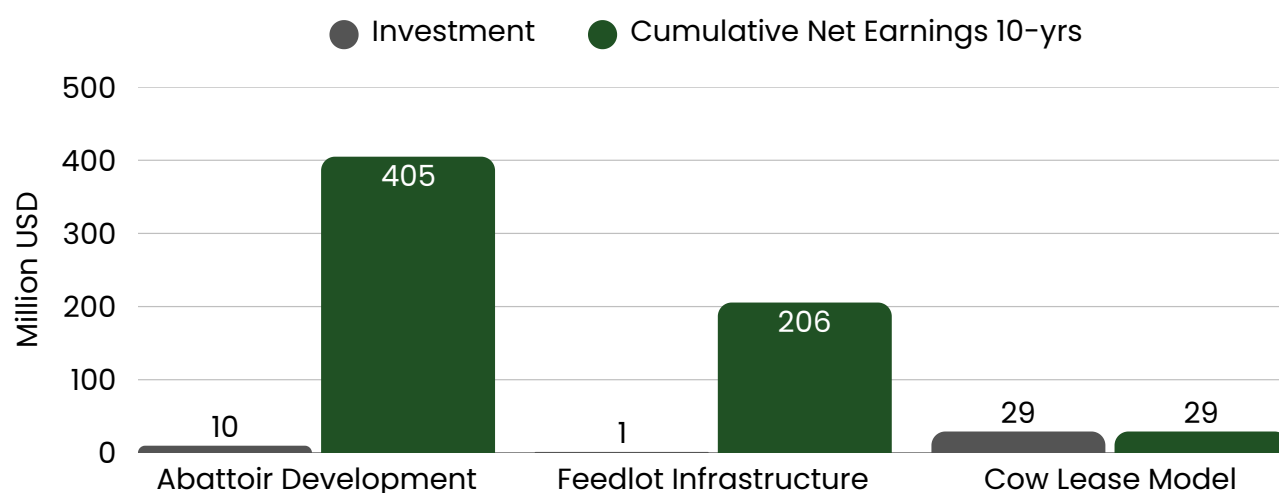
- **Lease Model:** Partner with local farmers to expand herds.
- **Feedlot & Abattoir:** 15,000 weaners/year capacity, scalable to 200,000 MT annually.
- **Export-Ready:** VPN 59 compliance, cold chain logistics, and deboning facilities.

Targeted Investment Opportunities

In addition to participating in the full **\$50 million investment** for the integrated feedlot and abattoir system, Greenfields also offers investors the opportunity to back specific high-impact components of the operation. These targeted investments allow for flexible entry points based on investor appetite, capital availability, and strategic interest.

INVESTMENT OPTION	\$9.8M ABATTOIR DEVELOPMENT	\$1.3M FEEDLOT INFRASTRUCTURE	\$29.2M COW LEASE MODEL
CAPITAL INVESTMENT REQUIRED	\$3,781,734 - Vehicles, Tractors & Implements \$277,778 - x2 Container Trucks \$38,889 - x2 Forklifts \$615,000 - Abattoir Equipment \$6,944 - Office Equipment and Furniture \$2,222,222 - Inputs for feedlot and abattoir \$2,822,160 - Center Pivots Total Required: \$9,764,727* *Excl VAT	\$736,910 - Feedlot Infrastructure \$313,215 - Feedlot Related Infrastructure \$295,556 - x2 Housing for Managers Total Required: \$1,345,681* *Excl VAT	\$25,000,000 - x25,000 Pregnant Heifers \$4,200,000 - x1,000 Weaners Total Required: \$29,200,000* *Excl VAT
REVENUE FORECAST	Over 10 years, the abattoir is projected to generate cumulative revenues exceeding \$400 million , with annual earnings starting at \$29.1 million (2025) and reaching over \$52 million by 2034 .	Expected to yield over \$205 million in cumulative revenues over 10 years, beginning with \$14.7 million in 2025, increasing steadily to \$26.5 million by 2034 .	Begins with \$500,000 in 2025 and scales up to \$4.48 million by 2034 supporting the broader value chain.
HIGHLIGHTS	- High-yield, export-focused. 500 cattle/day capacity - VPN 59 certified - Key export driver	- Strong logistics play 15,000 cattle/year capacity - PMR-fed, scalable model - Ties into cold chain logistics	- Partner with 10,000+ smallholders - Expands livestock base sustainably

Component-Level Financial Highlights



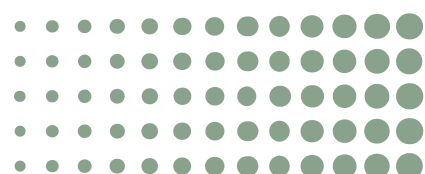
The graph illustrates the relationship between investment costs and projected cumulative net earnings over 10 years for the Abattoir, Feedlot, and Cow Lease components. Both the Abattoir and Feedlot demonstrate high capital efficiency, generating strong long-term returns relative to their initial investments.

While the Cow Lease model shows a closer ratio between investment and earnings, this component represents a strategic, scalable asset with long-term potential. Its structure allows for gradual herd expansion, recurring income streams, and increased participation of smallholder farmers in commercial value chains. As it matures, the Cow Lease model is expected to deliver compounding returns and inclusive growth—positioning it as a socially impactful and financially promising investment over time.

Component	Initial Investment (USD)	Projected Cumulative Net Earnings (10 years) (USD)
Abattoir Development	9,764,727	404,912,271
Feedlot Infrastructure	1,345,681	205,544,520
Cow Lease Model	29,200,000	29,271,452

Agri-Hub Investment Summary

Category	Detail
Total Investment Package	\$50 million per Agri Hub (feedlots, abattoirs, cold chain, co-op onboarding)
Geographies	KwaZulu-Natal (South Africa), Narok & Taita Taveta (Kenya)
Assets Covered	1x feedlot, 1x abattoir, cold chain, livestock leasing, and compliance systems
Processing Capacity	500+ cattle/day
Projected IRR	26.8% (10-year forecast)
Payback Period	5–6 years
NPV (10 Years)	\$60.1 million
Cumulative Revenue	\$600 million+
Revenue Drivers	Throughput-based offtake, contract processing, premium market access
Cooperative Supply Pipeline	10,000+ smallholder producers (priority to women and youth)
Government Support	Provincial (KZN) and County-level (Kenya) partnerships confirmed
Exit/Expansion Strategy	Replication across Southern and East Africa with partner co-development



Our Enabling Ecosystem



We have developed a roadmap focusing on infrastructure, traceability, cooperative empowerment, and digital integration, emphasizing that these elements are interconnected. Greenfields relies on a strong ecosystem of partners, including governments, trade organizations, financial institutions, and technology innovators, to create a high-trust, high-performance export engine for African agriculture.

Our goal is to help farmers access markets while strengthening local value chains and promoting long-term transformation. We strive to enhance Africa's trade performance and ensure that women, youth, and smallholders are actively involved.

Currently, our partnerships include:

- Policy-aligned agencies such as Dube TradePort, AgriSETA, and the Department of Agriculture
- Global market platforms like the BRICS trade networks, the Russian Agricultural Bank, and the Moscow Export Center
- Traceability and technology innovators such as Track-It-All, HerdSecure, and FarmMark
- Established cooperatives and field delivery partners that are building from the ground up

While this serves as our foundation, the work ahead will require aligned capital, strong implementation capabilities, and a shared vision. We invite new partners to join us in this effort and help shape the future of inclusive African trade.

Empower Africa's future

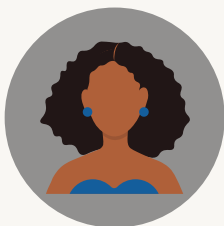
Invest in Agriculture's Next Frontier

The future of African trade will be built by those bold enough to reimagine its systems and collaborative enough to build them together.

Greenfields Africa is inviting investors, ecosystem builders, and trade partners to join us in shaping the infrastructure, data systems, and cooperative economies that will define Africa's next era of agricultural growth.

**Let's not wait for inclusive trade to happen.
Let's design it and scale it from the ground up.**

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