



AgriVeris.

THE TRUSTED

African Sourcing Playbook

A practical guide to finding, verifying, and sourcing agricultural products from Africa.

For food manufacturers • processors • importers • distributors • commodity buyers • traders

STARTING WITH NIGERIA.
BUILT FOR AFRICAN TRADE.

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Why trusted sourcing matters

Africa is not a single sourcing market. It is a continent of different production systems, regulations, logistics corridors, currencies, standards, and supplier structures. For an international buyer, the opportunity is real — but the sourcing process can be information-intensive.

THE TRADE OPPORTUNITY

FAO reports that global agricultural exports were 1.7× higher in value in 2023 than in 2010, with agriculture's share of total merchandise trade rising from 7% to 8% over that period.^[1] In its most recent update, FAO also finds that Africa's agricultural import volumes did not grow after 2020 and declined further in 2024.^[2]

Africa's trade opportunity is also a trust challenge

- ✓ UNCTAD reports that intra-African trade accounted for about 16% of Africa's total trade in its 2024 Economic Development in Africa Report, highlighting the scale of the regional-integration opportunity the African Continental Free Trade Area (AfCFTA) is designed to unlock.^[3]
- ✓ The African Union identifies sanitary and phytosanitary systems as critical to safe agricultural trade and to reducing unnecessary trade barriers.^[4]
- ✓ Nigeria already demonstrates meaningful agricultural export flows: NBS recorded ₦973.69 billion of agricultural-goods exports in Q2 2024, with Asia receiving ₦592.99 billion and Europe ₦310.26 billion. Cocoa beans and cashew nuts were among the leading agricultural export products in that quarter.^[5]

The buyer's problem

Finding a supplier is only the beginning. The commercial question is whether the buyer can establish enough evidence about the supplier, product, origin, quantity, quality, documentation, and transaction terms to make a confident sourcing decision.

THE TRUST GAP

The central sourcing problem is not simply access to African supply. It is the cost, time, and uncertainty involved in verifying that supply before money and reputation are committed.

Important: This playbook is a commercial sourcing framework, not legal, customs, food-safety, tax, or regulatory advice. Requirements vary by commodity, origin, destination, buyer type, and transaction.

Who this playbook is for

The primary audience is a business that buys African agricultural commodities and needs greater confidence in who it buys from, what it buys, where it comes from, and how the transaction is fulfilled.

BUYER TYPE	WHAT THEY NEED TO KNOW
Food manufacturers & processors	Reliable suppliers, specifications, quality evidence, continuity and traceability.
Importers & distributors	Supplier legitimacy, export documentation, shipment visibility and product provenance.
Commodity buyers & traders	Availability, grade/specification, volume, pricing, origin and transaction reliability.
Ingredient companies	Consistent product specifications, origin information, quality documentation and repeatable supply.
Retail & hospitality buyers	Product consistency, supplier verification, food-safety information and dependable fulfillment.
African regional buyers	Verified supply, cross-border documentation, logistics visibility and transparent commercial terms.

The five questions every buyer should be able to answer

- 1 WHO?**
 Who is the supplier, and can the business identity and operating claims be verified?
- 2 WHAT?**
 What exactly is being offered — commodity, variety/grade, specification, quantity, packaging and condition?
- 3 WHERE?**
 Where was it produced, aggregated, processed or stored, and can the relevant origin information be evidenced?
- 4 HOW?**
 How will quality, documentation, logistics, payment and handover be managed?
- 5 CAN I REPEAT IT?**
 Can this supplier support a recurring relationship at the required specification and volume?

BUYER PRINCIPLE

Do not confuse a supplier profile with supplier verification. A profile is information presented about a supplier; verification is the process of testing important claims against evidence.

A practical supplier verification framework

Use a layered approach. The more material the transaction, the more evidence should be required before commitment.

1 Identity

CHECK	Legal/business identity
EVIDENCE	Registration details; responsible contact; operating address; relevant licenses
DECISION	Can I identify the counterparty?

2 Supply

CHECK	Actual availability
EVIDENCE	Production/aggregation basis; harvest window; current stock; capacity; location
DECISION	Is the claimed supply plausible?

3 Product

CHECK	Specification & quality
EVIDENCE	Grade/spec; photos; certificate of analysis where relevant; inspection/testing records; packaging
DECISION	Does the product meet my requirement?

4 Origin

CHECK	Provenance
EVIDENCE	Farm/aggregation location; lot/batch references; supporting records; geolocation where required
DECISION	Can I establish origin?

5 Compliance

CHECK	Destination requirements
EVIDENCE	Export/health/phytosanitary documents as applicable; buyer-country requirements
DECISION	Can this product legally enter the destination?

6

Transaction

CHECK	Commercial terms
EVIDENCE	Quote; Incoterm; payment terms; lead time; quantity; delivery point; dispute terms
DECISION	Are the terms clear?

7

Fulfilment

CHECK	Execution
EVIDENCE	Logistics plan; milestones; handover evidence; inspection; receiving records
DECISION	Can performance be monitored?

A useful rule: verify the claim that creates the risk

- ✓ If the risk is supplier identity → verify the business and responsible person.
- ✓ If the risk is product quality → verify specifications and relevant test/inspection evidence.
- ✓ If the risk is origin → collect source/location and lot-level evidence appropriate to the commodity.
- ✓ If the risk is regulatory entry → verify destination-country requirements before contracting.
- ✓ If the risk is delivery → define quantity, milestones, logistics responsibilities and acceptance criteria in writing.

Traceability is becoming a commercial capability

Traceability is no longer only a compliance concept. For many food supply chains, the ability to connect a product to relevant supply-chain events and records can support food safety, recalls, due diligence, customer assurance and supplier management.

UNITED STATES

FDA's Food Traceability Final Rule establishes additional recordkeeping requirements for foods on the Food Traceability List. It links Key Data Elements to Critical Tracking Events such as harvesting, initial packing, shipping, receiving and transformation. FDA says the rule applies to covered domestic and foreign firms producing food for U.S. consumption. FDA currently states that enforcement will not occur before July 20, 2028, following a 2025–2026 congressional directive.^[6]

EUROPEAN UNION

The EU Deforestation Regulation covers cattle, cocoa, coffee, palm oil, rubber, soy and wood, plus relevant derived products. Operators placing relevant products on the EU market or exporting them must meet the regulation's due-diligence requirements. The current application dates are 30 December 2026 for large and medium operators and 30 June 2027 for most micro and small operators.^[7]

ASIA

China's General Administration of Customs (GACC) requires overseas food manufacturers, processors and storage facilities to be registered before their products can be imported into China. A revised registration regime, Decree No. 280, takes effect on 1 June 2026, replacing the Decree No. 248 framework that has applied since 2022.^[8] For African suppliers selling into China — and the buyers sourcing from them — confirming current registration status is a checkable fact, not a formality.

NIGERIA

NAFDAC guidance for processed and semi-processed food exports identifies documentation such as NXP forms, proforma invoices, packing lists, phytosanitary certificates, export orders, importing-country quality specifications and information on agrochemicals used in growing/storage. Exact requirements depend on the product and transaction.^[9]

What this means for an African supplier relationship

- ✓ Capture origin information early — not after the shipment is already moving.
- ✓ Connect product lots or batches to the relevant supplier and source records.
- ✓ Keep documentary evidence organized and retrievable.
- ✓ Use consistent product specifications and naming conventions.
- ✓ Know which requirements are actually applicable to the commodity and destination; do not treat every market as having the same rules.

The Trusted African Sourcing Workflow

A disciplined sourcing process reduces avoidable uncertainty without pretending that every risk can be eliminated.

- 01 DEFINE**
 Specify commodity, variety/grade, quantity, frequency, packaging, destination, required documents, target delivery window and commercial terms.
- 02 DISCOVER**
 Identify suppliers through credible networks, producer organizations, processors, exporters, referrals and structured marketplaces.
- 03 VERIFY**
 Validate identity, supply basis, product information, relevant credentials and evidence before treating claims as established facts.
- 04 QUALIFY**
 Match the supplier against the buyer's exact specification, volume, quality, compliance and delivery requirements.
- 05 TRACE**
 Create a record connecting the product to its source, lot/batch, handling points and relevant documents.
- 06 CONTRACT**
 Put product specifications, quantity, price, delivery point, responsibilities, payment terms, inspection and dispute mechanisms in writing.
- 07 EXECUTE**
 Track fulfilment milestones, documentation, logistics and handover.
- 08 REVIEW**
 Record performance and use the evidence to determine whether the relationship is suitable for repeat sourcing.

A buyer's minimum data room

- ✓ Supplier identity and contact record
- ✓ Product specification and quantity
- ✓ Origin/source information
- ✓ Quality or inspection evidence appropriate to the product
- ✓ Relevant regulatory/export documents
- ✓ Commercial quotation and agreed terms
- ✓ Logistics and delivery plan
- ✓ Transaction and fulfilment records

Where AgriVeris fits

THE AGRIVERIS PROMISE

AgriVeris is building trusted infrastructure for African agricultural trade — connecting buyers with agricultural supply through stronger supplier information, trade transparency, traceability and transaction visibility.

Starting with Nigeria. Built for African trade. Designed for buyers sourcing across borders.

Buyer readiness checklist

- ☐ I know the exact commodity/specification I need.
- ☐ I know the quantity and delivery frequency I require.
- ☐ I have defined the destination and applicable market requirements.
- ☐ I can distinguish supplier claims from independently supported evidence.
- ☐ I have a process for verifying supplier identity.
- ☐ I have defined the product-quality evidence I need.
- ☐ I have defined what origin/traceability information I need.
- ☐ I have clear commercial and delivery terms.
- ☐ I know which documents must be available before shipment.
- ☐ I have a process for recording supplier and transaction performance.

READY TO SOURCE FROM AFRICA WITH MORE CONFIDENCE?

Join the AgriVeris buyer network to discover verified agricultural supply, build supplier relationships and bring greater transparency and traceability into your sourcing workflow.

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Research standard: Statistics and regulatory statements in this edition were checked against primary or institutional sources available as of September 2026. Regulatory requirements can change; buyers should verify the rules applicable to their specific commodity, origin, destination and transaction before contracting.