

AGRIVERIS

African Food Export Playbook

A practical guide to sourcing, exporting, and scaling trusted agricultural trade across African markets.

Prepared for: Buyers · Exporters · Processors · Agribusinesses

The Opportunity in African Food Trade

\$6.1B

NIGERIA NON-OIL EXPORTS, 2025

41%

SHARE FROM AGRICULTURE

120

COUNTRIES REACHED

Nigeria's non-oil exports reached \$6.1 billion in 2025, up 11.5% from the year before, and agricultural products — led by cocoa, cashew, and sesame — accounted for roughly 41% of that total. Nigeria alone exported 281 different non-oil products to 120 countries last year. Across the continent, intra-African trade is forecast to reach \$230 billion in 2026, with agri-food a growing share of that flow as AfCFTA implementation accelerates.

But growth in African food trade is uneven, and it doesn't move in a straight line: Nigeria's agricultural export value actually fell more than 31% quarter-on-quarter in early 2026. That kind of volatility rarely traces back to a lack of product or a lack of demand. It traces back to trust — deals that stall, shipments that get held up, and relationships that have to be rebuilt from zero every time a contact changes.

Why Deals Fall Through

For Buyers

The hardest part of sourcing from Africa usually isn't finding a supplier — it's verifying one. Can this exporter deliver the volume and grade they're promising? Is the documentation genuine? Who else has bought from them, and did it go well? Without good answers, buyers default to discounting unfamiliar suppliers, or avoiding them altogether.

For Exporters, Processors & Agribusinesses

The hardest part of scaling usually isn't producing more — it's proving it. Certification and food-safety compliance have overtaken tariffs as the leading barrier to export markets, and one bad

shipment can end a buyer relationship that took months to build. Good product from a good producer ends up priced like a risk instead of an opportunity.

The Playbook — Five Pillars of Trusted Export Trade

- **1. Verified Sourcing & Origin** — know — and be able to prove — exactly which farm, cooperative, or processor produced what you're buying or selling. A claim of origin is only as good as the record behind it.
- **2. Documentation & Compliance Readiness** — build your export certificate, phytosanitary, and Certificate of Origin discipline before a buyer asks for it, not after a shipment is held at port.
- **3. Quality Assurance & Traceability** — track product from farm-gate to shipment. Traceability isn't a nice-to-have anymore — it's a market-access requirement, and blockchain-tracked tea in Kenya and RFID-tracked meat exports in South Africa show where the whole continent is headed.
- **4. Trusted Transactions** — use verifiable transaction records instead of word-of-mouth, so your track record survives a change of contact person on either side of the deal.
- **5. Relationship Compounding** — every verified transaction should make the next one easier — not send you back to square one on trust-building.

Common Mistakes That Cost You the Deal

- **Treating documentation as an afterthought** — phytosanitary and export paperwork prepared after a buyer asks, instead of built into the sourcing process from day one.
- **Over-promising volume** — committing to quantities that outpace verified supply, then straining the relationship on the very first shortfall.
- **Skipping reference checks** — not verifying a counterparty's trade history before wiring funds or releasing product.
- **Pricing for one deal, not a relationship** — terms that only make sense for a single transaction, when the real value is in the next ten.
- **Letting the relationship live with one person** — losing an entire trade relationship the moment a single contact changes roles on either side.

Where AgriVeris Fits

AgriVeris's marketplace and verification layer is built to support these pillars directly: verified farmer, buyer, and agent registration; a transaction record that's checkable rather than self-reported; and a marketplace structured around produce that has actually been through that verification step.

- **For exporters and processors** — a track record that travels with you across buyer relationships, instead of one you rebuild from scratch every time.
- **For buyers** — a shortcut through the 'can I trust this supplier' diligence that currently makes African sourcing slower and more expensive than it needs to be.

- **For agribusinesses** — a shared trust layer that strengthens every relationship built on top of it — from smallholder to processor to export.

Getting Started

BUYERS — Get in touch to source from verified farmers, cooperatives, and processors across AgriVeris's onboarded network.

EXPORTERS & PROCESSORS — Register your interest to build a verifiable track record that works for you across every buyer relationship.

AGRIBUSINESSES — Let's talk about integrating verified sourcing and traceability into your existing supply chain.

Ready to trade with confidence?

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