Agrired is an **ag-inputs marketplace** based on a **B2B** concept. In Argentina, it has been operating since 2017, where hundreds of companies trade millions of dollars per year.

In Agrired, there are different kinds of firms which close transactions digitally, such as cooperatives, ag-inputs producing companies and retailers, bringing the ag-inputs market into the 21st century.

THE PROBLEM

Until Agrired's arrival, ag-inputs were commercialized in the same way as 50 years ago, with companies depending on their own door-to-door commercial forces. The high costs generated by this traditional distribution channel, hindered companies' further expansion. Moreover, this scheme naturally leads to lack of price transparency, which constitutes a major problem in the presence of highly volatile prices.

THE MARKET

Argentina is one of world's largest ag-inputs market. Argentina generate an annual turnover of USD 10 billion, with almost 2.000 companies authorized to operate products.

THE VALUE

Agrired stands out by its innovative method of trading inputs, in which companies can quote, publish their demands and track prices in real time. Thus, registered companies complete their transactions digitally in a novel and unique way, unlike any other they experienced before.
Agrired monetizes by charging an intermediation fee to the seller: 3% for seeds and agrochemicals and 1.5% for fertilizers.
Apart from that, another differential value of Agrired is the large amount of market data gathered in the market. Our data science team generates business intelligence products that allow our premium users and our team to make smarter decisions.
Other services offered by our company include logistic and financial solutions which contitute other business units.

AGRIRED KPIs

1180 ONBOARD COMPANIES
+ 60% On boarding

+6.100 CLOSED TRANSACTIONS

+U$S 210.000.000 GMV

C-Level Team

Gabriel Vidal
CEO & Co-Founder
gvidal@agrired.com
+5493413245000

Nicolás Peire
CFO & Co-Founder
npeire@agrired.com
+5493413650492

Manuel Mrejen
Product Owner & Co-Founder
mmrejen@agrired.com
+5493413385608