



AGROWEX INDUSTRIES *Verified Offtake Opportunity*

OFFTAKE SUMMARY

- **Product Type:** Watermelon
- **Oftake Duration:** 6 Months Contract
- **Market Type:** Local & Export
- **Quantity Required:** 5680 tons
- **Delivery Region(s):** Nationwide
- **Submission Deadline:** 1st September 2025



Office 16, Blueberry Shopping Centre,
Blueberry St, Honeydew, Roodepoort, 2040



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Estimated Production Cost (per hectare - tunnel)



Item Name	Item Category	Unit Cost	Quantity	Total Cost
Soil Preparation	Direct costs	3,200	1	3,200
Seed (High-Yield Varieties)	Direct costs	6,500	1	6,500
Fertiliser (Intensive Program)	Direct costs	18,000	1	18,000
Lime/Gypsum/Chemicals	Direct costs	15,000	1	15,000
Weeding/Labour (Increased)	Direct costs	32,000	1	32,000
Irrigation Operations (Intensive)	Direct costs	12,000	1	12,000
Packaging Materials	Direct costs	4,500	1	4,500
Planting Costs	Overheads	1,200	1	1,200
Crop Insurance	Overheads	2,500	1	2,500
Equipment Lease	Overheads	12,000	1	12,000
Fuel	Overheads	4,500	1	4,500
Harvesting (High Volume)	Overheads	5,000	1	5,000
Agrowex Software Licensing & Contract	Overheads	1,850	1	1,850
Office Admin, Staffing & Professional Fees	Overheads	1,200	1	1,200
TOTAL COSTS				119,450

Projected Revenue and Profit Summary (per hectare - tunnel)

Item	Amount
Total Revenue (40 tons × R4,000/ton)	160,000
Total Costs	119,450
Gross Profit	40,550
Profit Margin	25.30%

DISCLAIMER: Please note that the estimated costs and projections are market related. They do not include additional expenses such as produce packaging, logistics to market, and a 15% market agent fee, which will be incurred separately above the outlined cost.



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Opportunity Brief

OFFTAKE SUMMARY

ELIGIBILITY CRITERIA To apply for this offtake opportunity, producers must:

- Be registered on the Agrowex App with a complete Digital Farm Profile.
- Have completed the Agrowex Maturity Assessment (AMA).
- Hold valid certification(s) relevant to the market (e.g. Organic, GAP, Food Safety).
- Demonstrate proven production history or capacity aligned with requested volumes.

SUPPLY CONDITIONS:

- Packaging & Grading: [e.g. Cleaned, dried, bagged in 50kg sacks]
- Quality Specifications: [e.g. 98% purity, moisture <12%]
- Logistics: Transport support may be facilitated through Agrowex Driver App where applicable.
- Collection Point: [Insert details if FreshHub or central depot is used]

HOW TO APPLY:

1. Create Farm Profile/Log in to your Agrowex App.
2. Navigate to Offtakes > Available Offers.
3. Click on the specific offtake.
4. Submit your application form.
5. Upload your compliance documents & profile data.

Applications will be reviewed within 7 working days.

BENEFITS FOR FARMERS:

- Guaranteed buyer access.
- Fast-tracked payments via Agrowex Capital where applicable.
- Access to packaging, aggregation and distribution via FreshHub.
- Opportunity for long-term supply partnership and scaling support.

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FURTHER INSTRUCTIONS & AMA TOOL OVERVIEW

Post-Application Checklist:

- Ensure your AMA score is up to date
- Confirm your inventory and harvest timeline on the app
- Keep certification documents accessible for inspection

If Selected:

- You will receive a digital contract via the Agrowex App
- Confirm your delivery availability and logistics preference
- Coordinate grading & collection through Fresh-Hub or your aggregator

Missed the Deadline?

- Don't worry upcoming offtake cycles are listed in the app.
- Turn on notifications to be the first to know.

Want to Improve Eligibility?

- Retake the AMA for updated recommendations
- Visit the Learning Centre in the Agrowex App for certification support

Reminder: Agrowex prioritizes verified, consistent suppliers build your profile and reputation through reliable deliveries and transparent communication.



AmaTM
AGROWEX MATURITY ASSESSMENT

Understanding the AMA Tool

The Agrowex Maturity Assessment (AMA) is your first step toward verified offtakes and sustainable growth. It helps determine the readiness and reliability of your agribusiness.

What the AMA Evaluates:

- Farm management and record keeping
- Production capacity and consistency
- Financial health and transaction history
- Compliance and certifications

Why It Matters:

- AMA scores are used by buyers and financiers to evaluate your risk and readiness.
- Higher AMA scores open access to export opportunities, Agrowex Capital, and recurring offtakes.

How to Prepare:

- Complete your Digital Farm Profile in the Agrowex App
- Gather all certification and past sales documentation
- Take the AMA via the Assessment section in the app

Improving your AMA score can elevate your farm from smallholder to commercial-ready!

Start preparing today. Grow smarter, grow stronger.

#PoweredByAgrowex #GrowWithAMA #VerifiedFarmers #Agrowex-hub



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