

ABSTRACT

Agriculture is the backbone of food security worldwide, yet many small-scale farmers continue to face major challenges in selling their products. Limited access to markets, unpredictable price fluctuations, and dependence on middlemen often leave farmers with low profits and financial uncertainty. AGRIPATH was developed to address these issues by providing a direct, transparent link between farmers and local buyers. AGRIPATH is a user-friendly digital platform that empowers farmers to sell their crops more efficiently and profitably.

By eliminating intermediaries, the platform ensures that farmers receive fair prices for their produce while buyers gain access to fresh goods at competitive rates. A key feature of AGRIPATH is AI-powered price recommendation system, which analyzes market trends and provides real-time price. This helps farmers make informed decisions, set competitive prices, avoid being underpaid. The platform also offers an easy-to-use product listing system, allowing farmers to showcase their crops directly to buyers. Integrated communication tools including messaging, calls, and deal confirmations enable smooth, direct interactions between farmers and buyers, fostering trust and transparency. Ultimately, the platform aims to make agriculture more profitable, transparent, equipping farmers with the tools they need to succeed in a competitive market.