



LETSEMA
Horticulture
Market
CERTIFIED FRESH

Company Profile



Company Name: Letsema Horticulture Market

Business Type: Agricultural Market Platform (SMME-focused)

Established: 2024

Location: Block 3, Industrial, Gaborone, Botswana

About Us

Letsema Horticulture Market is an innovative platform designed to revolutionize the horticultural sector in Botswana. Our primary objective is to create a centralized marketplace where local farmers, particularly small and medium-sized enterprises (SMMEs), can sell their produce directly to consumers and processors. By aggregating produce from various farmers, we provide a streamlined, efficient system that enables farmers to gain greater market access and achieve fair prices for their crops and allow them the freedom to focus on farming.

Our operations align with Botswana's broader vision of food security, entrepreneurship promotion, and sustainable economic growth within the agricultural industry.

Mission

Our mission is to support the development of a thriving horticultural industry in Botswana by providing local farmers with a fair, centralized platform for selling their produce. Through our commitment to quality, transparency, and sustainable practices, we aim to empower smallholder farmers and contribute to the nation's food security goals.

Vision

To be the leading horticultural market in Botswana, driving growth for small and medium enterprises, improving food security, and encouraging sustainable agricultural practices.

Our Core Values

Sustainability: Committed to supporting long-term agricultural success and food security.

Empowerment: Focused on enabling SMMEs to access the market and succeed.

Transparency: Ensuring fair pricing and clear quality standards for all produce.

Innovation: Continuously improving market access and systems for the benefit of farmers and consumers alike.

Value Proposition

The horticulture sector in Botswana has traditionally been fragmented, with retailers dominating the market and setting prices. This often leaves farmers in a vulnerable position as price takers. Letsema Horticulture Market addresses these challenges by.



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- Offering a centralized platform that brings together farmers and consumers.
 - Implementing a fair pricing structure through high-quality grading standards.
 - Segregating produce for retail or processing to maximize value for farmers.
 - Empowerment of small and medium-sized horticultural enterprises
 - Ensure reliability of supply to the market and improve food security and self-sufficiency.

Our business model

Letsema Horticulture Market provides a physical and digital marketplace for horticulture producers to sell their fresh produce. The infrastructure is designed to foster a transparent and equitable environment where local farmers can thrive. By facilitating direct access to consumers and processors, we create better economic opportunities for horticultural SMMEs, while addressing inefficiencies in the current system.

Infrastructure & accessibility

Our main market is in Block 3, Industrial, Gaborone, strategically positioned to serve local farmers and buyers.

The Market will soon expand beyond Gaborone by establishing collection centres across Botswana, strategically located in key agricultural hotspots such as Francistown, Ghanzi, Maun, Selebi Phikwe, Mahalapye, Letlhakane and others. These centers will be equipped with modern infrastructure, including cold storage, buying points, and packaging facilities. Farmers in these regions will be able to deliver their produce to these centres, where it will be graded, sorted, and transported to Gaborone. These centres will help ensure that farmers in rural areas have direct access to the market, creating a more inclusive horticultural economy.

The current set up is transitional, Letsema Market will move to a permanent, purpose-built facility. This new market will not only include additional processing facilities but also farmer shops, creating a one-stop shop for horticultural needs. This vision will enable the development of a fully integrated, self-sustaining horticulture industry in Botswana, setting the foundation for long-term growth and prosperity.



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Letsema Horticulture Market
Plot 20586, Building 3, Unit 3 & 4
Block 3 Industrial
Gaborone
Botswana

Telephone: +267 3110035
Email: info@letsemahm.co.bw

letsemahm.co.bw