



freshsource

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FreshSource becomes Otlob's first nation-wide supplier for fresh fruits and vegetables.

Cairo, Egypt:

FreshSource, the region's first B2B online platform for fresh fruit and vegetables has become Otlob's first fresh produce supplier.

FreshSource works directly with small farmers who lack access to the market to grow high quality produce and reach consumers directly. The company aims to streamline the value chain, removing middlemen and increasing the incomes to underserved communities who actually grow our food.

FreshSource practices only sustainable agriculture with ethical sourcing and has one of the fastest farm to shelf value-chains, with global standards of packaging, grading and transportation.

FreshSource has been supplying some of Egypt's biggest businesses and now will provide its produce to consumers straight to their door, through its on ground partner Otlob, a Delivery Hero company.

Quote from Otlob

"We are happy that we are able to provide our customers with more options for healthy eating and we believe that FreshSource will be a great partner to provide high quality fresh fruits and vegetables" **Ramy El Kerdany, Otlob Head of Acquisition.**

Quote from FreshSource

"We are excited that through this partnership, we will be able to deliver our ethically sourced produce conveniently to people's homes at affordable prices and empower more farmers along our journey." **Omar Emara, COO & Co-Founder of FreshSource.**

ABOUT FRESHSOURCE: Launched in January 2019, by sibling duo Omar and Farah Emara, FreshSource is disrupting the Egyptian agro-chain by providing innovative solutions to integrate the smallholder farmers into the modern value chain, guaranteeing them fair prices whilst minimizing food losses through the use of technology. FreshSource aims to tackle Egypt's food loss which can reach an average of 50% due to poor storage and transportation. FreshSource harnesses the power of data and technology to streamline the agriculture value chain and optimize the supply of goods while reducing food loss and strengthening the country's food security.

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