



MISHEVEVE

CONNECTING FARMERS TO
OPPORTUNITIES



USER GUIDE

YOUR COMPLETE GUIDE TO
THE MISHEVEVE ECOSYSTEM



FIND
PRODUCTS



DISCOVER
SERVICES



CONNECT WITH
BUYERS



GROW YOUR
BUSINESS



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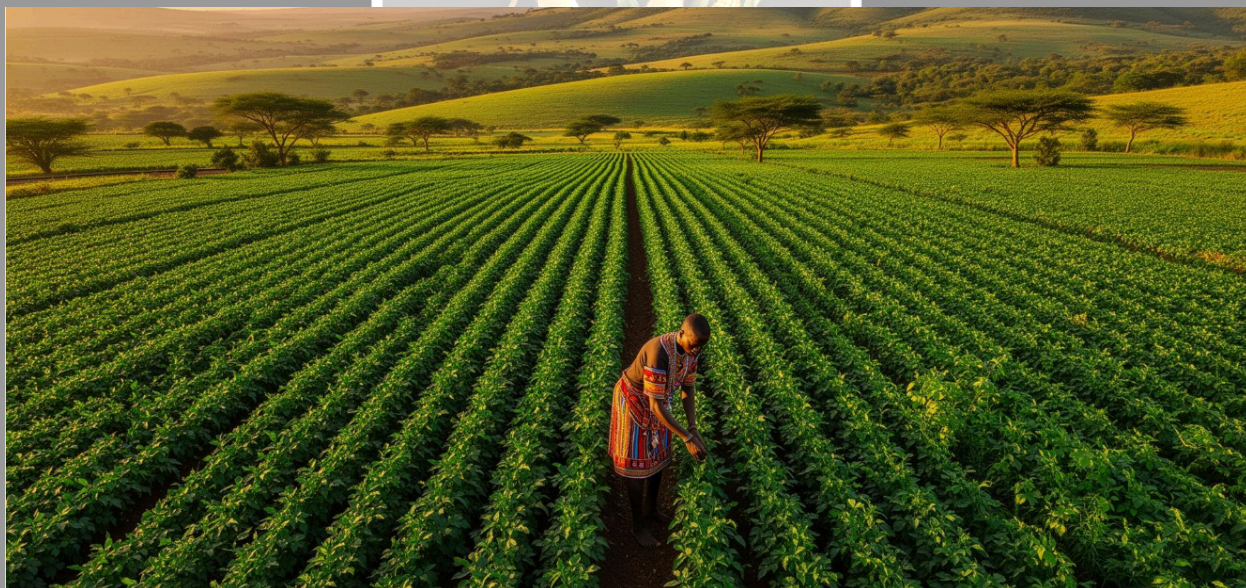
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Chapter 1: Welcome to Misheveve

Welcome to Misheveve — a digital platform built to help farmers, agricultural businesses, producers, innovators and other agricultural participants showcase what they do, improve their visibility and connect with opportunities in agriculture.

Agriculture is more than growing crops or raising livestock. It includes the people who produce food, the businesses that supply farm inputs, the innovators developing new solutions, the processors adding value to agricultural products and the individuals working to strengthen the agricultural sector.

Yet, many of these participants have limited opportunities to present their work to a wider audience. A farmer may produce quality crops but struggle to reach potential buyers beyond the local market. A poultry farmer may have a reliable supply of eggs or chickens but lack an effective way to showcase availability. A small agricultural business may have valuable products, knowledge, or innovations but lack the resources to promote them. Similarly, a young innovator may have an idea worth sharing but lack access to established agricultural networks.



Misheveve seeks to help address these visibility and connection challenges by providing a digital space where agricultural participants can present their farms, showcase their products, share their stories and make themselves discoverable to people interested in what they offer.

Through Misheveve, a farmer can build a farm profile, create relevant agricultural listings and provide information that helps potential buyers and other interested participants understand their offerings.

Agricultural businesses can showcase their products and services, while exhibitors can use the Virtual Exhibition to present their agricultural products, innovations and experiences to a broader audience.

Misheveve is designed around a straightforward principle: make agricultural participants easier to discover, make their offerings easier to understand, and make direct connections easier to establish.

This chapter introduces the platform, explains who it serves, describes how its ecosystem works and establishes the principles that guide participation.

1.1 What Is Misheveve?

Misheveve is a technology-enabled agricultural discovery and connection platform that brings visibility to farmers, agricultural businesses, products, innovations and farming experiences.

The platform provides a digital environment where agricultural participants can create profiles, showcase their offerings and share relevant information with people who may be interested in them.





Rather than limiting agricultural visibility to physical markets, local networks or in-person exhibitions, Misheveve enables participants to present information about their agricultural activities online. This gives potential buyers, businesses, researchers, agricultural enthusiasts and other interested audiences another way to discover what is happening across the agricultural sector.

For example, a farmer in Kakamega growing managu, saga and kunde can showcase those crops through an agricultural profile and relevant listings. A poultry farmer can present the type of poultry they raise and indicate its availability. A producer of natural honey can showcase a value-added product, while a supplier of certified seeds or farm inputs can make their offerings easier to find.

The platform accommodates different types of agricultural participation through its listing categories and Virtual Exhibition.



What makes the platform useful?

Misheveve brings together agricultural information that might otherwise be scattered across individual contacts, social media pages, local networks and separate websites.

Its purpose is to help users move from simply having an agricultural product or activity to presenting it in a way that others can discover, understand and follow up on.

Misheveve provides the digital platform for discovery and connection. Participants remain responsible for the accuracy of their information and for any independent arrangements they make with one another.



1.2 Who Is Misheveve For?

Misheveve is designed for a broad range of participants across the agricultural value chain. Whether you grow crops, raise animals, produce agricultural goods, supply farm inputs or develop agricultural innovations, the platform provides a way to present your activities and make them discoverable.

You do not need to operate a large commercial farm to participate. Smallholder farmers, emerging agricultural entrepreneurs and established agricultural businesses all have a place in the agricultural ecosystem.

The following groups represent the primary audiences the platform is designed to serve.

1.2.1 Farmers and Agricultural Producers

Farmers are central to the Misheveve ecosystem. This includes individuals and organisations engaged in crop farming, livestock production, poultry farming, horticulture and other agricultural activities.

A farmer can use Misheveve to introduce their farm, showcase their agricultural activities and present the products they grow or raise.

Examples include:

- A vegetable farmer producing managu, saga, kunde, sukuma wiki or spinach.
- A maize, bean, rice or other crop producer.
- A poultry farmer raising kienyeji chickens, broilers or layers.
- A livestock farmer keeping dairy cattle, goats, sheep or pigs.
- A horticultural farmer producing fruits and vegetables.
- A fish farmer engaged in aquaculture.

How Misheveve helps: It gives farmers a structured online presence where their agricultural activities and eligible offerings can be presented to people beyond their immediate networks.

1.2.2 Agricultural Businesses and Suppliers

Agriculture depends on more than the people who grow crops or raise animals. It also relies on businesses that supply the products, materials and services needed to support agricultural production.

Misheveve is relevant to eligible agricultural businesses that want to showcase their offerings and connect with interested participants.



Examples include:

- Seed and seedling suppliers.
- Fertiliser and soil-input suppliers.
- Animal feed suppliers.
- Agricultural equipment and farm-input businesses.
- Businesses supplying products used in farming and agricultural production.

How Misheveve helps: Businesses can present relevant offerings, explain what they supply and provide information that helps potential customers determine whether the products meet their needs.

1.2.3 Processors and Value-Added Product Producers

Some agricultural participants transform raw agricultural materials into finished or semi-finished products. This creates additional opportunities to present agricultural goods in forms that may serve different customer needs.

Misheveve's Processed & Value-Added Farm Products category is intended for eligible offerings in this area.



Examples include:

- Natural honey packaged for sale.
- Processed mango juice.
- Packaged herbs and spices.
- Cold-pressed avocado oil.
- Other eligible products derived from agricultural materials.

How Misheveve helps: Producers can showcase the finished product, describe its characteristics, provide relevant photographs and communicate where it is available.

Participants should describe their products accurately and avoid making unsupported claims about quality, certification, health benefits or production methods.

1.2.4 Agricultural Entrepreneurs and Innovators

Agriculture continues to evolve through new production methods, technologies, products and business models. Misheveve welcomes the participation of eligible agricultural entrepreneurs and innovators whose work contributes to this wider ecosystem.

Examples include entrepreneurs developing value-added agricultural products, innovators presenting agricultural solutions and businesses introducing new approaches to farming.

How Misheveve helps: Participants can explain what they are developing, showcase relevant products or innovations and share information that allows interested audiences to learn more about their work.

The Virtual Exhibition can also provide a digital setting for eligible participants to present their innovations and agricultural experiences.

1.2.5 Agricultural Exhibitors

Traditional agricultural exhibitions provide opportunities for farmers, businesses and innovators to display products, exchange knowledge and meet interested audiences. However, physical participation can involve travel, display costs and geographical limitations.

The Misheveve Virtual Exhibition offers a digital alternative for eligible exhibitors to showcase their agricultural products, innovations and stories.



Potential participants include:

- Farmers showcasing specialised agricultural products.
- Agricultural businesses presenting new products.
- Processors displaying value-added products.
- Agricultural innovators introducing solutions.
- Participants from outside Kenya who wish to present relevant agricultural offerings to a wider audience.

How Misheveve helps: Exhibitors can create a digital showcase that audiences can explore online, without relying exclusively on attendance at a physical exhibition.

1.2.6 Buyers and Other Interested Audiences

Misheveve is also intended to serve people and organisations looking to discover agricultural products, farms, suppliers and innovations.

These audiences may include:

- Individuals looking for agricultural products.
- Retailers and agricultural produce traders.
- Food businesses and processors seeking potential suppliers.
- Institutions interested in agricultural offerings.
- Agricultural researchers, enthusiasts and development stakeholders.
- International audiences exploring agricultural products and experiences.

How Misheveve helps: It provides an additional discovery channel through which interested audiences can explore available information and contact relevant participants directly.

Misheveve does not guarantee that a particular product will meet a buyer's requirements or that a supplier can fulfil a particular order. Buyers should independently confirm product specifications, availability, pricing, delivery arrangements and any applicable regulatory requirements before agreeing.

1.2.7 Can Smallholder Farmers Participate?

Yes. Misheveve is intended to make agricultural visibility accessible to participants at different stages of their agricultural journey.

A smallholder farmer does not need to own a large farm or operate an established company simply to have an agricultural story worth sharing.

For example, a farmer producing traditional vegetables on a small plot near Kapsaret can introduce the farm, showcase the crops and indicate the relevant availability and supply reach. Another farmer growing seedlings can present the plants they offer and provide information to people interested in purchasing them.

The key is to provide honest, clear and useful information about the actual agricultural activity or product.

The platform's specific profile, listing and verification requirements still apply.



1.3 How the Misheveve Ecosystem Works

Misheveve operates as an agricultural discovery and connection ecosystem. Its structure helps agricultural participants present information about their work while enabling interested audiences to discover relevant offerings.

To understand how the platform works, it is important to distinguish between three connected elements:

- The Farm Profile: Introduces the farmer or agricultural business.
- Agricultural Listings: Present the specific products or offerings available.
- The Virtual Exhibition: Provides a dedicated space for eligible participants to showcase agricultural products, innovations and experiences.

These elements serve different purposes but work together to support agricultural visibility.

1.3.1 The Farm Profile: Introducing Who You Are

A Farm Profile provides the foundation of your presence on Misheveve. It introduces your farm or agricultural business and gives visitors an overview of your activities.

Depending on the applicable fields, a profile may include your farm or business name, agricultural activities, location, description, photograph and relevant contact information.

For example, a farm specialising in kienyeji vegetables can use its profile to introduce its agricultural activities and explain the types of vegetables it grows.

The profile represents the agricultural participant. It is not a substitute for individual product listings where separate listings are appropriate.

1.3.2 Agricultural Listings: Presenting What You Offer

After establishing a Farm Profile, participants can create relevant agricultural listings using the available listing categories.

Each category is intended for a particular type of agricultural offering.



The category determines how an offering is classified within the platform. Choosing the appropriate category helps users understand what is being presented and helps potential buyers find relevant information.

1.3.3 The Virtual Exhibition:

The Virtual Exhibition serves a different purpose from an ordinary agricultural listing.

A product listing focuses on a particular offering. A virtual exhibition can present a broader showcase that includes an exhibitor's agricultural products, innovations, farming journey and supporting media.

For example, an exhibitor showcasing cold-pressed avocado oil may use the exhibition to introduce the product, explain the production approach, present relevant photographs and share an introductory video.

Another exhibitor may focus on sustainable agriculture and heritage farming, using the exhibition to present farming practices, experiences and innovations.

1.3.4 How Discovery Leads to Direct Connection

Misheveve supports discovery and direct connection. The farmer or supplier and the interested party are responsible for communicating, confirming details and deciding whether to proceed.



1.3.5 What Happens After Contact?

Once a potential buyer contacts a farmer, both parties can discuss the details relevant to their needs.

These may include:

- Product specifications and quantities.
- Current availability.
- Pricing and payment arrangements.
- Collection or delivery options.
- Quality requirements and supporting documentation.
- Any applicable legal, regulatory or certification requirements.

The parties decide whether to proceed and establish their own terms.

Misheveve does not act as the buyer, seller, payment intermediary or fulfilment agent for transactions between platform participants. Users should not assume that Misheveve has inspected, certified or guaranteed an offering simply because it appears on the platform.



1.4 The Misheveve Difference

Misheveve is built around the idea that agricultural participants should have more opportunities to present their work and be discovered, regardless of whether they operate a small farm, an established agricultural business or an innovative agricultural venture.

Its approach combines structured agricultural profiles, product listings and virtual showcases within a digital environment.

The following principles explain the platform's intended value.

1.4.1 Visibility Beyond the Immediate Community

Farmers often depend on local buyers, personal referrals, existing customer relationships and physical markets to introduce their products.

Misheveve provides another channel through which agricultural participants can present their offerings online.

A farmer in western Kenya, for example, can create a digital presence that may be discovered by an interested person elsewhere in the country. A processor can showcase a packaged agricultural product to audiences who may not otherwise encounter the business.

1.4.2 A Platform for Different Agricultural Participants

Agriculture includes many different activities, from crop cultivation and animal production to processing, input supply and innovation.

Misheveve's listing categories help accommodate these different types of offerings within one agricultural environment.

This allows users to explore a wider range of agricultural participants without assuming that every listing represents the same type of product or business.

1.4.3 Direct Connections Between Participants

Misheveve is designed to help interested parties discover relevant participants and contact them directly through the available contact channels.

The platform does not insert itself into the commercial relationship between the parties.



This distinction is important. A farmer and a potential buyer can discuss their requirements directly, verify the information they need and decide whether they wish to engage/transact.

Misheveve provides the discovery environment; the participants manage their own relationship and transaction.

1.4.4 A Digital Alternative for Agricultural Showcasing

Physical agricultural exhibitions can provide valuable exposure, but participation may involve transport, accommodation, stand fees, display materials and other expenses.

The Misheveve Virtual Exhibition offers a different way for eligible agricultural participants to present their products, innovations and experiences online.

It can also make agricultural showcases accessible to audiences who are unable to attend a physical event.

The Virtual Exhibition is intended to complement the wider agricultural ecosystem, not to suggest that every benefit of a physical exhibition can be replicated online.

1.4.5 Opportunities for Small and Emerging Participants

A farmer or agricultural entrepreneur may have valuable products and experience without having a large marketing budget or an elaborate website.

Misheveve aims to provide a structured way for such participants to introduce their work and present their offerings.

The quality of the information remains important. Clear descriptions, genuine photographs, accurate availability and reliable contact details help visitors understand what is being offered.

1.4.6 A Space for Agricultural Stories and Innovation

Agriculture is shaped by experience, experimentation, local knowledge and innovation.

Through appropriate profiles, listings and virtual showcases, participants can share information about what they grow, produce, develop or practise.

These stories can help interested audiences understand the people and activities behind agricultural products, while providing a broader view of the sector.

1.4.7 Connecting Local Agriculture With Wider Audiences

Misheveve is focused on agricultural participation in Kenya while providing opportunities for eligible international participants through relevant platform features, including the Virtual Exhibition.

This creates the potential for users to discover agricultural practices, products and experiences beyond their immediate geographical area.

International discovery should not be confused with guaranteed export access. Participants must independently confirm applicable trade rules, product eligibility, certifications, logistics and other requirements before making cross-border arrangements.

1.5 From Farm Visibility to Market Connection

One of the central ideas behind Misheveve is that visibility can be an important first step towards opportunity.

A farmer may already be producing quality agricultural goods, but if potential buyers do not know the farm exists, discovering those goods becomes more difficult. Similarly, an agricultural business may offer useful products but struggle to communicate what it supplies, where it operates and how interested customers can make contact.

Misheveve seeks to help bridge this information gap.

1.5.1 Understanding the journey

Consider a farmer in Kapsaret, near Moi University, who grows traditional vegetables such as managu, saga and kunde. By creating a Farm Profile and publishing relevant listings on Misheveve, the farmer can showcase the vegetables, indicate availability and provide contact information, enabling interested buyers to discover the farm and enquire directly about quantities, pricing and supply. The same approach applies to poultry farmers, seedling suppliers, honey producers and farm-input businesses. Any resulting opportunity depends on the accuracy of the information provided, the needs of interested buyers, the farmer's ability to supply and the terms agreed between the parties.

1.5.2 What market connection means on Misheveve

Market connection does not mean that Misheveve promises to find a buyer for every participant. It means that the platform provides a digital environment intended to make relevant agricultural information easier to discover and direct communication easier to initiate.

Participants can strengthen their own presence by:

- Maintaining complete and accurate farm information.
- Selecting the correct listing categories.
- Using clear product names and descriptions.
- Uploading genuine, relevant photographs.
- Updating availability when circumstances change.
- Providing working contact information.
- Responding professionally to genuine enquiries.
- Verifying prospective buyers, suppliers and any proposed arrangements independently.

These practices help establish a more useful experience for everyone using the platform.



The guiding principle is simple: **make the farm visible, make the offering understandable and enable the connection.**



Chapter 2: Getting Started with Misheveve

Before farmers, agricultural businesses and other participants can showcase their activities on Misheveve, they need to understand how to access the platform, manage their accounts and prepare the information required to present their agricultural work effectively.

This chapter introduces the initial steps for getting started with Misheveve, from visiting the website to preparing for a Farm Profile. The aim is to help users approach the platform with confidence and understand the importance of providing accurate, complete and relevant information.

2.1 Accessing the Misheveve Website

Misheveve is accessible through its official website:

Website: www.misheveve.com

Users can access the website using a smartphone, tablet, laptop or desktop computer with an internet connection.

For example, a farmer in Kakamega can use a smartphone to explore the platform, while an agricultural business in Nairobi can use a computer to prepare its profile and product information.

To get started:

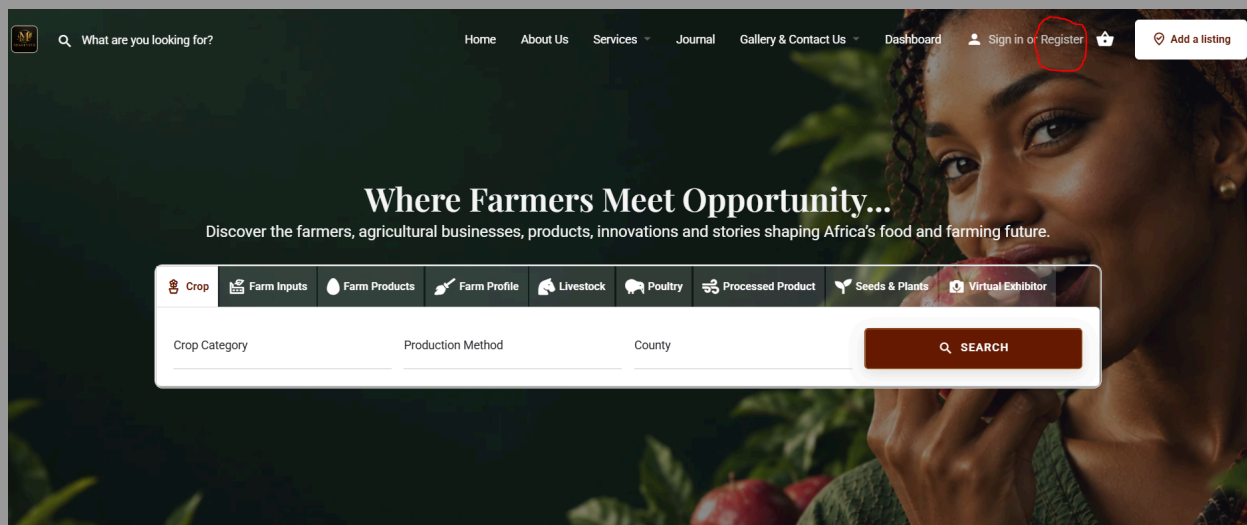
1. Open an internet browser on your device.
2. Enter www.misheveve.com in the address bar.
3. Allow the website to load fully.
4. Explore the available sections to understand the platform and the opportunities it presents.
5. Locate the relevant account or registration options to proceed, where applicable.

Users should ensure they are accessing the official website before entering account details or submitting personal information.

2.2 Creating a User Account

Where account registration is required, users should follow the registration instructions displayed on the Misheveve website.

An account provides the starting point for accessing the platform's available user features. Depending on the features enabled for the account, users may be able to manage their information, create a Farm Profile, publish agricultural listings or participate in other supported activities.



During registration, users should:

- Provide accurate information in the requested fields.
- Use an email address or phone number they can access, where requested.
- Create a strong, unique password if password creation is required.
- Review the information entered before submitting the registration form.
- Follow any verification or confirmation instructions displayed by the website.

Important: Registration alone does not mean that a Farm Profile or agricultural listing has been completed or published. Users should follow the relevant steps for each activity they intend to undertake.

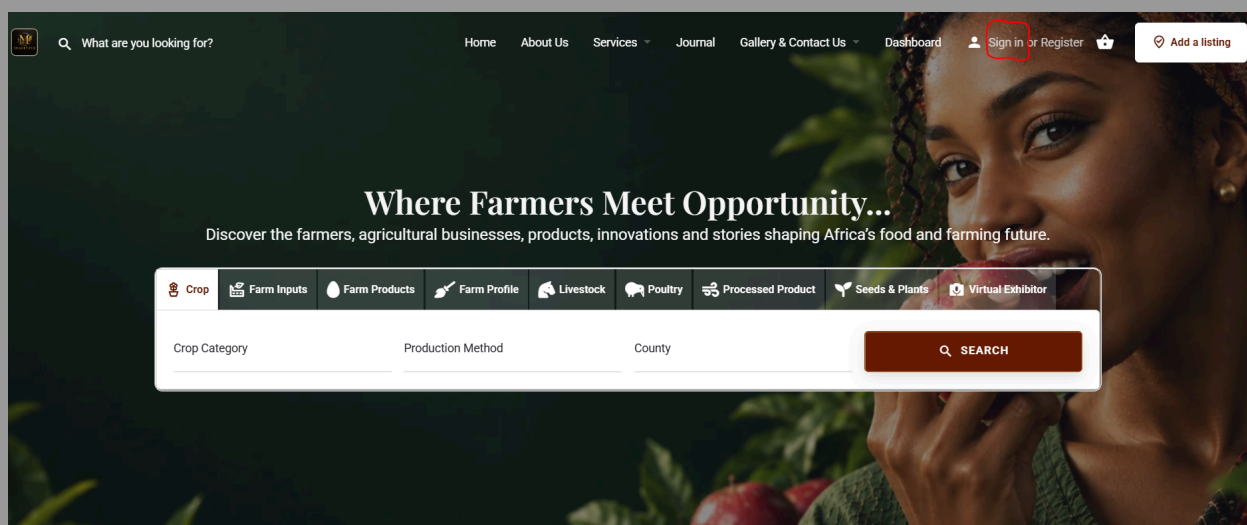


2.3 Signing In to an Existing Account

Users who already have a Misheveve account can use the website's sign-in option, where available, to access their accounts.

A typical sign-in process involves:

1. Opening the Misheveve website.
2. Selecting the sign-in or login option.
3. Entering the requested account credentials.
4. Submitting the details to access the account.
5. Following any additional instructions presented by the website.



If a user cannot sign in, they should first check that the correct credentials have been entered. If a password-recovery option is available, it can be used to regain access.

Users should never share their passwords or account verification codes with another person.

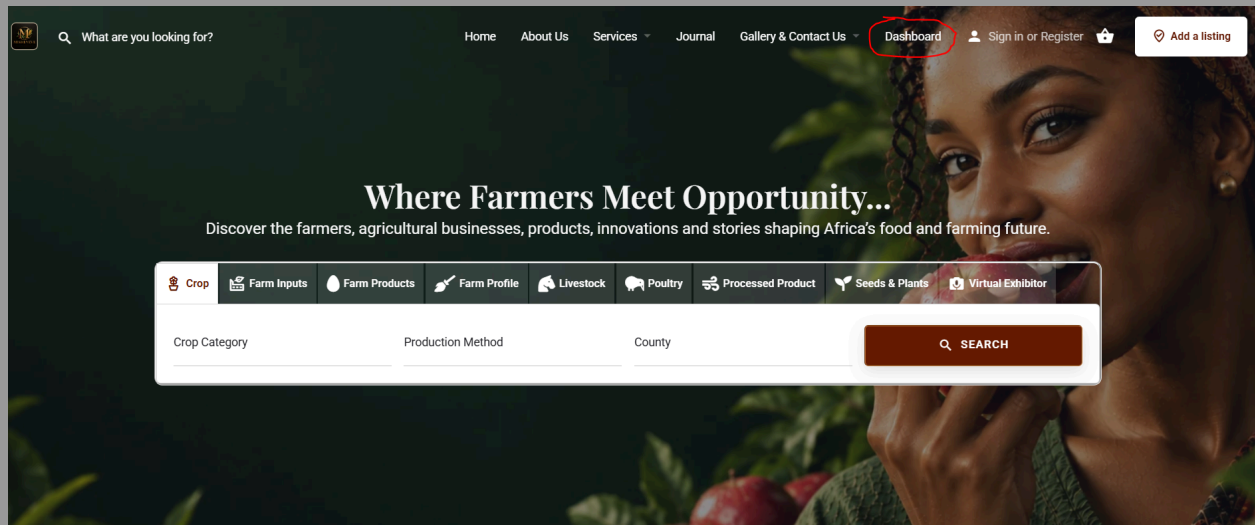
2.4 Understanding the User Dashboard

The dashboard is the area through which users may access and manage the account features available to them.

Depending on the user's account permissions and the platform's current functionality, these features may include account information, Farm Profile management, agricultural listings and other relevant activities.

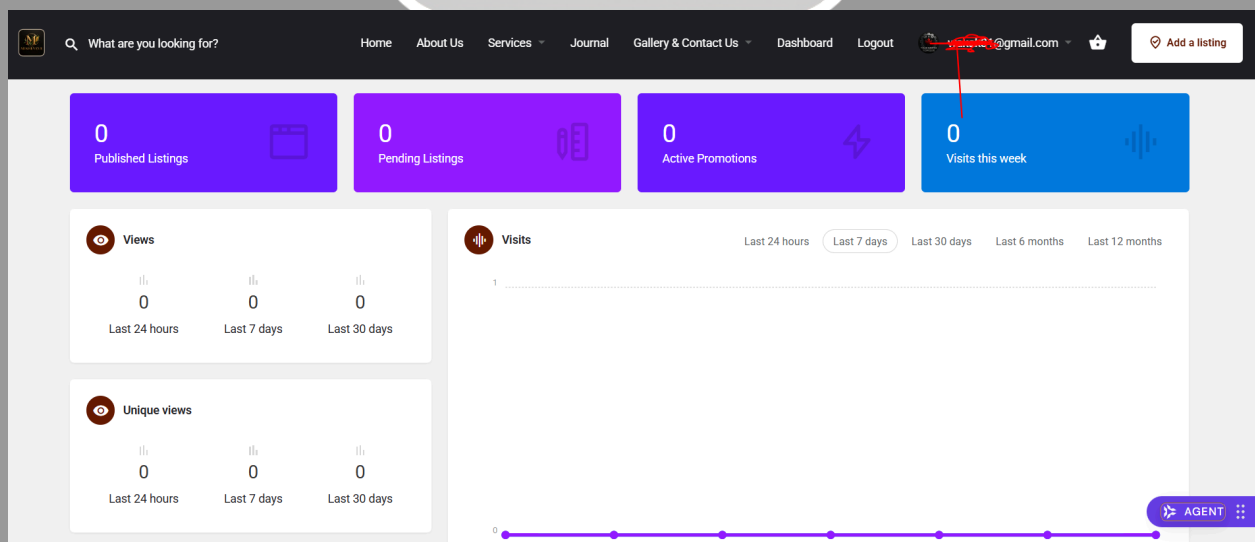


Users should become familiar with the available dashboard options before making changes or publishing information.



When exploring the dashboard, pay attention to:

- Account information: Details associated with the user account.
- Farm Profile: Information introducing the farm or agricultural business, where the feature is available.
- Agricultural listings: Areas for presenting eligible products or offerings, where available.
- Virtual Exhibition: The relevant section for users intending to create an exhibition entry, subject to the platform's current requirements.





The names, arrangement and availability of these options may change as Misheveve develops. Users should follow the labels and instructions actually displayed on the website rather than relying on assumptions about the interface.

2.5 Completing and Maintaining Account Information

Accurate account information helps users manage their participation and remain reachable when necessary.

Users should review the details associated with their accounts and update them whenever relevant information changes.

For example, if a farmer changes their main contact number, they should update the appropriate account or profile field where the platform permits. If an agricultural business changes its operating location, its public-facing information should also be reviewed.

Users should distinguish between private account information and public profile information. Only information intended to be visible to visitors should be included in public-facing descriptions or contact fields.

Before submitting information, users should check for spelling errors, outdated contacts and incomplete details.

2.6 Understanding Your Role on Misheveve

Misheveve brings together different participants in the agricultural ecosystem. Understanding your role helps you choose the appropriate features and present relevant information.

Participant

Main purpose on Misheveve

Farmer or producer:

Introduce farming activities and showcase agricultural products.

Agricultural business:

Present eligible products, services or business offerings relevant to the platform.

Processor or value-added producer:

Showcase products created by processing or adding value to agricultural produce.



Seeds and plants supplier	Present eligible seeds, seedlings and other planting materials.
Farm-input supplier:	Showcase eligible agricultural inputs, such as animal feeds or farming supplies.
Virtual exhibitor:	Present an agricultural product, innovation, experience or story through the Virtual Exhibition.
Buyer or visitor:	Discover agricultural offerings and contact relevant participants to make enquiries.

A participant may have more than one role. For instance, a farmer who grows mangoes and processes some of the harvest into mango juice may create a Farm Profile and present the relevant offerings through separate, appropriately categorised listings.

The information published should accurately reflect what the participant produces, supplies or represents.

2.7 Preparing Before Creating a Farm Profile

Before creating a Farm Profile, users should gather the information needed to introduce their farm or agricultural business clearly.

Preparing in advance can make the process easier and help ensure the resulting profile is useful to people discovering it.

The following checklist provides a practical starting point.

Farm Profile preparation checklist



Misheveve
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FARM PROFILE PREPARATION CHECKLIST

Prepare these 9 essentials before creating your Misheveve Farm Profile.

- ☐ **Farm or Business Name**
Green Valley Farms
- ☐ **Farmer Photograph**
- ☐ **Business Logo**
GreenHarvest AGRO SOLUTIONS
- ☐ **Farm Location**
Town and county.
- ☐ **Business Description**
Describe your farm or business.
- ☐ **Farming Activities**
Main activities or specialisations.
- ☐ **Contact Information**
Accurate, accessible contacts.
- ☐ **Farm Photos and Videos**
Genuine images of your farm, activities or products.
- ☐ **Registration Information**
Required when requesting verification.

REAL FARMERS / REAL BUSINESSES / REAL CONNECTIONS

Not every item will apply to every participant. For example, a smallholder farmer may not have a formal business logo, while an established agricultural company may already have branding, promotional photographs and registration documents.

Where registration details are requested for verification, users should provide genuine and relevant documentation. A profile should not imply that a farm or business has been officially verified unless the platform has granted the applicable verification status.

2.8 Preparing for Agricultural Listings

A Farm Profile must be created first before a farmer or agricultural business can create an agricultural listing on Misheveve. The Farm Profile introduces the farmer or business, provides essential background information and establishes its presence on the platform.

Once the Farm Profile has been created, the participant can proceed to create relevant agricultural listings to showcase specific products or offerings. Before creating a listing, users should identify what they intend to showcase and prepare the necessary information, including accurate product descriptions, genuine photographs, availability and other relevant details.



For example:

- A vegetable farmer may prepare the names of available vegetables, photographs, location and current availability.
- A poultry farmer may prepare information about the type of poultry offered and the quantities currently available.
- A seedling supplier may prepare the plant varieties, seedling sizes and relevant growing information.
- A honey producer may prepare the product name, packaging photographs and accurate product details.
- A farm-input supplier may prepare product specifications and any relevant usage or handling information.

Users should choose the category that best matches the offering and ensure that descriptions reflect the actual product. Where information such as price, quantity, production method or availability is requested, it should be accurate and kept up to date.

Creating several clear, specific listings is generally more useful than combining unrelated products into one vague description.

2.9 Important Practices for New Users

As you begin using Misheveve, keep the following principles in mind:

1. **Be accurate:** Publish truthful information about your farm, products and activities.
2. **Use genuine media:** Photographs and videos should represent your actual farm, products or exhibition; preferably High Definition images. Do not present illustrative images as photographs of your own products. **(Avoid AI images)**
3. **Keep information current:** Update contact details, descriptions and availability when circumstances change.
4. **Protect your account:** Keep passwords and verification codes private.
5. **Use the appropriate category:** Select the listing type that most closely matches the product or offering.



6. **Communicate responsibly:** Respond professionally to genuine enquiries and confirm important details directly with the other party.
7. **Understand the platform's role:** Misheveve provides a digital environment for agricultural discovery and connection. It does not guarantee sales or replace the need for participants to assess enquiries and agree on their own arrangements.



Chapter 3: Creating a Farm and Agricultural Business Profile

A Farm Profile is the foundation of a farmer's or agricultural business's presence on Misheveve. It introduces the participant, communicates what they do and provides the information visitors need to understand their agricultural activities.

Every farmer or agricultural business must create a Farm Profile before creating agricultural listings. Individual listings showcase specific products or offerings, while the Farm Profile introduces the person or business behind them.

For example, a farmer in Kakamega who grows managu, saga and kunde should first create a Farm Profile introducing the farm and its activities. The farmer can then create appropriate listings for the vegetables available. Similarly, a poultry farmer should establish a Farm Profile before creating listings for kienyeji chicken, eggs or other eligible poultry offerings.

3.1 What Is a Farm Profile?

A Farm Profile is a dedicated presentation of a farmer or agricultural business on Misheveve. It provides an overview of the participant, their location, farming activities, areas of specialisation and relevant contact information.

The profile helps visitors answer basic questions:

- Who is the farmer or agricultural business?
- Where is the farm or business located?
- What agricultural activities does the participant undertake?
- What types of products or offerings are associated with the participant?
- How can an interested person make contact?

A Farm Profile may represent an individual farmer, a family-operated farm, a cooperative, an agricultural enterprise, a processor or another eligible agricultural business.

The information should be clear, accurate and relevant to the participant's actual activities.

3.2 Why You Must Create a Farm Profile First

Misheveve separates the identity of the agricultural participant from the individual products they showcase.

The Farm Profile introduces who you are and what you do. Agricultural listings explain what specific products or offerings you have.

Creating the profile first helps establish this relationship and provides context for the listings associated with the participant.

Consider the following example:

Step 1: Create a Farm Profile

Introduce the farmer, farm name, location, agricultural activities, photographs and relevant contact details **(Required first)**.



Step 2: Create Agricultural Listings

After creating the profile, add appropriate listings for the vegetables or other eligible products the farmer wishes to showcase.

After profile creation

This approach applies across the platform. A mango farmer, honey producer, seedling supplier, poultry farmer or agricultural-input business must first establish their Farm Profile before proceeding to create listings.

Important: A Farm Profile is not a substitute for individual product listings. Likewise, an individual product listing does not replace the requirement to create a Farm Profile first.

3.3 Information Required for a Farm Profile

Before starting, gather the information needed to introduce your farm or agricultural business.

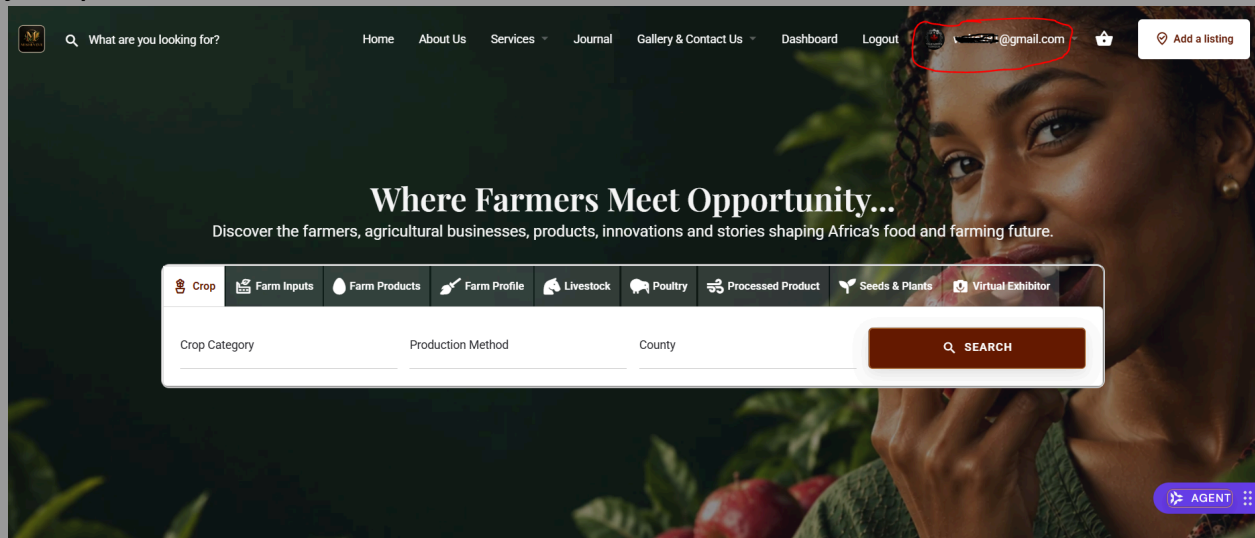
Information	What to prepare	Practical guidance
Farm or business name	The name used to identify the farm or business	Use a clear, recognisable name.
Farmer or representative photograph	A clear photograph of the farmer or relevant representative	Use a genuine, recent and appropriate photograph.
Business logo	Logo, if available	Use a clear image that represents the business.
Location	Country, county, town or other relevant location details	Provide enough detail to help visitors understand where the operation is based.
Farm description	A concise introduction to the farm or business	Explain what you do and what makes your activities relevant.
Farming activities	Main agricultural activities or specialisations	For example, crop farming, poultry, livestock, horticulture or food processing.
Contact information	Appropriate contact details requested by the platform	Ensure the details are correct and accessible.
Photographs and videos	Genuine images or videos of the farm, activities or products	Use clear media that helps visitors understand your work.
Registration documentation	Relevant documents, where required for verification	Provide genuine documentation if requesting an applicable verification status.

NB: Not every participant will have every item. For example, a smallholder farmer may not have a business logo. However, users should prepare all information required by the actual profile form before submitting it.



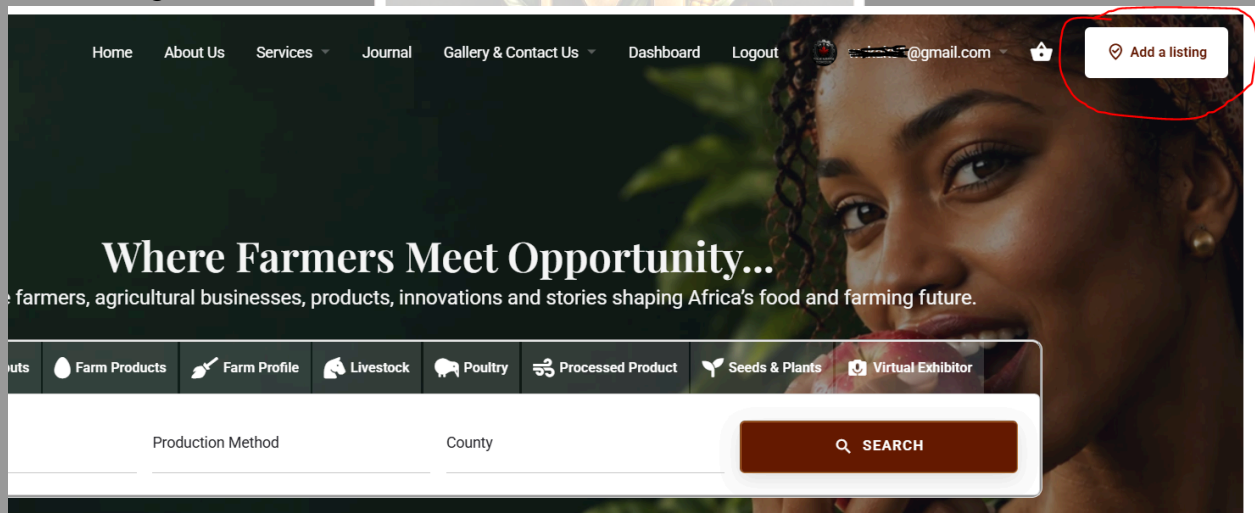
3.3.1 Login and Add listing

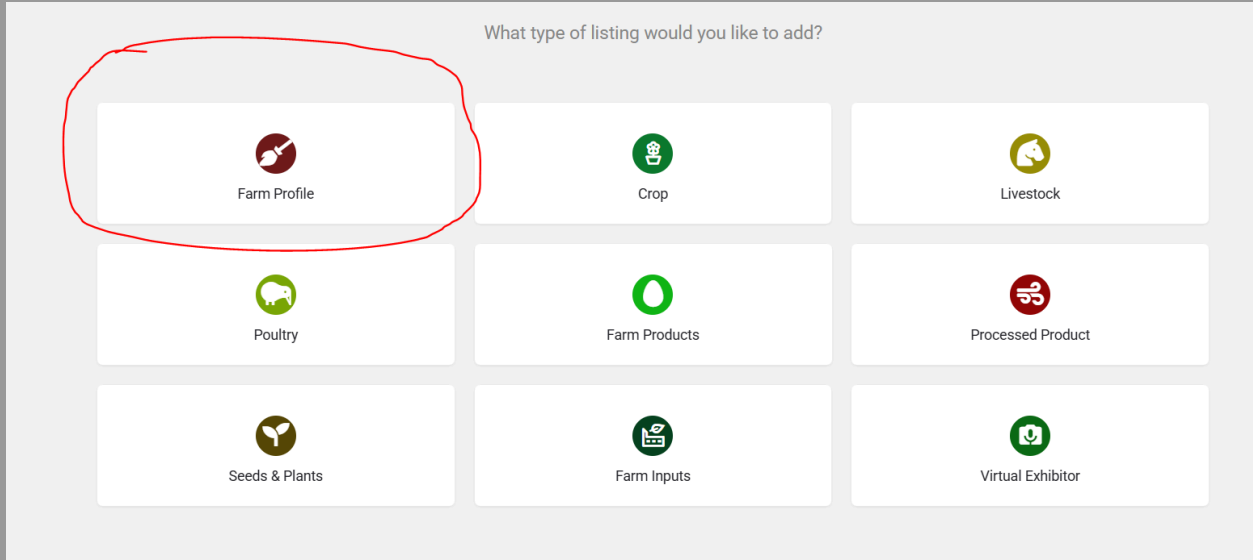
To Create a farm profile you need to create username and password the login to your profile.



3.3.1 Add listing

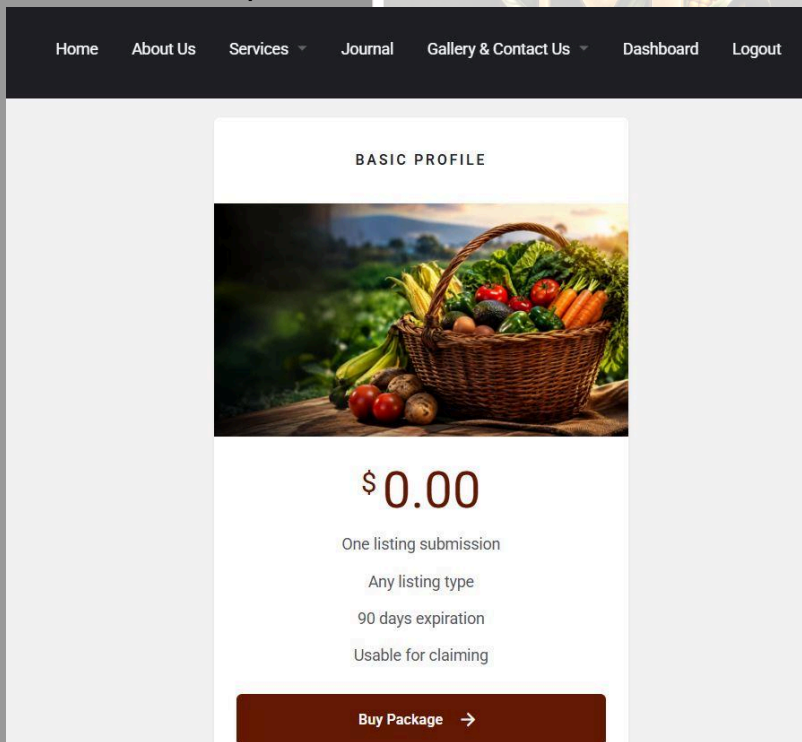
Add listing and select Farm Profile:





3.3.2 Buy Package

During the Early Partner Program, the package is currently offered at **zero cost, with no payment required**. Any future changes to the package pricing will be considered in consultation with farmers, guided by Misheveve's commitment to a **Farmers First** approach. As a farmer-centred platform, Misheveve values farmers' input and aims to ensure that future decisions reflect their needs, interests and experiences.





3.3.3 Farm Profile panel

Complete all the required fields in the Farm Profile panel accurately and thoroughly. The form has been designed to be as self-explanatory as possible, with descriptions and placeholders provided to guide you through each field and make the process of entering information straightforward.

Guidelines for uploading images:

- Use genuine, realistic photographs that accurately represent your farm, agricultural activities or business.
- Prefer high-definition (HD), high-resolution images that are clear, well-lit and professionally presented.
- **Do not use AI-generated images.** All photographs should authentically represent your actual farm, products, activities or relevant representatives.
- Ensure that uploaded images are relevant to the information being provided and help visitors understand your agricultural operations.
- Review your images before uploading to ensure they are clear, appropriate and suitable for public display.

Remember, your Farm Profile is the foundation of your presence on Misheveve. Providing accurate information and authentic, high-quality photographs helps build trust and gives visitors a realistic understanding of your farm or agricultural business.

General	
Profile Name	Farmer's name, farm name, or business name
Profile Type	
☐ Individual Farmer	
☐ Agricultural Business	
Farmer / Owner Name	Name of the farmer, owner, or principal contact
Business Name (optional)	Required when Profile Type is Agricultural Business
Business Logo (optional)	Optional company/farm logo

AGENT

3.4 Choosing a Farm or Business Name

The name is one of the first details visitors may notice. It should clearly identify the farm or agricultural business and remain consistent across the profile and other relevant communications.

Good practices include:

- Use the name by which the farm or business is genuinely known.
- Check spelling and capitalisation before submitting it.
- Avoid unrelated promotional phrases in the name field.
- Avoid adding claims such as “certified,” “verified” or “number one” unless they are accurate and appropriately supported.
- Use a consistent name across relevant business materials where possible.

For example, a farm known as Kienyeji Farm should use that name consistently rather than switching between several unrelated names on its profile and communications.

If the operation is an individual farmer's enterprise rather than a registered company, the profile should still describe it honestly and should not imply a legal status it does not have.

3.5 Adding a Farmer or Representative Photograph

A photograph helps visitors put a face to the farm or business. It can make the profile more personal and help communicate who is responsible for the agricultural activities being presented.

Choose a photograph that is:

- Clear and well lit.
- Recent and appropriate for a professional agricultural platform.
- Focused on the farmer or relevant representative.
- Free from unnecessary text, watermarks or distracting edits.

Where practical, a farmer may use a photograph taken at the farm or in an agricultural setting. The image should genuinely represent the person shown.

A product photograph alone should not be used as a substitute for the required farmer or representative photograph when the profile specifically requests a person's image.

3.6 Adding a Business Logo

A logo can help an established farm or agricultural business maintain a recognisable identity. It may be particularly useful for cooperatives, processors, suppliers and businesses that already use branded packaging or promotional materials.

If a logo is available, prepare a clear image with sufficient resolution. Avoid using a blurry screenshot or a logo surrounded by excessive empty space.

If the participant does not have a logo, they should not invent one that falsely suggests registration, certification or an endorsement. Follow the platform's instructions for optional logo fields.

A logo supports recognition, but it does not by itself establish the legitimacy or verification status of a farm or business.

3.7 Writing an Effective Farm Description

The farm description should tell visitors what the participant does, where they operate and what agricultural activities they specialise in.

A useful description is specific, easy to understand and based on actual operations. It should avoid vague claims that do not help visitors understand the farm.

A simple structure is:

1. Introduce the farm or business.
2. State its location.
3. Describe the main agricultural activities.
4. Mention relevant products or specialisations.
5. Explain any useful information about the operation that visitors should know.

For example:

3.7.1 Sample Farm Profile Description

We are a family-operated farm based in Kapsaret, Uasin Gishu County, Kenya. Our activities focus on growing traditional leafy vegetables, including managu, saga and kunde, for local customers. We aim to present our farming activities clearly and make it easier for interested people to learn about our produce and contact us regarding availability and supply.

This is an illustrative example. Each participant should adapt the description to reflect their actual farm, location and activities.

3.7.2 Copy sample description

Avoid including unsupported claims about organic production, certifications, product quality, health benefits or export readiness. If such claims are relevant, they should be accurate and supported by appropriate evidence.

3.8 Selecting Farming Activities and Specialisations

Where the Farm Profile form asks for farming activities or business specialisations, select those that accurately describe the operation.

Examples include:

- Crop farming
- Livestock farming
- Poultry farming
- Fish farming
- Beekeeping
- Horticulture
- Seeds and plants
- Farm inputs
- Food processing
- Agro-processing
- Agribusiness



A participant may undertake several activities. A farmer who grows vegetables and keeps poultry, for example, should represent both activities if the profile form permits multiple selections and both are genuine parts of the operation.

Do not select activities solely because they appear popular or might attract attention. Accurate categorisation helps visitors understand the participant's actual work.

3.9 Providing Location and Contact Information

Location and contact information help interested visitors determine whether a farm or business is relevant to their needs and how to make an enquiry.

Location

Provide the correct country, county, town or other location details requested by the platform.

For instance, a farmer operating in Webuye should not identify Kakamega town as the farm's location simply because it is a more widely recognised place. Where a nearby landmark is useful and the form permits it, it can be included in the description.

Participants should consider their privacy when deciding which information to publish publicly. Only provide information requested by the platform and appropriate for the intended audience.

3.10 Uploading Farm Photographs and Videos

Visual media can help visitors understand the farm, its activities and the agricultural products it produces or handles.

Suitable examples include photographs of:

- Crops growing in the field.
- Poultry houses or livestock facilities.
- Harvesting and post-harvest activities.
- Seedlings and nursery operations.
- Processing or packaging activities.
- Farm workers undertaking relevant tasks, where permission has been obtained.

For the strongest presentation, use genuine, clear images that represent the actual operation. Avoid misleading stock photographs or images of another farm presented as your own.

Before uploading media, check that it is appropriate for public display and that you have permission to use images featuring other people or material belonging to others.

Where video is supported, keep it relevant to the farm and ensure the footage provides a clear, truthful representation of the activities shown.



3.11 Understanding Profile Verification

Verification should be understood separately from profile creation.

A Farm Profile introduces a participant to the platform. Verification, where available, is a separate status determined by Misheveve's applicable requirements and review process.

the platform requests a certificate of registration for verification, participants should submit genuine documentation that corresponds to the relevant business or entity.

Users should not assume that:

- Creating a profile automatically verifies the business.
- Uploading a logo proves registration.
- A complete profile guarantees a verification badge.
- A profile or listing guarantees that the participant's products have been independently inspected.

Only treat a participant as verified when the platform has actually awarded the relevant verification status. Verification should not be interpreted as a guarantee of product quality, payment security or commercial performance.

3.12 Reviewing and Maintaining the Farm Profile

Before completing the profile process, review the information to ensure that it is accurate, complete and professionally presented.

Use this final checklist:

Farm Profile review checklist

0 of 9

- ☐ The farm or business name is correct.
- ☐ The farmer or representative photograph is clear.
- ☐ The logo is included if available and applicable.
- ☐ The location accurately reflects where the operation is based.
- ☐ The description explains the farm's actual activities.
- ☐ The selected farming activities match the operation.
- ☐ Contact information is accurate and accessible.
- ☐ Uploaded photographs and videos genuinely represent the farm or business.
- ☐ Any verification documents provided are genuine and relevant.



Copy checklist

Once the profile has been created, follow the instructions shown on the website to complete any remaining steps and confirm its status. If editing is available, return to the profile when information changes and keep it current.

A well-maintained profile is an ongoing responsibility, not a one-time task.

3.13 What Happens After Creating a Farm Profile?

After creating a Farm Profile, the participant can proceed to the next stage: creating agricultural listings, following the platform's applicable requirements.

For example:

Farm or business	Possible subsequent listings
Vegetable farmer	Managu, kunde, saga or other eligible crops
Poultry farmer	Kienyeji chicken, broilers, layers or eggs, where supported
Fruit grower	Mangoes, avocados or other eligible produce
Seedling supplier	Grafted orange seedlings or other eligible planting materials
Honey producer	Pure natural honey, where the description is accurate
Agricultural-input supplier	Eligible farm inputs such as animal feed or fertiliser

These examples are illustrative. The participant should select the actual categories and fields available on Misheveve and create separate listings where appropriate.

The Farm Profile provides the background; the listings provide the specific product information. Together, they help visitors understand both the participant and what is being showcased.

Chapter 4: Misheveve Listing Types and Categories

Misheveve provides different listing types to help farmers, agricultural businesses, producers, suppliers and innovators showcase their agricultural products, activities and experiences.

Selecting the correct listing type helps participants organise their information and makes it easier for visitors to understand what is being presented. Each listing should have a clear purpose, an appropriate title and accurate supporting information.

Before creating any listing on Misheveve, a farmer or agricultural business must first create a Farm Profile. The Farm Profile introduces the participant and their agricultural activities. Once the profile has been created, the participant can proceed to create relevant agricultural product listings or a Virtual Exhibition listing, following the applicable requirements.

This chapter explains the eight agricultural product categories and the Virtual Exhibition listing type, including their purposes, differences and practical examples.

4.1 Overview of Misheveve Listing Types

Misheveve has seven agricultural product categories and a separate Virtual Exhibition listing type.

1. Crops

Agricultural product category

For eligible crops grown for food, commercial production or other agricultural purposes.

Examples: Maize, beans, tomatoes, managu, saga, kunde, mangoes and avocados.



2. Livestock

Agricultural product category

For eligible farm animals raised for agricultural or commercial purposes.

Examples: Dairy cattle, beef cattle, goats, sheep and pigs.



3. Poultry

Agricultural product category

For eligible poultry birds and poultry-related offerings supported by the platform.

Examples: Kienyeji chicken, broilers, layers and other eligible poultry breeds.



4. Farm Products

Agricultural product category

For eligible agricultural products that do not fit more specifically into another available category.

Examples: Appropriate farm-produced goods supported by the platform's listing options.



5. Seeds & Plants

Agricultural product category

For seeds, seedlings, planting materials and eligible plants intended for cultivation.

Examples: Sukuma wiki seeds, bean seeds, grafted orange seedlings and avocado seedlings.



6. Processed & Value-Added Farm Products

Agricultural product category

For eligible agricultural produce that has been processed, transformed or prepared into a value-added product.

Examples: Packaged honey, mango juice, pasteurised milk, avocado oil, dried herbs and processed spices.



7. Farm Inputs

Agricultural product category

For eligible materials and supplies used in farming and agricultural production.

Examples: Animal feeds, fertilisers, eligible crop-protection products and other supported agricultural inputs.



8. Aquaculture

Agricultural product category

For fish farmers, aquaculture businesses and eligible suppliers showcasing fish raised through aquaculture, fish seed and related aquaculture products.

Examples: Tilapia, catfish, fingerlings, fish eggs, ornamental fish, and other eligible aquaculture species and products.



9. Virtual Exhibition

Separate listing type

For showcasing agricultural products, innovations, farming experiences, business stories and other eligible agricultural presentations to audiences online.

Examples: A sustainable farming journey, an avocado oil showcase, an innovative irrigation solution or a presentation about traditional farming practices.

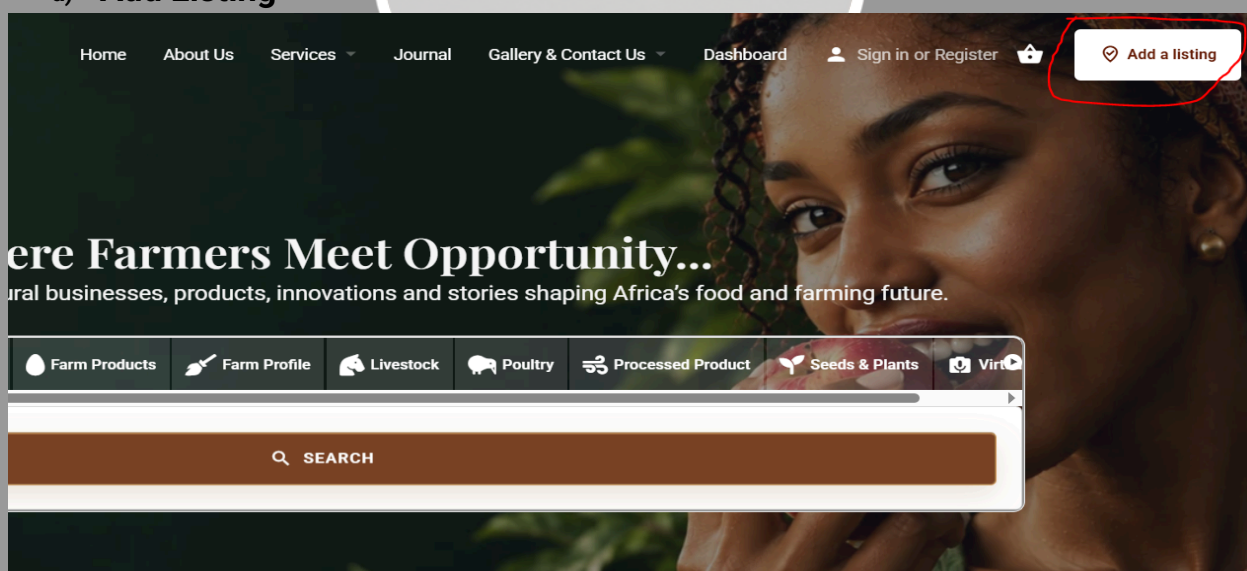
The seven product categories organise specific agricultural offerings. Virtual Exhibition is a separate listing type designed for a broader showcase or presentation.

The examples above are illustrative. Participants should follow the actual options, eligibility requirements and instructions provided by Misheveve.



4.1.1 How to Create Category Listing

a) Add Listing



b) Select Category

Create a listing

What type of listing would you like to add?



Farm Profile



Crop



Livestock



Poultry



Farm Products



Processed Product



Seeds & Plants



Farm Inputs



Virtual Exhibitor

c) Choose Package

During the Early Partner Program, the package is currently offered at **zero cost, with no payment required**. Any future changes to the package pricing will be considered in consultation with farmers, guided by Misheveve's commitment to a **Farmers First** approach. As a farmer-centred platform, Misheveve values farmers' input and aims to ensure that future decisions reflect their needs, interests and experiences.

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BASIC PROFILE



\$ 0.00

One listing submission

Any listing type

90 days expiration

Usable for claiming

Buy Package →



d) Create the Listing by category

Complete all required fields in the Category Listing and Package panels accurately and thoroughly. These sections guide you in selecting the appropriate agricultural product category, choosing the relevant listing package and providing the information needed to showcase your products or services on Misheveve. The forms are designed to be as self-explanatory as possible, with descriptions and placeholders to help you complete each field correctly.

Guidelines for completing your category listing and package:

- Select the correct category: Choose the agricultural product category that best matches what you intend to showcase, such as Crops, Livestock, Poultry, Seeds & Plants, Farm Inputs, Processed & Value-Added Farm Products, or Aquaculture & Fish Farming, where available.
- Choose the appropriate package: Review the available listing package options and select the one that suits your needs. During the Early Partner Program, eligible participants may access the applicable package at no cost, subject to the program's terms.
- Provide accurate information: Ensure that product names, descriptions, availability, farming methods, location and contact details are correct and reflect your actual offerings.
- Upload genuine photographs: Use clear, high-resolution photographs of your actual products, farm activities or agricultural operations. Do not use AI-generated images or photographs that misrepresent what you offer.
- Review before submission: Check all information and images for accuracy, relevance and suitability for public display before completing your listing.

Remember, your category listing is where visitors discover the specific agricultural products or offerings you provide. Choosing the right category, selecting the appropriate package and presenting accurate information with authentic, high-quality photographs helps potential buyers understand what you offer and contact you directly through Misheveve.



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Your listing details

- Core Package Information
- Crop Type
- Crop Details
- Crop Status
- Location
- Gallery
- Contact Details and socials
- Farm Story and Media


Core Package Information

Farm Profile

Select listing ▼

Crop Package Name

Insert the name of the product

Crop Description

A brief description of what is being offered.

B
I

4.2 Understanding the Difference Between a Farm Profile and a Listing

Feature	Farm Profile	Agricultural product listing	Virtual Exhibition listing
Main purpose	Introduces the farmer or agricultural business.	Presents a specific product or offering.	Presents a broader agricultural showcase, innovation or experience.
Main content	Farm identity, location, activities and relevant contacts.	Product title, description, photographs and other product details.	Exhibition title, showcase description, story, media and other relevant information.
Primary focus	Who the participant is and what they do.	What a participant offers.	What a participant wants to demonstrate, explain or showcase.
Sequence	Must be created first.	Created after the Farm Profile.	Created after the Farm Profile, subject to applicable requirements.

The farm profile and listing types serve different purposes and should not be confused. For example, a farmer in Kapsaret who grows traditional vegetables



may create a Farm Profile introducing the farm. The farmer can then publish a crops listing for available managu and another for kunde, if appropriate.

If the same farmer wants to showcase traditional vegetable farming methods, their farming journey or an agricultural innovation, they could also prepare a virtual exhibition listing if the subject meets the platform's requirements.

4.3 How to Choose the Correct Agricultural Product Category

Choose the category that most closely matches the product's actual nature and purpose.

- Crops: For eligible crops and fresh agricultural produce.
- Livestock: For eligible livestock animals.
- Poultry: For eligible poultry birds and supported poultry offerings.
- Farm Products: For eligible farm-produced offerings that do not fit a more specific category.
- Seeds & Plants: For eligible seeds, seedlings and planting materials.
- Processed & Value-Added Farm Products: For eligible agricultural products that have undergone processing or transformation.
- Farm Inputs: For eligible materials and supplies used in agricultural production.

Where an offering appears to fit more than one category, consider what the product is in its current form and how it is intended to be used. If the correct category remains unclear, consult Misheveve support rather than selecting an unrelated category.

4.4 Understanding Farm Products Versus Processed & Value-Added Farm Products

These two categories can sometimes cause confusion, so participants should consider whether the offering is fresh produce or a product that has undergone processing or transformation.

Offering	Likely category
Fresh mangoes	Crops
Freshly harvested managu	Crops
Fresh avocados	Crops
Mango juice	Processed & Value-Added Farm Products



Packaged honey	Processed & Value-Added Farm Products, where appropriately classified
Pasteurised whole milk	Processed & Value-Added Farm Products
Avocado oil	Processed & Value-Added Farm Products
Grafted orange seedlings	Seeds & Plants
Animal feed	Farm Inputs

These classifications are general guidance. The precise selection should follow Misheveve's available listing options and applicable requirements. Avoid duplicating an identical product across several categories simply to gain additional visibility unless the platform expressly permits that approach.

4.5 Creating Multiple Listings for Different Products

A farmer or agricultural business may have several eligible products. Rather than combining unrelated offerings into one vague listing, participants should create separate listings where appropriate.

Example: Consider a farm that grows mangoes, keeps poultry and processes some of its mango harvest into juice.

4.6 Understanding the Virtual Exhibition Listing Type

Misheveve's Virtual Exhibition provides a digital space for eligible agricultural participants to showcase their products, innovations, knowledge, experiences and stories.

It offers an alternative to relying exclusively on physical exhibitions and agricultural showgrounds, where attendance, transport, booth costs and geographical distance may limit participation.

Through an online showcase, participants may be able to introduce their work to audiences who cannot attend a physical event. The format also creates an opportunity for international participants to present relevant agricultural experiences and for Kenyan audiences to discover agricultural approaches from other places.

A Virtual Exhibition listing may be suitable for:

- Farmers presenting a distinctive agricultural journey.
- Producers showcasing processed or value-added products.
- Innovators presenting agricultural technologies or practical solutions.
- Agricultural businesses introducing their work and specialisations.
- Participants sharing relevant farming methods, heritage or knowledge.
- International agricultural participants presenting eligible products or experiences.

Participation does not automatically guarantee audience reach, sales, export opportunities or acceptance into every market. Any commercial arrangements and applicable regulatory requirements remain the responsibility of the relevant participants.

What makes Virtual Exhibition different?

A product listing usually concentrates on a particular offering. A Virtual Exhibition listing can communicate a wider story, explain how an innovation works, present a farming journey or bring several related elements together in a single showcase.

For example, an avocado producer might create a product listing for avocado oil and use the Virtual Exhibition to explain the farm's growing practices, harvesting process, processing journey and business development.

4.7 Preparing Information for a Virtual Exhibition Listing

Before creating a Virtual Exhibition listing, participants should prepare the information needed to present the showcase clearly.

Depending on the fields and requirements displayed by Misheveve, this may include:

- Exhibition title: A clear title that communicates the main subject.
- Product or showcase description: An explanation of what is being presented and why it is relevant.
- Story or showcase content: Background information about the farm, innovation, production journey or agricultural experience.
- Photographs: Genuine, relevant images of the products, activities or showcase.
- Introductory video: A short introduction where video submission is supported or requested.
- Location and participant information: Accurate details about the exhibitor and the relevant operation.



- Contact information: Appropriate contact details for enquiries, where requested.

For example, Sustainable Agriculture & Heritage Farming Journey could be an exhibition title for a participant presenting traditional farming practices and sustainable agricultural approaches. The description should explain the actual practices being presented rather than relying on the title alone.

A strong Virtual Exhibition listing should be informative, visually clear and truthful. Participants should not present illustrative images as their own farm photographs or make unsupported claims about product certification, sustainability or commercial readiness.

4.8 Can a Participant Create Both Product Listings and a Virtual Exhibition?

Where the platform's current rules and available features permit, a participant may use both approaches for different purposes.

A honey producer, for example, could:

1. Create a Farm Profile introducing the producer and the beekeeping operation.
2. Create an appropriate product listing for packaged honey.
3. Create a Virtual Exhibition listing presenting the beekeeping journey, honey production process, business story or related innovation.

Each listing should have a distinct purpose and contain accurate information relevant to what it presents.

Participants should follow the applicable requirements for each listing type and avoid assuming that publishing one listing automatically creates or publishes another.

4.9 Common Listing Category Mistakes

Avoid the following mistakes when choosing and preparing listings:

- Creating a listing before a Farm Profile: The Farm Profile must come first.
- Selecting an unrelated category: Choose the category that best matches the offering.
- Combining unrelated products: Create distinct product listings where appropriate.
- Confusing fresh produce with processed products: Consider the product's current form and processing.



- Treating Virtual Exhibition as an ordinary product category: It is a separate listing type for a broader showcase.
- Using vague titles: Name the actual product, innovation or exhibition subject.
- Publishing misleading photographs: Use genuine media or clearly identified illustrative material where permitted.
- Making unsupported claims: Do not claim certification, organic status, guaranteed sales or export readiness without appropriate grounds.
- Assuming publication guarantees commercial outcomes: Misheveve supports discovery and connection; it does not guarantee enquiries, sales or successful agreements.



Chapter 5: Creating Agricultural Product Listings

A Farm Profile introduces your farm or agricultural business to visitors on Misheveve. Agricultural product listings allow you to showcase the specific products you grow, raise, produce or supply. They help potential buyers and other interested users understand what you offer, where you operate and how to contact you directly.

This chapter guides you through preparing, creating and publishing agricultural product listings that present your offerings clearly and professionally.

5.1 Understanding an Agricultural Product Listing

An agricultural product listing is an individual presentation of a product or eligible agricultural offering on Misheveve. Each listing focuses on a specific product, group of related products or offering that you want visitors to discover.

For example, a farmer in Kapsaret near Moi University who grows managu, saga and kunde may create a listing for traditional vegetables. A poultry farmer may showcase kienyeji chicken, while a nursery operator may list grafted orange seedlings. A fish farmer may showcase tilapia or catfish under Aquaculture & Fish Farming, where available.

The purpose is to help visitors understand what you offer without having to rely solely on a general farm description.

5.2 Before Creating a Listing

Before starting, prepare the information needed to describe your product accurately.

Product listing preparation checklist

- ☐ Confirm that your Farm Profile has been created.
- ☐ Identify the product or agricultural offering you want to showcase.
- ☐ Select the appropriate agricultural product category.
- ☐ Prepare a clear product name and description.
- ☐ Gather genuine, high-quality photographs of the actual product.
- ☐ Confirm availability and the locations you can supply.
- ☐ Prepare accurate contact details for interested buyers.
- ☐ Review the information for accuracy before submission.

5.3 Selecting the Correct Product Category

Choose the category that best represents the product you want to publish. Correct categorisation helps visitors understand what you offer and makes your listing easier to navigate.

The available categories may include:

- Crops: Agricultural crops such as maize, beans, vegetables, fruits and other cultivated crops.
- Livestock: Eligible livestock such as cattle, goats, sheep and pigs.
- Poultry: Chickens, ducks, turkeys and other eligible poultry.
- Farm Products: Eligible agricultural products that fit the category's intended scope.
- Seeds & Plants: Seeds, seedlings, planting materials and other eligible plants.
- Processed & Value-Added Farm Products: Products such as honey, fruit juice, pasteurised milk, flour and other processed agricultural goods.
- Farm Inputs: Eligible agricultural supplies such as animal feeds, fertilisers and crop-protection products.
- Aquaculture & Fish Farming: Eligible aquaculture offerings such as tilapia, catfish, fingerlings and related fish-farming products, where this category is available.

Important: Select the category that most accurately describes the actual product. For example, fresh mangoes belong under Crops, while packaged mango juice belongs under Processed & Value-Added Farm Products.

Refer to Chapter 4 for further guidance on understanding Misheveve's listing types and categories.

5.4 Choosing a Listing Package

After selecting the appropriate category, follow the available options in the Category Listing and Package panels to select the relevant package for your listing.

Read the package information carefully and ensure that you understand the options available before proceeding.



During the Early Partner Program, the applicable package is currently offered at no cost to eligible participants, with no payment required. Any future pricing changes will be considered in consultation with farmers, guided by Misheveve's Farmers First approach.

Complete the required fields in the relevant panels accurately. Descriptions and placeholders are provided to help guide you through the process.

5.5 Creating a Clear Product Name

Your product name should tell visitors what you are offering immediately. Use simple, specific wording that a potential buyer can understand without additional explanation.

Examples of clear product names include:

- Fresh Kienyeji Chicken
- Farm-Grown Managu
- Grafted Orange Seedlings
- Pure Natural Honey
- Farm-Fresh Tilapia
- Organic Farmyard Manure

Avoid vague names such as “Quality Products,” “Best Farm Goods” or “Our Farm Produce.” These names do not tell visitors exactly what is available.

Where relevant, include a distinguishing feature such as the product variety, form or intended use, provided the information is accurate.

5.6 Writing an Effective Product Description

The product description should provide useful information about what you offer. Explain the product in straightforward language and include details that help visitors decide whether to contact you.

Depending on the product, consider including:

- Product details: What the product is and its main characteristics.
- Variety or type: The variety, breed, species or product form, where relevant.
- Production information: Relevant details about how it is grown, raised or processed.
- Quality and handling: Accurate information about harvesting, storage, packaging or handling.

- Quantity and availability: The quantities you can supply and whether supply is regular or seasonal.
- Intended use: Relevant uses of the product.
- Supply arrangements: Whether collection is at the farm, delivery is available or other arrangements can be discussed directly.

Do not make unsupported claims about organic certification, disease-free status, nutritional benefits, quality grades or other attributes. Only include claims you can substantiate.

Example – Traditional vegetables

A farmer in Kapsaret could describe freshly harvested managu, saga and kunde grown on their farm. The description could explain the varieties available, seasonal supply, approximate quantities and whether customers can collect from the farm or arrange delivery. The farmer should provide current information so interested buyers know what to enquire about.

5.7 Uploading Product Photographs

Photographs help visitors understand the actual product being offered. A clear, genuine photograph can make a listing more informative and professional.



Use authentic product photographs:

Photograph the actual crops, livestock, poultry, fish, seedlings or processed products you are offering. Images should accurately represent your agricultural operations.



Prioritise image quality

Use high-resolution photographs with good lighting, clear focus and a suitable background. Ensure the product is easy to see.

Guidelines for uploading images

- Use genuine photographs of the actual products or offerings.
- Prefer HD, high-resolution images that are clear, well-lit and professionally presented.
- Do not use AI-generated images to represent actual farm products, activities or facilities.
- Avoid blurry, misleading, heavily edited or irrelevant images.
- Ensure you have permission to use photographs featuring other people or content owned by others.
- Review each image before uploading to ensure it is suitable for public display.

Authentic photographs help visitors develop a realistic understanding of what you offer and support trust between farmers, suppliers and prospective buyers.

5.8 Providing Accurate Availability and Supply Information

Availability information helps potential buyers understand whether a product is currently available and whether the supplier may be able to meet their needs.

Depending on the fields provided on the platform, relevant information may include:

- In stock: The product is currently available.
- Out of stock: The product is temporarily unavailable.
- Limited stock: Only a limited quantity is available.
- Seasonal stock: Availability depends on the growing or production season.
- Coming soon: The product is expected to become available in the future, where this option is supported.

Keep availability information current. For example, a farmer who has sold the current harvest should update the listing rather than leave visitors with the impression that the produce is still available.

Where the platform allows you to specify supply reach, indicate whether buyers can collect at the farm, receive supplies across Kenya or arrange international supply. Only select the options that reflect your actual capacity.

5.9 Pricing and Direct Enquiries

If the listing form provides a price field, enter accurate pricing information and specify the relevant unit where appropriate, such as per kilogram, crate, seedling or bird.

If prices vary according to quantity, grade, season or delivery arrangements, explain this clearly where the available fields allow.

If you do not publish a fixed price, provide sufficient information for interested buyers to make a meaningful enquiry.

Misheveve helps people discover your products and contact you directly. You remain responsible for discussing prices, confirming quantities, agreeing on payment and delivery arrangements, and deciding whether to proceed with a transaction.



5.10 Reviewing and Publishing Your Listing

Before submitting your listing, review all the information to ensure it is complete, accurate and understandable.

Use the following final checklist:

- ☐ The selected category matches the product.
- ☐ The product name is clear and specific.
- ☐ The description is accurate and informative.
- ☐ Photographs genuinely represent the product.
- ☐ Availability and supply information are current.
- ☐ Pricing information, if provided, is accurate.
- ☐ Contact and other required details are correct.

7 of 7 checks completed: Ready to submit

Follow the submission or publishing instructions displayed on Misheveve. If a listing requires review or approval, follow the status shown on the platform rather than assuming it is already publicly visible.

5.11 Managing and Updating Product Listings

Agricultural production changes over time. Crops are harvested, livestock grows, fish reach market size, seedlings become available and processed products may be produced in batches.

Review your listings regularly and update details when circumstances change. In particular:

- Update availability when products sell out or new stock becomes available.
- Correct inaccurate descriptions or contact details.
- Replace outdated photographs when the product or packaging changes.
- Revise pricing information when necessary.
- Remove or discontinue listings for products you no longer offer, using the available platform controls.

Maintaining accurate listings helps visitors make informed enquiries and reduces confusion caused by outdated information.



Note: To edit or update your listings, access your dashboard. The dashboard is your central management area, where you can manage existing listings, monitor their performance and view available data and activity relating to your listings.

The screenshot displays the Misheveve dashboard. At the top, a dark navigation bar includes a search bar, a menu with 'Home', 'About Us', 'Services', 'Journal', 'Gallery & Contact Us', 'Dashboard' (highlighted with a red circle), and 'Logout'. The main content area is titled 'Your listing details'. On the left is a sidebar menu with options: 'Core Package Information' (selected), 'Crop Type', 'Crop Details', 'Crop Status', 'Location', 'Gallery', 'Contact Details and socials', and 'Farm Story and Media'. The main panel shows the 'Core Package Information' form, which includes a 'Farm Profile' dropdown, a 'Crop Package Name' field with a placeholder 'Insert the name of the product', and a 'Crop Description' field with a placeholder 'A brief description of what is being offered.' and a rich text editor toolbar. Below the form is a horizontal bar with a plant image. At the bottom, a summary section features four blue cards: '0 Published Listings', '0 Pending Listings', '0 Active Promotions', and '0 Visits this week'. Below these are two white cards for 'Views' and 'Visits'. The 'Views' card shows 0 views for the last 24 hours, 7 days, and 30 days. The 'Visits' card shows 1 visit for the last 24 hours, with a chart area below. A small 'AG' logo is in the bottom right corner.



5.12 Common Listing Mistakes to Avoid

Mistake	Better practice
Choosing the wrong category	Select the category that best matches the actual product.
Using vague product names	Describe the product specifically and clearly.
Writing very short or unclear descriptions	Provide useful information relevant to buyers.
Uploading AI-generated or misleading photographs	Use genuine images of your actual products.
Leaving outdated availability information	Review and update listings regularly.
Making claims you cannot verify	Publish only accurate, supportable information.
Assuming a listing guarantees sales	Treat the listing as a tool for discovery and connection, not a guarantee of business.

5.13 Key Takeaway

A successful agricultural product listing gives visitors a clear, honest and useful picture of what you offer. By choosing the right category, selecting the relevant package, writing an informative description, uploading genuine photographs and keeping availability details current, you improve the quality of your presence on Misheveve and make it easier for potential buyers to discover your products and contact you directly.

Your Farm Profile introduces your agricultural business; your product listings bring individual offerings into focus. Together, they help build visibility and create opportunities for direct connections across the agricultural ecosystem.

Chapter 6: Making Your Farm and Products Discoverable

Creating a Farm Profile and publishing agricultural product listings is the first step towards building your presence on Misheveve. The next step is ensuring that potential buyers and other interested visitors can easily understand what you offer and determine whether your products meet their needs.

This chapter explains practical ways to improve the discoverability of your farm and agricultural products through accurate information, relevant descriptions, location details, authentic photographs and regular updates.

6.1 Use Clear and Specific Product Names

Choose product names that clearly describe what you grow, raise, process or supply. Avoid vague titles that do not communicate the actual offering.

For example, use **Fresh Kienyeji Chicken** instead of *Quality Farm Products*, or **Grafted Orange Seedlings** instead of *Best Seedlings*.

Clear names help visitors quickly understand your offering and make it easier to identify relevant listings.

6.2 Write Descriptions That Answer Buyers' Questions

Your product description should provide enough information for potential buyers to understand what you offer before contacting you.

Where relevant, include the product variety, available quantity, current availability, production method, packaging and supply arrangements. Use straightforward language and ensure that all information is accurate.

For example, a fish farmer can specify whether they offer tilapia, catfish or fingerlings, indicate the approximate size or quantity available, and state their farm location.

6.3 Provide Accurate Location Information

Location is important when buyers are looking for agricultural products within a particular area or planning collection and delivery.

Ensure that your Farm Profile identifies your actual operating location as accurately as the platform allows. Include the relevant county, town or nearby area where appropriate.



For example, a farmer in Kapsaret near Moi University should provide location details that help interested buyers understand where the farm operates.

6.4 Use Relevant Agricultural Terms

Describe your products using familiar, accurate terms that potential buyers are likely to recognise.

For example, a farmer selling indigenous chickens may use terms such as *kienyeji chicken*, while a nursery may describe its offerings as *fruit-tree seedlings* or *grafted orange seedlings*.

Use relevant terms naturally in your product name and description. Avoid unnecessary repetition, unrelated keywords or claims that do not accurately describe your products.

6.5 Use Genuine, High-Quality Photographs

Photographs help visitors understand what your farm produces and what they can expect from your offerings.

Use clear, well-lit, high-resolution photographs of your actual products, farming activities or agricultural operations. Avoid blurry images, misleading representations and AI-generated photographs presented as real farm products.

Where appropriate, show different relevant aspects of the offering, such as the harvested produce, product packaging, livestock or growing environment.

Authentic photographs help present your agricultural business professionally and give visitors a more realistic understanding of your work.

6.6 Keep Your Farm Profile Complete

Your Farm Profile provides the broader context behind your individual product listings. Ensure that your profile clearly describes your agricultural activities and includes accurate contact and location information.

A complete profile helps visitors understand who you are, what your farm or business does and how your products relate to your agricultural operations.

Review your profile whenever your business activities, contact information or other important details change.



6.7 Keep Your Listings Updated

Agricultural products are affected by harvest seasons, production cycles, stock levels and changing market conditions. Outdated information can lead to enquiries about products that are no longer available.

Review your listings regularly and update availability, quantities, descriptions, photographs and pricing information where applicable.

Note: Use your Misheveve dashboard to manage and update your listings, monitor their performance and view the listing data available to you.

6.8 Understand What Discoverability Means

Improving discoverability helps potential buyers understand your offerings and identify products relevant to their needs. However, publishing a listing does not guarantee that it will appear in every search, attract enquiries or generate sales.

Results depend on several factors, including the accuracy and relevance of your information, visitor demand, product availability and the needs of potential buyers.

Your responsibility is to present your agricultural products honestly, maintain accurate information and respond appropriately to enquiries.

Chapter Summary

Making your farm and products discoverable requires more than publishing a listing. Clear product names, useful descriptions, accurate location details, genuine photographs and regular updates help visitors understand your offerings and make informed enquiries.

Use your Farm Profile and product listings together to communicate what you do and what you offer. Misheveve provides the digital environment for agricultural discovery and direct connections, while you remain responsible for the accuracy of your information and your dealings with interested parties.

Chapter 7: The Misheveve Virtual Exhibition



7.1 Introduction to the Virtual Exhibition

The Misheveve Virtual Exhibition provides farmers, agricultural businesses, innovators and other eligible participants with a digital space to showcase their products, innovations, farming practices and experiences.

Unlike a physical exhibition, which may require travel, accommodation, transport and expensive exhibition space, a virtual exhibition allows participants to present their work online and make it accessible to people beyond their immediate geographical area.

The initiative aims to widen agricultural visibility, encourage knowledge sharing and create opportunities for participants to connect with people interested in agriculture.



7.2 Who Can Participate?

The Virtual Exhibition is intended for eligible participants involved in agriculture and related industries, including:

- Crop, livestock, poultry and fish farmers.
- Agricultural processors and value-added product producers.
- Seedling nurseries and agricultural input suppliers.
- Agricultural technology innovators and solution providers.
- Organisations showcasing agricultural projects, research or initiatives.
- International agricultural participants wishing to showcase their products, practices and innovations.

Participants should ensure that their exhibition content is relevant to agriculture and accurately represents their activities or offerings.

7.3 What Can You Showcase?

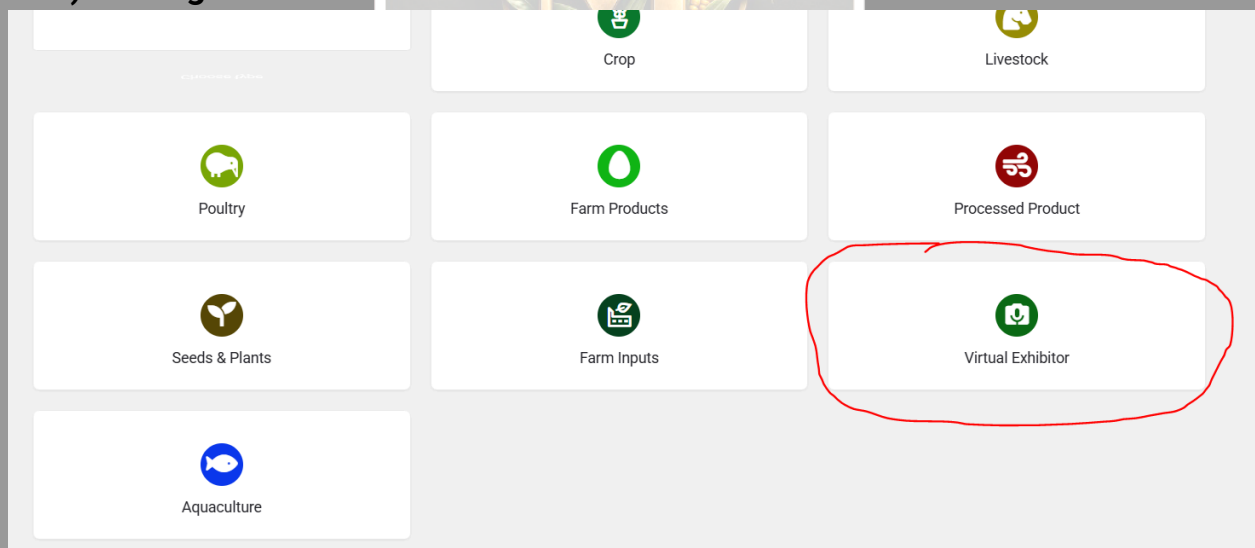
The Virtual Exhibition allows participants to present more than just individual products. It provides an opportunity to tell their agricultural story, demonstrate their work and introduce visitors to their products, ideas and experiences.

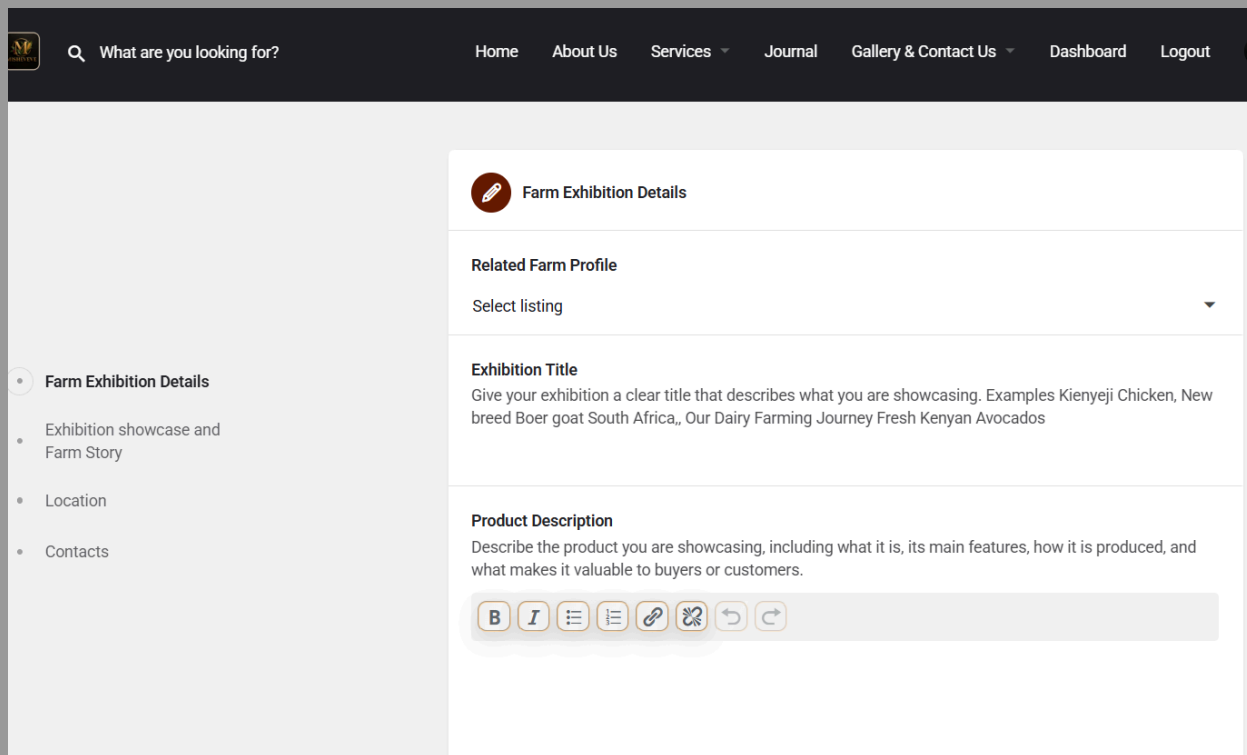
Depending on the available listing fields, an exhibition may include:

- **Exhibition title:** A clear title describing your showcase.
- **Product or innovation description:** Information about the agricultural products, technologies or solutions you are presenting.
- **Farm or business story:** Your background, experience, production methods, achievements or agricultural journey.
- **Photographs:** Genuine images showing your products, farm, operations or innovations.
- **Introduction videos:** Videos introducing your farm, business, products or exhibition.
- **Location and contact details:** Information that helps interested visitors understand where you operate and how to contact you.

Present information clearly and use authentic photographs and videos that accurately represent your activities.

a) Listing





7.4 Creating a Virtual Exhibition Listing

Before creating a Virtual Exhibition listing, ensure that you have established your **Farm Profile or agricultural business profile** on Misheveve.

Follow the available Virtual Exhibition listing process and complete the required fields accurately.

When preparing your exhibition:

1. Choose a specific and meaningful exhibition title.
2. Describe what visitors will discover in your showcase.
3. Share your agricultural story, experience or innovation.
4. Upload genuine, high-quality photographs and relevant videos.
5. Provide accurate location and contact information.
6. Review the content before submitting it for publication.

Your exhibition should give visitors a clear understanding of what you are showcasing and why it may be relevant to them.

7.5 Choosing an Effective Exhibition Title

Your title should communicate the main subject of your exhibition and encourage interested visitors to explore it.

Examples include:

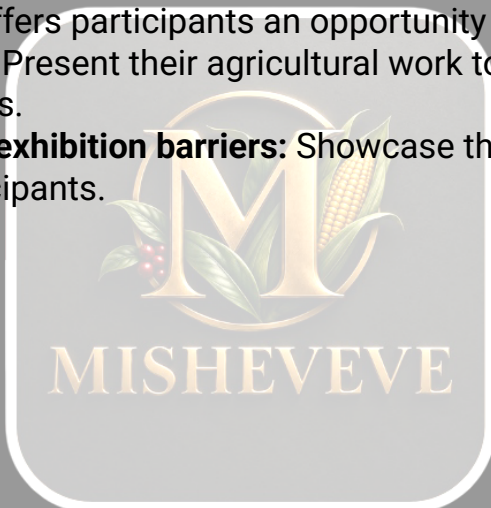
- Sustainable Agriculture and Heritage Farming Journey
- Cold-Pressed Avocado Oil and Fresh Farm Produce
- Innovative Fish Farming and Aquaculture
- Climate-Smart Farming Solutions
- Indigenous Chicken Production and Rural Enterprise
- Value-Added Agricultural Products from Kenya

Avoid vague titles that do not explain what the exhibition is about.

7.6 The Benefits of Participating

The Virtual Exhibition offers participants an opportunity to:

- **Expand visibility:** Present their agricultural work to audiences beyond their local communities.
- **Reduce physical exhibition barriers:** Showcase their work online without necessarily participants.





Chapter 8: Account Management, Security and Support

8.1 Introduction

Managing your Misheveve account responsibly helps you maintain an accurate agricultural presence and ensures that visitors can access relevant information about your farm or business.

This chapter explains good account management practices, how to protect your account, how to maintain your Farm Profile and listings, and what to do when you encounter problems.

8.2 Managing Your Account Information

Keep your account information accurate and up to date. Review your available account settings periodically and update information whenever your circumstances change.

Ensure that your contact details are correct so that you can receive relevant communications and manage your presence on Misheveve effectively.

If you change your phone number, email address or other important account details, update them using the available account settings.

8.3 Protecting Your Account

Account security is important for protecting your information and maintaining control over your Farm Profile and listings.

Follow these practices:

- **Use a strong password:** Choose a password that is difficult for others to guess and avoid reusing it across multiple accounts.
- **Keep your login details private:** Never share your password or other confidential login information with unauthorised people.
- **Secure your devices:** Log out when using a shared or public computer, particularly after accessing your account.
- **Be cautious of suspicious messages:** Do not disclose passwords or sensitive account information in response to unverified requests.
- **Review account activity:** If you notice unfamiliar changes or activity, take steps to secure your account.

Misheveve users should remain responsible for safeguarding their login credentials and devices.



8.4 Password Recovery and Account Access

If you forget your password or cannot access your account, follow the recovery instructions provided on the Misheveve website, where available.

Use the correct email address or other account identifier associated with your registration and follow the instructions to regain access.

If the recovery process does not work, contact Misheveve support and explain the issue. Provide the relevant account details needed to identify your account, but never send your password or other confidential authentication information.

If you suspect that someone else has accessed your account, explain this clearly when contacting support.

8.5 Managing Your Farm Profile

Your Farm Profile introduces your farm or agricultural business to visitors. Keeping it accurate helps potential buyers understand your activities and contact you appropriately.

Review your profile periodically and update information when necessary, including:

- Farm or agricultural business descriptions.
- Agricultural activities and products offered.
- Location and contact information.
- Photographs and other profile media.
- Other relevant details that may have changed.

Ensure that all information remains genuine, accurate and relevant to your current agricultural operations.

8.6 Managing and Updating Listings

Your Misheveve dashboard is the central area for managing your listings and accessing the performance information available to you.

Use the dashboard to review your existing listings, make permitted changes, update product information and monitor available listing activity and data.

Review listings regularly, especially when product availability, quantities, prices or supply arrangements change.



For example, if a farmer sells all the tilapia currently available, the relevant listing should be updated to avoid misleading potential buyers about current stock. Keeping listings current helps visitors make informed enquiries and reduces confusion caused by outdated information.

8.7 Troubleshooting Common Problems

If you encounter difficulties while using Misheveve, consider the following steps.

Unable to sign in

Check that you have entered the correct login details and try the available password recovery process if necessary.

Unable to update a listing

Access your dashboard, locate the relevant listing and follow the available management options. Check whether all required fields have been completed.

Incorrect information displayed

Review the relevant Farm Profile or listing and make the necessary corrections using the available editing controls.

Images fail to upload

Check your internet connection and ensure that the image meets the website's supported file requirements. Try uploading the image again.

A listing does not appear as expected

Check the listing's status and any instructions displayed by the platform. If the problem persists, contact Misheveve support with a description of the issue. If these steps do not resolve the problem, provide support with a clear explanation of what happened and the steps you have already tried.

8.8 Reporting Incorrect or Inappropriate Information

If you discover information on Misheveve that appears inaccurate, misleading, inappropriate or potentially harmful, report it through the available reporting or support channels.

Where possible, identify the relevant Farm Profile or listing and explain your concern clearly. Include enough information to help the team understand the issue.



Do not assume that every product claim or business detail published by another participant has been independently verified by Misheveve. Users should exercise appropriate care when evaluating information and engaging with other participants.

Misheveve may review reported concerns and take appropriate action in accordance with its applicable policies and procedures.

8.9 Contacting Misheveve Support

If you experience an account problem that you cannot resolve yourself, contact the Misheveve support team through the contact channels published on the official website.

When requesting assistance, provide:

- Your name or the name of your agricultural business.
- The email address or account identifier associated with your account, where appropriate.
- A clear description of the problem.
- The relevant Farm Profile or listing, if applicable.
- Screenshots or other useful details, where appropriate and safe to share.

Never include your password or confidential authentication information in a support request.

Providing clear information helps the team understand your concern and determine the appropriate next steps.

8.10 Frequently Asked Questions

Can I update my Farm Profile after creating it?

Yes. Use the available account or dashboard controls to update your profile information where editing is supported.

Where do I manage my agricultural product listings?

Use your Misheveve dashboard to manage existing listings, make available updates and review the listing data provided by the platform.

What should I do if I forget my password?

Follow the password recovery instructions available on the website. If you remain unable to access your account, contact support.

**What should I do if my product is no longer available?**

Update the relevant listing using the available dashboard controls so that visitors are not misled about its availability.

What if I find incorrect information on another listing?

Report the concern through the available support or reporting channels and provide sufficient information to identify the listing.

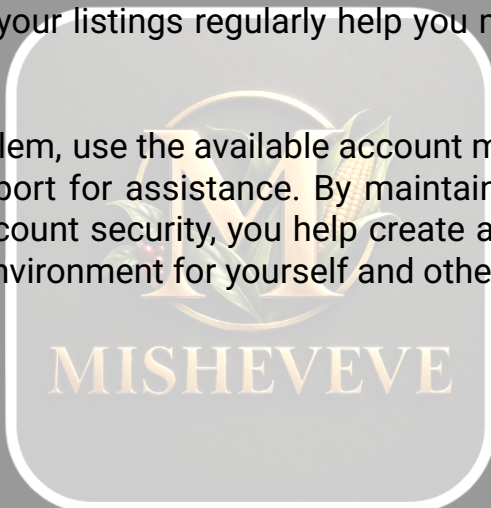
Does Misheveve guarantee that my listings will generate sales?

No. Misheveve provides a digital environment for agricultural discovery and connection. Publishing a Farm Profile or product listing does not guarantee enquiries, sales or business agreements.

Chapter Summary

Maintaining your account, protecting your login details, keeping your Farm Profile accurate and updating your listings regularly help you manage your presence on Misheveve effectively.

If you encounter a problem, use the available account management and recovery options or contact support for assistance. By maintaining accurate information and practising good account security, you help create a more reliable and useful agricultural discovery environment for yourself and other participants.





Chapter 9: Conclusion

Misheveve provides a digital space for farmers, agricultural businesses, suppliers and innovators to showcase their work, discover opportunities and connect directly. This guide has covered how to create a Farm Profile, publish agricultural product listings, improve discoverability and use the Virtual Exhibition to share agricultural products, innovations and experiences.

Make your presence count by presenting your work clearly and honestly. Keep your profile and listings up to date, use genuine photographs, provide accurate product and availability details, and respond professionally to enquiries. When engaging with other participants, verify relevant information and agree on terms directly with the parties involved.

Misheveve facilitates agricultural discovery and direct connections but does not guarantee sales, payments, delivery or business outcomes. Each participant remains responsible for their information, decisions, agreements and transactions. **Your farm has a story. Your products have value. Your experience matters.**

Moving Forward

We encourage you to make the most of your presence on Misheveve by:

- Completing and maintaining your Farm Profile.
- Showcasing your agricultural products through relevant categories.
- Using authentic photographs and clear descriptions.
- Keeping your listings accurate and up to date.
- Exploring the Virtual Exhibition where applicable.
- Engaging responsibly and professionally with interested participants.

Agriculture is built on the efforts, knowledge and experiences of people across the value chain. By making these contributions more visible and helping participants discover one another, Misheveve aims to support a more connected agricultural ecosystem.

Your farm has a story. Your products have value. Your experience matters.

Welcome to Misheveve — *Where Farmers Meet Opportunity.*

For assistance or further information, visit www.misheveve.com or contact the team at support@misheveve.com.