

WHAT TO DO

1. Visit one market or buyer at a time. Write down what you see. Do not guess.
2. For each crop, ask: "How much?" and "For what quantity?"
3. Write the price exactly as they said it (RWF or USD).
4. Tick the unit they use: kg, bunch, grams, or piece.
5. If you can, convert to price per kg. If not, leave blank. We will do it together.
6. Use one row per visit. You can come back to the same market on another day.

WHERE TO GO (suggestions)

- Kimironko Market — wholesale and retail
- Nyabugogo Market — wholesale, larger volumes
- Kabuga Market, Nyamirambo Market — neighborhood retail
- Simba Supermarket, Sawa Citi, La Galette — organised supermarkets
- Garden of Eden Rwanda, Local farmers' markets — premium buyers

GOOD QUESTIONS TO ASK

- What is the price per kg, per bunch, or per piece?
- How big is one bunch? How many grams?
- Where do you buy it from? Who delivers it?
- How often do you sell out? Is there sometimes no stock?
- Would you buy from us if we delivered every week, same quality, same time?

THE 15 CROPS YOU WILL ASK ABOUT

- | | | |
|----------------------|--------------------|------------------|
| 1. Lettuce | 2. Arugula | 3. Sweet basil |
| 4. Parsley | 5. Cherry tomatoes | 6. Spinach |
| 7. Mustard greens | 8. Green onions | 9. Kale |
| 10. Mint | 11. Dill | 12. French beans |
| 13. Bird's Eye chili | 14. Baby spinach | 15. Baby arugula |

Market Pricing – Lettuce (Butterhead / Looseleaf) Crop 1 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Quick conversions to remember:

- 1 USD = 1,400 RWF
- 1 kg = 1,000 g
- A typical leafy bunch is around 100–150 g

Market Pricing — Arugula

Crop 2 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	

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Market Pricing – Basil (Sweet / Genovese)

Fill one row per visit. Reusable form.

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — Parsley

Fill one row per visit. Reusable form.

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing – Cherry Tomatoes

Crop 5 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing – Spinach

Crop 6 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing – Mustard Greens

Fill one row per visit. Reusable form.

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — Green Onions

Crop 8 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing – Kale (Tuscan / Curly)

Crop 9 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing – Mint

Fill one row per visit. Reusable form.

Crop 10 of 15

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — Dill

Fill one row per visit. Reusable form.

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — French Beans (Haricots verts)

Crop 12 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — Bird's Eye Chili

Fill one row per visit. Reusable form.

Tower: LD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — Baby Spinach

Crop 14 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: HD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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Market Pricing — Baby Arugula

Crop 15 of 15

Fill one row per visit. Reusable form.

Upgrow Rwanda Ltd

Tower: HD tower				
Where	Date	Price (RWF / USD)	Unit (tick one)	Notes
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
			<input type="checkbox"/> kg <input type="checkbox"/> bunch <input type="checkbox"/> grams <input type="checkbox"/> piece	
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