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AI-powered DiMuto Financial Services expands into U.S. and Mexico with Grupo Paisano financing deal

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[DiMuto](#), a global Agri-FinTech company, has expanded its AI-powered financial services to the U.S. and Mexico through its latest financing deal with [Grupo Paisano](#), a large international grower-exporter of fresh produce items based in Mexico.

Financing Grupo Paisano's fresh exports to the U.S., the deal will leverage live trade transactional data tracked on DiMuto's trade platform and utilize DiMuto's proprietary trade health and financial AI to effectively mitigate systemic and transaction risks.

Grupo Paisano is a grower-exporter collective that works together with smallholder farmers to build scalable, transparent, integrated supply chains connecting field to export markets. The company organizes farmers from three different regions in Mexico into Society of Rural Production and provides them with training, technology and support to improve production yield.

Grupo Paisano exports more than 10 product categories, including avocados, mangos and limes, to the United States, where it is working with leading produce distributors with presence in top nationwide supermarkets.

Annually, the company exports over 1,000 containers of fresh produce with over \$17 million in trade value.

"We are excited to work with DiMuto's technology-enabled financing solutions," said Miguel Gallo Reynoso, general director of Grupo Paisano. "Working with large retailers and distributors typically means payment terms that can span upwards of 30 days upon arrival. DiMuto's trade finance is extremely helpful to effectively manage our cash flow and scale our business."

DiMuto Financial Services provides AI-powered trade financing to agri-food companies. The DiMuto platform unifies critical documents, products and payments in one place, gathering an accurate depository of live trade data between the borrower and respective business partners. To ensure data visibility of the supply chain, borrowers are required to digitalize their trades, tracking every single carton for each order from packinghouse to export markets.

DiMuto leverages proprietary AI to assess trade health and product quality for every trade transaction, creating a complete and accurate image of financial and operational strength of companies. The added data visibility creates lower risks for financiers and more favorable financing rates for agri-food SMEs.

This means agri-food companies can now better manage cash flows, maintain working capital liquidity, and have greater access to essential resources for economic growth.

The data-driven supply chain visibility created by DiMuto also provides significant sustainability insights via the DiMuto Sustainability Management dashboard. With its ability to track every single carton of products from farm to fork, DiMuto can accurately estimate the carbon footprint of agri-food companies. Companies can now identify opportunities for optimization and efficiency, such as reducing food waste and energy consumption.

This helps reduce costs and support sustainable practices, which can be leveraged to secure financing.

Such data regarding sustainability metrics can also be made readily available to financiers, who traditionally face challenges in sustainability financing due to the lack of transparency and visibility into supply chains. Now, they can easily conduct due diligence with DiMuto's data visibility and AI, ensuring funds invested meet sustainability objectives.

"Grupo Paisano continues to lead the market with its commitment to smallholder farmers and promotion of sustainable agriculture supply chains," said Julie Escobar, chief strategy and commercial officer of DiMuto. "We are proud to support Grupo Paisano in this important work with our data-driven financing and help them grow their business and communities together."

The Mexican fresh produce industry has consistently seen growth and produces \$17.5 billion worth of fresh produce every year. While Mexican exports dominate the U.S. market, there are plenty of untapped opportunities for Mexico to grow its exports in both established and newer markets, such as the Asia-Pacific region.

Grupo Paisano is also working with DiMuto via the DiMuto Marketplace, a B2B agri-food marketplace, to tap on the company's strong network in Asia and grow their export business.

The innovative DiMuto Marketplace connects traceable buyers and sellers in the agri-food industry, providing access to high-quality products with supply chain visibility. The marketplace offers a wide range of fresh produce, manufactured foods and seafood products for potential buyers, enabling quick and efficient sourcing.

The DiMuto Marketplace is also committed to sustainability and environmental responsibility, working with growers and suppliers who use eco-friendly farming and packaging practices.

DiMuto continues to deepen its presence in U.S. and Latin America and is working towards strengthening its financial offerings. The company plans to launch a loan fund targeted at institutional and accredited investors and broaden its financing facilities for agri-food SMEs around the world. The move emphasizes DiMuto's commitment to power global agri-food trade with data visibility and finance for a more sustainable food system.

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