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## **SPECCX platform facilitates transactions between growers, buyers**

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[SPECCX](#), an online marketplace, launched its groundbreaking platform designed to revolutionize the specialty crop industry. SPECCX's unique technology facilitates direct transactions between farmers and buyers of specialty crops. Founded in 2022, SPECCX is committed to creating a more equitable and sustainable food system.



"Our platform empowers farmers by giving them the tools to negotiate direct sales and set terms for price, distance, quantity and delivery," said Lee Greer, founder of SPECCX. "Additionally, the technology creates new market opportunities while enhancing the economic welfare for both sides."

With the ability to support both spot and forward contracts, SPECCX provides flexibility for immediate

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sales and future agreements, ensuring that the needs of both farmers and buyers are met.

SPECCX has already garnered attention within the industry for its innovative approach and commitment to the supply chain. The company is currently established in Tennessee, Kentucky, Alabama, Illinois, Indiana, Arkansas, Missouri, Mississippi and Virginia. Partnerships for future expansion have already been established in Georgia, North Carolina, South Carolina, West Virginia, Ohio, Texas and California.

As the platform continues to grow, SPECCX aims to become the leading marketplace for specialty crops sales, setting new standards for transparency and efficiency.

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