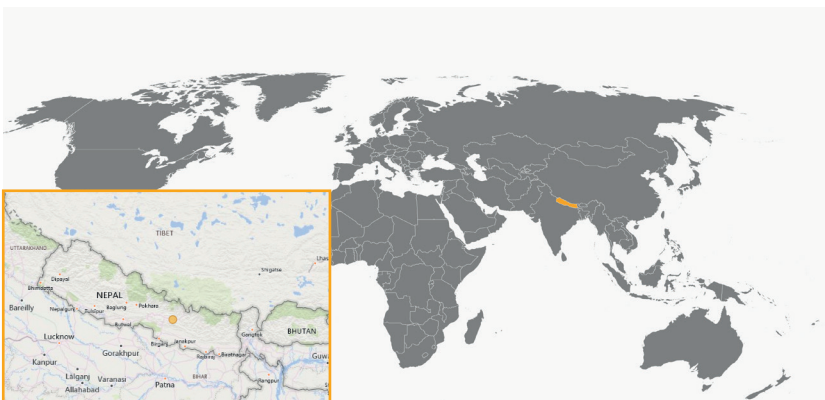


ADHUNIK AGRICULTURAL COOPERATIVE LTD. (AACL)



BHAG: To develop and implement a sustainable and cooperative vegetable output marketing modality for the commercial farmer members



Outcome

2016-2019

BENEFITING FARMERS



2016	1851 active members (874 women and 615 youth)
2019	2389 active farmers (1107 women and 806 youth)

TOTAL REVENUE



2016	EUR 39,785
2019	EUR 179,163

MOBILISED LOANS



2016	EUR 0
2017	EUR 0
2018	EUR 40,000
2019	EUR 0

EQUITY



2016	EUR 64,911
2019	EUR 96,271

TOTAL ASSETS COOPERATIVE

2016	EUR 412,831
2019	EUR 619,565

RATIO EQUITY / TOTAL ASSETS (%)

2016	16%
2019	16%

Name: Adhunik Agricultural Cooperative Ltd. (AACL)

Year of establishment: 2010

Commodities: financial services, vegetables

Processing factory: no processing factories

Start Agriterra: 2017

Core business:

The cooperative is focusing on marketing of vegetables and services to members to improve sustainability and food safety



“AACL will be a professional and reliable organisation in the supply of vegetables with high quality products, an inspiring value proposition and a higher farmer price than the average market price.”

Dayaram Machamasi, chairperson AACL

“AACL would like to further position itself in the vegetable marketing by professionalising its marketing services and adding value to the products.”

Trijan Singh, business advisor Agriterra



RESULTS

1 ✓

The sales turnover of AACL increased with 350% compared to 2016

2 ✓

AACL changed layout of main outlets to attract more customers

3 ✓

AACL delivered vegetables to 3 hotels and started home delivery regularly to 150 clients



Advice



Training



Exchange

Input Agriterra

2017

Mapping of commercial farmer members
Conduct research on marketing modalities and product diversification
Capacity development on cooperative management & financial management

has
hogeschool

2018

Develop cooperative marketing policy & guidelines
Develop business plan
Capacity development on governance and financial management

2019

Develop strategy of market position
Develop plan of supply chain management
Develop capacity on marketing
Develop linkages with buyers



FLYNTH
advisers • accountants



GOAL AACL

To achieve an increase in the sales turnover of vegetables marketing

To establish new outlets for vegetables sales such as:

- New fixed outlets
- Hotels/restaurants
- Home delivery and online shopping

AGRI
TERRA