Outcome
2016-2018

**Benefitting Farmers**
- 2016: 1851 active members (874 women and 615 youth)
- 2018: 2190 active members (1124 women and 742 youth)

**Equity Increase**
- 2016: NPR 8,205,373 (local currency)
- 2018: NPR 12,169,565 (local currency)

**Total Revenue**
- 2016: NPR 5,029,260 (local currency)
- 2018: NPR 22,648,071 (local currency)

**Ratio Equity / Total Assets (%)**
- 2016: 16%
- 2018: 16%

**Total Assets Cooperative**
- 2016: NPR 52,185,927 (local currency)
- 2018: NPR 78,319,220 (local currency)

**Core Business:**
The cooperative is focusing on sustainable and safe agricultural practices, being conscious of health of farmers and consumer.

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

Trijan Singh, business advisor Agriterra
The overall objective of AACL is to increase member income through establishing cooperative vegetable marketing.

**Input Agriterra**

**2017**
- Mapping of commercial farmer members
- Conduct research on marketing modalities and product diversification
- Capacity development on cooperative management & financial management

**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

**RESULTS**

1. AACL has made sales turnover of NPR 20 million in 2018 with main outlets and sales channels.

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 members.

“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

**GOAL AACL**

The proposed activities are made to achieve sales turnover goal of cooperative vegetables marketing of NPR 66 million in 2019 through following sales channels:

- **Existing outlet:** NPR 30 million
- **New outlet:** NPR 9 million
- **Home delivery and online shopping:** NPR 12 million
- **Hotels/restaurants:** NPR 15 million