

COOPERATIVE ADVISORY SERVICES

Advice - Training - Exchange



**AGRI
TERRA**



FOR COOPERATIVES

INCREASE YOUR COOPERATIVE BUSINESS

Agriterra professionalises farmers' cooperatives and organisations through advice, training and exchange. Already for more than 20 years, we believe in the 3-level approach of Farmer Business, Farmer Services and Farmer Lobby: the first step is to strengthen the cooperative itself. Secondly, we improve services for its members and link the cooperative to markets and financial institutions. In the third phase, we connect them to governments and policy makers. All fields of the 3-level approach are important to take cooperatives to the next level. Our training modules Governance, Financial Management, Business Development and Lobby have been developed to implement this model. Cooperative Advisory Services (level 1 & 2) are part of the training module Business Development, as are Record Keeping, Marketing Basics training and the Value Creator tool.

Why invest in Cooperative Advisory Services?

Your member farmers need good, affordable agricultural advisory and other services. These include: good agricultural practices, farm management, financial management advice and services related to access to input, markets and/or finance. Agriterra guides you in assessing your current advisory services system and explores how to improve this in terms of financial sustainability, farmer ownership and future-proofness. This investment pays off and saves a lot of costs for ad hoc agronomic external advice. Agriterra's 8-step result management guidance tool (see back) keeps you in control. You extend the quality of service provision to your members. Delivering good advisory services to them improves farmer business and is an important strategy for a marketing or processing cooperative to ensure sufficient, quality supply. This leads to a stronger position of your cooperative in the value chain, in better sourcing contracts and satisfied, committed members who are able and willing to pay for services.

AGRITERRA TRAININGS

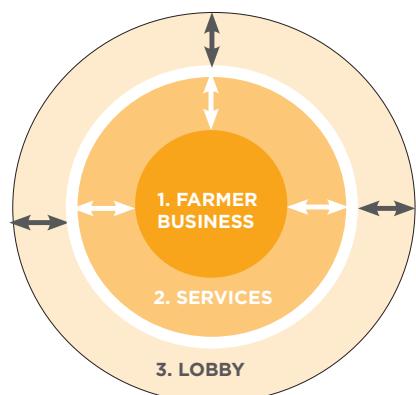
Focus on services strategy and reinforcing your own strength

Together with Agriterra you sharpen the strategy and approach to improve the service provision to your members and through this, your member's income.

After conducting the Cooperative Advisory Services 'check', Agriterra offers a workshop on sustainable services. Our aim is to make services **farmer-led, financial sustainable and future-proof**. During this workshop we identify together what services are mostly needed and what the cooperative needs to do to provide these services. By doing so, we concentrate on the internal organisation and on optimising the service offering.

All the services are matched and your organisation will be able to deliver optimal added value to service provision to members.

For prioritised services to be provided by or through the cooperatives, Training of Trainers modules are available in a broad range of services-related topics such as record keeping and benchmarking.



Implementation of model in training modules:

- Governance
- Financial Management
- Business Development
- Lobby

Agriterra's 3-level approach





IMPROVE SERVICES FOR YOUR MEMBERS

service package

- Good agricultural practices
- Support in farm management & planning
- Advice on how to get access to input, markets and/or finance



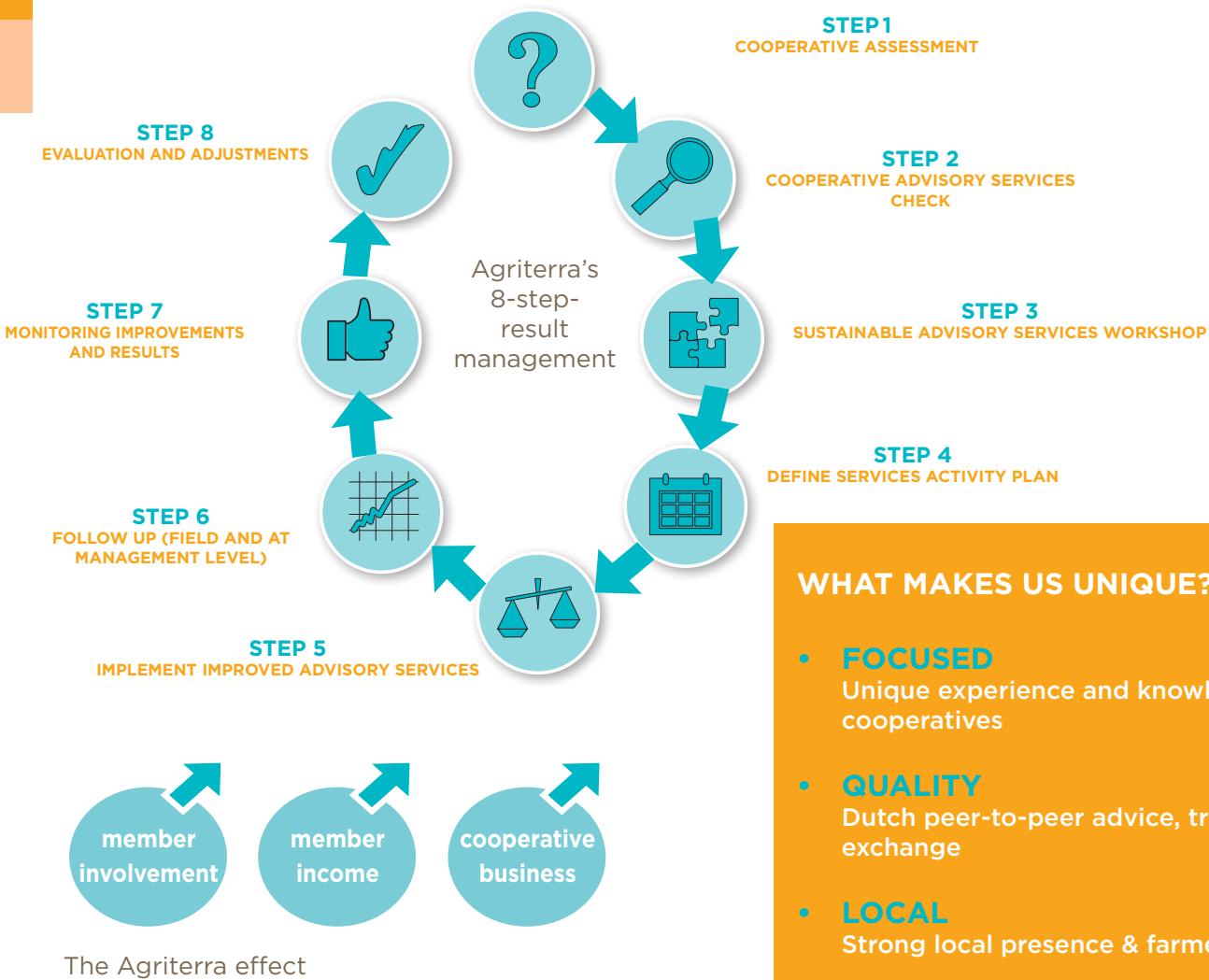
FOR SERVICES ORIENTED COOPERATIVES THAT WANT TO TAKE THE NEXT STEP

Agriterra focuses on farmer cooperatives and organisations that want to make a difference for their members. With Agriterra you get access to hands-on expertise on the key issues of advisory service provision. We improve especially the **advisory services related to production**, as this is key to a steady supply of the primary product processed by a cooperative, the raw material.

Effective and efficient advisory services improve the skills, knowledge and, very important, the attitude of the members of the cooperative. These services **improve farm management practices** by innovations such as better agronomic practices (agricultural extension), entrepreneurship development (farm management, record keeping, farm planning) and information sharing related to access to finance, access to inputs and access to markets.

Investing in advisory services **stimulates cooperative business** (either bulking, processing/value addition and/or marketing). The ultimate goal is to have professional, well informed, committed members who deliver secure and good supply to the cooperative. This results in improved income of the members, as well as of the cooperative!

STEPS TO BECOME A SUCCESSFUL COOPERATIVE WITH COMMITTED MEMBERS



WHAT MAKES US UNIQUE?

- **FOCUSED**
Unique experience and knowledge of cooperatives
- **QUALITY**
Dutch peer-to-peer advice, training and exchange
- **LOCAL**
Strong local presence & farmer-led
- **CONNECTED**
Extensive network in cooperatives and agribusiness

Agriterra is an agri-agency founded by the Dutch agricultural sector that professionalises farmer organisations and cooperatives worldwide in order to better serve the needs and interests of their member farmers.

Agriterra
Willemplein 42
6811 KD ARNHEM
The Netherlands