**Outcome 2015-2018**

**Benefitting Farmers**
- 2016: 483 members (178 women/32 youth), 113 active
- 2018: 483 members (213 women/30 youth), 120 active

**Equity Increase**
- 2016: RMB 23,869,576 (local currency)
- 2018: RMB 49,488,539 (local currency)

**Total Revenue**
- 2016: RMB 68,100,278 (local currency)
- 2018: RMB 100,496,265 (local currency)

**Ratio Equity / Total Assets (%)**
- 2016: 48%
- 2018: 63%

**Total Assets Cooperative**
- 2016: RMB 49,669,993 (local currency)
- 2018: RMB 78,558,622 (local currency)

**Mobilised Loans**
- 2017: Various Grants: EUR 183,600

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**Name:** Shiling Poultry Cooperative  
**Year of establishment:** 2003  
**Commodities:** eggs  
**Processing factory:** no  
**Start Agriterra:** 2016

**Core business:**  
The cooperative is basically present in the entire chain of fresh egg market by having in-house patching compartment, two modern chicken houses, egg handling equipment, own transportation vehicles, distribution center and retailing stores.

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"As we observed, Shiling Poultry Cooperative needs to define a clear marketing strategy and improve its chain efficiency. The project aims to bring the cooperative to a new level by further improving its efficiency in the value chain."

Gabriéla Versteeg, business advisor Agriterra
On the management’s agenda of Shiling Poultry Cooperative is the question how to reduce the chain costs and constantly improve chain efficiency.

Shiling Poultry now has a better understanding on how to do chain analysis and the importance of involving youth in cooperative development.

Shiling Poultry developed an objective to improve their production efficiency: 10 eggs extra per hen.

Grade eggs and sell secondary quality eggs as liquid eggs, in the future possibly as egg products.

Shiling Poultry now has a better understanding on how to do chain analysis and the importance of involving youth in cooperative development.

“ Agriterra opens a window for us, through which we can communicate with peer farmers from the other part of the world. Our cooperative benefits a lot from the advice and knowledge brought by Agripool experts and business advisors of Agriterra.”

Chen Dayou, Chairman Shiling Poultry Cooperative

RESULTS

1

Shiling Poultry developed an objective to improve their production efficiency: 10 eggs extra per hen.

2

Grade eggs and sell secondary quality eggs as liquid eggs, in the future possibly as egg products.

3

Shiling Poultry now has a better understanding on how to do chain analysis and the importance of involving youth in cooperative development.

GOALS SHILING POULTRY COOPERATIVE:

• make the cooperative informed of the advantage of being a cooperative over a company.
• cultivate young farmers
• technical training
• conduct a feasibility study on broadening their product portfolio

Input Agriterra

2018
Technical training on feeds and data analysis
Feasibility study on product portfolio
Governance training
Advisory service on youth development

2019
Data analysis in assisting decision-making
Branding strategy and brand equity
Youth participation