

# CONNECT FARMERS TO POLICY MAKERS

Advice - Training - Exchange



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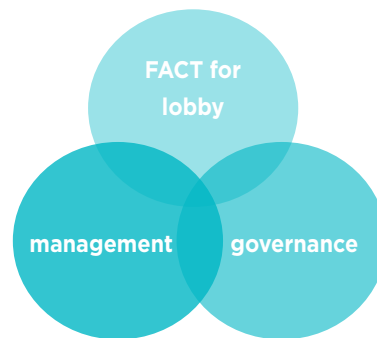


**FOR COOPERATIVES**

# BRIDGING THE GAP BETWEEN FARMERS AND POLICYMAKERS

As a farmers' organisation you have the important task of representing the interests of your members. Agriterra provides guidance that will thoroughly and systematically prepare you to enter into a dialogue with policymakers. Whether you are seeking a more advantageous tax regime, fair pricing mechanisms or clear rules on land ownership, Agriterra will endeavour to assist you convert the challenges faced by farmers into concrete proposals for presentation to policymakers. Always with a strong focus on ensuring that it is your concerted lobbying that delivers results. That is how we support you bridge the gap between farmers and policymakers.

Fundamentals



## ADVICE

### Evidence- and solution-based lobbying

Agriterra's approach is based on the idea that effective lobbying results in a more favourable operating environment for your members.

Bottom-up consultation with your members will increase their involvement and the impact of your lobbying activities. That is one of our priority areas as advisers. Agriterra will help you to systematically gather data, identify the underlying problems in your organisation, formulate tailor-made and specific solutions and set your lobbying priorities. By adopting an evidence- and solution-based lobbying strategy, you make your organisation into a serious and strong negotiator.

## TRAINING

### Structure with FACT-method

By using the Farmers Advocacy Consultation Tool (FACT) Agriterra introduces a structure that is designed to ensure effective lobbying. Farmers' leaders and staff are trained in four key areas: consultation with members, participatory research, preparation of SMART proposals and stakeholder engagement. Agriterra has a network of trainers who can assist your organisation in this process. FACT is a practical and goal-oriented tool that will put you in a strong position at the negotiating table.





## EXCHANGE

### Practical expertise

The exchange of knowledge and experiences with experts is an important part of the Agriterra approach. Agriterra puts you in contact with representatives of farmers' organisations that have seen similar projects through to a successful conclusion. This gives you practical guidelines that you can apply to your own situation. Ultimately it is all about good input and a proactive dialogue. This will improve the proposals that you present to policymakers and the results you deliver to your members.



## SEEKING A BETTER BUSINESS ENVIRONMENT FOR FARMERS

Agriterra focuses on farmers' organisations that want to give their members a real voice in shaping agricultural policy in their region. Through a process of advice, training and knowledge sharing you will be able to develop high-quality and specific proposals that cannot be brushed aside by the other negotiating parties. Our approach has brought a successful conclusion to many lobby programmes worldwide in a variety of areas, including public investment and changes in tax regulations. By adopting the Agriterra approach you are actively committing to achieve a better business environment for your 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.

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