

# MARKET LINKAGES

LINKING THE INTERNATIONAL  
MARKET TO COOPERATIVES



**AGRI  
TERRA**



**FOR COOPERATIVES**



# AGRITERRA SOURCING OPPORTUNITIES

Agriterra is the international cooperative specialist and is opening up its network to facilitate companies in sourcing. Agriterra can assist in the process of sourcing products/supplies from local agricultural cooperatives in new and emerging economies and we offer access to commercially interesting trade deals. The aim is for these market linkage activities to benefit Agriterra's clients, the cooperatives or farmer organisations and their members.

## Working together

Do you start a sourcing procedure from a Corporate Social Responsibility perspective? Have you considered the availability of budget and time? Do you need a specialist to find the right partner and help in the deal making? Then there might be a great opportunity to work together. Some other things to consider: local situations are different from Western countries and there will be challenges. For example if cooperatives are unable to make the deadline, or are unable to produce according to standard. Then extra training and advice might be needed.

These challenges call for a cooperative capacity building programme operated by Agriterra.

## What we do

- Intake interview / desk research / market scan
- Scoping & Cooperative Assessment: select and propose a range of client cooperatives according to your criteria
- Collect samples
- Introduction to the cooperative and accompany you to the cooperative
- Facilitate in the process of sourcing at the cooperative

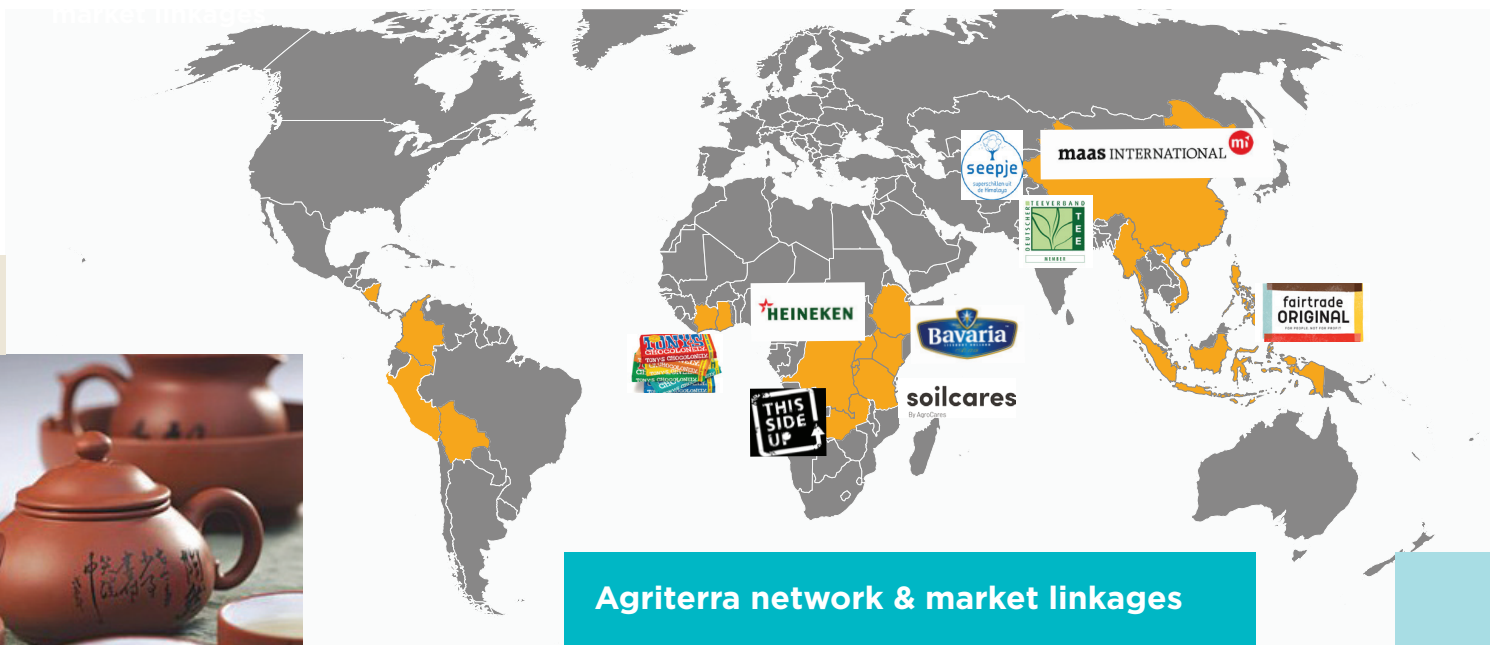
## Service packages

Our services are offered in four packages:

1. Intake (free of charge)
2. Scoping & Assessment
3. Deal making & Localisation
4. Capacity building

We offer an incentive for full service package deals (1-4).

**20 countries, more than 250 cooperatives**



**Agriterra network & market linkages**



### OUR ADDED VALUE

- In-depth insight in the potential of a cooperative
- Local presence & understanding of local business culture
- Introduction and facilitation of the linkage process between buyer and supplier
- Experience in advising, training and coaching of suppliers
- Connected to an international Agripool network of peer-to-peer experts

## COOPERATIVE TRAINING BUILDING BLOCKS



### Financial management



- Financial management training for cooperatives
- Supervisory board training
- Production planning
- Risk management
- Visibility, accessibility and understandability of business indicators
- Linkages with financial service providers

### Production



- ToT basics for farm scale interventions
  - Basic course on (organic) agriculture
  - Water management and erosion control
  - Establishing farmer field schools
- Large scale cooperative business activities
  - Seed bed management
  - Nursery management
  - Processing station management
  - Fertilizer production on factory scale
  - Quality control services of fertilizers

### Cooperative governance



- Cooperative governance training for cooperatives
- Member commitment
- Internal capitalisation
- Cooperative strategy development
- Processing station proximity

### Marketing & Business planning



- Marketing strategies
- Smart selection of certificates
- Price risk management
- Tasting workshops
- Knowing your variety
- Participation in international trade fairs

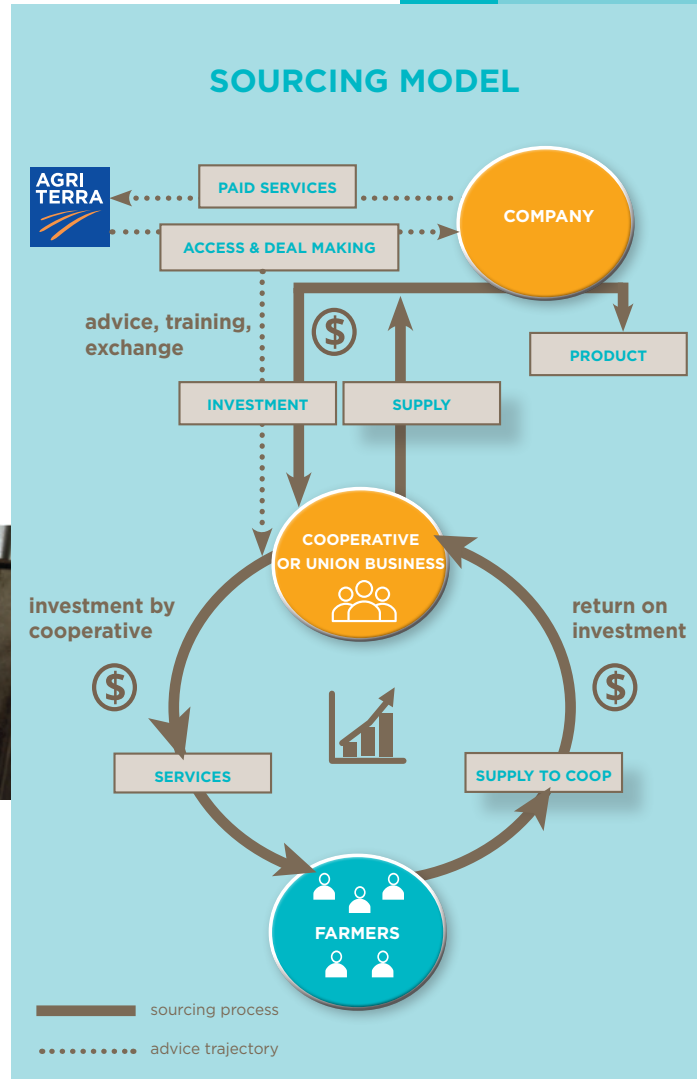
# Examples of market linkages



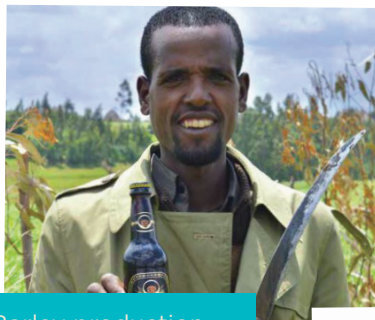
Producing, processing & packaging of organic boemboes Indonesia



Processing & packaging tea Nepal



Specialty Coffee Congo



Barley production Ethiopia



'A brewing better world' rice, Congo

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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