

CENTRAL CACAO DE AROMA



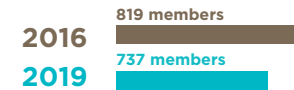
BHAG: Get an own storage



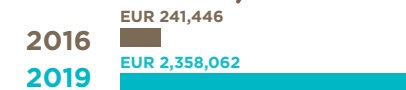
Outcome

2016-2019

BENEFITING FARMERS



TOTAL REVENUE



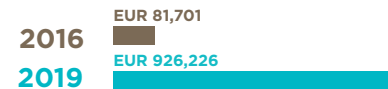
MOBILISED LOANS



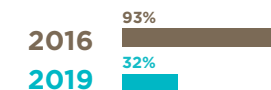
EQUITY



TOTAL ASSETS COOPERATIVE



RATIO EQUITY / TOTAL ASSETS (%)



Name: Central Cacao de Aroma (CECAT)

Year of establishment: 2014

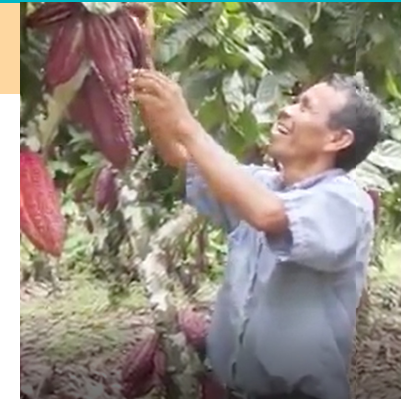
Commodities: cacao

Processing factory: yes

Start Agriterra: 2017

Core business:

Buying and selling cocoa beans of their members



“Agriterra shows the right way to become a sustainable and competitive cooperative.”

Higor Jaramillo, manager CECAT



“It is quite satisfactory to see that after 3 years of collaboration, my client is beginning to replicate what we taught them, with their own members.”

Carlos Torero, business advisor Agriterra



Input Agriterra

2017

- Prepare manual and regulation of the organisation and functions of the union
- Hire an administrator to collaborate with General Management
- Train cooperative managers and their technical team in financial management and marketing
- Review of the rules of the union and regulate contribution system, representation of the partners, incentives and penalties
- Study tour
- Cost analysis of the union and its partner cooperatives
- Creation and regulation of credit area

2018

- Train and prepare new leaders in financial management, marketing, governance
- Prepare Business Plan to implement a chocolate processing plant
- Implement an internal marketing programme to better respond to the members issues
- Standardisation of the administrative management system of the primary cooperatives
- Involve the union in the participation in an international food and drink fair

2019

- Governance training
- Basic financial training
- Study tour

RESULTS

1 

7 managers and business managers, 5 accounting assistants qualified in financial management and marketing

2 

Promotion of the union was done via radio and local newspaper. They have become known in the province and the members have been informed of everything the Cooperative does

3 

2 manuals were realised, the administrative and accounting one. The manuals have been adapted to the needs of each primary cooperative and will be implemented from next year



Advice



Training



Exchange

GOALS CECAT

Improve financial management according to recommendations of the financial health check and external audits

Increase the assets through generating greater commitment of the partners

Obtainment of external capital for investments and for collection under the business plan

**AGRI
TERRA**