



VREDESEILANDEN'S INITIATIVES ON LINKING FARMERS TO MARKETS

Ensuring the Right to Sustainable Income
Through A Strong Position in Markets for
Organized Small Family Farmers

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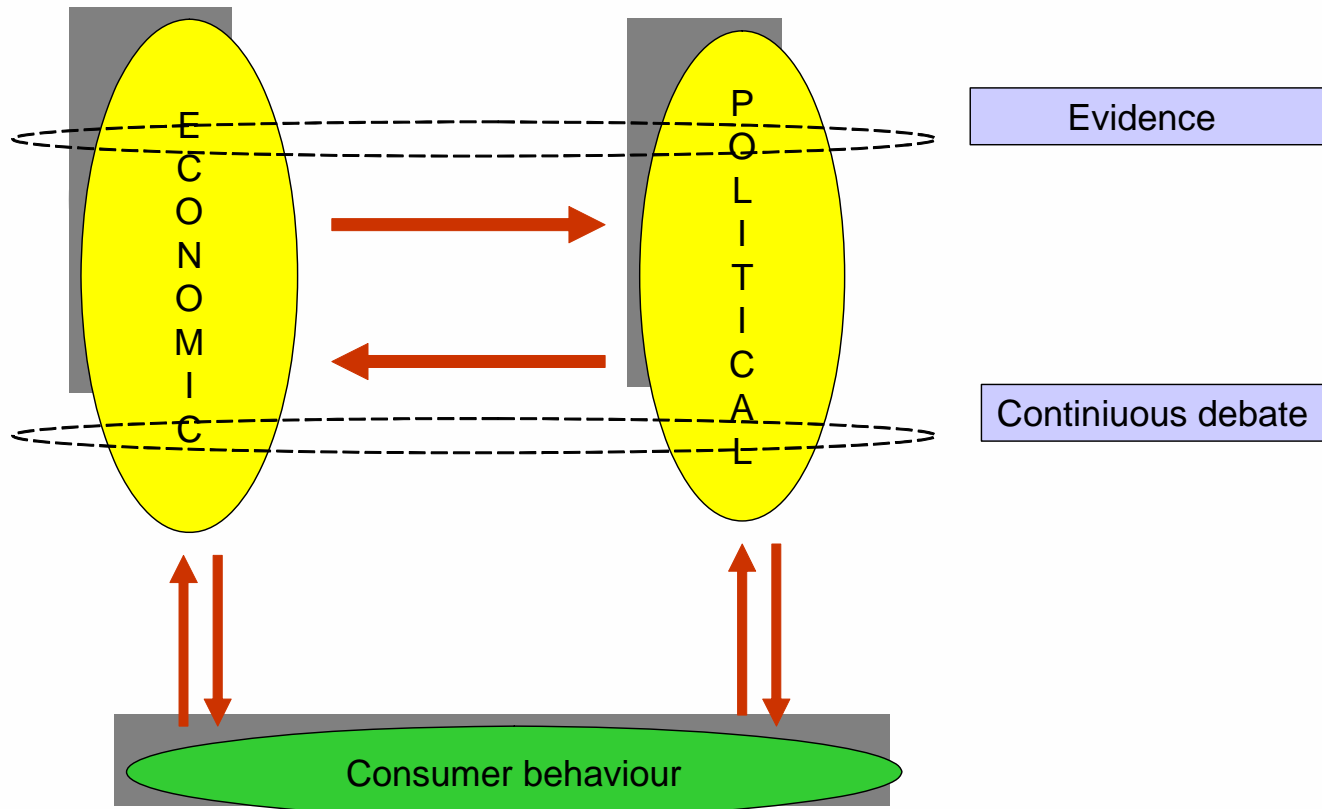


vredeseilanden



Mission of Vredeseilanden translated in 3 objectives

Objectives 2008-2013



Guiding Framework



**Receptive
business
sector**

**Trained/
empowered
farmers**

**Partnership
facilitation**



**Facilitating
Public sector**



Development Initiatives

Bulk of Initiatives

- Trained Empowered Farmers
Producer organizations and their integration to markets
- Receptive Business Sector
Private sector willing to partner with farmer groups
- Facilitating Public Sector
Working for an enabled environment

Emerging Interest

- Facilitating and brokering role of market intermediaries:
“Two-faced intermediaries” who can bridge the worlds of small-scale farming, trade & finance
- Reconsideration of the role of NGOs
still to remain outside value chain
but developing competencies & role as business development service (BDS) facilitator
linking with BDS providers

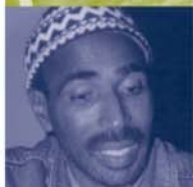


VREDESEILANDEN'S STRATEGIC THRUST



Thrust

Strategies



Sustainable Agricultural Chain Development

- Support Capacity Development of Organized Family Farmers
- Pilot Innovative Action in SACD (dialogue, co-ownership, etc)
- Promote Scaling up & Extension to Other Development Actors
- Support Access to Financial Means Within Chains



Advocacy

- Empowering Farmer Organizations and Movements
- Use The Evidence Of The Chain Development To Inform/ Feed Advocacy Towards Structural Changes



Organizational Learning

- Learning Alliances (internal and external learning processes: business models, political & Economic objective articulation)
- Organizational Learning at National and Regional Level (chain wide learning, management learning)
- Organizational Learning at International Level (knowledge exchange and development at global VE level)



Cross Cutting Issues

- Gender Mainstreaming
- Sustainability

The Learning Alliance Strategy



Creating an enabling Environment:
advocating jointly enabling private & public policies

Chain wide learning between multi-stakeholder experiments

Lessons gained from & in partnership with other programs

- FAO
- Regoverning Markets
- GPP LFM- GFAR
- others



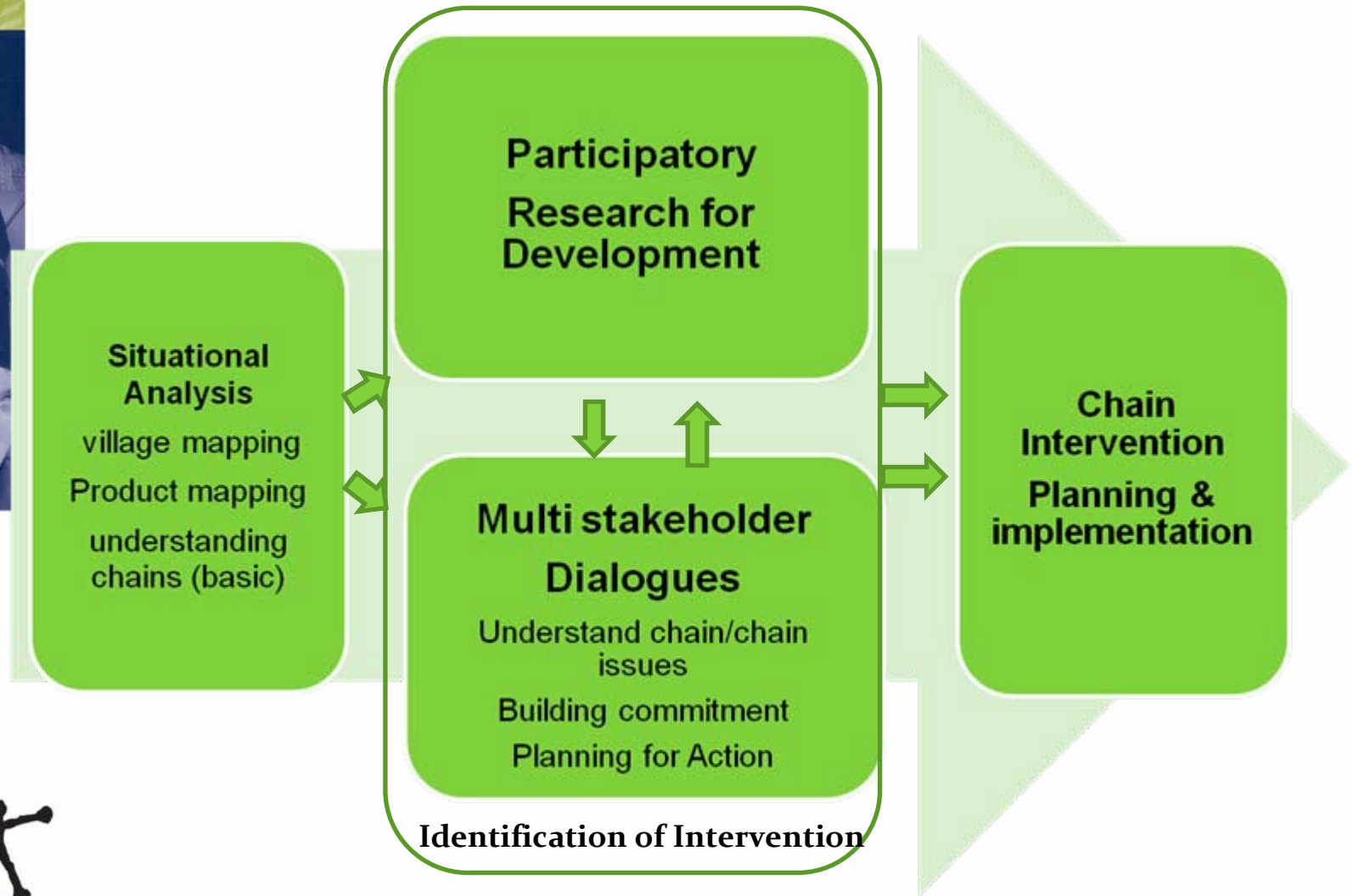
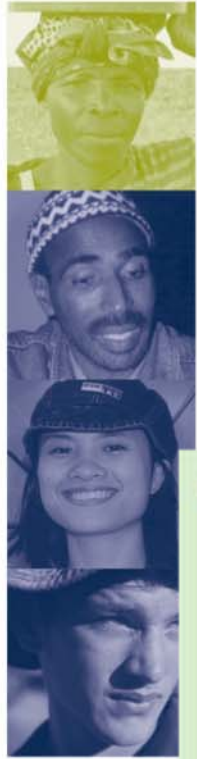
- Chain wide learning
 - PACA (Multi stakeholder dialogues)
 - Tripartite Program on Inclusion of Small Farmers in Value chain (IIED, CORDAID, VREDESEILANDEN)

- Lessons from programs/partnerships
 - FAO
 - NGO Workshops Bali 2006; Hanoi 2008
 - Enabling Agribusiness Environment Sept 2007



Chain Wide Learning

1. Participatory Agricultural Chain Assessment (PACA)



Multi stakeholder Dialogues (MSD)



MSD involves venue provision where chain actors and stakeholders get to meet face to face and level off expectations, discuss issues and concerns that will enhance chain sustainability, collectively prioritized issues needing attention and consequently plan for action.

Understanding the chain

**Chain Mapping and Assessment
Determining roles & positions in the chain**

Building commitment to enhance the chain

Each sector giving their vision for and what they can commit as a group in helping enhance the

Planning for Action

What's next

Multi Stakeholder Participatory Chain Assessment (Coffee)
A VECO Indonesia Initiated Dialogue In Collaboration with JALESA
Toraja, Sulawesi July 10-13, 2007

Objectives: To provide a venue for multi stakeholder dialogue and in the process collectively work towards

1. a better understanding of the coffee chain in Toraja and
2. a plan of action that will further enhance sustainability of the Toraja coffee chain for the mutual benefit of all stakeholders.

Program of Activities

Understanding the Coffee Chain		Building Commitment for chain enhancement	Planning for Action
Day 1	Day 2	Day 3	Day 4
a.m.	Chain Mapping & Assessment Determining roles & positions in the chain	Field Visit *Farmer Group & NGOs visited the Private Co. Plantation and processing facilities	What's next
p.m.	Learning more about the chain Dialogue on : * Chain actors roles & activities * Chain Issues & concerns	Participatory identification of Areas for Chain enhancement Identification of Potential Contribution (by sector)	
O U T C O M E	Awareness and Appreciation: • Chain actors and stakeholders get to meet, share chain perspectives & gain enhanced understanding of roles & contribution to the chain •Farmers get to a) appreciate more the farming systems of Toraja Arabica Coffee, Co. (TOARCO), a major private coffee company producer and processor) b) to know the quality requirement of the company & c) understand the need for quality care as early as production and how it impacts on processing activities and product.	Resolved Issues Openness led to discussion on non-acceptable practices of different stakeholders • Uniformity of volume measurement traders use can (in liters);the private co. uses kilogram ➤agreed to Use kilogram as a policy •Farmers lack of awareness on how coffee are being evaluated by the private company ➤A socialization of TOARCA on their quality requirements & measurements was undertaken •Lack of support from the private company in terms of technical requirement ➤TOARCO provided free seedlings before but distribution was monopolized by one farmer. The farmers then realized that within their own ranks untoward behavior also occur.	Plan of Action • form a producers group •Once formed the group will plan activities on the basis of prioritized issues arrived at in the workshop •Jalesa and VECO to monitor progress of agreed upon activities Progress Monitoring • the producers group was formed through Jalesa's facilitation and now active in the Coffee/Cacao Forum • follow up dialogue with the government initiated by VECO

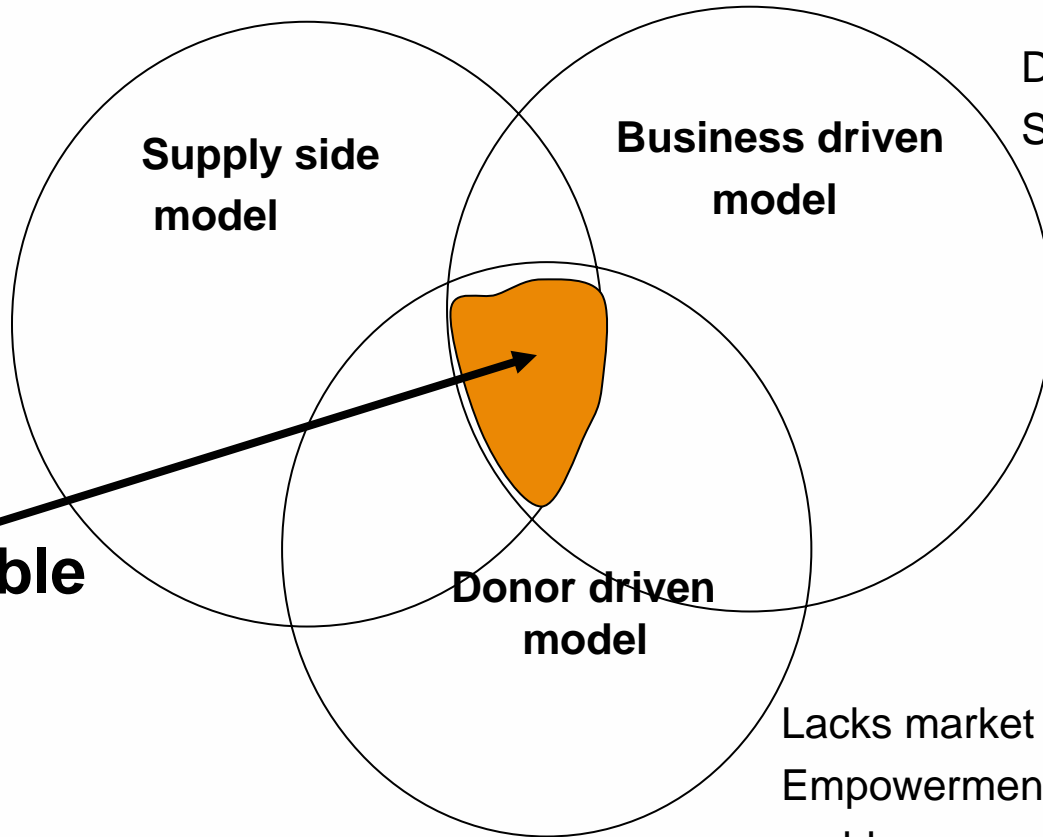
Chain Wide Learning.....

2. Tripartite Program on Inclusion of Small Farmers in Value Chain Sustainable Business Models (IIED, CORDAID, VECO)



Lacks critical buyer relationships that ensure market demand

Does not empower Small producers to succeed over long term



Lacks market insight and raises Empowerment and sustainability problems

Sustainable model





Chain Wide Learning.....

2. Tripartite Program on Inclusion of Small Farmers in Value Chain

- Focus: alternative business models that enhance participation of family farmers in fair/sustainable markets
- Three regions/ one country per region
 - Asia
 - Latin America
 - Africa
- Pilot projects
 - 1st national consultation (evidence to action)
 - what's on ground
 - list of suggested pilot project
 - formation of country network
 - selection of 1-2 cases
 - implementing chain interventions
 - document business models and performance
 - share learning



Thank You

