

# Success factors at the cooperative level

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- Professional management of the cooperative, including marketing and technical services
- Established market linkages
- Applied research for quality production and storage

# Success factors at the farm level

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- ❑ The availability of part time off-farm income
- ❑ Membership in a cooperative which assures the marketing and upgrading of the product – while the resulting distance from the market requirements proposes a certain disadvantage.
- ❑ Easy access to competent and timely extension services at reasonable fees
- ❑ An “ideal” family farm size of approximately 4 ha, relying on the full capacity of family labour which can assure a sufficient income

# Success factors at the extension level

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- ❑ Regular and intensive direct contacts (weekly) between extensionists and farmers.
- ❑ Advice to members is largely given on demand and very timely
- ❑ The service uses a large variety of information tools and techniques: field days, print material, telephone and SMS, warning services, intranet, etc.
- ❑ All extensionists are generalists, supported by subject matter specialists for specific cases. All are technically competent with a good in-house reference system
- ❑ All extensionists share a common vision and professional pride.
- ❑ Extensionists have regular internal feed-back sessions to discuss particular cases, while there is a certain felt weakness in extension methodology.

# Success factors at the extension level

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- ❑ The service is financed by its members and partly subsidized by the government, but it is independent of government control.
- ❑ There is a strong linkage to agricultural research in the region (Laimburg) (advice, trials, training, management of research)
- ❑ The extension service is technically and logistically well equipped.
- ❑ The service is independent from chemical companies and marketing cooperatives.
- ❑ The extension service has been in operation for more than 40 years. During this time it has built a strong reputation as a reliable and trusted partner for communicating with farmers