

Title: Qiangshengyuan Fruits Cooperative Assessment
Project number: 18at-7350
Mission number:
Period: 7 days within mid-September to mid-October of 2018, incl. international travel
Business advisor: Horson Long/Lei Chen

Agriterra

Agriterra is a network organisation of Dutch agri-employers' organisations and companies. It has a vision that farmers' associations and cooperatives can have a positive influence on development through speeding up the process and ensuring a more equal distribution of income and an enhancement of democratic decision-making and relations.

Agriterra mobilises hands-on experience from the Dutch agricultural sector via the so-called AgriPool. Experience-based knowledge is increasingly important to fulfil the demands of agriculture private enterprise wishing to connect with smallholders, so we are developing the new business strategy to reflect the changing business environment.

The aim of Agriterra is to make cooperatives bankable. By focusing on few clients within a limited number of countries, Agriterra is able to target those cooperatives or other farmer owned enterprises, who are ambitious, have good management, have been economically active, have more than 1,000 members and who have plans to invest in order to expand their business. Agriterra's support is especially based on technical support from experts from the Dutch agricultural and cooperative sector combined with limited project funding. The advisory services can be applied to all aspects of the business planning process, access to finance trajectory or the implementation phase.

Hanyuan Qiangshengyuan Fruit Cooperative Introduction

Hanyuan Qiangshengyuan Fruit Cooperative (hereinafter as "the coop") was established in 2014 by some young people returned from working in the cities. It locates in Fuzhuang Township, Hanyuan County of Sichuan Province, about 260 km south of Chengdu, the capital of Sichuan Province. This mountainous area has good climates and different fruits can be produced during different seasons of the year.

At this time there are 239 registered members, among which 6 are big shareholders. They can enjoy a series of services from the cooperative, e.g., planting technology, marketing and other services. The coop established a culture show team to perform to the community during festival or other important events. Members are also organized together to support the infrastructure construction of the community.

The coop has bylaws and has set up good governance system. They have board meetings, members meetings and these meeting are well documented. The important things of the coop will be decided by the board meeting.

For more information about the cooperative please visit:

www.1688.com/xinyong/92e0a8667d6a370d33f1e2af505168cb.html

Background

Hanyuan County features with good climate in Sichuan Province, and can produce different kinds of fruits during different season of the year. It is very close to Yunnan Province, about 260 KM to the south of Chengdu, the capital of Sichuan Province.

In 2014 some young people got back from migrant cities, and established the fruits coop, with hopes to support the holistic community development (aligned with China governmental strategy of Rural Revival). The coop supports the members for fruit production of cherry and fruits, also organizes the members to participate in the infrastructure construction of the communities. And a culture show team was established to perform during important days so as to revive the local rural culture.

The community also organizes the members to provide self-help to each other in the fruits production. This was very good community practices for the community self-governance.

At this time, the coop hopes to build up the capacities of the coop staff so as to provide better services to the members.

They also hope to improve the productivity and profitability of the fruit gardens by applying advanced breeds, technologies according to higher production standards, which can improve the quality of the whole fruits in this area.

They also want to do capitalization within and beyond the coop, so as to ensure the financial support to the members during the production.

This CA mission is also partially sponsored by Sichuan Agriculture Economy Management Station (AEMS). The government agency partners with Agriterra to provide advices, trainings to Sichuan Cooperatives.

Objectives

Main Objective: to identify the coop's needs and opportunities for organizational and business development, and to facilitate developing action plans to improve the member qualification/ commitment, to improve the production level and profitability of the coop so as to enhance livelihood of the members.

Specific objectives:

- To understand the coop's fruits production, staff capacity, financial management, member participation and member management
- To understand the coop's strategic plans and the initiatives for capitalization
- To identify the coop's development needs for advanced fruits breeds and technologies, and fruits marketing both online and offline
- To facilitate developing action plans for the next three years

Mission details

The assignment will be carried out by either an agripooler or a colleague, accompanied by a National BA Horson Long or Lei Chen.

Agriterra will arrange for safe transportation and ensure proper accommodation and food during this field visit. Qiangshengyuan Fruits Coop will support to arrange meetings and visits to the members and farms. All costs of transportation, accommodation, food will be invoiced to the mission after the visit.

CA report with decision is expected within four weeks after completing field visits of this mission.

Programme

Date	Activity	Remarks
Day 1	Travel	
Day 2	Arrival in Chengdu Meet and plan with BA	Night stay at Chengdu
Day 3	Meet with Sichuan AEMS Travel from Chengdu to Qiangshengyuan Coop (in Hanyuan County of Sichuan Province, 260 km South of Chengdu)	Night stay at Hanyuan
Day 4	First day visit: meet with board, management & members, and other key stakeholders of the coop; review documents; visit the community centre and fruit gardens	Night stay at Hanyuan
Day 5	Second day visit: field visits and interview to more members, and other fruit gardens of different members	Night stay at Hanyuan
Day 6	Third day visit: debrief & meetings with the coop; feedback to Hanyuan Government; get back in Chengdu in the afternoon; meet with Sichuan AEMS	Night stay at Chengdu
Day 7	Travel	

Expected results

- Detailed CA report with contents about the current progress and challenges of the coop as regarding to its governance and business development, the coop's development needs for staff capacity building, advanced planting technologies and breeds as well as capitalization.
- The decision about whether to start the partnership between Agriterra with the potential client
- Advices on improving governance and business development to be given to the coop
- Action plans by the coop in case that the partnership decision is yes.

Annex

Qiangshengyuan Fruits Coop Scoping Report (to be attached).