

## Vacancy for an Agripool mission

### Development of Strategic Plan 2018-2021 for Yubi Orange Cooperative

Ref. nr AS. 10493

#### Who are we looking for?

An expert in fruit (especially citrus) value chain (production optimization, value addition and market organization) and agricultural cooperatives. We are looking for someone who has experience in Asia preferably in China who has ability to elaborate a comprehensive strategic plan of a bloody orange cooperative based on the major challenges and ambitions linked to business and organizational development. Are you flexible, stress tolerant, optimistic, patient et pragmatic ? Then you may be the right person needed to facilitate the workshop that will put in place the strategic orientations of this orange cooperative over the next five years.

#### Yubi Orange Cooperative

Yubi Bloody Orange Cooperative is a farmer-led business who has established in 2009. For now, they have 10000 mu (666 hectare) Bloody orange, having 209 members in their cooperative. Yubi will collect the bloody orange from members when harvest season.

they have started their own brand "Yubi", selling premium bloody orange with diameter > 70mm. In 2015, some of the shareholders in the cooperative have cooperated to invest in an Orange wine processing factory to processing the less good bloody orange into orange wine (diameter < 50 mm). But the cooperative business development has not **form a interaction system**. In these two years, the production of bloody orange is reaching the top, how to build a strong and stable sales channel with reasonable price, how to promote the orange wine to normal customers and build their basement as a Agri-tourism spot to promote the self-picking are not clear to board members. apart from the plans, how to help they to arrange the limited cash flow and investment to make sure they can execute the plans is also crucial. Their main purpose is to realize efficiently sales both fresh orange and orange wine. January, 2018, we have already implement a marketing mission to analysis their marketing situation and provide them useful advice on improve their marketing capacities.



#### Country

China

#### Period

July 23 to July 27, 2018

**Dead line:** 25 July 2018

**Number of experts needed:** 2

## Mission

The objective of Yubi is to bridge the marketing gap and help cooperative to access international markets, and develop better agri-tourism business at local. The cooperative's main activities are commercialization and marketing of bloody orange on behalf of their members and training.

The strategic plan will be developed taking into account the major challenges, services provided by the cooperative and the perspectives in the future. This entails defining the vision, mission and value of the cooperative.

The specific objectives of this mission are as follow:

- Conducting a strategic planning workshop with about ten key actors of Yubi (nine members of Board, two marketing manager )
- Describe the major strategic lines of Yubi Strategic Plan
- Define the operational activities and the financing strategy

This mission would be a combination of two missions, which are all about developing strategic plan for one

Cooperative who produce bloody orange and one multi-purpose federation . The mission duration is 10 days (including travelling).

## Mission Team Composition

The expert will be will be assisted by a local team business advisor who understands well the China orange value chain and market. Huang Yunan, Agriterra business advisor based in China will also join the mission team for support with the cooperative.

Expert's profile	
Knowledge	-Demonstrated experience in developing marketing strategy preferably in fruit sector -Strong analyzing skills -Strong Strategic planning skills -Knowledge on fruit value chain
Experience	-Experience in agricultural cooperatives, familiar with Business Experience in China would be an add value. -Intensive working experience within fruit sector.
Competences	Flexible, stress tolerant, optimistic, patient, pragmatic with excellent reporting skills
Language	English

## Contact:

Paul Daniëls

Mail: [paul@vabnet.nl](mailto:paul@vabnet.nl)

Mobiel: 06 470 80 671