



## Producer Organisations in Rural Advisory Services: Evidence and Experiences

Position Paper

Global Forum for Rural Advisory Services

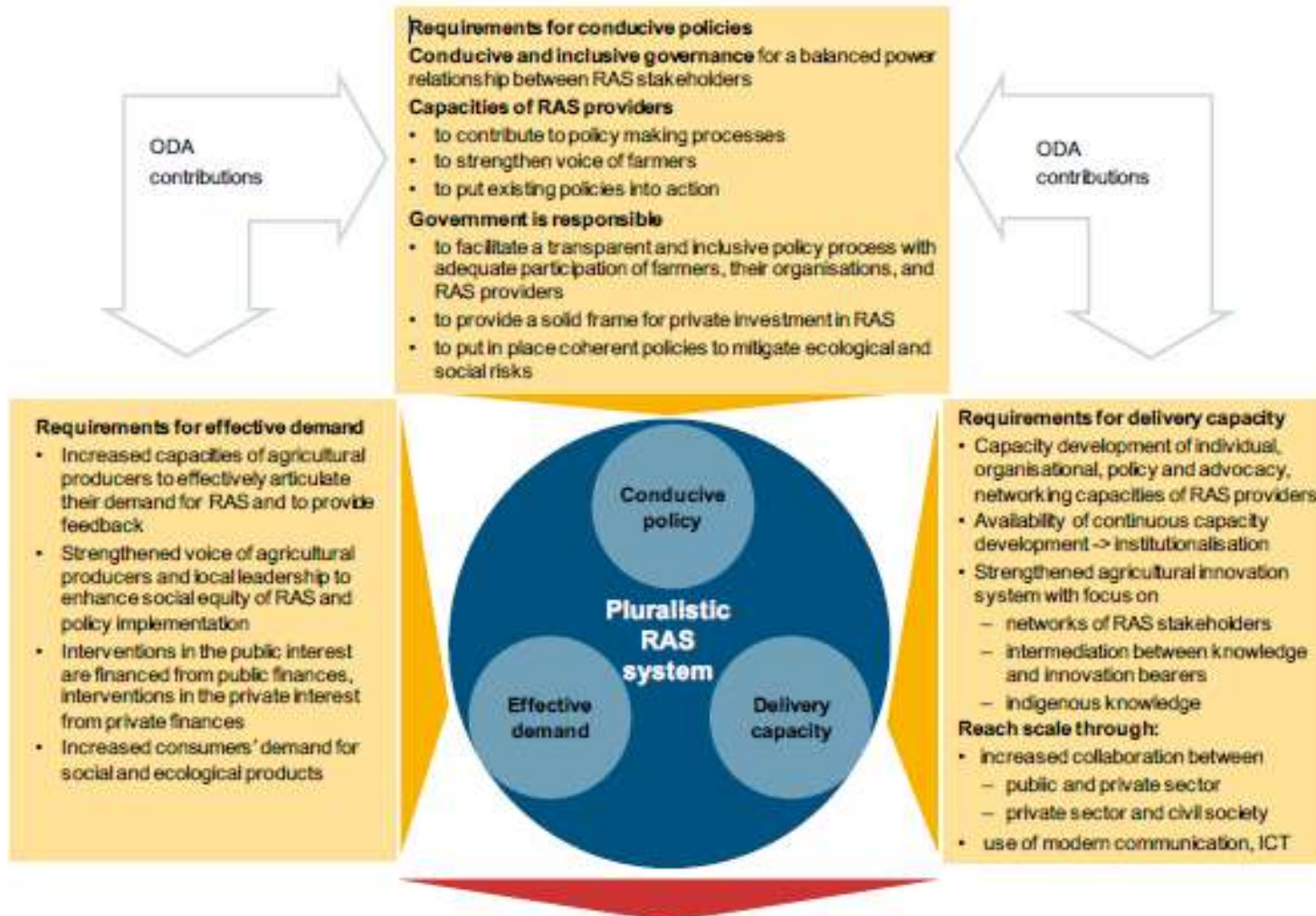
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# Producer Organisations in Rural Advisory Services

Based on the GFRAS Position  
Paper, February 2015

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Zürich

# Hanoi Statement



**Reaching large populations with RAS in a poverty oriented, ecological, and sustainable way**

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## What are producer organisations?

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Producer organisations are voluntary membership organisations of agricultural producers. They can be organised and structured as associations, societies, cooperatives, farmers' groups, unions, federations, or even firms. They exist to promote the interests of farmers and to work for their economic and social benefit. Most producer organisations provide services that directly or indirectly support agricultural production.

*Source: Adapted from Rondot and Collion 2001,  
Bijman and Wollni 2008*

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# Characteristics of Producer Organisations



## Types of Producer Organisations

1. Market-oriented
2. Input-oriented
3. Extension-oriented
4. Policy and advocacy

Producer organisations typically are a mixture of the above and evolve in the course of time.

(GFRAS 2015, p.6)

## Successful Producer Organisations

- Have a purpose that benefits its members
- Have a voluntary membership
- Have a strong leadership
- Follow the good governance principles (effective services, equity & inclusiveness, agreed regulations, participation, transparency, accountability)

(own experience, but in line with GFRAS 2015, p. 19)



*Pictures: Broom-grass Producer Group in Southern Bhutan; Rural Livelihood Project, HELVETAS*



## Functions of Producer Organisations to foster effective demand

1. Identifying individual needs
2. Working with producers in groups to exchange and prioritise ideas
3. Formulating and articulating demands
4. Negotiating about rural advisory services
5. Monitoring and evaluating services once they are delivered (GFRAS 2015, p.9)



## Challenges

- Capacities
  - Tools
  - Strong social capital (lack of effective representation)
  - Accountability mechanisms
- (GFRAS 2015, p.15)

# Delivery Capacity



## Functions of Producer Organisations to foster delivery services

1. Knowledge services
2. Economic advisory services
3. Facilitating the supply of input services (GFRAS 2015, p.14)



## Producer Organisations' contributions to RAS

- Building partnerships and accessing resources
- Fostering social inclusion
- Contributing knowledge and practice for sustainable environmental practices

(GFRAS 2015, p. 20-24)

## Strengths

- Flexibility to engage at different stages of value chains
- Facilitation of peer learning
- Accountability to members

## Challenges

- Lived accountability (GFRAS 2015, p.15)



Thank you!

