



Creating value in the supply chain: gebana's engagement in rural advisory services for fairtrade and organic quality food products

Swiss forum on rural advisory services (SFRAS)

Private Sector Engagement in RAS

March 22th, 2017

Gebana ag, Stefan Lanz

Agenda



- Gebana in a nutshell
- Experiences
- Approaches south + north

gebana in a nutshell

What & why



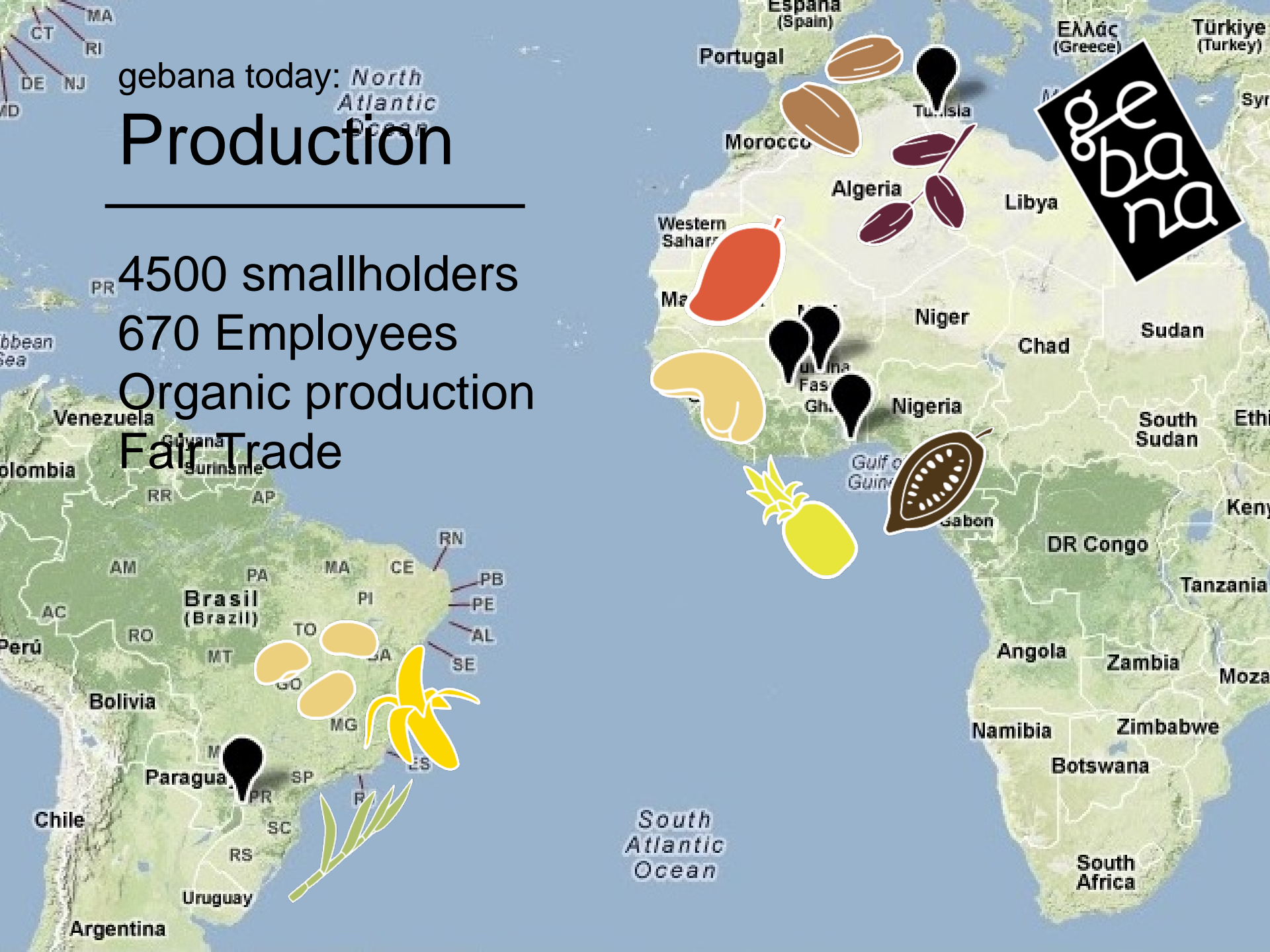
History → Several hundreds private owners → Mission

We **build value chains** which deliver delicious food **from family farmers** to customers and we organize a network of actors that participate in providing access to market for producers in developing countries. Essential is the customer's trust in our passion for **highest quality food and sustainability**, the farmers' trust in clients' long-term commitment and the local communities' trust in value creation and development. Gebana builds and maintains this trust in the access to market network by delivering quality products, building new value chains and by developing **communication and services between customers and farmers**.

gebana today: *North Atlantic Ocean*

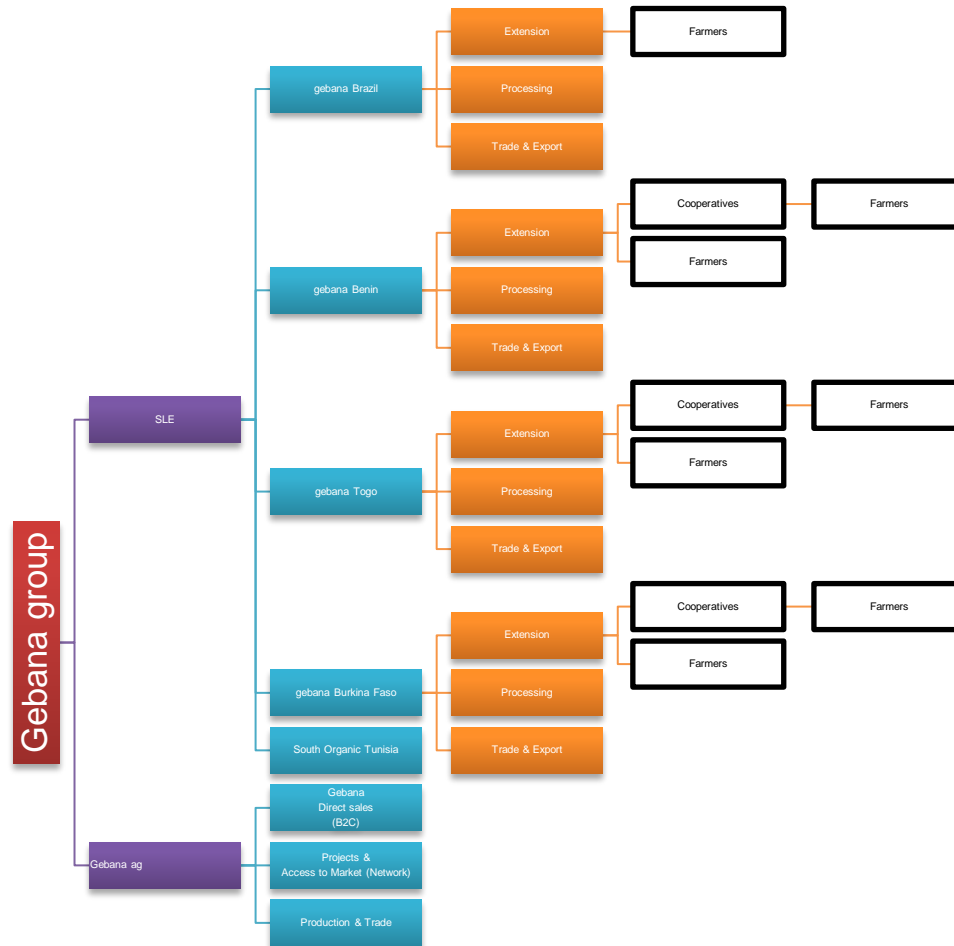
Production

4500 smallholders
670 Employees
Organic production
Fair Trade



gebana in a nutshell

Business structure



gebana in a nutshell

Production & processing



- Direct investments and management in developing countries
- Close collaboration with supplying farmers and 1st level cooperatives
- Reach in 15 European markets (mainly industrial applications and packers)
- Strategic partnerships with selected market partners e.g. Felchlin, Coop

Soy
Brazil/Togo
15'000TO

Mango
Burkina Faso
420TO

Pineapple
Togo
40TO

Cocoa
Togo
400TO

Cashew
Benin/
Burkina Faso
450TO

Dates
Tunisia
1700TO

gebana in a nutshell

Direct sales



Plattform Marktzugang Produzenten **Einkaufen** Über uns

Deutsch



Tel: 043 366 65 00
Mo-Fr 8-12 & 13-17Uhr

0 Artikel
CHF 0.00

Suchen...

Zur Kasse Anmelden

Frische
Produkte

Trocken-
Früchte

Nüsse

Süßes &
Müesli

Getränke

Öl &
Gewürze

Vorrats-
Kammer

Geschenk-
Sets

Weiteres



Frische Produkte

Erntefrische Produkte
direkt vom Kleinbauern.



Trockenfrüchte

Köstliche Trockenfrüchte
aus fairem Handel.



Nüsse

Knackige Nüsse als Snack, zum
Backen oder Kochen.



Kaffee

Besonders
aromatischer Bio-
Kaffee



Schokolade

Feinste Schokolade von
Kleinbauern in Togo.



Geschenksets

Köstlichkeiten
zum Probieren.



→ 6.5 Mill CHF turnover

→ 20000 active customers

→ Present in CH, D, A

gebana in a nutshell

gebana Afrique



- Processing = job creation
- Certifications = added value
- Investments & long-term presence

gebana in a nutshell

gebana Benin



gebana in a nutshell

gebana Brasil



Experiences

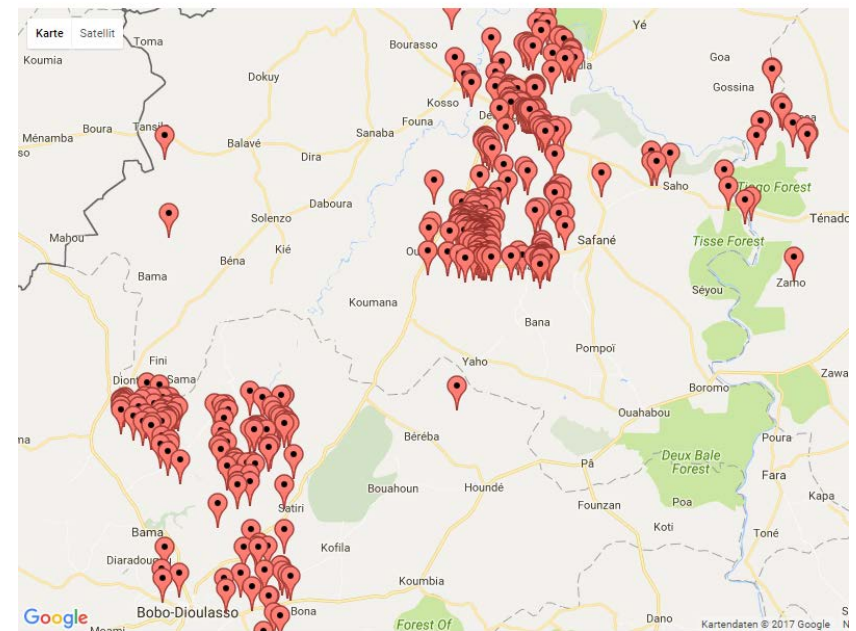
Farmers access



- Widely dispersed producers
- Difficult infrastructure
- Few communication means
- But: everybody seems to have a mobile phone



Voir la carte des producteurs



Experiences

Production basis



- Lack of know-how & inputs
- Sourcing competition on last mile
- Threat of new pathogens
- Little habitual use of pesticides

Quality issues
& insecure
sourcing



Experiences

Working with coops



- FLO certification helps to give structure
- But: Wrong projects; bad governance; wrong expectations → Role conflicts



Approaches - South

Agricultural extension



- Own technical extension bodies
- Connecting point for all levels of interaction
- Training focus on certification, GAP, Post-harvest management



Certifications



- Organic & FLO certification premiums (e.g. soy 30-50%)
- Certification style based on client need
- Management of internal control system



Tools : infogebanana



- Management of farmer data, ICS, quality control
- Simple, lightweight, accessible
- Specific user needs to see benefit of usage

Page initiale Tous prod. Contrôle interne Analyses et documents Lots internes Export Système

Voir & rechercher des producteurs

Ici vous pouvez rechercher des producteurs avec le nom partiel ou complet/ code/adresse/commune/ou région. Si vous laissez vide tous les producteurs apparaitront

Rechercher 10 / Rechercher 50 / Rechercher tous << dernier >> 1 de 26

Code	Prénom	Nom	Adresse	Commune	Région	Effacer le producteur	Editer le producteur
BAK_231	Ousmane	TRAORE		BAKOUALO	HAUTS-BASSINS	X	
BAK_232	Issa	TRAORE		BAKOUALO	HAUTS-BASSINS	X	
BAN_1151	Awa	TRAORE		Banzon	HAUTS-BASSINS	X	
BAN_1155	Fanta	TRAORE		Banzon	HAUTS-BASSINS	X	
BAN_1156	TRAORE	Bintou		Banzon	HAUTS-BASSINS	X	
BAN_1157	TRAORE	Awa		Banzon	HAUTS-BASSINS	X	
BAN_1158	Mariame N °2	TRAORE		Banzon	HAUTS-BASSINS	X	
BAN_1159	Mariame N°1	TRAORE		Banzon	HAUTS-BASSINS	X	
BAN_1160	FATOUMATA	TRAORE		BANZON	HAUTS-BASSINS	X	
BAN_1161	AUGUSTIN	BARRO		BANZON	HAUTS-BASSINS	X	
BAN_779	Ali	OUATTARA		Banzon	HAUTS-BASSINS	X	
BAN_780	Madou	OUATTARA		Banzon	NON_APPLICABLE	X	
BAN_781	Adama	OUATTARA		Banzon	HAUTS-BASSINS	X	

Editer cadastre des producteurs, photos et rcs

Editer infos / produits

Code producteur	Noms/Prénoms	Traiteur responsable	Financement	Utiliser cette entrée	Produit(s) exporté
BAK231	Ousmane TRAORE	TRAORE	TRAORE		
BAK232	Issa TRAORE	TRAORE	TRAORE		
BAN1151	Awa TRAORE	TRAORE	TRAORE		
BAN1155	Fanta TRAORE	TRAORE	TRAORE		
BAN1156	TRAORE Bintou	TRAORE	TRAORE		
BAN1157	TRAORE Awa	TRAORE	TRAORE		
BAN1158	Mariame N °2 TRAORE	TRAORE	TRAORE		
BAN1159	Mariame N°1 TRAORE	TRAORE	TRAORE		
BAN1160	FATOUMATA TRAORE	TRAORE	TRAORE		
BAN1161	AUGUSTIN BARRO	TRAORE	TRAORE		
BAN779	Ali OUATTARA	OUATTARA	OUATTARA		
BAN780	Madou OUATTARA	OUATTARA	OUATTARA		
BAN781	Adama OUATTARA	OUATTARA	OUATTARA		

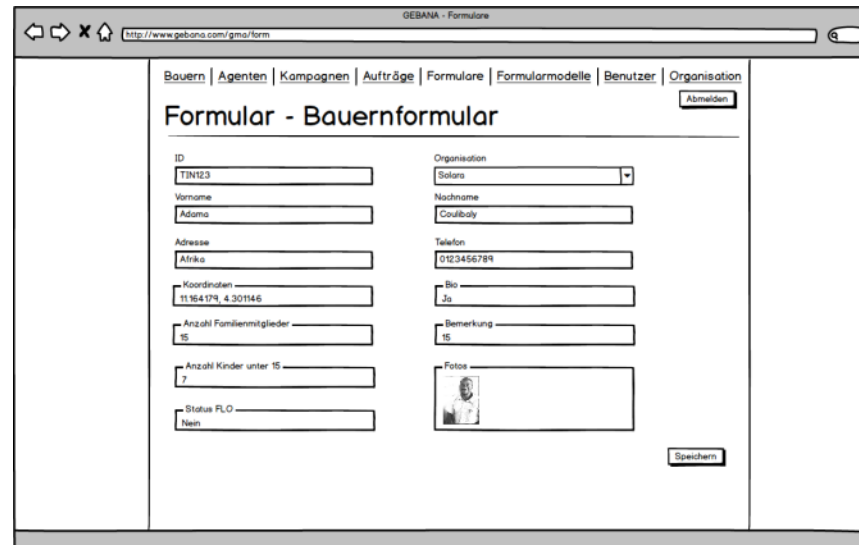
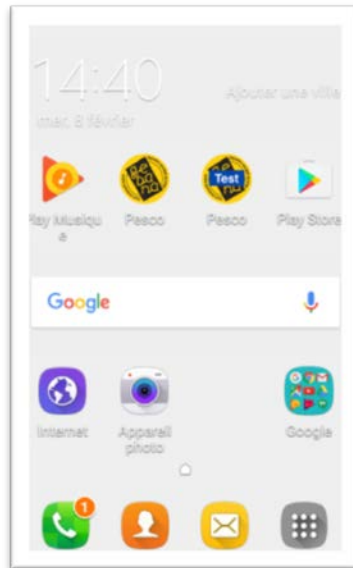
Editer infos du producteur

Infos

Tools : gebana mobile app



- Tool to organize information flow between office and field
- Generic, adapted to local conditions.
- Ask questions, track responses, streamline data
- Beta-Version available, ongoing development



Tools : Mobile payments



- Testing use cases → feasible to use for e.g. premium payment?
- Different adoption rates in different countries
- Problem: proprietary systems, no standards



Approaches - South

South-south exchanges



- starting to use regional / product synergies
- Producing the same product in different places reduces risks e.g. market, climate, contamination



Approaches - South

Collaboration with NGOs



- Train internal personal through specialized NGOs (train the trainer), e.g. ACI Master Training Program on Cashew
- Collaboration with NGOs & state organisations for group trainings e.g. GIZ farmer business school



Approaches - North

Market access for smallholders



50% of the poor are smallholders

Income largely depends on markets



Organic apricot farmer
in Tajikistan

Smallholders grow a variety of products...

...for own consumption, domestic markets and possibly for export.

Export markets can offer the possibility to achieve «fair» prices...

... that reward sustainable production practices.

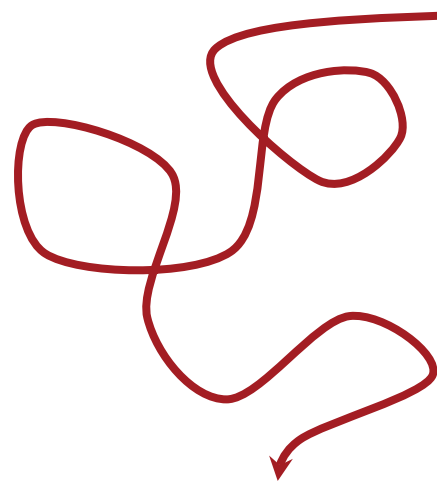
Challenge: market entry



The first batch is the most difficult one!

- Top quality (samples)
- Sufficient volumes
- Certifications (organic, fairtrade)
- Reliable processing and logistics
- Competitive pricing
- Professional communication

→ The Access to Market platform provides a semi-protected environment to get ready for the first delivery



Access to market platform



- **What?** Online platform where users can support southern producers through crowd-ordering
- **How?** Facilitate first delivery for producers in the south by
 - Supporting product development
 - Organising export/logistics
 - Selling to a crowd their product in advance
 - Giving professional feedback and documentation

The screenshot shows a crowdfunding campaign for 'Coffee in biodegradable capsules'. At the top left, there is a heart icon and the number '34'. In the top right corner, there is a logo for 'DIRECT COFFEE' featuring a coffee cup icon. The main image is a portrait of an elderly man wearing a yellow and black headwrap. Below the image, the text reads: 'Coffee in biodegradable capsules'. Underneath, there is a paragraph: 'Nespresso® & Co: Bad for the environment – good for multinationals? Not necessarily! Get to know the people that grow your coffee. And go easy on resources with our biodegradable compatible capsules.' At the bottom, there is a red bar with a circular progress indicator and the text 'This project has 34 supporters.' Below that, a dark red bar contains the text 'Stay in the loop!'.

○ The start

○ In development

○ First delivery

○ On the market

Access to Market Platform

Smallholders need market access. Help them get it!

How it works.

Tiles

Map

All

The start

In development

First delivery

On the market

1982

coop

Organic cashews from Benin

40% of all cashews worldwide come from West Africa, but the majority of them are exported to Asia for processing. The locals thus miss out on value creation, and the transport route the nuts take is unnecessarily long and difficult to trace. We want to change

123

une des hommes
libre

Schokolade – so wertvoll wie Gold!

Um die verheerenden Auswirkungen des Goldabbaus zu bekämpfen, setzt die Genossenschaft Agrobosque eine originelle Idee um: Kakao aus sozial und ökologisch nachhaltiger Produktion. Wer diese Schokolade kauft, leistet einen Beitrag zum

123

ceas

"Pok-Pok" aus Madagaskar

Die Kleinbauern der Kooperative Tsinjo beweisen Mut im Kampf gegen die Armut. Verfolgen Sie den Bau ihrer neuen Trocknungsanlage und bestellen Sie die ersten, selbst getrockneten Physalis!

Why do we do this?



- Share risks of developing new supply chains → Incubator
- Involve & enlarge our stakeholder network

Sign up for access to market!

APPENDIX I
To be filled in by: **Support Organisation**

Application «Access to Market Platform»

Why access to market?
Establishing sustainable supply chains is difficult. Commercial chains are highly complex. To get into an exporting supply chain requires a great deal of expertise and partners you can trust at every level. Additionally, in developing countries a lack of infrastructure, expertise and sometimes also political conditions impede economic activity. At the other end of the value chain, demands of customers in western countries are very high. To fill the gap, farmers and local processors need support. The access to market platform is a way to organize the cooperation between producing organizations, their support organization (NGO's or private initiatives) and gebana to provide this support.

What is "Access to Market Platform"?
The aim of the "Access to Market Platform" is to support farmers and processing companies in the first delivery of their product. The platform allows to integrate a crowd of supporters which share the risk of this experience by taking part in a "crowdorder". Gebana and the support organization backstop the process in direct contact and with professional know-how. This experience will serve as a test for the producer organization and allow to assess possibilities and limits. The platform also serves as a showcase for the producers. Commercial contact for continuous crowdorders are potential follow ups of the first delivery.
Social and ecological values are a condition for all projects on the "Access to Market Platform". More information on the «Access to Market Platform» you find here:
<https://www.gebana.com/en/access-to-market-platform/who-market-access/>

Role of the Producer organisation
The producer organisation is the reason why of the access to market platform. The experience of a first export and the showcase on the platform will increase the producers' chances to access markets abroad.

- Producer of a marketable product with social and environmental benefits interested in exporting the product and interested in participating in a first delivery experience.
- With contacts to a support organization which will participate in the process.
- With the necessary resources to engage in the process in a responsive and transparent way.

Role of the Support organisation
The support Organization is the project owner on the platform. The support organization communicates the access to market project to its supporters whilst gebana is providing the platform and the operational backstopping of it. The storytelling happens on the project timeline, where users can follow the development: https://www.gebana.com/projects/ch_project_timeline and by email.

- With contact to the producer organisation and engaged in supporting the organization.
- Ready to actively communicate the project (newsletters, print material, social media etc.), this is essential for the success and the main contribution of the support organization.
- Provider of content from and about the producers and their organization.

gebana

- Provider of the platform including payment services
- Helps to design and describe the project on the platform
- Supports the producing organization with know how in quality and trade requirements.

Small Farmer's Market

Small Farmer's Market

- Organizes logistics and secures market compliance
- Delivers the product to the supporters
- Supports in marketing the project
- Provides a detailed feedback to the producer organization and the support organization after the process is completed.

Please fill in this form for application to "Access to Market Platform":

1. Name of producer organization group, city and country of headquarters:

2. Products:

3. Why do these producers need access to market?

4. The producer organization's work is based on following social and ecological values:

Any certifications existing or intended? No, none.
Certified Other Intended Certifications
 Organic FLO (Fair Trade) Organic FLO (Fair Trade)

5. Number of integrated farmers:

6. Name of support organization:

7. Name and contact details of contact person of support organization:

8. Established community of support organization? Which communication channels (e.g. newsletters, Facebook page etc.) and data of the media penetration (reach)?

Send form to: marktzugang@gebana.com

Thank you!



EXTRAS



gebana in a nutshell

History



«Why are bananas cheaper than apples?»



Approaches - South

Organic no-tilling soy



- Challenge to convince for organic when everybody else can do without tilling & manual labour
- Problem: weeding without glyphosate
- Gebana zero-till organic production system for soy
- Specialised machinery; right varieties; right organic control agents



gebana in a nutshell

gebana Maghreb



Experiences

Markets



- Increasing compliance demands → Organic, FLO may just become compliance criteria, not differentiator
- Price & currencies volatility in commodities
- But: continuous stakeholder interest in our work

