

> Transforming systems for professionalising farmer organisations - the AMEA Framework

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Transforming Systems for Professionalizing Farmer Organisations

**Agribusiness
Market
Ecosystem Alliance**

12th November 2019

Who We Are

Current programs of AMEA Partner organizations reach millions of farmers in more than 80 countries



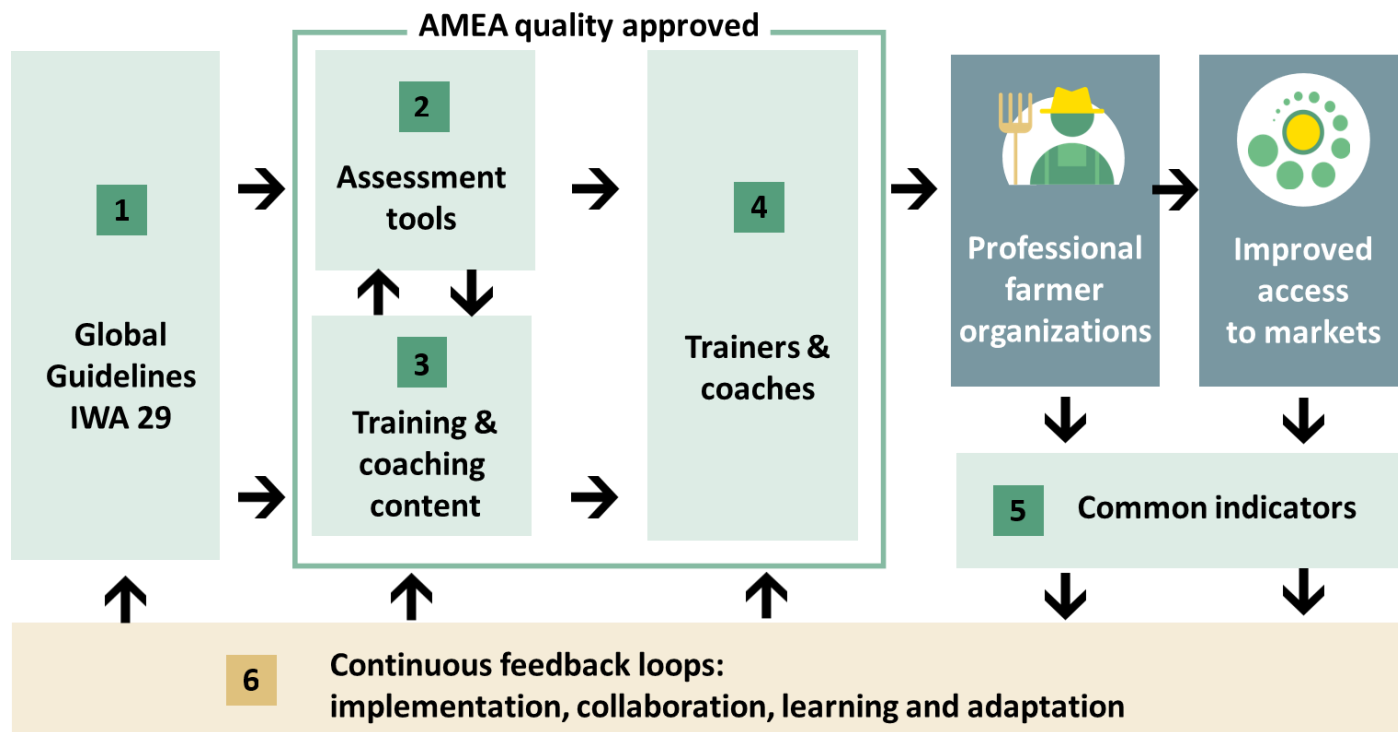
No More Reinventing the Wheel



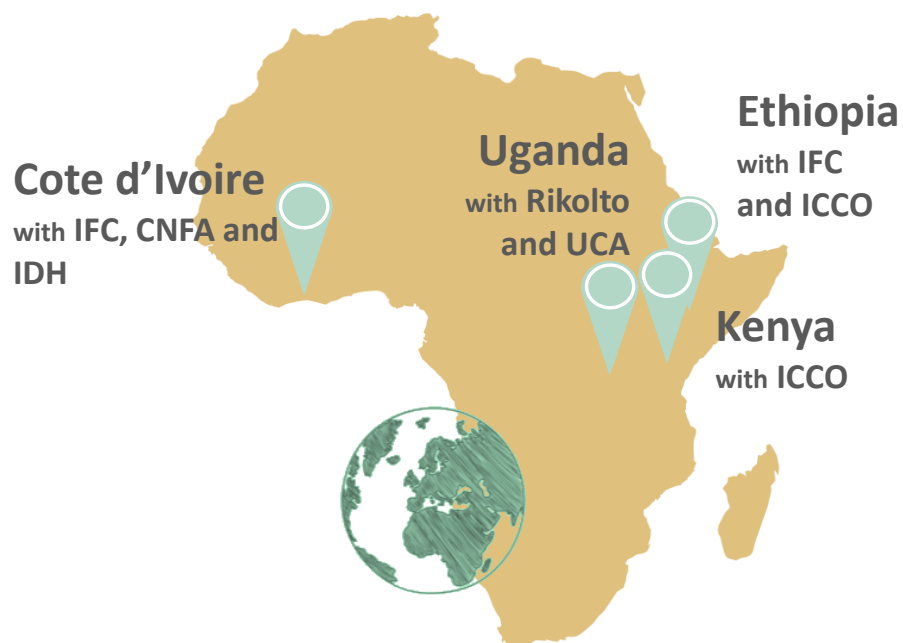
AMEA aims to transform the way in which farmers and their organizations are supported. In most countries this system does not exist. Instead hundreds of projects deliver services in a fragmented, expensive and unsustainable way.

What we offer - The AMEA Framework

AMEA works toward a system that accelerates farmer organization professionalization and incentivizes service quality improvement. This system is what we call the AMEA Framework.



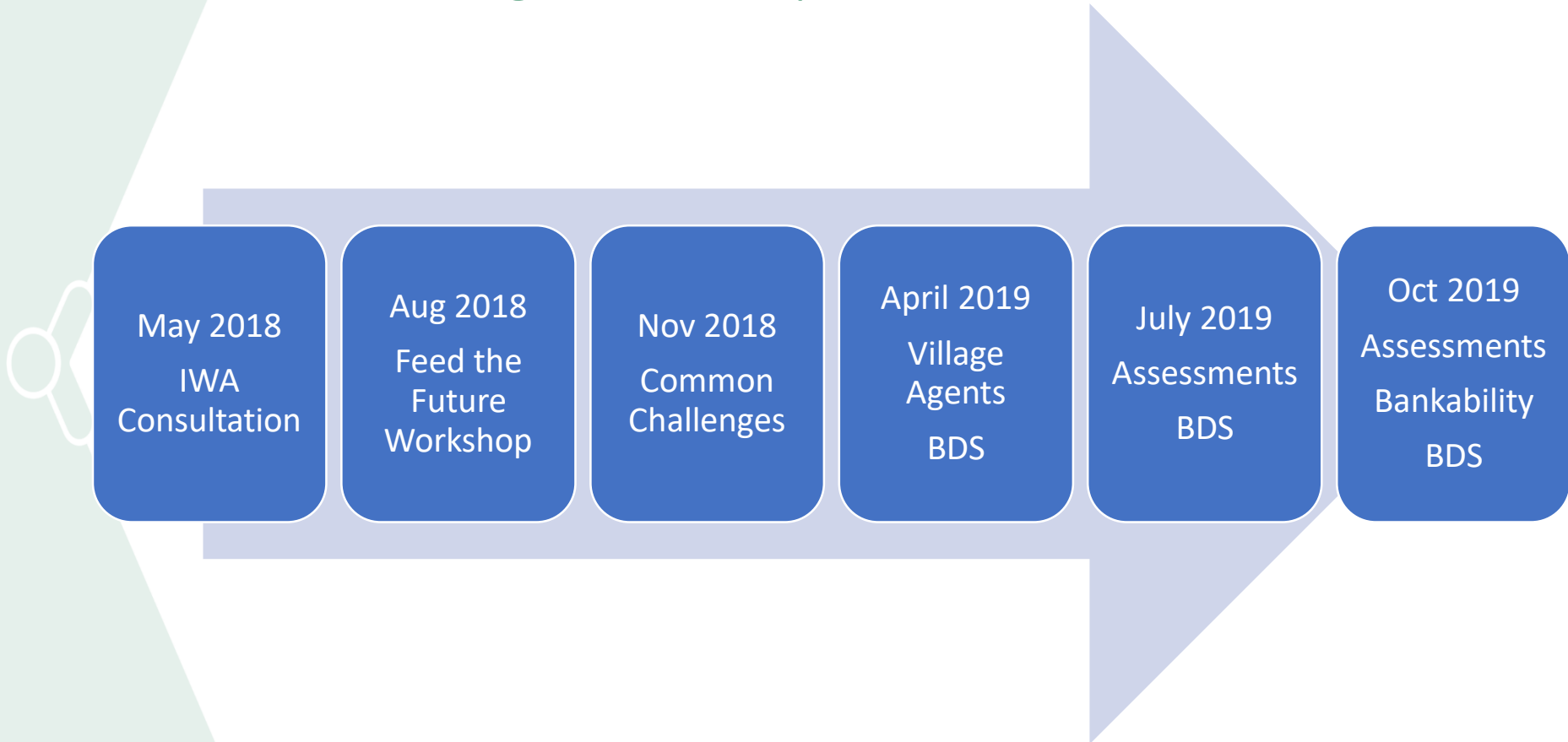
Taking the Framework to the Ground - Local AMEA Networks



Local practitioners partner and exchange knowledge on advancing professional farmer organizations in their countries

Candidate countries for future local AMEA networks include Nigeria, Tanzania, Malawi, Honduras, Indonesia

AMEA Uganda Development



The Common Challenges

- Fragmentation of approaches and unhealthy competition
- Poor quality BDS - accountability/incentives problem.
- Inclusive agribusiness and lead firm models unable to scale - relates to FO capacity
- Due diligence for financiers costly and time-consuming.
- The lack of an agreed pathway to professionalisation

Areas of Collaboration – Global Guidelines

- Regional stakeholder meeting
- Joint planning with Uganda National Bureau of Standards
- Mobilising commitment and resources within AMEA

Areas of Collaboration – Toolkit and BDS

- Learning processes on SCOPE*Insight* tools and POSA tool
- Ministry of Trade, Industry and Cooperatives pilot in design
- Joint project designs - Rikolto/ICRA; Technoserve/ICRA
- Technoserve/ICRA work on BDS Framework

Areas of Collaboration – Bankability and Other

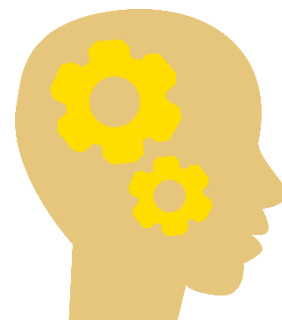
- Sharing of approaches on enabling access to finance
- Dialogue with financiers and technical assistance facilities (ANDE, Aceli Africa, DfCU)
- Dialogue on Village Agent Model

IWA - Negotiating a Common Language

- A type of ISO* deliverable
- Developed outside the normal ISO committee system
- Allows market players and other stakeholders to directly participate and negotiate in an “open workshop” environment to create a commonly understood and credible agreement
- Typically a precursor to a full standard, allows for testing



*What is an
International
Workshop
Agreement (IWA)?*



**ISO is the International Organization for Standardization, an international standard-setting body composed of representatives from various national standards organizations.*

IWA 29:2019 *Professional Farmer Organisations – Guidelines*

- Provides a common language for agricultural sector stakeholders
- Describes the key characteristics of a professional farmer organization



Purpose of IWA 29:2019

The global guidelines are designed to:

- ✓ Provide guidelines to improve FO professionalism
- ✓ Support FO members and staff to supervise/hold organization accountable
- ✓ Increase understanding and confidence of those doing business with FOs
- ✓ Align vision and interventions of stakeholders in their efforts to professionalize farmer organizations

The purpose is **NOT** to:

- × Regulate FOs or certify performance
- × Replace/compete with existing certification regimes
- × Address every capacity or aspect of professionalism of importance to a specific customer or market
- × Imply the need for uniformity in organizational type or structure.

A Public, Credible, Consensus-based Development Process

	Initiate Guidelines & Select IWA Process	Mar-Oct 2017
	Submit ISO Proposal	Jan 2018
	Select Independent Chair	Feb 2018
	Approve IWA Project	May 2018
	8 Regional Stakeholder Workshops	Mar-Sep 2018
	Circulate Proposal to Stakeholders & ISO Members	Jun 2018
	Written Comments	Jun-Oct 2018
	IWA Official Workshop	Nov 2018
	Publish IWA	Feb 2019

Now what?

- Review IWA 29:2019, available online through ISO tiny.cc/IWA29
- Download detailed overview available through AMEA
- Promote IWA 29:2019 globally to align vision, practices, expectations, tools, etc.
- Capture lessons learned, document case studies

Summary

- AMEA aims at building market based systems for accelerating farmer organisation professionalism
- The AMEA Framework was developed to guide the development of such systems at Country level
- The Local Networks are the vehicle to drive this systems change as context matters – opportunities and challenges
- The acceleration of Farmer Organisation development is paramount for any MSD project that aims at inclusive agricultural development

> **Title:** Transforming systems for professionalising farmer organisations - the AMEA Framework

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