



Strengthening Farmer Organizations through a common approach

By defining a common standardized approach to support Farmers' Organizations (FOs) in lifting up their professional capacities, AMEA aim to address a key challenge for FOs, namely weak professional business management, limiting their ability to participate in markets as well as their access to finance—the central shared concern of SAFIN partners.

Though many actors engage in capacity building to support the professional capabilities of FOs, this a fragmented landscape particularly when it comes to building business management capacity. Moreover, capacity building is often disconnected from a rigorous analysis of market opportunities and of the specific demands that buyers, banks and input providers have in terms of capabilities on the FOs' side. Quite often these focus on the business management capacity of FOs and on their ability to engage effectively in contractual relations with other key actors in agricultural supply chains and in the financial ecosystem.

AMEA advances professionalism for FOs by creating a common standardized approach to capacity building, including learning objectives (global definition), exams (assessments), books (training curricula) and requirements to teachers (trainers and coaches). The approach can be tailored to local needs and is implemented by practitioner members.

An independent global definition for the key dimensions of professionalism for FOs can provide these organizations in the first place, and then other market actors, capacity builders, donors, commodity certification schemes and regulators with a common language.

In this webinar, AMEA Executive Director Maaïke Fleur will present the work of her organization as an innovative element in the global landscape for technical assistance for access to markets and finance by agri-SMEs, including smallholder farmers. AMEA invites you to participate in defining the global definition for professional farmer organizations and to join the alliance.

Presenter:



Maaïke Fleur, is the Executive Director of the Agribusiness Market Ecosystem Alliance (AMEA). She has 20 years of experience in European Eco-labelling, research to sustainable consumption at a Dutch Consumer Association and standardizing sustainability reporting for sectors at the Global Reporting Initiative (GRI).

Sponsored by:



Join the webinar!