

Project Countries

Mission :



European Cooperative for Rural Development (EUCORD) is a Brussels-based non-profit organization incorporated under Dutch Cooperative law. EUCORD was created in 2003, and operates as an autonomous non-profit organization in affiliation with Winrock International.

EUCORD's mission is to help people living in poverty in developing countries improve their well being. It aims to achieve this by engaging the private sector in delivering services to rural communities so as to ensure healthy families and sustainable livelihoods.

EUCORD is primarily active in three program areas:

- **Implementation of agricultural value chain development projects;**
- **Building technical and business capacity of NGOs and small enterprises through training and partnerships;**
- **Improving the livelihoods of women and their families through technical, health (HIV/AIDS), management, and leadership training.**

Benefiting from the long-term project implementation and management experience of its senior staff, EUCORD has built over the past decade a strong and reliable project implementation capacity. EUCORD currently has over 40 full time staff and an annual turnover of USD 4 million.



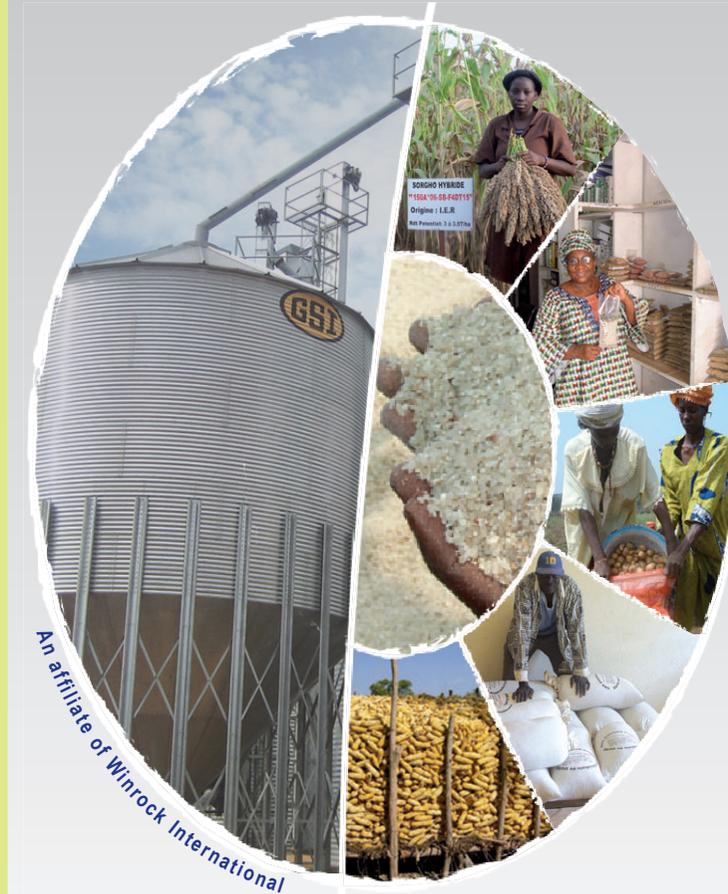
<http://eucord.org>

Bringing Market Led Solutions
to the Rural Poor



EUCORD

European Cooperative for Rural Development



An affiliate of Winrock International

• EUCORD •

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EUCORD
has experience in the following countries :

- Burkina Faso**
- Burundi**
- Cameroon**
- Democratic Republic of Congo**
- Ghana**
- Guinea**
- Indonesia**
- Kenya**
- Mali**
- Nigeria**
- Senegal**
- Tanzania**
- Sierra Leone**
- Uganda**



- Donors :
- Alliance for a Green Revolution in Africa
 - Common Fund for Commodities
 - Crop Life International
 - Diageo
 - Heineken International
 - Netherlands Ministry of Foreign Affairs
 - Rabobank Foundation
 - Unilever
 - United States Agency
for International Development
 - Winrock International



Our Role



Project Examples

Agriculture is the dominant sector in most African countries and plays an essential role in rural and economic development.

With more than 60% of Africa's active labor force engaged in agriculture, the future of Africa is closely linked to the development of its agricultural sector. However, commercial agriculture opportunities in Africa are largely untapped. In a sector dominated by smallholder farmers, there are huge challenges to accessing national and global markets.

Central to EUCORD's approach is the development of agricultural value chains, linking farmers to markets through public-private partnerships. EUCORD builds the capacity of local NGO partners to provide technical assistance to farmers and other value chain actors such as nucleus farmers, agro-dealers and intermediary traders.

Integrating organized groups of farmers into the commercial supply chains of agribusiness firms helps to create shared value for both agribusiness and farmers. For the business, local sourcing minimizes production costs while stimulating local demand. For the farmers, developing a strong relationship with a commercial buyer provides the incentive to use productivity enhancing technologies, thereby making the agricultural sector more competitive. This in turn leads to an increase of income for the rural population. Finally, it allows private sector services to assume the role of primary agricultural service providers. This creates sustainability and constitutes the main exit strategy of our projects.

In 2002, Winrock International and EUCORD started a maize hybrid-testing program in **Mali**, in close cooperation with the national maize breeding program and agri-input dealer Cigogne SA. Farmers preferred the hybrids because of its high yield, superior germination rates, drought resistance, and grain size.

Since its introduction in 2004, annual hybrid seed sales have grown from 600 kg in 2005 to 60 metric tons (MT) in 2011.

In 2005, **Sierra Leone** Breweries Ltd, a Heineken subsidiary, faced the rising cost of barley, 100% of which was imported from Europe. Through a partnership with EUCORD, the brewery began supporting the local production of sorghum, as a substitute for imported malt barley.

By the end of the project, the brewery's sorghum needs were met while farmer income doubled. Because of this project Heineken received the 2010 World Business Development Award for "demonstrating a clear link between vital business practices and the contribution of the project towards the Millennium Development Goals."

Building on this success in 2008, EUCORD with funding from the Netherlands Government began a project that focuses on the integration of farmers into the local supply chains of Heineken's subsidiaries in **Burundi** and **DRC**.

Within 3 years the DRC brewery, Bralima, increased the amount of locally procured rice from 15% to 90% of its needs while farmers' income derived from rice production increased sevenfold. Presently Bralima is purchasing USD 10 million worth of locally produced rice

while previously that amount was used for imports.

With funding from the Common Fund for Commodities (CFC), EUCORD is helping to develop a competitive potato sector in Guinea and **Senegal** in collaboration with Agrico, a Dutch potato producers' cooperative.

As a result of the strong demand for the varieties introduced, local seed production went up more than fourfold in 2012. In **Guinea** more than 5,000 MT of additional ware potatoes are marketed yearly.

Another current CFC funded project was started late 2011 in collaboration with East Africa Breweries, a subsidiary of Diageo. The project objective is to develop a stable and high quality sorghum supply chain in **Kenya, Tanzania** and **Uganda**.



Keys to Success

➔ **Long-term commitment** to local sourcing of raw materials by multinational companies through donor funded projects creating local value chains.

➔ Development of **mutual trust**, particularly between agri-business firms and farmers supported by contractual agreements.

➔ **Strong farmer organizations** in order to minimize the transaction costs related to agricultural services such as processing, storage, marketing, input supply, and credit.

➔ The introduction of **good agricultural practices** to increase productivity, improve the quality of the crop produced, improve food security and ultimately make the agricultural sector more competitive and stable.