

**BRINGING MARKET**

**LED SOLUTIONS**

**TO THE RURAL POOR**



**EUCORD**



european cooperative  
for rural development

[www.eucord.org](http://www.eucord.org)

## WHO WE ARE

EUCORD is a Brussels-based non-profit organization incorporated under Dutch Cooperative law since 2003. EUCORD operates autonomously in affiliation with the US based NGO Winrock International.

## WHAT WE WANT

**Our vision** More prosperous and entrepreneurially oriented rural communities in developing countries. **Our mission** To increase farmers' capacity to sustainably grow quality crops matched to the commercial needs of the food and feed industry. In doing so, we support farmers and their communities to increase food security, improve their livelihoods and develop the private sector.

## WHAT WE DO

More than 60% of Africa's active labor force is engaged in agriculture. Yet the commercialization of agricultural opportunities is still in a development phase. The sector faces challenges that prevent farmers from accessing national, regional and global markets.

Central to EUCORD's approach is the development and management of agricultural value chains. Linking farmers and their organizations to private sector demand gives them guaranteed markets. We do this primarily through public-private partnerships to:

- Build the technical and business capacity of NGOs, farmers and other value chain actors
- Train farmers on the use of good agricultural practices and new technologies
- Coach women and youth on income generation opportunities, health, nutrition and finance
- Identify new business opportunities through agricultural value chain assessments.



## CREATING SHARED VALUE

Integrating farmers in agribusiness value chains helps create shared value for the farmers, the business and the country.



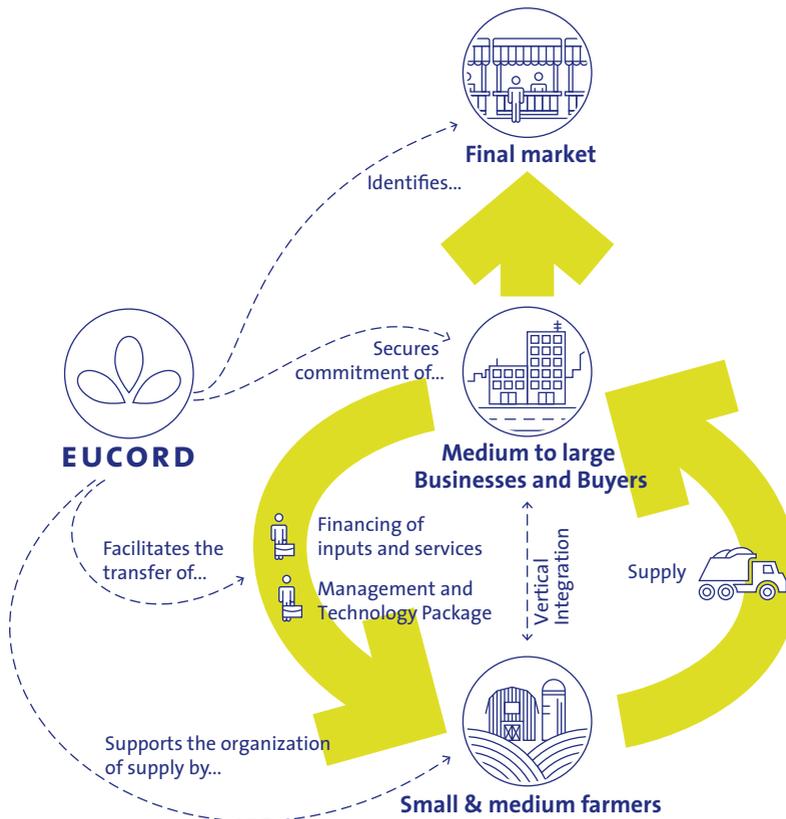
For the farmers	For the business	For the country
Improve food security	Secure a sustainable source of raw materials	Import substitution
Modernize agricultural knowledge	Reduce exposure to raw material shortage or volatile prices	Improve resilience of the population to droughts, floods and volatile prices
Optimize crop productivity	Decrease transport costs and a shorter supply chain	Increase tax base from growing businesses
Enhance profitability and opportunities for social and economic development	Reduce carbon footprint	Inclusive economic growth and reduce migration

EUCORD's projects are financed through the public (AGRA, CFC, the EU, Netherlands' government, USAID and others) and private sectors (Crop Life International, Diageo, Heineken, Rabobank, Unilever and others).

## EUCORD'S EXPERTISE

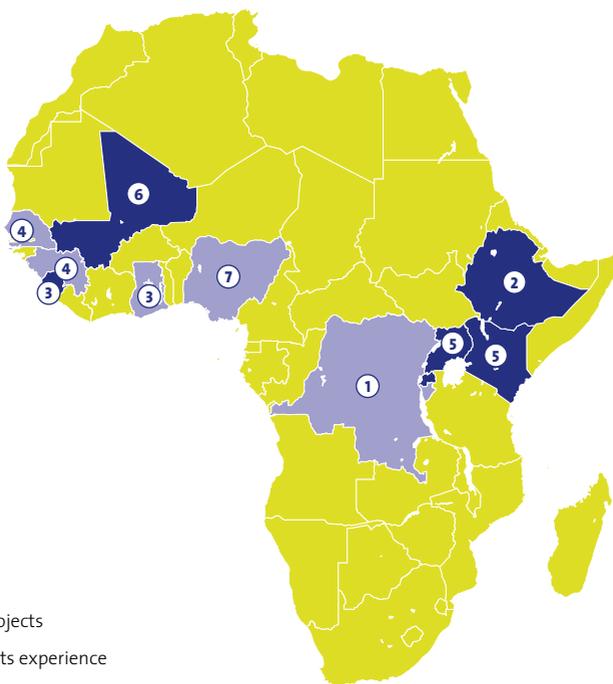
Private sector organizations manage the efficient production and distribution of goods and services. Government institutions are needed to maintain a regulatory framework, encourage economic development and contribute to poverty alleviation.

EUCORD helps to overcome cultural barriers between the private and public sectors. This allows them to collaborate in forward looking partnerships. EUCORD's role is to be a mediating actor in the sustainable management and monitoring of projects in the food and feed sectors.



## IMPACT

- ① **Democratic Republic of Congo** Sale of 40,000 tons of rice to BRALIMA generating €20 million for 58,000 households.
- ② **Ethiopia** Malt barley farmers increase their average net profit per hectare by 88%.
- ③ **Ghana & Sierra Leone** Doubling the net income of sorghum farmers through sales to the breweries in both countries.
- ④ **Guinea & Senegal** Potato yields increase of 50% by using new AGRICO varieties.
- ⑤ **Kenya & Uganda** Over 50,000 households selling sorghum to East African Breweries Ltd.
- ⑥ **Mali** Tripling of sorghum and maize yields through the use of hybrid varieties.
- ⑦ **Nigeria** Improving the livelihoods of 12,000 orphans and vulnerable children and 4,000 caregivers.



- Current projects
- Past projects experience

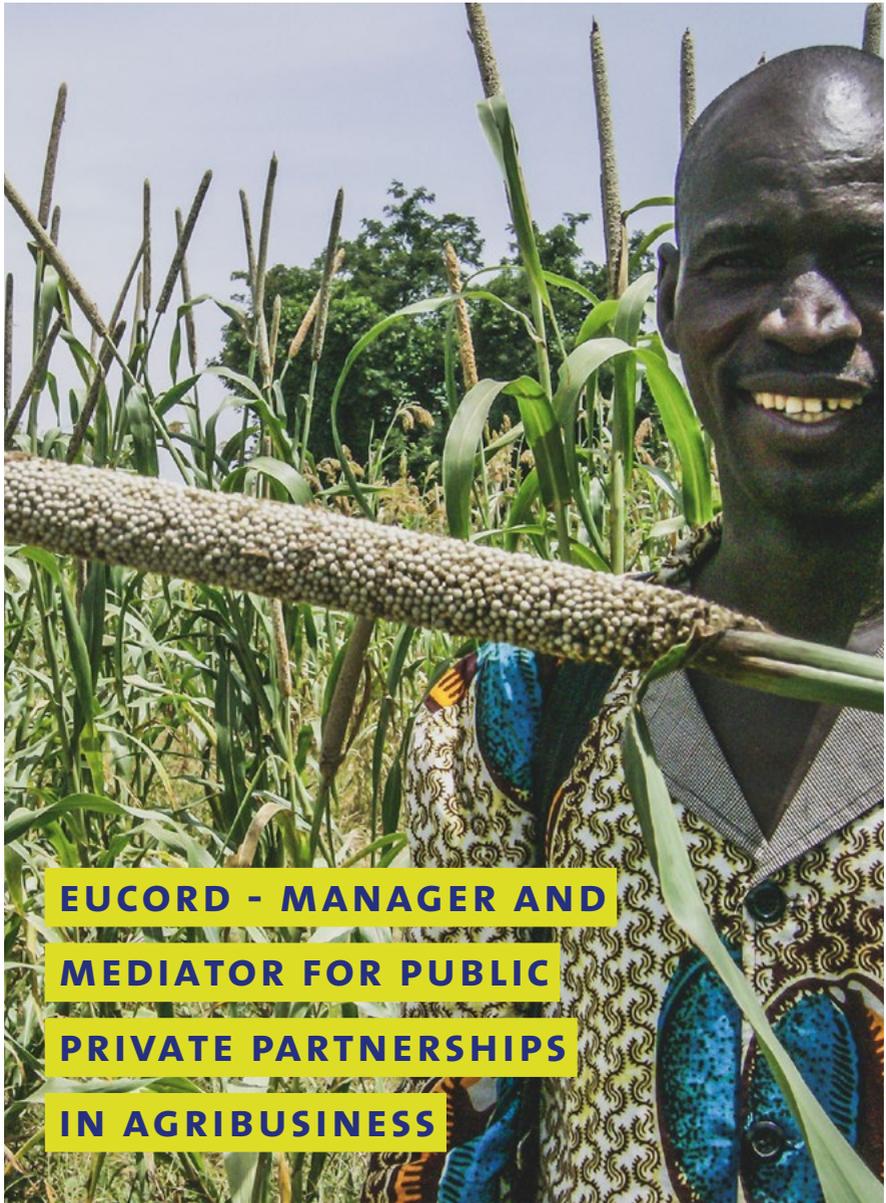


Maize storage facilities in Rwanda

## KEYS TO SUCCESS

We have learned that in order to achieve success it is important to:

- Have a committed value chain champion with a long term commitment to local sourcing
- Conduct on-farm demonstrations and field days to sensitize farmers to good agricultural practices
- Work with intermediate partners such as “bulkiers” and “trainers”
- Establish multi-level contracts to increase trust and transparency
- Form groups of farmers to access markets and credit
- Leverage credit in order to support yield improvement.



**EUCORD - MANAGER AND  
MEDIATOR FOR PUBLIC  
PRIVATE PARTNERSHIPS  
IN AGRIBUSINESS**

**European Cooperative for Rural Development**

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