



amea

ADVANCING PROFESSIONAL FARMER ORGANIZATIONS

AGRIBUSINESS  
MARKET  
ECOSYSTEM  
ALLIANCE



# WE ARE AMEA

All supply chain stakeholders have a shared interest in achieving better quality, quantity and reliability of production, delivered through resilient and sustainable supply chains.

There are great opportunities to achieve widespread supply chain improvements by increasing the professionalism of farmer organizations while simultaneously improving their livelihoods.

The Agribusiness Market Ecosystem Alliance (AMEA) is a global multi-stakeholder alliance of diverse organizations that share the belief in the collective and transformative power of farming as a business, and a mission to increase the professional capacities of farmer organizations.

AMEA provides a common language and framework for all stakeholders to work together more effectively and efficiently.

The AMEA Framework is a collective and integrated methodology for realizing the shared benefits for all supply chain stakeholders. The Framework is developed globally by the Alliance and promoted through local implementation partnerships.

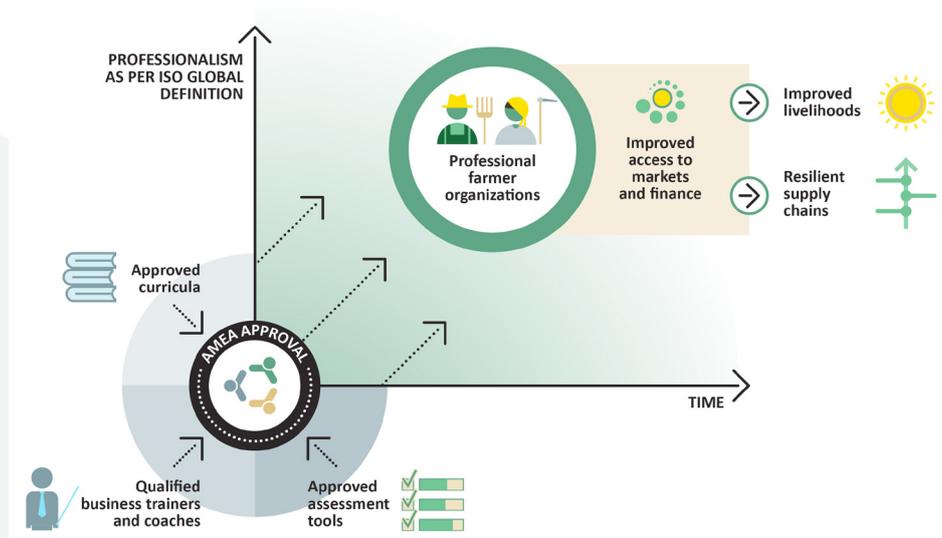


## ADVANCING PROFESSIONAL FARMER ORGANIZATIONS

Professional farmer organizations have the potential to improve the livelihoods of their farmers and their communities, as well as to contribute to more resilient supply chains. The key for smallholders to survive and flourish as a business is by being organized and professional.

Through the AMEA Framework, farmer organizations build up their business management and leadership skills with a consistent, efficient and effective approach that is understood by all of the market and food supply chain actors - such as financial institutions, buyers and other market players. Consequently, farmer organizations and their members can thrive.

With access to market, funding and technical expertise, farmers can earn more, overcoming poverty and fighting many of the other challenges they face today. We focus on advancing professional farmer organizations to create a positive knock-on effect – one that will continue long into the future.

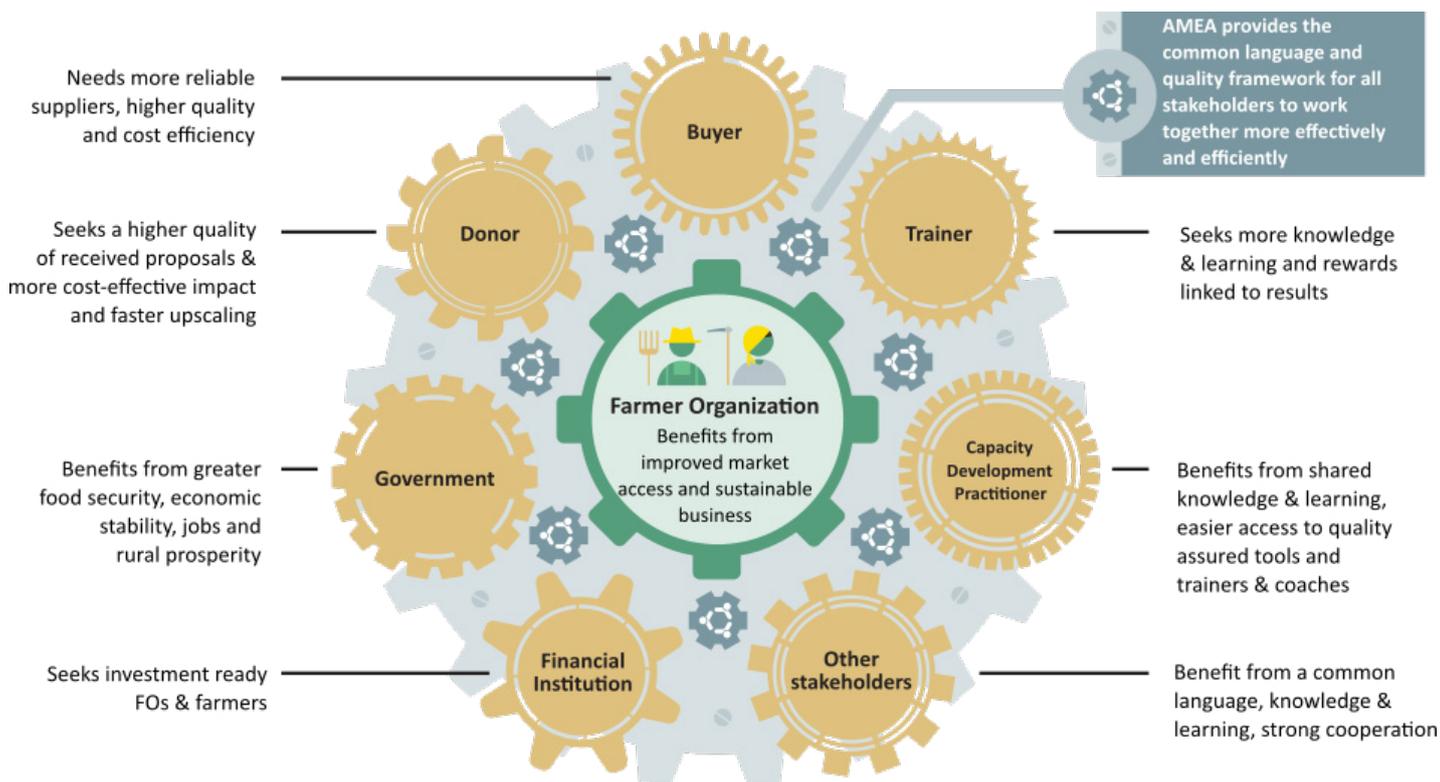




## OPPORTUNITIES

Smallholder farmers have an opportunity to sell their products to buyers, close deals and find access to finance by becoming part of farmer organizations. Although, being part of a farmer organization gives them better access to markets, many of those organizations lack the resources, knowledge and experience to operate as professional businesses.

# WE ARE IN THIS TOGETHER



## OUR SOLUTION?

### PROFESSIONAL FARMER ORGANIZATIONS

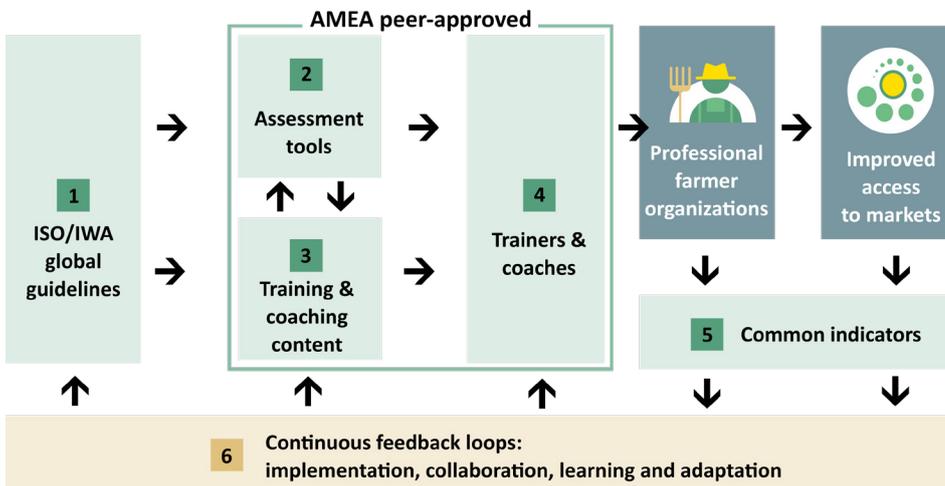
We are all in this together – and we need to make a change. We have a shared objective and we can work together to lift up the professionalism of farmer organizations, making supply chains resilient and improving the lives of the farmers and their communities. It's time to change the game – to agree on the new rules and raise the level of the playing field.

The AMEA Framework sets out a common language and identifies best practices for assessments and training and high-quality trainers and coaches. At AMEA, we are committed to improving effectiveness and efficiency in the capacity development sector through collaborating in a pre-competitive setting. We use practical local implementation experience as feedback and apply it to continuously improve the Framework.

We are committed to advancing professional farmer organizations and finding the best practices for doing so.

# THE AMEA FRAMEWORK

## The AMEA Framework



AMEA brings stakeholders together to create change by establishing the global guidelines for professional farmer organizations, identifying good practices in assessments, training and coaching content, sharing qualified trainers and coaches as well as identifying other Ag-tech tools and how FO bankability can be achieved.

1 AMEA members collaborate with the International Organization for Standardization (ISO) on an International Workshop Agreement (IWA) process to develop the **global guidelines for professional farmer organizations**.

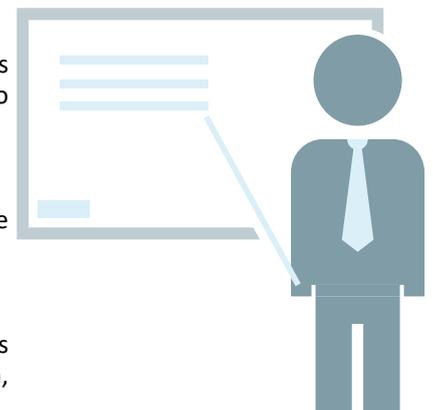
2 AMEA members identify and approve **assessment tools** that reveal the levels of each farmer organization's core professional capacities and identifies which need improvement.

3 Connected to the assessment tools are **curricula**, which provide the training and coaching content for lifting professional farmers' professional capacity.

4 AMEA members identify a common pool of high-quality trainers and coaches qualified to deliver training using the AMEA Framework. AMEA members aim to launch an **online platform** of service providers (trainers) in August 2018.

5 AMEA collects, aggregates and analyzes **data** from the members implementing the AMEA Framework, to learn and identify best and most cost-effective practices.

6 **Feedback** from the AMEA members implementing the AMEA Framework ensures continuous improvement as well as effective implementation, collaboration, learning and adaptation.

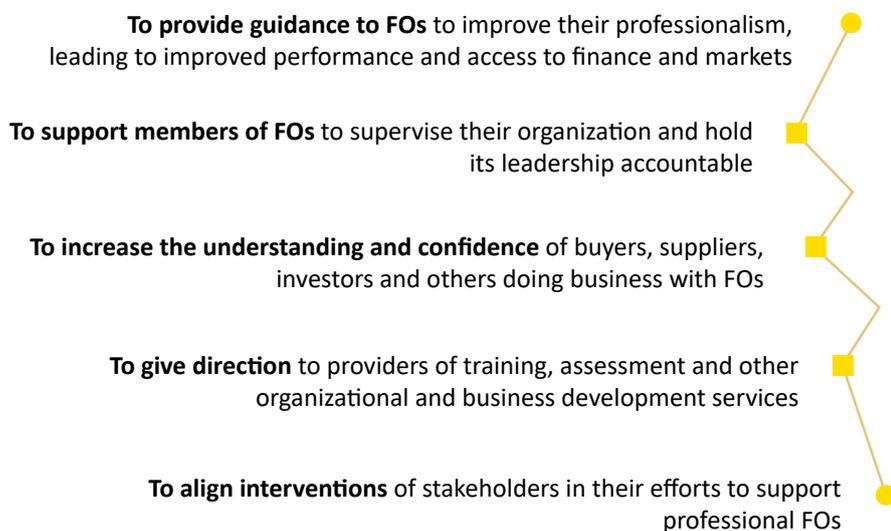


# GLOBAL GUIDELINES FOR PROFESSIONAL FARMER ORGANIZATIONS

AMEA initiated a process of an International Workshop Agreement (IWA), spearheading the development of the global guidelines for professional farmer organizations.

AMEA's commitment to this process comes from our organization's core belief in the importance of having a common language for all stakeholders of the agricultural value chains and understanding around required capacities of professional farmer organizations. The global guidelines will help facilitate interactions between farmer organizations and other stakeholders.

## WHY THE GLOBAL GUIDELINES?



## CORE CAPACITIES OF PROFESSIONAL FARMER ORGANIZATIONS



# IWA 29: GLOBAL GUIDELINES FOR PROFESSIONAL FARMER ORGANIZATIONS

The IWA 29 identifies core capacities for Professional Farmer Organization regarding Organizational Purpose and Governance Practices, Business Management, Member Engagement and Planning, Human Resources Management, Financial Management, Community and Stakeholder Engagement, and Member Services and Business Activities.

The process is led by the Dutch Standardization Agency (NEN) on behalf of the International Organization for Standardization (ISO).

As the meeting in November 2018 found consensus on the final version, it is expected that the IWA 29 Global Guidelines for Professional Farmer Organizations will be published in early 2019. The IWA 29 will be made available through the 162 national standardization agencies who are members of ISO.

AMEA will coordinate learning from the IWA 29, advocate for wide take up and coordinate the review if an update is needed and a possible progress towards a full ISO standard.

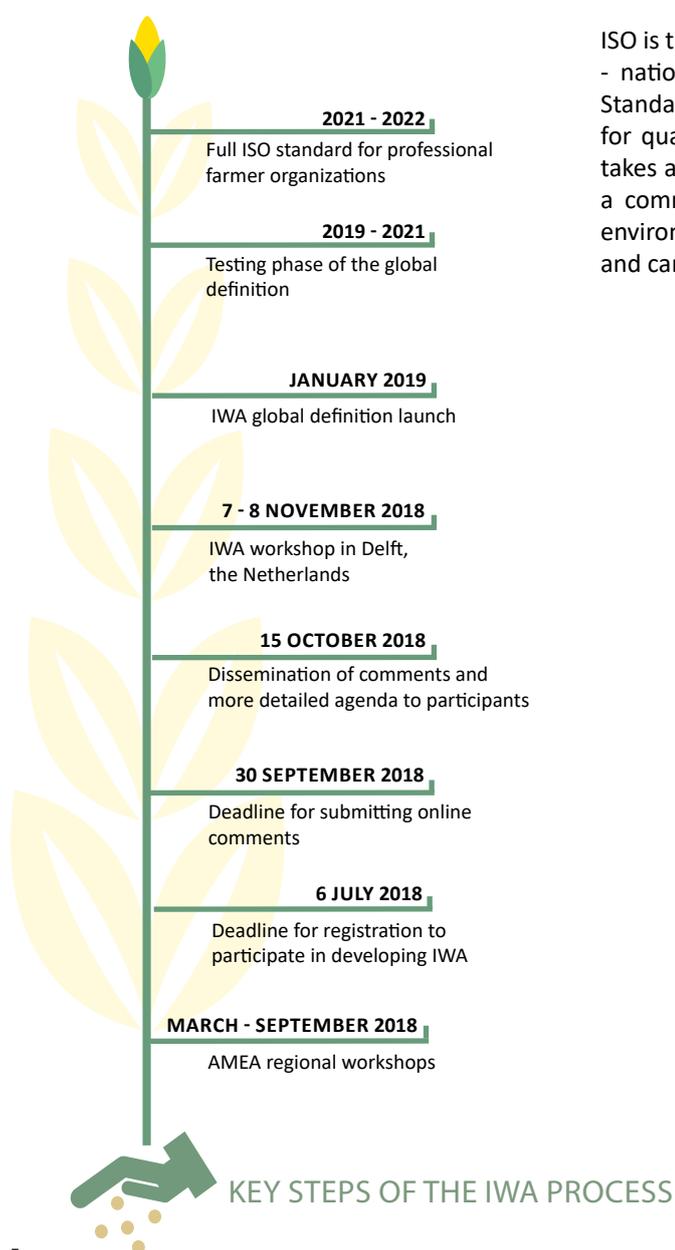
## WHAT IS AN INTERNATIONAL WORKSHOP AGREEMENT?

ISO is the International Organization for Standardization with 162 members - national standards bodies. It has produced over 22 000 International Standards in almost every industry that give world-class specifications for quality and efficiency. Producing these high-quality standards usually takes a long time. An IWA, on the other hand, is a fast-track way to create a commonly understood and credible agreement in an open workshop environment. An IWA only takes one year to produce, is valid for six years and can be converted to an ISO standard in the future.

In 2017, AMEA initiated the development of an International Workshop Agreement to set the Global Guidelines for Professional Farmer Organizations, and collaborated with NEN in preparing the first draft of this document.

Over 220 people from 51 countries registered to take part in the process of developing these guidelines. On 7 and 8 November 2018, registered participants gathered in Delft, the Netherlands, to review the more than 300 comments to the draft global guidelines received during the commenting phase, and reached consensus on the final version.

Next steps include an overall editorial review, review by stakeholders who did not attend the meeting in Delft and a final technical review by ISO.



# A VIBRANT AGRIBUSINESS ECOSYSTEM AT A LOCAL LEVEL

The AMEA Framework is developed at a global level but implemented in different local contexts. The proof of the AMEA Framework's promise to deliver efficient and effective capacity development services is demonstrated on the ground, where farmer organizations live and work.

AMEA local networks support an enabling local environment for professional farmer organizations and create a space to generate learnings and address key challenges with other agribusiness stakeholders. Each local network is led by an AMEA member organization.



## LEAD THE WAY IN ADVANCING PROFESSIONAL FARMER ORGANIZATIONS: START A LOCAL NETWORK!

The AMEA local networks:

- **Support the implementation of the AMEA Framework at a local level.** Local networks contribute to the AMEA pool of high quality trainers and coaches, identify potential clients for capacity development services and facilitate new partnerships.
- **Coordinate local stakeholders.** Local networks align local Alliance members, trainers and key stakeholders under a shared vision for professional farmer organizations.
- **Learn and share.** Learning objectives and best practices, in line with the global AMEA learning objectives, are developed and shared with the global Alliance.

AMEA PLANS TO START NEW NETWORKS EACH YEAR, WHERE THERE IS DEMAND

IVORY COAST

UGANDA

ETHIOPIA

# AMEA MEMBERSHIP

With the AMEA Framework, the Alliance provides the direction to advance professional farmer organizations. Members collaborate to build resilient and sustainable supply chains and at the same time improve the livelihoods of smallholder farmers, supporting them to share in increased prosperity overall.

AMEA is open to all types of organizations that are actively engaged in the commercialization of smallholders' produce, capacity building and the development of farmer organizations around the world. When joining AMEA, you can choose to have your organization become an AMEA Associate, an AMEA Global Partner or an AMEA Local Partner. The benefits and membership fees vary depending on the type of membership, and for AMEA Associates, on the location and nature of the organization. By joining AMEA, you join in on the global transformation process and unlock additional direct benefits.

	PARTNER		ASSOCIATE
	GLOBAL	LOCAL	GLOBAL
	10K	2K 1 country of your choice	5K HQ in developed country 3K Capacity builders, research institutions or advisory service providers HQ in developing countries
<b>Content development</b>			
AMEA Framework <i>Access to WG meetings and materials</i>	✓	✓	✓
<b>Resources approved</b>			
Approved tools and curricula <i>Access and use</i>	✓	✓ - 1 country	✗
Qualified trainers and coaches <i>Access to the AMEA Hub</i>	✓	✓	✓
<b>Partnering, profiling and feedback</b>			
Organization profile in AMEA Hub	✓	✓	✓
Participate in AMEA local networks	✓ - all	✓ - 1 country	✓ - 1 country
Start AMEA local networks	✓	✓	✗
Global Alliance Convenings <i>2 tickets</i>	✓	✓	✓
AMEA on-line Dialogues <i>All staff</i>	✓	✓	✓
Use AMEA in your proposals and materials	✓	✓	✓

## JOIN AMEA

You can access the application form [here](#).

For more information on the AMEA membership, please contact us at

[info@ameaglobal.org](mailto:info@ameaglobal.org)

# ENHANCED SUPPLY CHAIN RESILIENCE

Supply chain risks can be managed and moderated by enhancing professionalism and entrepreneurship at farm level through farmer organizations. Farmers need a sustainable income before being able to address supply chain risks such as deforestation, modern slavery and water scarcity.

**AMEA Partners are available to support farmer organizations enabling them to be able to run as a business.** With high quality assessments, training, coaching conducted by qualified trainers according to the AMEA Framework, the services are tailored to the collective needs of the farmers and needs of you, their business partner.

Get in touch with us to find the best available capacity development services for your supply chain.



## JOIN FORCES WITH AMEA

TO IMPROVE LIVELIHOODS AND CREATE RESILIENT SUPPLY CHAINS

Your support can enable us to further develop and implement the AMEA Framework, carry out a variety of learning and knowledge sharing events and achieve widespread supply chain improvements by increasing the professionalism of farmer organizations.

AMEA is looking for partnerships to enhance:

- the widespread acknowledgement of the IWA global guidelines for professional farmer organizations, as well as the coordination of the learning agenda
- knowledge sharing through the global AMEA workstreams and local networks
- the implementation of the AMEA peer approved approaches

### Contact us

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🌐 <https://www.ameaglobal.org/>

🐦 [@AMEAGLOBAL](https://twitter.com/AMEAGLOBAL)

in [AMEA \(Agribusiness Market Ecosystem Alliance\)](https://www.linkedin.com/company/amea-agribusiness-market-ecosystem-alliance/)