

FARMER OWNERSHIP MODEL

- ❖ Appropriate Attitude
- ❖ Awareness, Skills and Knowledge
- ❖ Capacity, Commitment, and Determination
- ❖ Assume responsibility and ownership along the chain
- ❖ Access trade facilitation tools
- ❖ Value addition along the chain
- ❖ Own ability to determine, volume, value and quality
- ❖ Access market for value added products
- ❖ Price negotiator and not price taker
- ❖ Pay/paid on performance
- ❖ Profit maximization

PRINCIPLES/VALUES

Attitude Change

- Farmers being owners of their land which is source of wealth and life have no reason to be poor, and they should have this belief in them
- Take charge and responsibility for their well being

Farming is Business

- Profit maximization is their objective ; Farmers farm is his/her shop
- Input, Process costs and value of output are known; Record keeping
- Service for a fee (subject for pay on performance)

Farmer Organization

- Manageable groups and Associations (risk management)
- Benefit from economies of scale
- Uniformity of quality, processes and output
- Volumes for Bargain power

Access to Trade Facilitation tools

- Skills and knowledge (group learning)
- Farmer friendly credit (Savings and credit schemes)
- Affordable inputs
- Appropriate technologies
- Market and price information

Value Addition along the Supply Chain

- Quality seeds and seedlings
- Good agricultural practices
- Good post harvest and hygienic practices
- Primary and Secondary processing
- Grading sorting and packaging

Access to Competitive Markets

- Knowing your customer
- Satisfy customer needs and preference
- Know your market, and prices
- Negotiate for price

Pay/Paid on Performance

- Contract out value addition services without loosing ownership
- Leaders, providers of services and goods should be paid on results (at the end of season)
- Farmers rewarded for quality, volume and value

BENEFITS

- **Shorten the Market Supply chain**
- **Transparency and competitive pricing**
- **Enhance quality, production, productivity and profitability**
- **Enhance efficiency such as minimization of post harvest losses**
- **Each action of a farmer can be related to the end income**
- **Establish traceability to the source of origin which can be verified**
- **Transform the rural economy into an industrialized economy (cottage processing industry)**
- **Will create substantial employment, Increase income and eradicate poverty**