



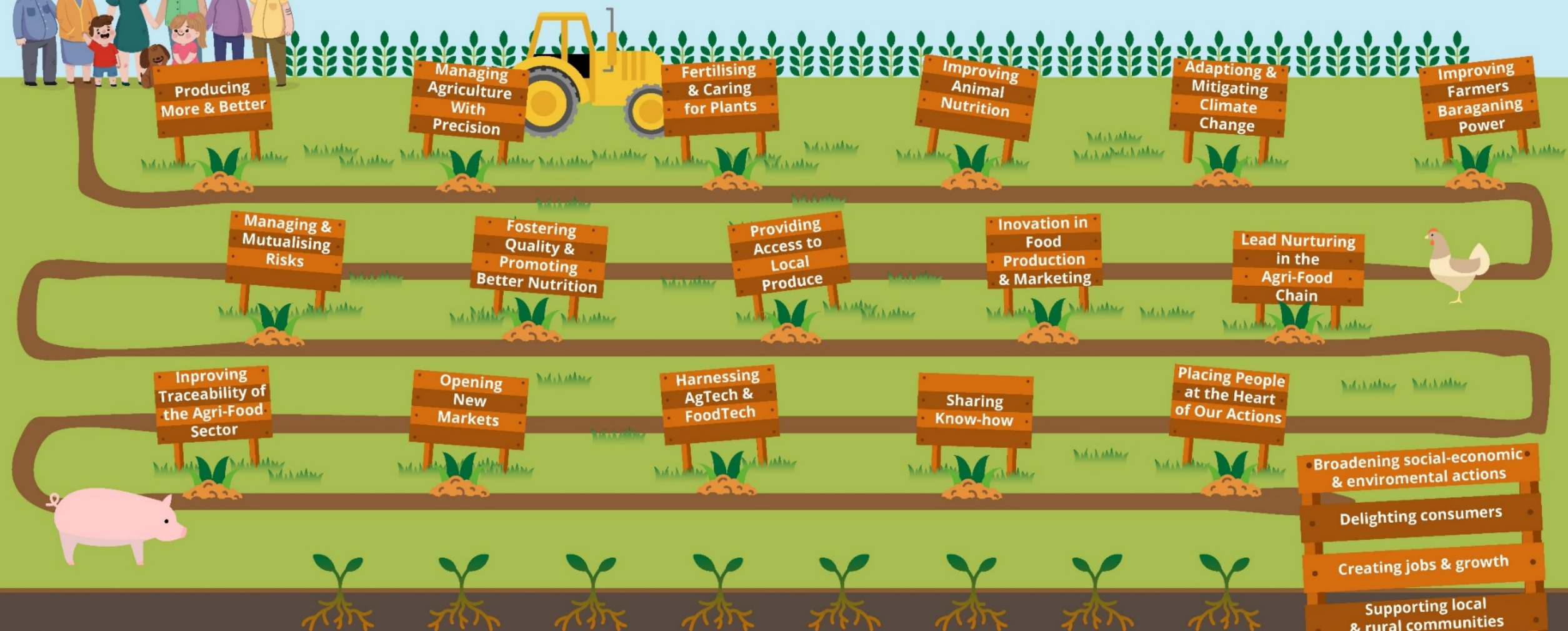
The Farm-to-Fork Strategy and cooperation in the agri-food supply chain

2 December 2021

Smart Cooperation for sustainable growth in each link of the value chain



We are the democratic tool empowering farmers to go from the land to the market, anticipating consumers' needs



C. 285,000.00
D. 155,500.00
E. 340,000.30



CONSUMERS

INTERNET

LOADING TV SERVER



A. ASIA
B. INDIA
C. USA



WWW



idea 45% is SALE!

25% time



MARKETING

SUCCESS



CLOUD



A. LOCK

SUCCESS!

MAIN

300 USD

2000€

30%

100%



75%

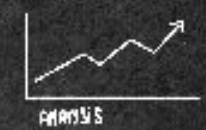
60%



TEAM



internet



ANALYSIS



5

Best practices from performant agri-cooperatives

Growth elements

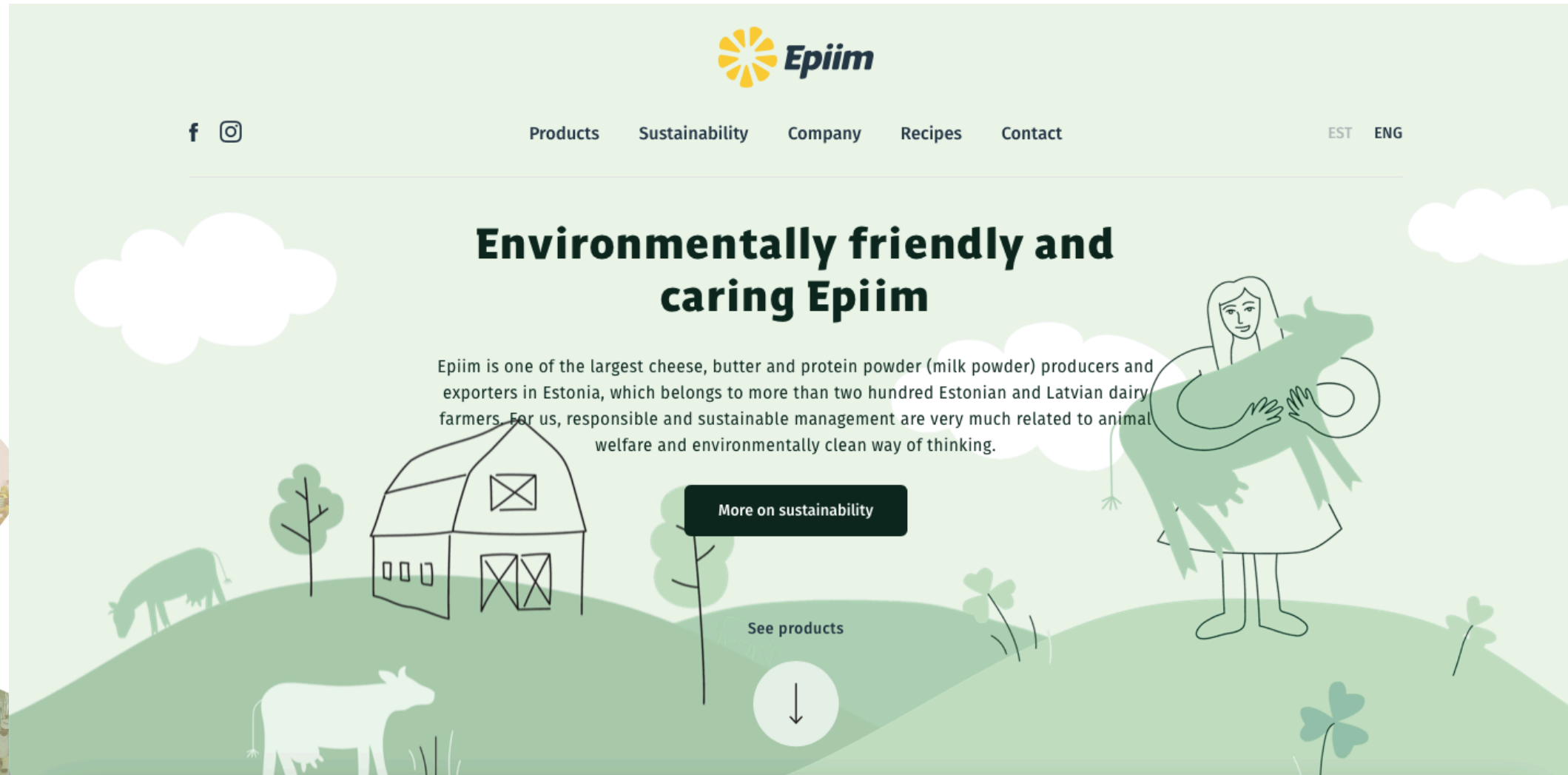
Mergers & Acquisitions

Second degree cooperatives

Internationalisation



Best practices from performant agri-cooperatives



Best practices from performant agri-cooperatives

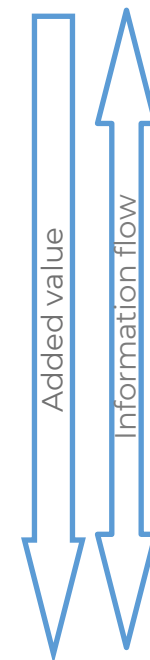
Added Value

On-farm production

Processing & packaging

Marketing

Distribution & Exports



Best practices from performant agri-cooperatives

<https://izbamleka.pl/wp-content/uploads/2021/11/piatnica.mp4>



Best practices from performant agri-cooperatives

Brand Awareness

Understanding consumers behavior

“Farmers-Owned”

Communicating social and environmental credentials

Building TRUST

Alignment with the cooperative strategy



Best practices from performant agri-cooperatives

Cooperative strategy

Sound governance structures

Knowledge transfer and advices to fill skills gap

Training & Development programmes for elected farmers

Professionalisation of the management

Research, Innovation and Digitalisation



Best practices from performant agri-cooperatives

Designing tomorrow's agriculture

Taking an ecosystem approach

Take Climate actions

Diversification of the activities

Drive the transition towards a circular & bio economy



Best practices from performant agri-cooperatives

Coming together is a beginning.

Keeping together is **progress.**

Working together is success.



Thank you very much

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