
MANUAL

Profiling a producers' organisation

This manual is linked to the guide 'Optimising the Performance of Producers and their Organisations'

Wageningen Centre for Development Innovation
Wageningen, September 2020

Profiling a producers' organisation

About the tool

This tool suggests a basic format for presenting a producers' organisation, according to four parts:

- Who are we?
- What do we do?
- How do we operate?
- How to contact us?

A list of possible annexes to the organisation profile is suggested.

The tool consists of this explanatory note and an empty format to fill out. The tool is best used when a producers' organisation seeks to succinctly present itself to the outside world. The profile can be upgraded by adding pictures and graphs. The profile could be disseminated through different channels (printed folders, website, social media, ...)



Aims of the tool:

- ❖ To facilitate the basic description of a producers' organisation.
- ❖ To make the organisation (better) known to the outside world.

NAME of ORGANISATION	LOGO
Put the name of the organisation here	Put the logo here

A. WHO ARE WE?

Foundation year and background	Year of establishment of organisation, if possible the exact date
Background	Explanation of the context and reasons for founding the organisation
Legal status and registration	Indication of the legal status and official registration with reference to legal document(s)
Constitutional bodies	Think of: General assembly, Board, Executive board, Financial control committee, ...
Organisational levels (tiers)	Different levels of organisation: village, district, province, region, nation
Mission statement	As officially formulated in constitution and/or strategic plan
Main objectives	As formulated in constitution and/or strategic plan
Membership	Indicate the total number of individual members, with distinction of male and female members. Mention total number of female members and calculate percentage of the female membership. For higher tiers: indicate the number of member organisations (for instance: number of cooperatives of a cooperative union) and indicate the total number of individual members of these organisations.
Member characteristics (socio-economic)	Socio-economic characteristics of farmer households (main activities, specific commodities, size of holding, ...). Indicate roles and specific position of women and youth.
Geographical coverage	Area where members are situated and/or area of intervention. Indicate areas (districts, provinces, regions) where members are concentrated.

B. WHAT DO WE DO ?

Main activities	Summarize the main activities of the organisation as introduction to this section
Economic services	If applicable, elaborate on the economic services delivered to members, for instance: input supply, processing, storage, collective marketing.
Information and training services	If applicable, elaboration on research, extension, training and information services that are provided to, or facilitated for members
Financial services	If applicable, elaborate on activities that envisage improved access to financial services (e.g. direct provision of credit to members, saving and credit groups, activities envisaging improved relations with financial institutions)
Farmer representation	If applicable, elaborate on the main themes and subjects for lobby and advocacy
Development programs and projects	If applicable, inform about the programmes and projects that the organisation implements or has recently implemented

C. HOW DO WE OPERATE ?

Executive office (staff)	Mention the salaried staff (functions and qualifications)
Vertical affiliation	Affiliation in farmers movement: membership to higher-tier farmers' organisations (provincial, national, international level)
Collaboration in the country	Organisations (both public and private sector) with whom the organisation collaborates for realizing its mission
Relations with supporting partners	(Development) organisations that technically and/or financially support the organisation
Sources of funding and financial autonomy	Distinguish: own funding and external funding Ratio own funding-external funding Activities that organisation can support with own funding/revenues
Main strengths of the organisation	Identified strengths of the organisation
Main weaknesses of the organisation	Identified weaknesses of the organisation
Main opportunities	Opportunities in the external environment of the organisation
Main threats	Treats in the external environment of the organisation
Perspectives	Main strategic orientations of the organisation and key activities to conduct in near future. Distinguish activities to strengthen internal organisation and activities to improve service provision to members

D. HOW TO CONTACT US?

Postal address	
Physical address	
Telephone	
E-mail	
Social media	

Contact persons

Name	Function	Telephone	Email

Date:

Signature:

ANNEXES

These annexes are sometimes required by partners – tick the box when documents are available and can be provided on request

	<ul style="list-style-type: none">• Constitution
	<ul style="list-style-type: none">• Legal recognition
	<ul style="list-style-type: none">• By-laws
	<ul style="list-style-type: none">• Internal procedures
	<ul style="list-style-type: none">• Minutes of last General Assembly
	<ul style="list-style-type: none">• Organisation chart
	<ul style="list-style-type: none">• Overview of Board members
	<ul style="list-style-type: none">• Overview of staff members
	<ul style="list-style-type: none">• Overview of member organisations
	<ul style="list-style-type: none">• Annual activity report
	<ul style="list-style-type: none">• Audit report
	<ul style="list-style-type: none">• Strategic plan
	<ul style="list-style-type: none">• Operational plan and budget
	<ul style="list-style-type: none">• Others: