

**National Federation of Agricultural  
Producers from Moldova  
“AGROinform”**

**The role of cooperatives in rural  
development in the Republic of Moldova**

**Sarajevo**

**15 -16 November 2011**

# Map of Moldova



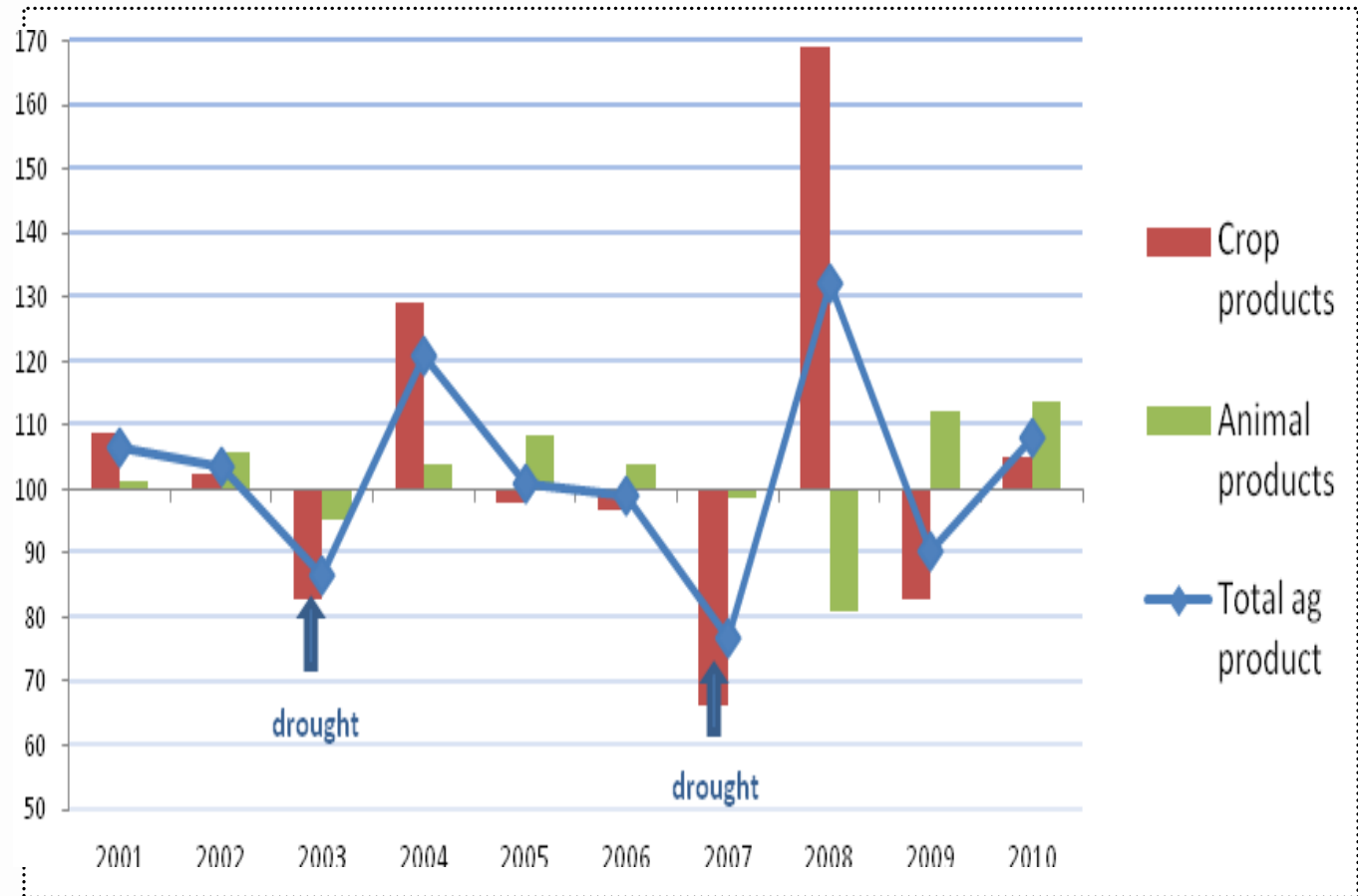
# Background information about Moldova

- AREA -33,8 thousand sq, km
- 74,7% - agricultural land
- Population – 3,56 mln. Inhabitants (without the population from the left side of the river Nistru and mun. Bender)
- GDP 2010 – 5.8 billions USD
- GDP 2010 per capita – 1,631 USD
- GDP growth dynamic- 2005-7,5%, 2006-4,8%, 2007-3,0%, 2008-7%, 2009-6.5%, 2010-6.9%,
- Commercial Balance 2010 - 3.26 bln. USD deficit

# Moldova's Agricultural Sector Overview

- The contribution of agricultural sectors to the economy is about 12% of GDP
- Agriculture involves 28% of labor force
- Agricultural area is about 2.5 million hectares (out of a total land area of 3.4 million hectares)
- Arable land accounts - 73%, perennial plantations – 261 thousand ha (inclusive: orchards 121 thousand ha and vineyards 140 thousand ha)
- 52% of exports in 2010
- Main exports products: fresh fruits and grapes, wine, walnuts and cereals

# Evolution of the agricultural output, % to previous year



## Crops share in Gross Agricultural Output vs. share in cultivated areas, 2009

<i>Agricultural product</i>	<i>% in GAO</i>	<i>% in cultivated area</i>
<b>Cereals</b>	18.4	53.4
<b>Technical crops</b>	7.3	17.8
<b>Fruit &amp; vegs</b>	36.1	9.4
<b>Fodder crops</b>	6.3	4.2



## Mission

*The National Federation of Agricultural producers from Moldova “AGROinform”* – is a network of 15 regional NGOs aiming to rural economic development trough lobbying farmers’ interest and offering complex assistance in farmer cooperation, business development, marketing and applying advanced technologies

# 15 regional NGOs members





# AGROinform network structure

## Internal organisation

- 15 regional NGOs members
- The network involves in total 75 staff and more than 4200 members
- The Federation board comprises 11 farmers and entrepreneurs
- National level office includes 14 staff members organised in four departments:
  - Farmers Cooperation
  - Agro-business and Marketing
  - Lobby and Network development
  - Financial Department

# AGROinform Members



- **4200 small and medium farmers (1172 women)**
  - Average age 47 years
  - 55.2 ha average agriculture land per farm
  - 7 employees per farm
- **Agricultural land - 231.9 thou. ha (14.4% of the total)**
  - Land crops - 207.45 thou. ha
  - Vegetables - 5.76 thou. ha (128 ha of greenhouses)
  - Orchards - 11.6 thousands ha
  - Vineyards - 4.54 thousands ha



# Who are the AGROinform Members

- **Warehouses -240 thousands tons**
- **Cold Warehouses for fruit and table grapes – 16.9 thousands tons**
- **Fruit dryers – 19 units**
- **45 Milk collection units**
- **75 Processing units**

# **What AGROinform is offering for its members**

# Services for lobby & network development



Designing and conducting lobby/advocacy campaigns

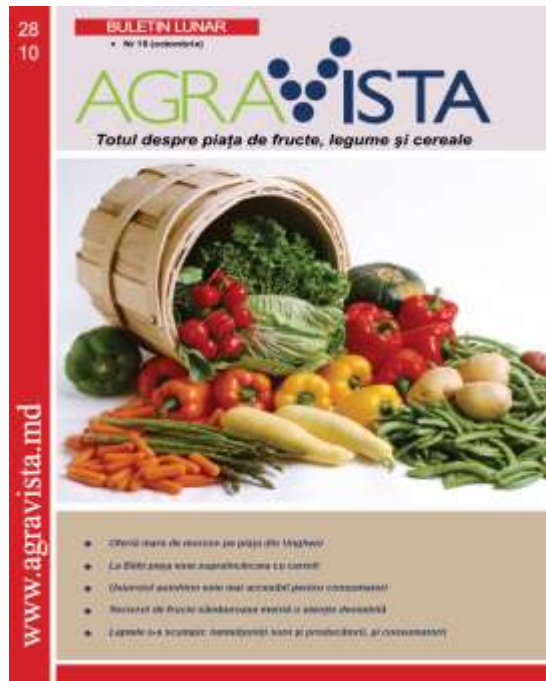
Developing analytical studies for policy and legal framework for rural development

Facilitating networking of regional NGOs for ensuring knowledge and information transfer

Facilitating the strategy development process within regional NGOs



# Marketing Services



- Collecting, analyzing and distributing information on daily wholesale prices
- Monitoring weekly 5 internal and 4 external markets for 57 products
- Monthly studies for one specific product on regional market
- Quarterly analysis on import-export markets for fruits and vegetables
- Facilitating the trade of agricultural products via the on-line Marketing Information System [www.agravista.md](http://www.agravista.md)

# Agri-business development

Cold storage September 2011



Cherry orchard June 2011



- Technical assistance in developing small and medium agribusinesses
- Assistance on processing and storage technologies, legal aspects, quality standards
- Facilitating access to credits and subsidies
- Training on agri-business development and other topics

## Problems met by farmers' formal and informal organizations



- Limited knowledge about cooperative concept and principles.
- High level of subsistence farming.
- Low investment capacities.
- Weak administration capacities within cooperatives.
- Non - functioning commodity associations.
- Lack of specialization.
- Insufficient knowledge.
- Limited application of innovative technologies.



AGROinform is the  
leading organization in  
Republic of Moldova  
that support farmer  
cooperation

## Target groups

- 18 Cooperatives created/assisted with AGROinform support within the past 5 years with 614 members
- 3 New cooperatives with 100 members
- 2 Commodity associations with 200 members
- 20 sales groups with 500 farmers
- 20 Study Circles for farmers with 300 members
- 12 Community/ women Study Circles

AGRO



# Cooperatives



# Assistance for cooperatives



## ***Business development:***

- investments feasibility studies;
- identifying markets and suppliers;
- investments (identifying suppliers, negotiations, import);
- developing the trade marks;
- promoting the cooperative services and products;
- visits/participation in international fairs and exhibitions;
- financial and fiscal assistance;
- business trips.

# Assistance for cooperatives



## **Institutional development:**

- Exchange of experience among the coops;
- External study tours to familiarize with the experience of other countries;
- Trainings for managers and board members;
- Development of internal regulations
- Assistance in organizing General Assemblies
- Representing the cooperative interests towards the state and other institutions trough the annual cooperative conferences

# Assistance to commodity associations



- studies on constrains and problems within the value chain;
- assistance foundation meetings of the associations and their registration;
- assistance in organizing round tables, public negotiations and other activities for promoting the interests;
- perform case studies for finding out solutions and proposals related to the commodity associations;
- organize trainings in lobby and negotiation techniques for the associations' boards

# Assistance to Sales Groups



- Market studies
- Training in production technology and marketing issues
- Exchanges of experience
- Facilitating negotiation meetings with potential clients and input suppliers

# Assistance to Study Circles for farmers/women



- Trainings
- Study sessions
- Exchange of experience
- Study materials

**Thank you**

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