



European Farmers Organizations strategies and experiences for increasing farmers' marketing power

Program of the Study Tour

Brussels, 11th to 19th April



In collaboration with the VietNam Farmers Union

Cofinanced par la DGD

**LA COOPÉRATION
BELGE AU DÉVELOPPEMENT** **.be**

A. Presentation of the study tour program

Introduction

This study program is done in the frame of the Project 12vu 5966: « Building VNFU's capacity of using right tools in Supporting the development of collective economic forms In Agriculture».

This project, financed by the Collectif Stratégies Alimentaires (CSA) and coordinated by the Vietnam National Farmers Union (VNFU) has the following objectives:

- To equip VNFU staffs with some tools that they can use to support the development of production and business cooperation forms in agriculture.
- To develop a tailored – made guiding materials on the use of right tools to support the development of production and business cooperation forms in agriculture.
- To create a potential resource of VNFU staff that can be selected to be trained to become trainers/facilitators who later conduct training workshops for grass-roots level.

In order to document the pedagogic material and to multiply the examples and experiences of strategies facilitating producers' market control, a study tour aiming at the analysis of strategies and tools developed in Belgium and Europe has been elaborated to the attention of a VNFU delegation and of CSA's Asian partners AFA and AsiaDHRRA.

Study Tour Objectives

- Present different strategies implemented by Belgian and European farmers organizations in order to strengthen their members' market control
- Analyze associated tools of those strategies and their implementation
- Analyze the support and counsel given by the organizations and unions in the implementation of those strategies and tools
- Analyze the Belgian and European context and the part played by public authorities in the elaboration and implementation of the strategies and tools
- Meet different leaders and producers who have engaged themselves in those dynamics
- Initiate potential collaborations between Asian and Belgian partners/cooperatives
- Initiate a reflection on the appropriateness of some of this strategies and tool to the Vietnamese context in order to prepare the VNFU Congress.
- Document the upcoming training sessions organized by the VNFU

Main themes

STRATEGY	CONDITIONS	EXAMPLES
Supply management	Production rules (Organization of policies and of the producers) Protection of borders	Negotiation at the Belgian and European levels (Copa-Cogeca) Example of the sugar and milk quota systems
Collective marketing	Collective Negotiation (organization of policies and of the producers) Supply management mechanisms (importations included) Access to credit for the farmers organizations responsible of the marketing of the products	Cooperatives: Boerenbond, Dairy cooperative in France (Nord-Pas-de-Calais)
Contract agreements	Collective Negotiation of contracts Pricing (price determination) supported by public authorities (contracts drawing up, a prices Observatory)	Producers under contract Example in the dairy sector, pork and chicken chains.
Products differentiation (short or long food circuits)	Long food circuit: collective negotiation capacity Short food circuit: processing and marketing capacity A Support from Public Authorities (protection of designation and labels promotion)	Cooperatives: Agrisain/Coprosain
Shortening of the Chain or the circuit	Organization of the producers Investments in processing and marketing techniques Direct marketing	Cooperatives: Agrisain/Coprosain
Intertrade Agreements	Organization of the producers Guidance and control by public authorities	Cattle industry/ beef value chain in Belgium
(Integration of cooperatives – transversal tool)	Organization of the producers Management capacities Access to credit	Every cooperatives

B. Composants

Participants

Viet Nam Farmers' Union

VNFU is a social – political organization of the Vietnamese peasantry under the leadership of the Communist Party of Vietnam. It was established on 14 October 1930. VNFU is organized at 4 levels from central level down to grassroots one with 63 provincial and city FU Executive Committees; 655 district and town FU Executive Committees; 10.474 grassroots FU Executive Committees; 92.500 FU branches and over 10 millions members. VNFU organization exists in all communes, villages where there are farmers.

1. **Mr. Vu Duc Vuong**, Director of the Communication and Training Department, head of the VNFU delegation;
2. **Mr. Pham Huu Van**, Vice – director of the Economy Department;
3. **Mrs. Vu Le Y Voan**, Vice-director of the International Cooperation Department.

Asian Farmers' Association for sustainable rural development (AFA)

AFA is a regional alliance of 12 national federations and organizations of small scale women and men farmers and producers from 11 Asian Countries (mainly South East Asia).

4. **Mrs. Victoria Serrato**, Director of Marketing and Business of AFA (Asian Farmers Association for sustainable rural development);
5. **Mrs. Elena Rebagay**, Officer on Advocacy on policies, from AFA;

Asian Partnership for the Development of Human Resources in Rural Asia

AsiaDHRRA is a regional partnership of eleven (11) social development networks and organizations in ten (10) Asian nations that support farmers organizations and rural communities in their region.

6. **Mrs. Wen Chi Huang**, Chairman of AsiaDHRRA and Professor of rural economy in Taiwan.

CSA

1. **Marek Poznanski**, Responsable projets
2. **Julie Flament**, Chargé de projets
3. **Caroline Amrom**, Chargée d'appui aux projets

Dates: from 11th to 19th April

Where the participants will stay

Adagio Access Bruxelles Europe
Rue de l'Industrie 12
1200 Bruxelles
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CSA office

184-D Boulevard Léopold II
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Chronogram

Schedules may be subject to change.

DAY	MORNING	AFTERNOON
Thursday 11th April	Arrivals	Introduction meeting
Friday 12nd April	Meeting with Agrisain/cooprosain	Workshop at CSA
Saturday 13 th April	Visits of farms	(Meeting with different value chain experts)
Sunday 14 th April	Free time	
Monday 15 th April	Meeting with the FWA/UAW/FJA	
Tuesday 16 th April	Meeting with Copa Cogeca (9-10h30) / A day of Visit of a dairy cooperative (North of France)	
Wednesday 17th April	Meeting with Boerenbond at CSA	Meeting with DGO 3
Thursday 18th April	Meeting with DG Agri at the Commission (9-10h30) Meeting with DG Dev at the Commission (10h30-12h00)	Meeting with FIWAP
Friday 19th April	Debriefing of the study tour	Training module preparation
Saturday 20th April	Free	Departures

C. Program day by day

11th April: Introduction to the CSA study-tour (at CSA office)

The first afternoon will be dedicated to a general introduction of the different subjects and contexts we will be working with during the whole tour as the collective instruments, the CAP and the agricultural sector in Belgium. In details:

The afternoon in CSA office, Brussels

14.30-15.30 **Presentation of the VNFU and situation in Vietnam**

15.45- 17.00 **Introduction of the main thematic (by Jean-François Sneessens)**

An analysis of some of the collective instruments, which reinforce the producers market power and see how compatible they are with the strategies improving market access.

17.00 – 18.00 **Introduction to the study tour and its program**

12th April: Visits and exchanges of different cooperatives in Ath

8.30 – 10.00 ***Drive to Ath***

10.00- 13.00 **Meeting with Coprosain**

- Their experience in products differentiation (labels), short circuits and collective marketing;
- The support they've received from the local and national authorities;
- Visit of the farm.

13.00 – 14.00 ***Lunch Break***

14.00 – 15.00 ***Drive from Ath to Brussels***

15.00 – 17.00 **Workshop at CSA office**

13th April: Visits and exchange

9.00 – 10.00 *Drive to Dinant*

10.00 – 12.30 **Meeting with Rene Ladouce**

- His experience in contract agreements;
- His choice for 2 types of marketing system according to the products (pork, poultry).

13.00 – 14.00 *Lunch Break*

14.00 - 17.00 **Visit of Farms and Return to Brussels**

15th April: Meeting with the farmers union and federation in Gembloux

8.30 – 10.00 *Drive to Gembloux*

10.00 – 10.30 **Presentation about VNFU and Vietnam context.**
VNFU experience with control market strategies

10.30 – 11.30 **Introduction speeches about the movement: visits of the FWA/UAW/FJA**

- Presidents and/or General Secretary of the different unions and federations;
- Presentation of the FWA/UAW/FJA structure:
 - General introduction and Communication Department: Anne Petré
 - Study Department: Yves Somville
 - Training Department: Olivier Plunus
 - Presentation of UAW: Françoise Bodson

11.30 – 12.30 **Chains organization, short food circuits** *(by Martine Denijs)*

12.30 – 13.30 *Lunch Break*

13.30 – 14.30 **Intertrade Agreement** *(by Marie Laurence-Semaille)*

- "Which room for maneuver for the organized producers in front of all the other actors of the supply chain?": Example of the belgian beef value chain

14.30- 15.30 **Support /counsels offered to FWA members in reference of the control market strategies and their attached tools : example of the dairy sector (by Alain Masure)**

- Supply chain control;
- Contracts;
- Farmers organizations.

15.30- 15.45 ***Coffee break***

15.50- 17.00 **Debate, questions**

17.00 **End of the meeting**

17.00- 18.00 ***Return to Brussels***

16th April: European actors/ A French cooperative: theoretical and practical approaches

8.30 – 9.00 ***Drive from hotel to Copa-Cogeca***

9.00 – 10.30 **Meeting with Copa-Cogeca in Brussels (in Copa office)**

10.30-12.30 ***Drive to North of France***

12.30 – 13.30 ***Lunch Break***

13.30 – 17.00 **Visit of a Dairy Cooperative and a farm, meeting with Mr. Poillion**

Complementary theoretical exchanges about the cooperative:

- The cooperative as a tool to improve farmers negotiation power on prices
- The cooperative as a tool to create or search added value
- The management of cooperatives: profits for the cooperative >< profits for its members
- Cooperatives, food chains, territories

17.00 – 18.00 ***Return to Brussels***

17th April: Meeting with the Boerenbond (by Marc Rosiers) and visits

Morning in CSA office, seminary room, Brussels

9.00 – 9.15 **Presentation of VNFU**

9.15 – 10.00 **Introduction on the movement**

- History of the movement;
- The movement's role on the prospective search for ways of improvement of the producers market power.

10.00 – 10.45 **Agreement within the supply chain**

- Intertrade agreement;
- Specific Agreement between buyers and producers organization;
- Specific Agreement between buyers and producers:
 - Pork and chicken production.

10.45 – 11.15 **Support /Guidance offered to BB members in reference of the control market strategies and their attached tools**

11.15 – 11.30 **Questions**

12.00 – 13.00 ***Lunch Break***

14.00 – 16.30 **Meeting with the Operational General Direction for agriculture, Natural Resources and Environment**

- How to increase producers' negotiation power in a less and less regulated market. The case of the milk sector (*by Nathalie Perelmutter*);
- EU negotiation procedure: inside view of a MS (*by René Poismans*).

18th April: Meeting with European direction and visits

8.30 – 9.00	<i>Drive from hotel to GD</i>
9.00 – 10.30	Meeting with the General Direction of Agriculture and Rural Development
10.45 – 12.00	Meeting with the General Direction of Development and Cooperation
12.30 – 13.30	<i>Lunch break</i>
13.30 – 14.20	<i>Drive to Gembloux</i>
14.30 – 17.00	Meeting with the Walloons Potato Value Chain, in the presence of : <ul style="list-style-type: none">• Mr. Daniel Reyckmans, member of the FIWAP permanent team• Mr. Paul Marlier, FIWAP Founding President
17.00 – 18.00	<i>Return to Brussels</i>

19th April: Last day of the study tour

Morning in CSA office, seminary room, Brussels

9.00 – 10.30	Debriefing of the study tour (CSA-VNFU)
10.30 – 10.45	<i>Coffee break</i>
10.45 – 11.30	Preparation of the Congress (VNFU)
11.30 – 13.00	Preparation of the Training modules (VNFU-CSA)
13.00 – 14.00	<i>Lunch break</i>
14.00 – 17.00	Departure of the VNFU delegation to Paris Further talk with AFA and AsiaDHRRA over the training modules and the project
17.30	End of the Study tour

D. Website of the different organizations

- **Coprosain** : <http://www.coprosain.be/index.asp?id=404>
- **Fédération Wallonne des agriculteurs** : www.fwa.be
- **Union des Agricultrices wallonnes** :
http://www.fwa.be/WEBSITES/StartPage_UAW.htm
- **Copa-Cogeca**: <http://www.copa-cogeca.be/Menu.aspx>
- **Boerenbond**: <http://www.boerenbond.be> (look for the automatic page translation by Google)
- **DGO 3**: <http://agriculture.wallonie.be> <http://environnement.wallonie.be/>
- **DG agri (EC)** : http://ec.europa.eu/agriculture/index_en.htm
- **DG Dev (EC) Europaid**: http://ec.europa.eu/europeaid/index_fr.htm
- **VNFU** : <http://vnfu.vn>
- **AFA** : <http://asianfarmers.org>
- **AsiaDHRRA** : <http://asiadhrra.org>