

Farmers' organizations serving farmers and rural territories

Newsletter n°12
August 2018

Upat widens its base and commits itself to strengthen it

The ambition and the development strategy of Union Al Amal of beekeepers from Taza (Morocco) - Upat - led it to reflect on a progressive enlargement of its base. Fert assists this process through trainings of members of the board of directors in the field of the diagnosis of cooperatives: development of an interview guide, conducting interviews, data registration and analysis. Four members of the union carried out the diagnosis of about twenty cooperatives from the province, applying to the union membership.

Then, in order to facilitate the selection of new cooperatives to be integrated, an analysis index was adopted. It allowed reflecting on:

- ✓ some eliminatory criteria, namely the non-compliance with the law 112/12 concerning cooperatives and the membership to “economic interest groups” from the province;
- ✓ qualitative criteria used to classify the cooperatives, namely number of members, age, practice of transhumance, diversity of honey production, access to markets and participation in fairs.

In 2013, 4 cooperatives created Upat. In 2016, it included 10 cooperatives. At its general assembly in July 2018, it registered the accession of 9 new cooperatives, which means that now it includes 19 members, and counts 277 beekeepers.

During its general assembly, the union also shared its action plan, its development strategy as well as its operating and cooperating principles that it agreed on. Through the progressive enlargement and the initial diagnosis, the union aims at ensuring a real sharing of values and adherence to the strategy. Thereafter, it intends to ensure effective engagement and participation (including financial) in the development of the union and its services, such as the planned beekeeping complex.



The development of a dual support: technical and governance

Except of the services to which all beekeepers (including the new ones) will be able to access (input supply, marketing, extraction service...), the union, accompanied by Fert, develops a tailored support for new cooperatives. In order to achieve it, it mobilizes:

- ✓ *its technician in beekeeping* to establish the diagnosis of beehives (hygienic conditions, productivity,...) and the level of knowledge of beekeepers who manage them. } A technical training program suiting everyone and close monitoring of beehives will be set up.
- ✓ *its manager* and board members to raise awareness, share operating principles, observe and question organizational difficulties. } A training and support program on management, governance, communication etc. will be established.

Zed Elkhir SMSA tested direct sheep sellings for Eid

Agricultural services' cooperative society – SMSA Zed Elkhir tested in 2018 the establishment of a direct selling point, from producers to consumers, with the support of the interprofessional group for red meat and milk - GIVLait, the livestock and pastures office - OEP - and the regional agricultural development commission - CRDA. In agreement with the municipality of Médenine, this selling point was established on the Gabès road, near the OEP, in Médenine.

In southern Tunisia, Eid sheep are generally sold at a fixed price offered by the livestock dealer. This price is not always in real adequacy with the animal. In order to make the transaction between the consumer and the breeder more transparent and fair, sales were made per kilogram of live weight; prices were validated between the breeders and the Ministry (a rate of 11 TND (3.7 €) for sheep over 40 kg and 11.5 TND (3.8 €) for those under 40 kg).

A promising experience the SMSA will renew and develop in 2019

Between the 10th and 19th of August, when the selling point was open, 167 sheep were sold: it represents the total amount of sheep presented at the point. These sales represent a revenue of 77 200 TND, or 25 700 € (sheep from 27 to 60 kg were sold, at a price ranging from 310 to 660 TND). Sales and livestock keeping were managed by SMSA members whose time spent was financially compensated. In addition, breeders covered the cost of their sheep feeding.

The SMSA who organized the operation collected 0.250 TND per kilogram of live weight, which enabled it to cover the costs of material (shelters, etc.), labor, etc. GIVLait participated in the wages of agricultural workers and in the purchase of fencing and banners. OEP provided water and electricity.

For this first experience, only four breeders decided to sell their sheep through the direct selling point; they came daily to check sales and collect their revenues.

Both breeders and buyers/consumers have shown their complete satisfaction with the operation: they testify to greater transparency and accuracy in prices and appreciate the direct link and trust established between the cooperative and the buyers.

SMSA wishes to repeat the experience in 2019, by installing 2 selling points, and, through sensitization, by allowing more breeders to sell their sheep directly to consumers.



If you wish to subscribe to our newsletter:
lettre_paopa_an@fert.fr

This newsletter is produced by Fert association (www.fert.fr) and its local partners. The action is cofinanced by:

AGRICORD

