



The role of cooperatives in rural business development

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Brussels– 24 October 2019

copa

european farmers



cogeca

european agri-cooperatives

Created in **1958**

23 million European farmers and family members

60 full members from the EU Member States and **36** partner organisations

Created in **1959**

22.000 European agricultural cooperatives

35 full members from the EU Member States, **4** affiliated members and **36** partner organisations



In **1962**, a joint Secretariat was created



Mission

To ensure a viable, innovative, competitive EU agriculture and agri-food sector guaranteeing food security to half a billion people throughout Europe.



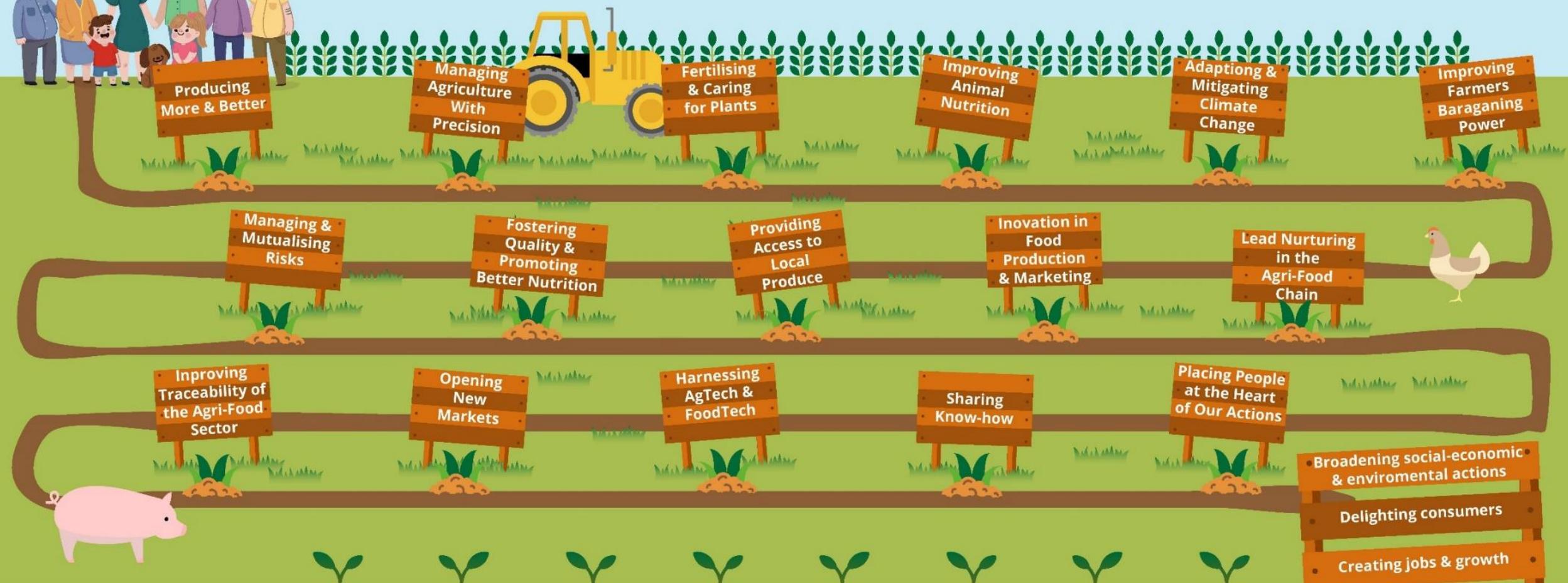
Objective

Promoting the view of European farmers and agri-cooperatives to **influence** the EU decision-making process and public opinion.

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



European agri-cooperatives' outlook





NUMBER OF MEMBERS OF AGRICOOPS

KEY DATA

Austria 1.372.856
Estonia 2.036*
Finland 125.000
France 400.000
Germany 1.452.000*
Hungary 4.000
Ireland 143.741
Italy 742.078
Latvia 4.846
Malta 4.000
Portugal 300.000
Slovenia 13.082
Spain 1.150.341
Sweden 160.350
UK 143.000

*including non active members



LEVEL OF EMPLOYEMENT GIVEN BY AGRICOOPS

KEY DATA

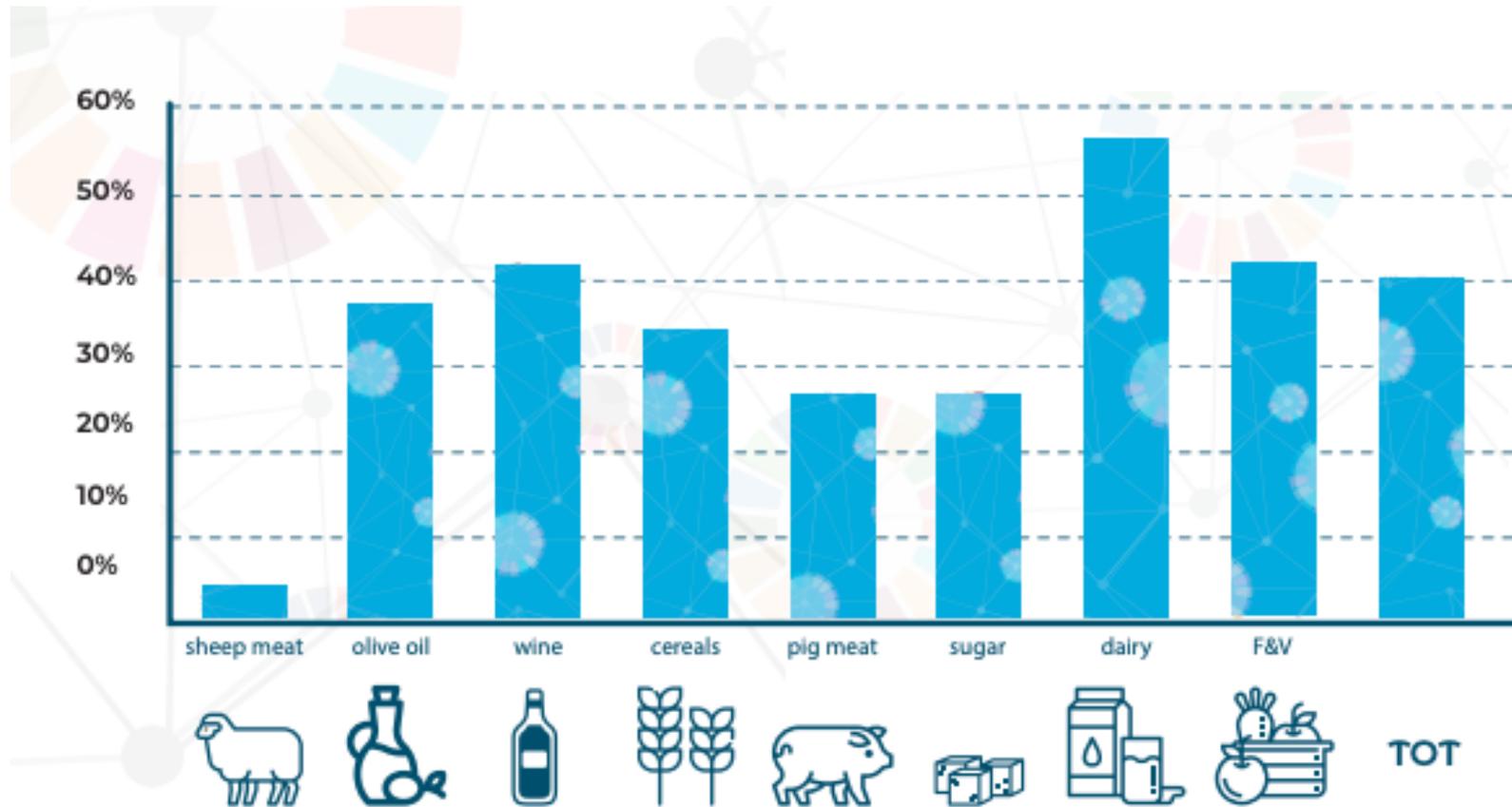
Austria 26.665
Croatia 2.581
Finland 26.130
France 195.000
Germany 107.478
Hungary 520
Ireland 14.565
Italy 91.584
Portugal 9.000
Slovenia 13.082
Spain 310.831

SECTORS



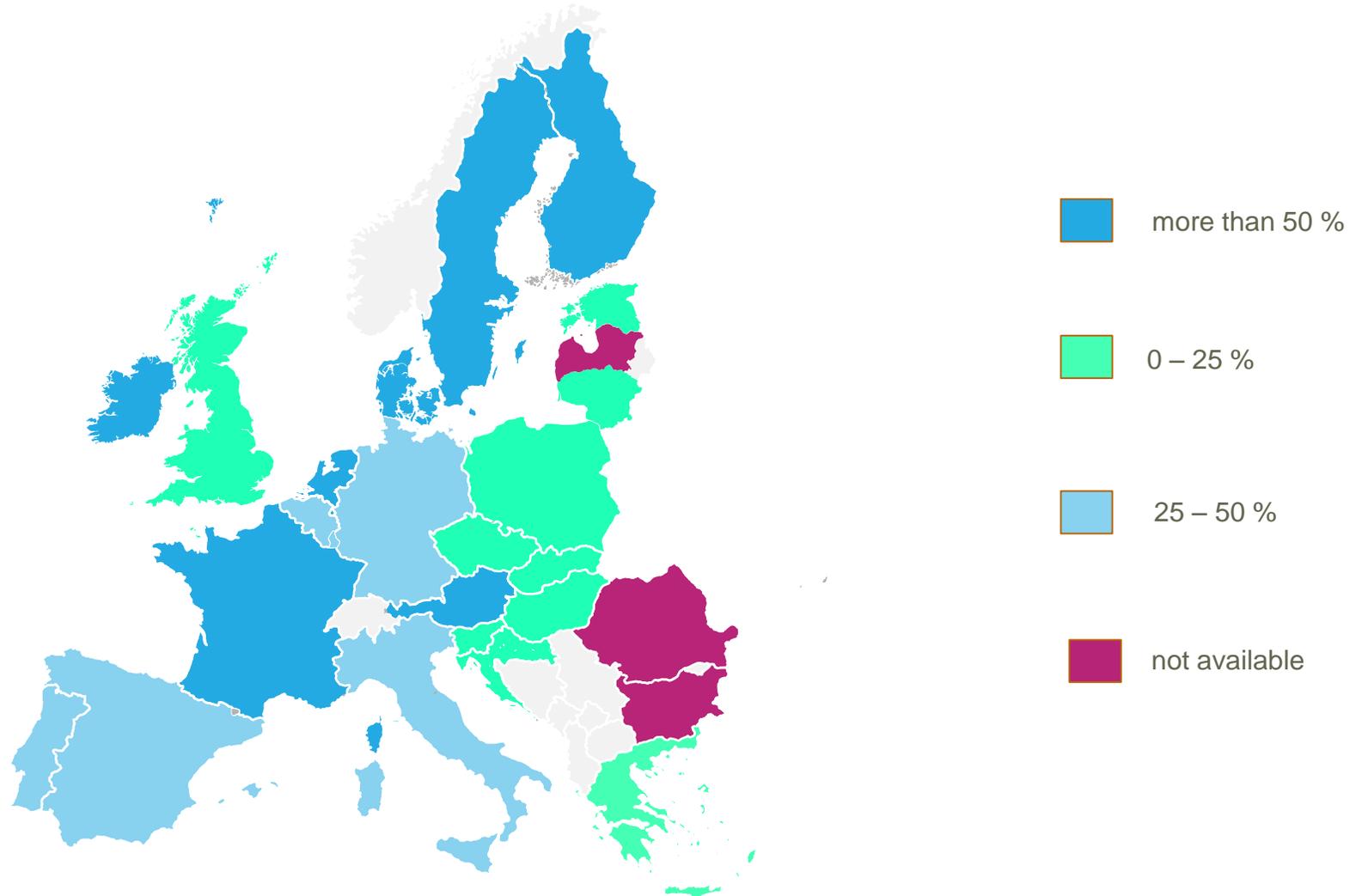


Market share of European agri-cooperative in main sectors





European agri-cooperatives market share outlook



C. 285,000.00
D. 155,990.00
E. 340,000.30

CONSUMERS
25% time

INTERNET

LOADING TV SERVER



A. ASIA
B. INDIA
C. USA



idea 45% is SALE!



MARKETING

SUCCESS



CLOUD

SUCCESS!

MAIN

300 USD

2000€

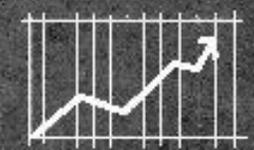
50%

100%



75%

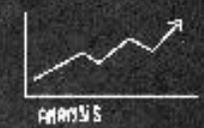
60%



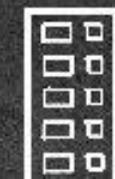
TEAM



internet

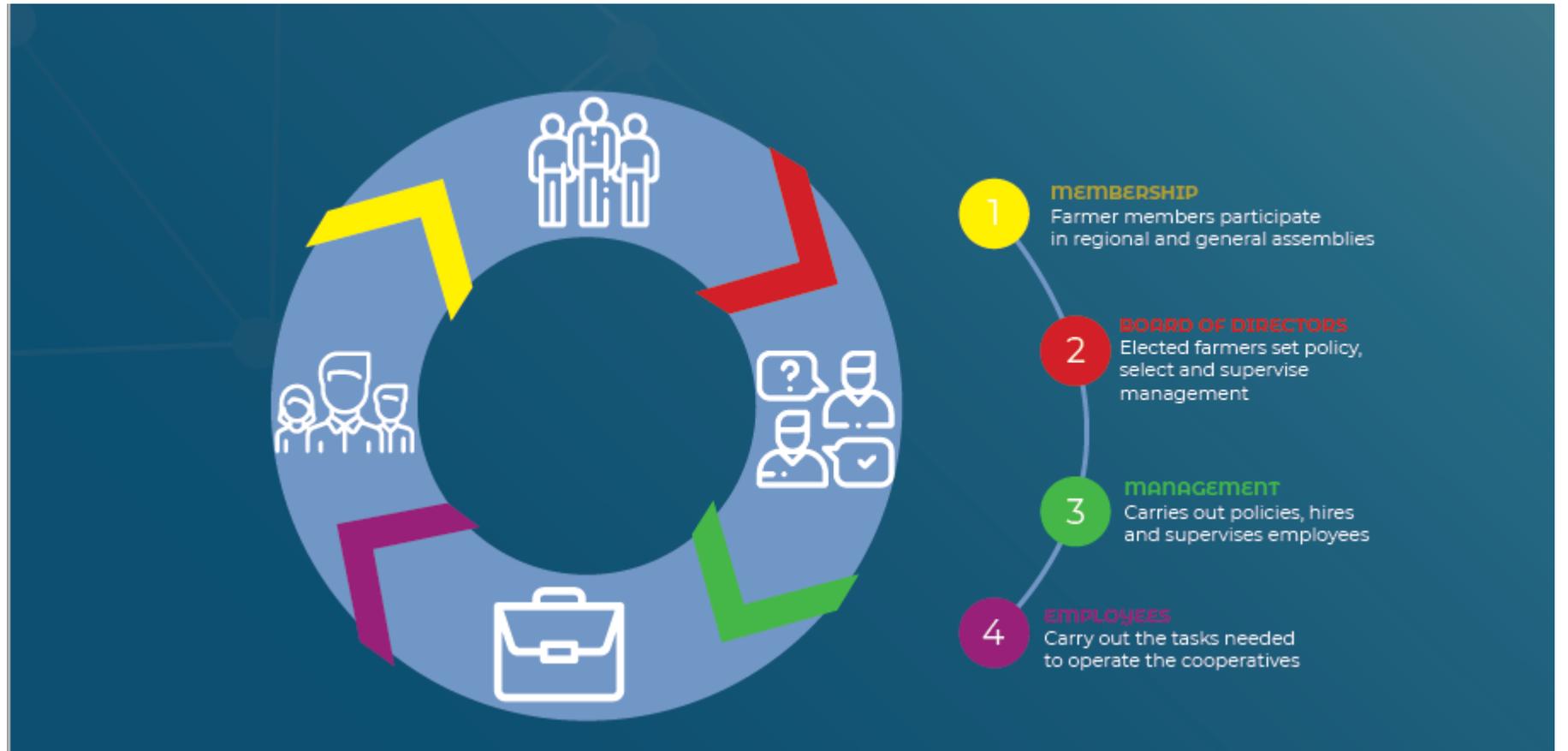


ANALYSIS

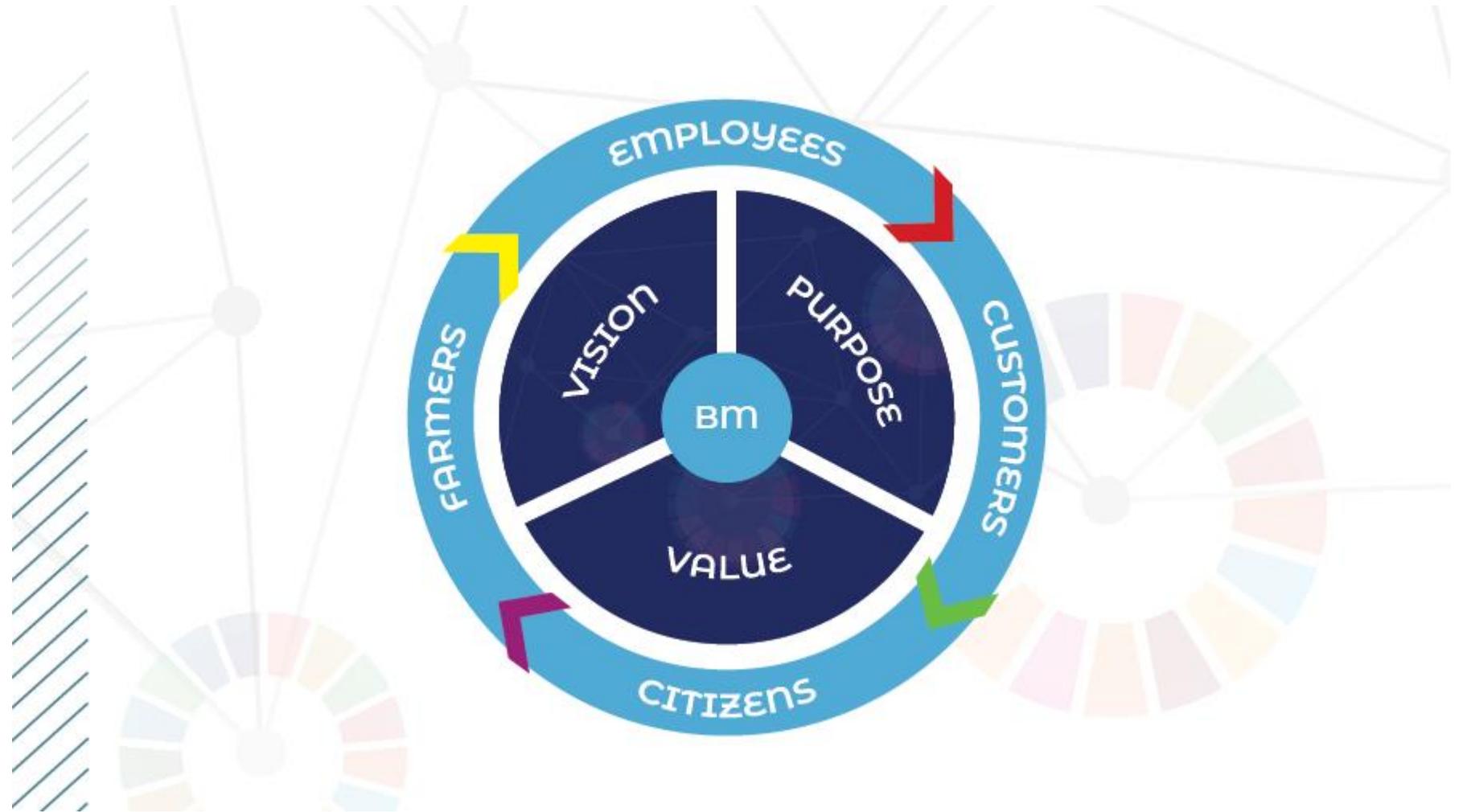




Governance structure



Business Model (BM)



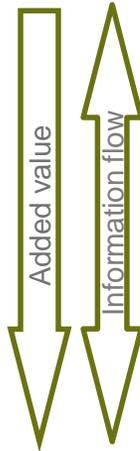
Best practices

Integration

- Mergers & Acquisitions
- Second degree cooperatives
- Internationalisation

Added Value

- Inputs
- On-farm production
- Processing & packaging
- Marketing
- Distribution & Exports



Brand Awareness

- Understanding consumers behaviour
- “Farmers-Owned”
- Communicating social and environmental credentials
- Building TRUST
- Alignment with the cooperative strategy

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

Designing tomorrow agriculture

- Taking an ecosystem approach
- Take Climate actions
- Diversification of the activities
- Drive the transition towards a circular and bio economy

The importance of collaboration

Farmers perspective:

What one person cannot accomplish alone, can be accomplished by many

Business perspective:

Most economic fallacies derive from the tendency to assume that there is a fixed pie, that one party can gain only at the expense of another.



Examples of collaborative ecosystems



Examples of collaborative ecosystems



NO. 1 IN THE LARGE-SCALE
RETAIL TRADE IN ITALY



80%
of wine from winegrower partners
190,000,000 litres
of wine sold

70 COUNTRIES



Tavemello: the no. 1 brand of
Italian wine in the world

THE LARGEST ITALIAN VINEYARD

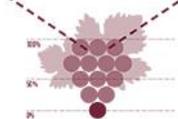
THE WINE MAKING PROCESS



12,500
wine growers

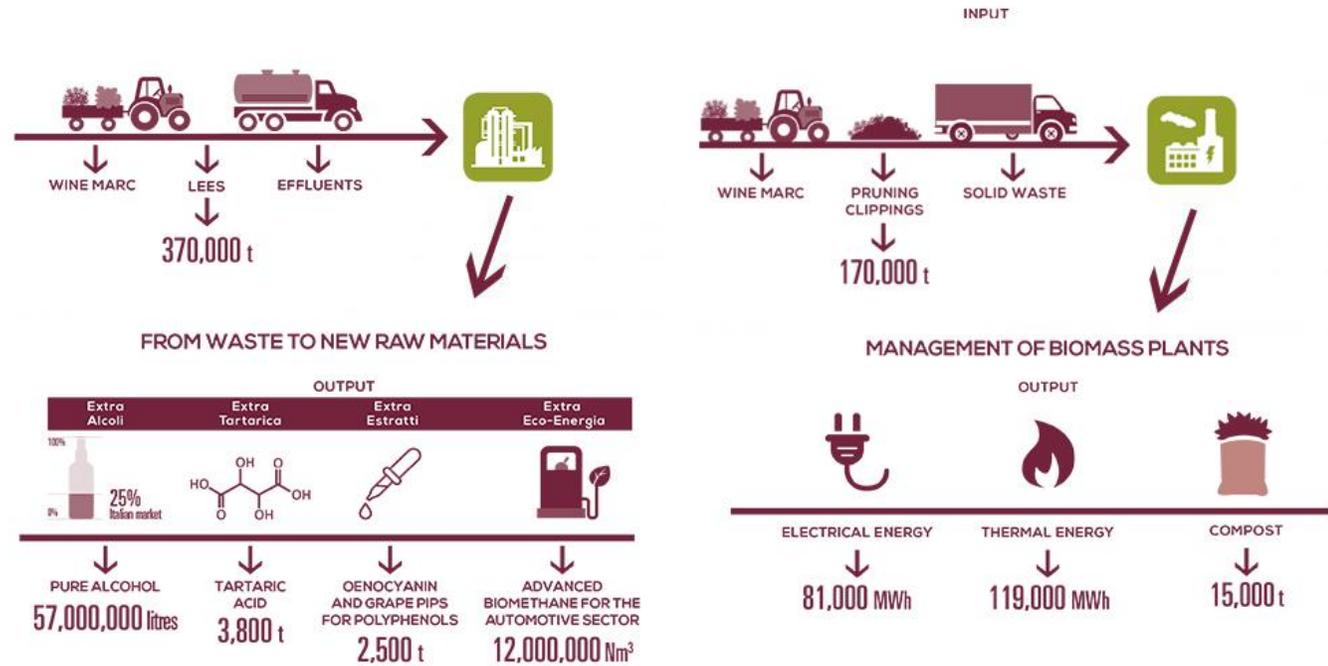


30 WINE
COOPERATIVES



700,000 t
of grapes produced by the wine cooperatives

10%
of Italy's total
grape production





Thank you for your attention!

