



A GLOBAL NETWORK FOR ACCELERATING PROFESSIONALIZATION OF FARMER ORGANISATIONS

WE ARE AMEA

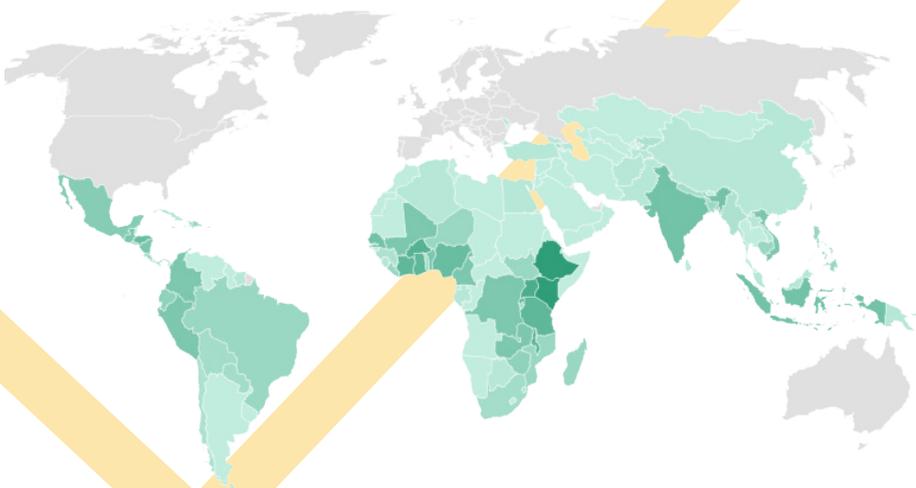
AMEA is one of the fastest-growing networks in the agricultural sector and includes private and public organizations. AMEA has 26 members dedicated to accelerating the development of professional farmer organizations. Our vision is a future where there are millions of professional farmer organisations that have access to finance and markets, which enables them to deliver significant benefits to their members. The vision is of inclusive growth and development.



The AMEA network currently reaches over 11 million smallholder farmers in more than 80 countries. AMEA aims to transform the way in which farmers and their organisations are supported. In most countries this system does not exist. Instead hundreds of projects deliver services in a fragmented, expensive and unsustainable way. The AMEA network works toward a system that accelerates farmer organisation professionalisation and incentivises service quality improvement. This system is what we call the AMEA Framework.

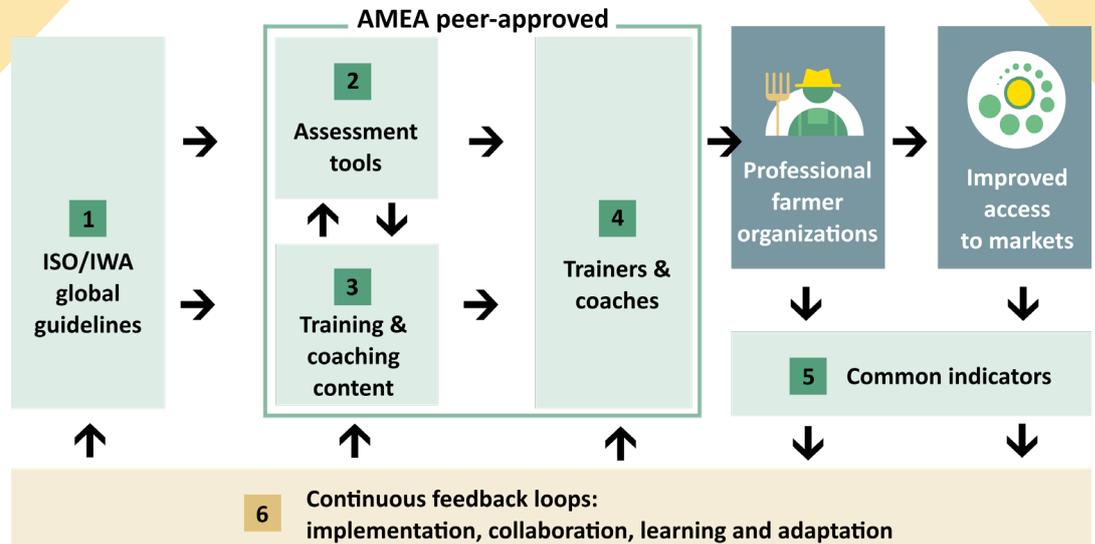
“In a world where so many diverse and scattered programs and projects to help farmers exists, AMEA brings a much needed focus on farmer professionalism and offers an integral solution that consists of best-in-class assessments and training materials... This integrated solution gives buyers, banks, and input suppliers greater confidence to engage farmer organizations in stronger and more resilient supply chains.”

**Lucas Simons, Founder / CEO
SCOPEinsight, NewForesight
Consultancy**



THE AMEA FRAMEWORK

The AMEA Framework, shown below, guides the network in all its work.



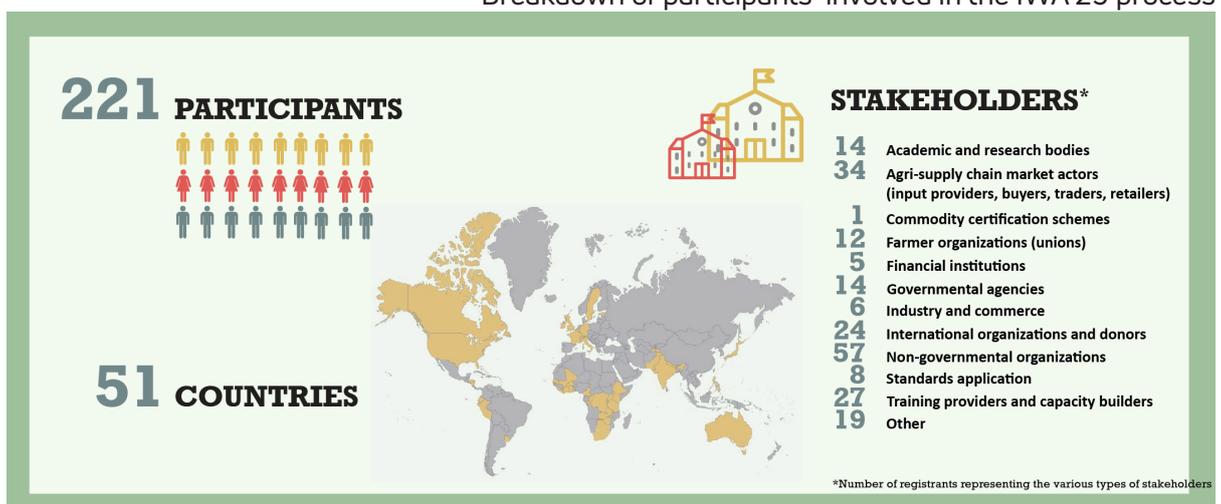
“We believe that the guidelines for professional farmer organisations should be accessible and used by the many parties who interact with smallholder farmers. We hope that this document will be part of a common language that is used by private companies, banks, training providers and government agencies – all of whom have economic engagements with smallholder farmers. IWA 29 is an important means to increase the number of professional farmer organization in an effective way”

Alan Johnson, Lead – Agribusiness Advisory Service for Smallholder Supply Chains, IFC

AMEA believes that systems change begins with all stakeholders agreeing on what a professional farmer organization is. This is why AMEA supported the process to develop the Global Guidelines for Professional Farmer Organizations with NEN/ISO. The International Workshop Agreement (IWA 29) published in March 2019. IWA 29 was created through a year-long process of public consultation.

Learn more about the IWA 29 process [HERE](#). You can also access an overview of the ‘Professional Farmer Organisations Guidelines’ [HERE](#).

Breakdown of participants involved in the IWA 29 process



“The common toolbox offers multiple benefits. It provides access to proven, best-in-class tools that members can apply in their work; enables comparison of results across organizations and countries to better capture and understand impact; and offers the opportunity to have one’s own tools tested and used more broadly, ultimately helping to make them even better.”

Sabrina Amburgey, Vice President for Strategic Growth and Partnerships, ACDI/VOCA

AMEA also believes that there is an urgent need to harness the innovation which projects have delivered and support farmer organisations and their partners to access the best tools and trainers/coaches that are available. AMEA therefore has conducted a thorough review of AMEA member tools and accredited a select few that demonstrate effectiveness, efficiency and complementarity.

AMEA is also building a trainer/coach database, alongside the increased use of these tools.

	CURRICULA				TOOLS		
	ALP	EDC	ABC	SMFM	M4	SCOPE BASIC	SCOPE PRO
							
CAPACITY BUILDING	✓	✓	✓	✓	✓	✓	✓
BENCHMARKING	n/a	n/a	n/a	n/a		✓	✓
MARKET SYSTEM ANALYSIS			✓	✓		✓	✓
M&E	✓	✓	✓	✓	✓	✓	✓
VALIDATION OF CSR PROGRAM	n/a	n/a	n/a	n/a		✓	✓
FACILITATE ACCESS TO MARKETS	✓	✓	✓	✓	✓	✓	✓
FACILITATE ACCESS TO FINANCE	✓		✓	✓	✓	✓	✓
SELF-ASSESSMENT OF PROGRESS	n/a	n/a	n/a	n/a	✓		

The AMEA Toolkit guide has a comprehensive set of criteria to enable members to choose the most appropriate tool for their interventions.

Finally, AMEA is committed to continuous improvement and regularly reviews the effectiveness of these tools as well as searching for new tools. The use of a common language and selected data driven tools has also led to AMEA promoting a common set of indicators. Comparable data sets will enable deeper analysis, learning and continuous improvement.

Looking for more information on the AMEA Framework? [Visit our website.](#)

HOW DOES AMEA WORK?

AMEA is a light, agile network which relies on strong member commitment. The core of AMEA's work is conducted through Global Working Groups and Local Networks, which collaborate on joint initiatives.

AMEA currently has **five Global Working Groups** as follows:

- **Global Guidelines:** focused on increasing the visibility of the Global Guidelines for professional farmer organizations and encourage its uptake on a global and local level.
- **Toolbox:** focused on increasing the uptake of the AMEA tools; and evaluated effectiveness of the use of the tools to generate feedback loops and continuous improvement.
- **Trainers and Coaches:** focused on developing the trainer and coach database to enable access for members.
- **Achieving Bankability:** focused on understanding how to address farmer organization capacities which will lead them to become "bankable".
- **AgTech:** focused on developing a "consumer guide" of Ag-tech tools with the greatest potential to accelerate farmer professionalism, increase incomes and promote sustainable production.

AMEA currently has **four Local Networks** where the AMEA Framework is promoted and tested.

Côte d'Ivoire with IFC, IDH and CNFA

Ethiopia with IFC

Uganda with Rikolto and UCA

Kenya, with ICCO

"Farmer organization members are their own agents of change, but they need the capacity to conduct business activities, build trust, sustain agency, and create access to socio-economic services, if they are to transform their rural communities. AMEA will help to accelerate this work locally and provides a venue to learn, listen and share with a diverse set of agricultural and development stakeholders."

Casey Harrison, Rural Livelihood Strategic Advisor, Nuru International

AMEA local networks support the development of an enabling local environment for professional farmer organizations and create a space to generate learnings and address key challenges with other agribusiness stakeholders. Each local network is led by an AMEA member organization. **Local representatives of AMEA member organizations are encouraged to join any relevant Local Networks.**

The Local Networks will expand to seven by 2022, including networks in Latin America and Asia.

Local Networks are the driving force for implementing the AMEA approach in various countries.

THE AMEA APPROACH

Why should I use the AMEA approach?

AMEA members are committed to accelerating the development of professional farmer organizations, increasing the efficiency and effectiveness of their interventions, creating an enabling environment and generating best practices. We invite anyone with aligned objectives to be part of our network and create lasting change in the agribusiness sector. By partnering with AMEA and its' members you will have the opportunity to:

"Act Church of Sweden is excited to be a part of the AMEA network in working towards professionalizing farmer organisations and strengthening the quality and results for sustainable livelihoods. We believe that by giving our local partners access to the AMEA Framework, a global network of qualified trainers and best practices we will help build resilient communities in our partner countries."

Nadja Berger, Programme Manager/Programme Development Advisor, Act Church of Sweden

1 | ACCELERATE THE DEVELOPMENT OF THE FARMER ORGANISATIONS YOU WORK WITH

It is widely known that many agribusiness initiatives fail to deliver as planned. A key constraint is the lack of progress in developing farmer organisations that can deliver for markets that demand consistent quantity and quality. The AMEA Framework does not guarantee success but it does provide you with the best available resources. As an AMEA member, or a partner with an AMEA member, you will have access to:

- Accredited assessment tools which enable you to benchmark the Farmer Organisations you work with against other projects, sectors and countries.
- Accredited curricula, which enable Farmer Organisations to meet IWA 29: Professional Farmer Organizations – Guidelines.
- Recommended trainers and coaches.

2 | INCREASE YOUR COMPETITIVE EDGE

AMEA provides a pre-competitive space for organisations to collaborate. This means AMEA uses approaches to foster co-operation within a highly competitive environment. It is this co-operation which also gives members (and partners of AMEA members) a competitive edge through the following:

- The ability to differentiate your organization from non-AMEA members through the use of accredited, proven tools within new project designs.
- The ability to focus your resources on delivering the assessment, training and coaching rather than developing the tools and curricula.
- The innovation and partnerships which are a product from the networking and learning opportunities provided through Online Dialogues, Global Working Groups and Local Networks.
- The ability to draw on a network of hundreds of fellow professionals online but also in-person through our Global Convenings, Local Networks and other events.
- The positioning of your organisation as an innovative and collaborative partner; and the visibility which you obtain from being part of a rapidly growing network.

3 | STRENGTHEN YOUR SYSTEMS CHANGE STRATEGIES

Most organisations join AMEA as they want to see impact beyond a project level. Many people in these organisations are highly motivated by the potential for systems change. They know that projects are intensive and expensive, and that real success is in the scaling up of the work. This applies equally to NGO led projects as well as Private Sector inclusive business projects. AMEA provides a platform and a framework for members (and partners of AMEA) to contribute to Systems Change. AMEA is not the only platform that is necessary but it is an essential one in the absence of other mechanisms.

JOIN AMEA!

By joining AMEA, you are part of a collective effort to improve farmer organizations' access to markets and finance. Through our network, you can collaborate with experienced organizations for efficient and effective interventions in emerging markets. Together, we advance professional farmer organizations.

"The journey towards sustainable business practices is far greater than the actions or interests of any one company. Through the power of partnerships such as AMEA, we can accelerate and magnify our efforts and achieve a level of sectoral transformation that cannot be accomplished alone."

**Suzanne Uittenbogaard,
Sustainable Value Chain
Manager, Cargill Cocoa &
Chocolate"**

BENEFITS	GLOBAL MEMBER EURO 10,000 PER YEAR	LOCAL MEMBER EURO 2,000 PER YEAR
Access to AMEA tools ¹	YES (Global)	YES (only for that country)
Access to AMEA database of trainers/coaches	YES	YES (only for that country)
Access to Local Networks	YES	YES (only for that country)
Access to AMEA online dialogues	YES	YES
Visibility for Member Activities through AMEA	YES	YES
Access to Working Groups	YES	YES ²
Access to Global Convenings	YES	YES ³

¹ AMEA tools are licensed for use by the tool owners to the AMEA member. The license agreement includes terms and conditions to ensure the tool is delivered in line with quality standards to protect the reputation of the tool.

² There will be regular dialogue between Local Networks and Global Working Groups to agree joint plans

³ Currently we invite at least 2 representatives from each Local Network to the Global Convenings.

See our [website](#) or contact Mark Blackett (AMEA Global Director) to join AMEA today!



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 AMEA (Agribusiness Market Ecosystem Alliance)

Website:

<https://www.ameaglobal.org/>