



amea

BROCHURE

ADVANCING PROFESSIONAL FARMER ORGANIZATIONS

Farmer organizations and Agri-SMEs are a critical stakeholder group in the global Food System. They help feed the world and provide employment for over 500 million smallholder farmers worldwide. As such, our Food System needs professional, resilient, and sustainable Farmer Organizations. Accelerating their development requires a cost-effective and scaled-up ecosystem of partnerships and services. In most countries, this system does not exist. Instead, hundreds of projects deliver services in a fragmented, expensive, and unsustainable way. All stakeholders who work with Farmer Organizations will benefit from collaborative system change.

GOVERNMENTS

need scalable and data-driven approaches to target support through public sector programmes that leverage resources and partnerships.

PRIVATE SECTOR

partners need to bring inclusive approaches into their core business model that generates additional, shared value.

“AMEA has great convening power. It identifies and understands members and stakeholders’ types of engagement. AMEA also has the ability to connect the dots and to understand who else needs to be involved in the conversation to take our work to the next level.”

Richard Midikira (Technical Assistance Lead, Aceli Africa)

FINANCIAL INSTITUTIONS

need “bankable” Farmer Organizations/Agri-SMEs and cost-effective approaches to support them to access finance.

BUSINESS DEVELOPMENT SERVICE PROVIDERS

need scalable and data driven approaches that deliver better value to their clients.

FARMER ORGANIZATIONS

need to generate additional value for their members. Members want living incomes that are sustainable.

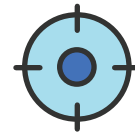
ABOUT AMEA

AMEA is one of the fastest-growing networks in the agricultural sector. Our vibrant network reaches millions of smallholder farmers in more than 90 countries. AMEA members and partners aim to create a supportive ecosystem for farmer organizations by collaborating on system change strategies. We work towards inclusive and sustainable growth by improving and better coordinating the business development services for Farmer Organizations and Agri-SMEs which in turn, creates added value for farmers.



VISION

AMEA's Vision is a future where farmers receive a living income for fair working conditions that inspires the next generation to invest in sustainable farming as a business.



MISSION

AMEA's mission is to transform the systems that support farmers organizations and agri-SMEs to create value for farmers.



APPROACH

Our approach is to provide a platform that enables stakeholders to learn, innovate and scale up the most effective approaches for supporting farmers.

"AMEA provides us with an opportunity to collaborate with like-minded organizations to explore, create and learn from what works to improve the livelihoods of smallholder farmers. Within AMEA, we find partnerships that help us improve and scale our tools, programs and practice, offer access to new markets and generally create greater impact."

Sabrina Amburgey (Vice President, Business Development, ACIDI VOCA)



“Our partnership with AMEA is very strategic in that it provides us with tools which are tested by AMEA. It helps farmer associations build the required capacities but also builds a standard approach that could then make them more bankable and receive more funding”

Aggie Konde (Vice President, Program Development & Innovation, AGRA)

OUR THEORY OF CHANGE

AMEA aims for systems change in the delivery of business development services for farmer organizations and agri-SMEs. AMEA has already put in place the foundations to enable scalable approaches to be designed (the IWA 29 and the AMEA toolbox). AMEA supports its members and partners to learn about what enables large scale adoption by generating evidence and piloting approaches which improve service delivery and cost effectiveness.

AMEA IN 2021

31 members & partners
5 Local Networks
2m farmers reached

COLLABORATION TO SCALE UP USE OF APPROACHES

Through public sector programmes, supply chain partnerships, inclusive agri-finance and agri-SME associations

CHANGES IN THE MARKET ECOSYSTEM

Regulation that encourages proven approaches, shared data, high quality services for farmers and reduced transaction costs for securing agri-finance

EXPECTED IMPACT

Living income for farmers through inclusive growth, new partnerships and shared risk

AMEA IN 2030

100 members & partners
20 Local Networks
50m farmers reached

"AMEA has a unique opportunity to help bring in governments and to actually use an International Standard to help build a regulatory framework which is currently lacking"

Peter Nduati (CEO, Africa Turnaround)

LOCALLY-LED WITH GLOBAL EXPERTISE

30+

MEMBERS & PARTNERS

Present in over 90 countries, reaching more than 2 million farmers, with tools & services for professionalizing FOs and Agri-SMEs

- Current Local Networks
- Potential Local Networks

6

LOCAL NETWORKS

In Africa and Latin America with over 10 active members and partners per country. Five additional Local Networks have been identified (Ghana, Benin, Rwanda, Nigeria and Guatemala)

4

WORKING GROUPS

Dedicated to specific themes (Global Guidelines, Toolbox, Access to Finance and AgTech). Approximately five meetings per Working Group annually and multiple knowledge products every year

35

COLLABORATIONS

Identified so far – AMEA members and partners working together for systems change

50+

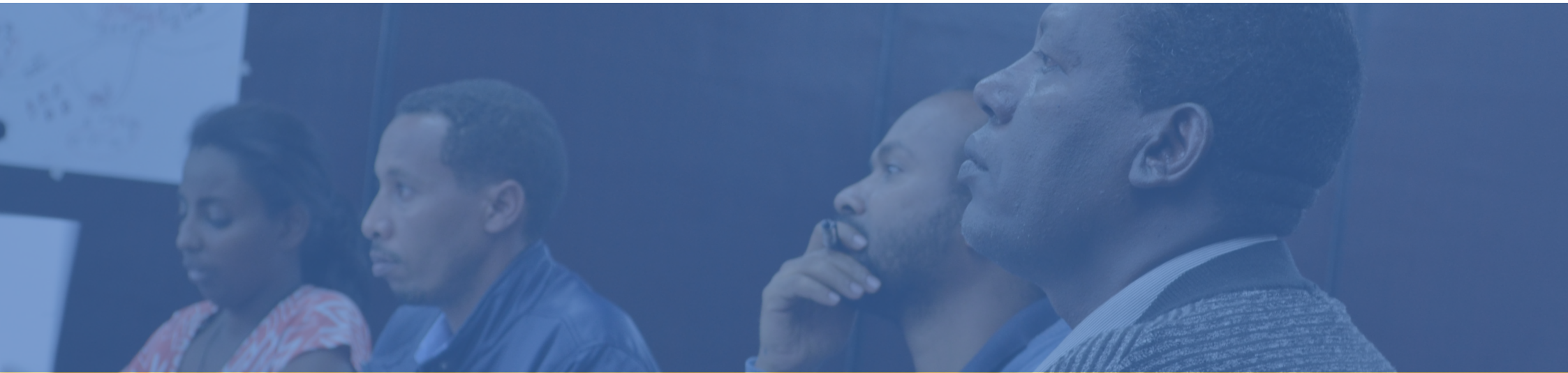
AMEA EVENTS

Per year including our annual Global Convening, Local Network meetings, Working Group meetings, learning events, webinars and presentations

Our Local Networks are formed by AMEA members who bring in Government, Private Sector, Farmer Federations and Cooperative Alliances as partners. The purpose of the Local Networks is to design and implement strategies that accelerate Farmer Organization and Agri-SME development. They are supported by the four Global Working Groups which facilitate the development of the International Standard, the AMEA Toolbox, case studies and research and the integration of Access to Finance and AgTech approaches.

"As part of AMEA, and in particular through its local networks, we have been able to stay up to date about best practices in international development within agriculture and to collaborate with organizations we would have not been in touch with otherwise"

Camila Pineiro Harnecker (Practice Area Director, NCBA CLUSA)



“We work with nascent and startup farmer organizations and AMEA provides us with an excellent resource for best in class curricula, assessment tools and coaching techniques. The active participation with the AMEA local networks help us create partnership at a national and subnational level to create impact and change”

Casey Harrison (Impact and Learning Director, Nuru International)

WHY JOIN AMEA?

Achieving inclusive agricultural growth and living incomes for farmers is not easy. It is complex and we cannot do this alone. AMEA is a network that provides a pre-competitive space to enable collaboration across all agricultural stakeholders. This collaboration is based on self-interest and shared interest. Through AMEA, you and your organization can:

“AMEA is a catalyst for members’ work. AMEA convenes, leads dialogues, writes whitepapers. There is a lot of knowledge that comes together through AMEA and by aligning the partners this can ultimately lead to a more sustainable and better functioning ecosystem for emerging countries”

Marise Blom (COO, SCOPEInsight)

1

ACCELERATE THE DEVELOPMENT OF THE FARMER ORGANIZATIONS YOU WORK WITH

- Use peer reviewed tools proven to be effective and benchmarked against the Global Guidelines standard
- Generate data that allows you to benchmark and generate learning across projects

2

COLLABORATE TO INNOVATE AND LEARN

- Participate in a network focused on supporting innovation through partnerships
- Invest, alongside other network members, in deeper learning across value chains and countries

3

STRENGTHEN YOUR SYSTEMS CHANGE STRATEGIES

- Connect your work to a systems change approach and improve your future pipeline of projects
- Develop new strategic partnerships through AMEA’s engagement with national, regional and global stakeholders
- Increase your visibility and credibility to engage on public sector frameworks for improving services for farmers and their organisations

JOIN AMEA TODAY

The AMEA Network is committed to our vision and mission; and our members express that commitment by paying fees to sustain our core functions. We also develop strategic partnerships to strengthen our network.

Our fee structure is designed to encourage committed members who understand the value of a network and are prepared to commit their money and, as importantly, their time. In turn, AMEA works closely with members to deliver real value and systems change.

If you're ready to commit and be rewarded for that commitment, join us! You can find our application form on our website or click [this link](#)



GLOBAL MEMBERS

Participate in all AMEA activities in **all countries**

€ 10 000 per year



LOCAL MEMBERS

Participate in all AMEA activities in **one country**

€ 2 000 per year



“One of the greatest challenges in project implementation is transitioning successful interventions to scale at the industry or system level. AMEA plays a strategic role in identifying and disseminating potentially transformational interventions, thus enhancing crowding-in and replication. Scaling requires multi-stakeholder efforts and AMEA is the ideal partner for this.”

Sergio Rivas (Regional Managing Director, ACIDI VOCA)



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