

Draft Design and Program

Regional Knowledge Sharing and Learning Session

September, 2015

Manila

Rationale

One of the pillars of AFA's strategic plan and the indicators for empowerment that AFA members have drawn is the FOs capacity to manage sustainable agro enterprises. Currently, initiatives have been taken by member FOs along these lines: increasing FO's market power through cooperative/collective production, processing and marketing. This includes establishment and reinforcement of agro-enterprises especially through access to market and access to financing. Special attention is given to marketing for organic product (rice, cacao, free-range chicken, coffee, etc) focusing on sustainable farming technologies, cooperative marketing, participatory guarantee system and organic certification. The initiatives have varying degrees of success or development, some have developed faster than others, some more successful than others. But all expressed the need to know what others are doing and learning so that they can make improvements in their initiatives.

AFA, with the support from CSA, aims to improve the capacities of national FO members in providing services to its members/farmers association particularly in managing sustainable agro-enterprises through knowledge sharing and innovation and capturing of lessons learned through guidelines, frameworks, manuals. The Project will focus on several learning themes leading towards increasing farmers' market power e.g. sound management practices of cooperative enterprises, training and extension services on production and marketing (*e.g. commodity-based clustering/organizing, farmer-to-farmer extension, collective marketing, institutional purchase, contract negotiations, product quality improvement and product differentiation, setting up participatory guarantee system or organic product certification standards, savings mobilization/internal resource mobilization, external access to credit and loans, advocacy strategies for public policies and programs to provide incentive to farmer-led, farmer-owned agro enterprises*).

This year regional knowledge sharing organized by AFA with the support from CSA will help strengthen the national farmer organizations to undertake its function of developing the capacity of its member farmers' association/cooperatives as effective channel of accessing support services from various public and private institutions. Specifically, this year strategy will focus on stock taking of experiences of member FOs, share their knowledge and learning with other FOs at national and regional levels, and in the process capture lessons learned and make efforts to apply these lessons through further innovation in their own strategies and approaches. Special attention will be given to sharing the experience of FO's from OECD countries, especially AFA members in Japan, Taiwan and South Korea but also FO's from Europe. Experiences of Agri-agencies in supporting FOs

shall likewise be included in the stock-taking process. Special attention will be pursued in engaging FOs in MTCP2 platform both at the national and regional level

Objectives

Generally, the objective of the regional learning session is to improve the capacities of AFA national FO members in providing services to its members/farmers association particularly in managing sustainable agro-enterprises through knowledge sharing and innovation and capturing of lessons learned through guidelines, frameworks, manuals

Specifically, the objectives are:

1. Share and learn different models/approaches of extending economic services of national farmer organizations to their members , based on cases /experiences presented and advise from experts
2. Identify areas for improvement of existing models/approaches of AFA Members in extending services and programs related enterprises; and
3. develop a framework and guidelines which national farmer organizations can use when extending economic services to members
4. identify challenges and opportunities present in the upcoming ASEAN Economic integration for national farmers organization
5. Agree on priority theme/s to focus for the next years.

Expected Outputs/outcomes:

1. documentation of different models/approaches of extending services to members from national farmer organizations (api, pakisama, vnfu, fnn, twada, tdfa, xxx from europe)
2. action points for improving the existing models and practice of national farmer organizations
3. framework and guidelines for national farmer organizations when giving economic services to members
4. strategies for maximizing opportunities in AEC including policy agenda to ASEAN
5. Enhanced the interaction among AFA members and other FOs in the MTCP2 platform as well as other business development providers
6. priority themes which the project will focus on the next years.

Draft Program

Date/ Time	Objectives	Methodology	Person In-charge
DAY 1 September 5			
08:00 -17:00	Arrival of Participants Registration of delegates		PAKISAMA
17:00 – 19:00	Opening program		
	<ul style="list-style-type: none"> Welcome remarks 		PAKISAMA Chairperson AFA Chairperson
	<ul style="list-style-type: none"> Introduction 		AFA Secretariat
	<ul style="list-style-type: none"> Orientation of Sept 6 Field visit 		PAKISAMA Host FO
17:00 – 20:00	Welcome Dinner		
DAY 2 September 6			
06:00 – 06:30			
06:30 – 09:30	Depart from Hotel for field visit		
09:30 – 10:00	Opening Program	Field visit	Moderator:
10:00 - 10:30	Presentation of SIDC programs and services	- Batangas	Ms. Jane Zamar,
10:30 – 12:00	Interactive discussion among FO leaders/management on different enterprise related services to members		Manager PAKISAMA
12:00 - 1:00	Lunch Break]		
1:00 – 3:00	Farm visit		
3:00 – 3:30	Reflection session		
3:30	Depart to Manila		
Day 3 Sept 7, 2015			
08:00 – 08:30	Registration of delegates		PAKISAMA

08:30 – 09:00	-Preliminaries -Recap of Day 1		Bernie Galang, AFA Consultant
09:30-12:30 (2hrs. 45 minutes/ theme)	Session 1 Thematic Presentation of Experiences and Good Practices of National FOs in providing economic services to members:		
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Share and learn different models/approaches of extending economic services of national farmer organizations to their members , based on cases /experiences presented and advised from the experts 2. Identify areas for improvement of existing models/approaches of AFA Members in extending enterprise related services and programs; 3. develop a framework and guidelines which national farmer organizations can use when extending economic services to members ; <p>Guidelines:</p> <ol style="list-style-type: none"> 1) Each discussant will introduce their organization including the history and transformation into an effective and efficient FOs in enterprise service delivery to members, challenges, difficulty and actions/resolutions made, learning and insights. 2) Each discussant will be given 20 minutes to present 3) After all presentations, there will be an open Forum/ discussion 		
	Theme 1: Technical and other related enterprise services provided by a national FOs such enterprise	Panel discussion Discussant:	Moderator: Bernie Galang, AFA

	development and management, business planning, budgeting, preparation of a feasibility study and proposal, financial management, etc.	<ul style="list-style-type: none"> • PAKISAMA <ul style="list-style-type: none"> ◦ SIDC, NATCCO, GLOW Corp • API • VNFU • KAFF • AINOKAI 	Consultant
	Open Forum Synthesis of discussion		
10:45 – 11:00	Healthy Break		
11:00 - 12:00	Workshop - Reflection session/Action Plan		
12:00 – 13:00	Lunch Break		
13:00 – 16:00	Continuation: Session 1 Panel discussion		
	Theme 2: Financial intermediation and other financial related services to members and local member-organizations. This includes resource mobilization both internal (e.g. savings and credit, CBU collection, investment, etc.) and external (accessing loan from government or private sector) as capital in setting-up enterprise, or start-up capital for a microfinance, capital for production and marketing, etc.	Discussant: <ul style="list-style-type: none"> • PAKISAMA <ul style="list-style-type: none"> -SIDC - NATCCO • FNN Savings and Credit • VNFU • API 	Moderator: Lany V. Rebagay, AFA Policy advocacy Officer
	Open Forum Synthesis of discussion		
16:00 – 16:15	Healthy Break		
16:15 -17:15	Workshop - Reflection session/Action Plan		
17:15 – 18:00	Presentation of workshop results		
18:00 – 19:00	Networking/Preparation for solidarity night		
Day 3 September 8			
08:00-08:30	Recap of Day 2		Host Team
	Continuation Session 1:		Bernie Galang

	Panel discussion		
08:30 – 10:30	Theme 2. Marketing and other related services such as branding, certification, product consolidation and trading, distribution and export marketing. etc.	Discussant: <ul style="list-style-type: none"> • API • PAKISAMA -SIDC -GLOWCorp • VNFU • FNN • TDFA/TWADA (tbc via skype) • Europe & Africa Experience 	Moderator: Victoria Serrato, AFA Enterprise Devt Officer
		Open Forum Synthesis of discussion	
10:30 – 10:45	Healthy Break	Healthy Break	
10:45 -11:30		Workshop --Reflection session/Action Plan	
11:30 – 12:30		Presentation of workshop results	
12:30 – 11:30	Lunch Break		
13:30 – 14:30	Message: Reflections on EU experience to smallholder farming family enterprise/s Open Forum		Marek Poznanski, Program Manager, Collectif Strategies Alimentaires
14:30 - 16:00	Session 2 – Workshop 4 on developing framework and guidelines for national FOs in extending service/s to members on	Based on the sharing and inputs, this session will come-up with a framework and guidelines on how a national FOs could improve strategies towards effective and efficient service delivery to members Workshop groups (SA++, SEA_)	Facilitator Marciano Virola Jr. AFA KM Officer
16:00 - 16:15	Healthy Snacks		

16:15 – 17:30	Presentation of Workshop 4 Results		
17:30 – 18:30	Session 4 – Workshop 4 - Action Planning / ways forward <ul style="list-style-type: none"> - Priority Theme for next year’s national/regional event - Key interventions/ activities on issues identified (national and regional level) 		
18:30 – 18:45	Synthesis [CA1]		
18:45 – 19:00	Closing Remarks		Mr. Ireneo Cerilla, PAKISAMA President
19:00 – 21:00	Dinner Solidarity Night		PAKISAMA, host FO
19:30-21:00	Dinner		
Day 4 September 9	ASEAN CSO Meeting Departure of Non-ASEAN country member-delegates	All members in ASEAN Country (Indonesia, Philippines, Cambodia, Vietnam, Myanmar)	
Day 5 September 10	Departure of participants from ASEAN countries		