

Producer organisations and market chains

**Facilitating trajectories of change
in developing countries**

**edited by:
Giel Ton
Jos Bijman
Joost Oorthuizen**

B 367214



*Wageningen Academic
P u b l i s h e r s*

Table of contents

Introduction	11
<i>Giel Ton, Jos Bijman and Joost Oorthuizen</i>	
Section A. Organisational support for producer organisations	
The balancing act of creating a cooperative: the role of outsiders in a Kyrgyz Republic case	23
<i>Gerrit Holtland</i>	
Coaching organisational transitions towards an increased market orientation: SNV's experience with producer organisation support in the Bolivian Valleys	37
<i>Lithzy Flores, Dick Commandeur, Giel Ton and Gerda Zijm</i>	
Creating a balance between loyalty and efficiency: the importance of organisational culture for the market integration of coffee producer organisations in Chiapas, Mexico	53
<i>Olga van der Valk</i>	
Peer-to-peer farmer support for economic development	71
<i>Kees Blokland and Christian Gouët</i>	
Section B. Value chain development with producer organisations	
How can cooperatives meet the challenges of agrifood supply chains?	91
<i>Jos Bijman</i>	
Chain empowerment: supporting African smallholders to develop markets	117
<i>Lucian Peppelenbos and Hugo Verkuijl</i>	

Table of contents

Fostering co-ownership with producer organisations
in international value chains: a strategic answer to the
mainstreaming of fair trade fruits? 133

Dave Boselie

African smallholders in organic export projects 147

Bo van Elzakker

Small farmer group certification to access socially and
environmentally 'just' markets 163

Rhiannon Pyburn

Connecting Costa Rican small scale coffee farmers to the
main stream European market: an integral chain strategy
for sustainable development and improved competitiveness 185

Myrtille Danse

Building social capital for potato production and marketing:
producer organisations' initiatives in north-western Rwanda 205

Bertus Wennink and Ted Schrader

Farmers' organisations in West Africa: emerging
stakeholders in cotton sector reforms 219

Joost Nelen

Section C. Changes in the institutional environment for producer organisations

The farmers' organisation route to economic development 235

Kees Blokland and Christian Gouët

The rise of new rural producer organisations in China 251

Jos Bijman, Rik Delnoye and Giel Ton

Farmers' organisations in agricultural research and
development: governance issues in two competitive funding
programs in Bolivia 271

Giel Ton



Contract farming and social action by producers: the politics and practice of agrarian modernisation in the Philippines	285
<i>Sietze Vellema</i>	
Conclusions	299
<i>Jos Bijman, Giel Ton and Joost Oorthuizen</i>	
About the authors	309