

MEMBER COMMITMENT

AGRITERRA TRAINING PROGRAMME



INTRODUCTION

Member commitment is an important ingredient for the formation and existence of cooperatives. A member of a cooperative is committed when (s)he feels united and identifies oneself with the cooperative. A committed member accepts and supports the cooperative's strategy, is prepared to deliver extra efforts for the cooperative, is prepared to participate in the decision-making process, has a desire to remain a member of the cooperative and accepts certain decisions due to advantages in the long-term.

The reason why members of cooperatives have to be committed lies in the

characteristics of the cooperative business form, such as voluntary membership, democratic decision-making and the members as source of equity capital.

Committed members will not leave the cooperative during difficult times, which make future investments more secure and stable. Committed members are more willing to raise their voice to elect a strong board of directors and are more demanding, in that they will assess the performance of the board and management..

Committed members are willing to invest in their cooperative.

Unfortunately, member commitment is not something self-evident. Cooperatives all over the world struggle with issues related to maintaining and strengthening the commitment of their members. Member's behaviour, such as not buying shares, side-selling and not participating in decision-making, decreases the business results of the cooperative..



PARTICIPANTS

This training is directed at the farmer leaders of agricultural cooperatives with a high level of responsibility within the organisation.

Specifically, this programme is designed for members of the board of directors who want to increase their knowledge and skills in governing member commitment within their cooperative. As the board of directors works in close collaboration with the manager, (s)he is also invited. This training is also for lead farmers to provide input and feedback on the services provided by the cooperative.



OBJECTIVES

The participants define their own challenges related to member commitment and link the influencing factors to the business operations and ambitions of the cooperative. Partakers create a strategy with a concrete action plan to improve member commitment.

Specifically, this workshop's goal is to:

- Comprehend the impact of member commitment on the performance of cooperatives.
- Define factors that influence member commitment.
- Link member commitment to the business operations and ambitions of the cooperative.
- Create a collective action plan to improve member commitment.



**If the root is strong,
the harvest is sweet.**





REQUIREMENTS FOR PARTICIPATION

This training module can either be rolled-out in-house at a cooperative, or as a joint training with a maximum of three cooperatives. In that case, six participants per cooperative, board members and a manager will be invited to participate.

The participating cooperatives can be very distinct. Every cooperative has its own history, origin, culture and all are in their own stage of development. Binding factor should be, they all want to tackle the fundamental factors undermining members being more committed.

During the training, the focus will be on exchange of experiences, best practices and mutual learning. Openness and willingness to share are crucial.



FACTORS MEMBER COMMITMENT



WHAT'S IN IT FOR YOU?

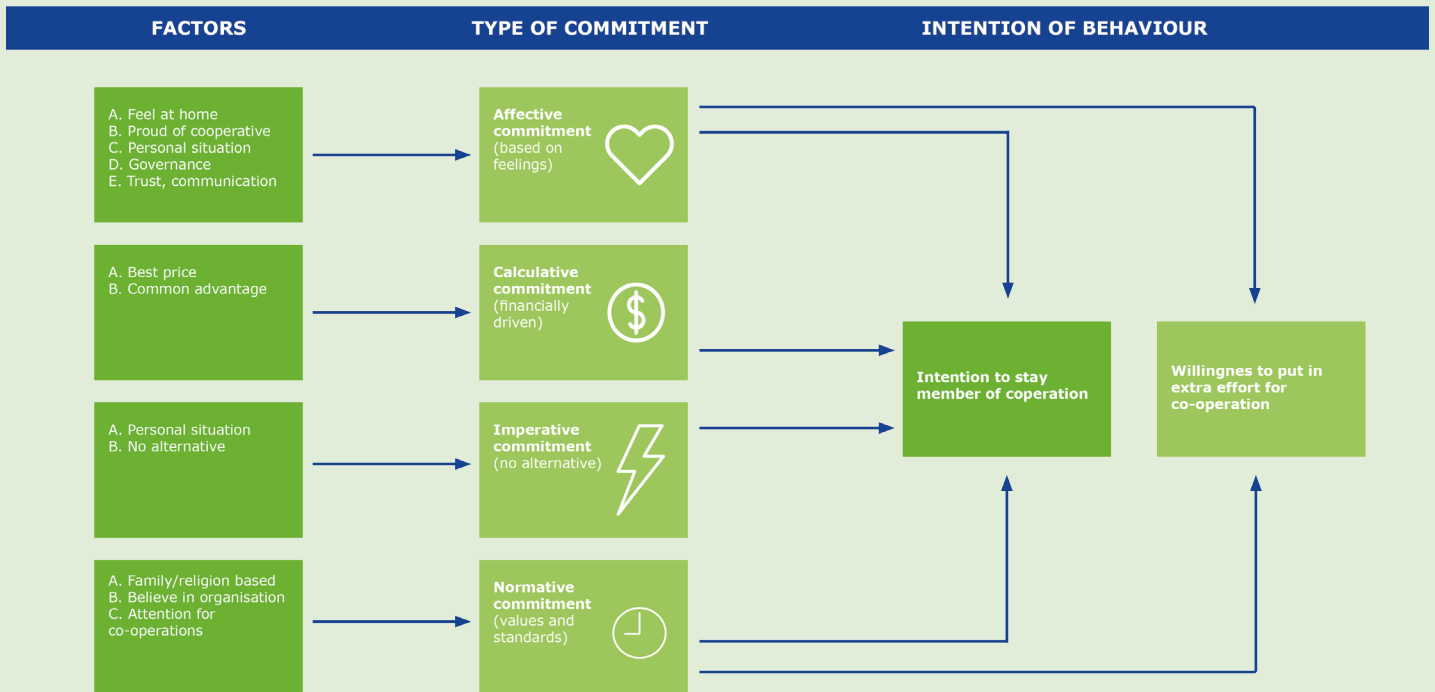
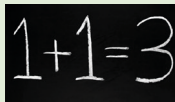
A certain level of member commitment is crucial for good business. By attending this training, the member commitment of your cooperative will not only be assessed, but it will also be a starting point to sustainably improve it.

The workshop will provide more insight on member commitment and concrete action plan to positively influence it.



COSTS

Available on request.



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Agriterra is an agri-agency founded by the Dutch agricultural sector that professionalises farmer organisations and cooperatives worldwide in order to better serve the needs and interests of their member farmers.

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