

# FACT / LOBBY

## AGRITERRA TRAINING PROGRAMME



### INTRODUCTION

#### Farmers' Advocacy Consultation Tool (FACT)

Agriterra's advocacy and lobby approach is based on the idea that effective lobbying results in a more favourable business environment for the members of cooperatives and farmer organisations.

Farm leaders have a strong case to propose: they represent farmers. They come to voice the feelings, concerns, interests and opinions of the grass-root members of their organisations. FACT is a method of support for farm leaders to build on the opinions of their farming membership. FACT helps with a number of questions: How to construct focused advocacy issues from the

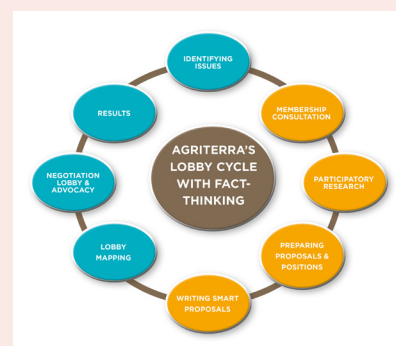
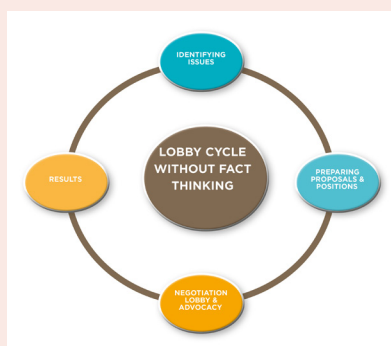
multitude of opinions that come up in meetings in villages scattered all over the country? How to come to sound proposals? How to manoeuvre strategically among a multitude of interest groups?



### BRIDGING THE GAP BETWEEN FARMERS AND POLICY MAKERS

Obviously, negotiation partners will take a proposal more seriously if it has demonstrably been generated out of a survey of the members' interests and needs, and has subsequently been developed into a coherent framework with the support of experts. This is the purpose of FACT. The organisation's policy proposals and economic plans are generated by member consultations which are subsequently developed systematically.

In this way, they are translated into transparent views and concrete policies. This can be done with the help of the best experts in the country. The resulting proposals will be that good that the other negotiating parties cannot ignore them. As a result, farmers obtain a REAL say in economic and rural policy measures in their country. If farm leaders want their organisation to be in a position where no negotiation partner can ignore them, they will use FACT.



**FACT is a practical and goal oriented tool in order to enhance the position at the negotiation table.**



## THE FACT APPROACH

The approach is based on four pillars:

- (1) consultations;
- (2) participatory research (data gathering and analysis with advice of experts);
- (3) writing SMART proposals; and
- (4) lobby mapping & stakeholder analysis.

By using the Farmers Advocacy Consultation Tool (FACT) Agriterra introduces a structure that is designed to ensure effective lobbying.

FACT is essentially a way for farmers' organisations and their constituencies to relate to each other. It ensures that any policy proposal that the organisation prepares takes root in the reality, needs and concerns of members.



## WHAT'S IN IT FOR YOU?

The combination of members' information and concerns, in addition to the experts' advice can generate proposals that are accountable, well informed, tackle relevant issues and are technically well prepared. This enables a better representation of members of farmers' organisation by their leaders. While the success of any proposal is never guaranteed, the FACT approach certainly increases the possibility of success.



## NEXT STEPS FOR INTERESTED PARTIES

- The best way to learn this tool and how to apply it, is by executing the FACT tool with an experienced advisor on-the-ground via Agriterra.
- Agriterra can provide presentations, trainings and workshops on how to use the lobby tool in your organisation.



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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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