MARKET SYSTEMS
DEVELOPMENT FACILITATION TACTICS
LEARNING SERIES



Suppliers' Performance Club Series:

Reflecting on Project Tactics

using ROI-lens

Relationships ~ Ownership ~ Intensity

Designed by EcoVentures International 2016





Performance Clubs can be run by a firm that buys farmers' crops or processing firms. Their most efficient farmer suppliers can become members. The Buyer defines good performance standards and supports the farmers to achieve them. The farmers that excel join the Performance Club!































The BUYER has the main relationship with the FARMERS through the Clubs!















