Suppliers’ Performance Club Series:
Reflecting on Project Tactics
using ROI-lens
Relationships – Ownership – Intensity

Performance Clubs for Farmers

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!

Ah ha!

Buyers need to manage their supply chain in some way - to get more consistent volumes and quality! That’s their incentive to see the rationale for setting up Performance Clubs!

No!

Ah ha! What do you mean? Are we even needed? I think I’ll just go home!

Wait!

But what is the project’s role in all this?

Don’t go!

The project plays a major behind-the-scenes facilitation role!

Seriously?

Yay! We can work through (leverage) firms that buy farmers’ crops to impact farmers… not just farmers directly!

We could find a few Buyers to test it out.

We could help Farmers and Buyers to overcome initial gaps in trust between each other!

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We could help the Buyers to find someone to run the Clubs - and maybe even cost-share the position initially.

We could give the Buyers ideas on ways to identify high performing farmers.

How do we know that our project is supporting Performance Clubs in a way that can ultimately work well in the market?

Let's consider R.O.I. (with a bit of a twist!)

**Relationships? Ownership? Intensity?**

We DON'T want to see this:

Our project has the main RELATIONSHIPS with farmers. We set up farmer clubs. We train farmers. We connect with Buyers on behalf of farmers ... and so much more!

STOP

INSTEAD

... the project should be looking for this:

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

STOP

We DON'T want to see this:

Our project feels such OWNERSHIP of the Clubs. We are so excited about setting up project-run farmers' clubs!

INSTEAD

... the project should be looking for this:

Buyer and farmers feel ownership of the activities ...

It's our performance club!

INSTEAD

... the project should be looking for this:

The Buyer invests their own time and money.

This Club makes so much sense! It's a great investment to grow my business!

Meanwhile ... Behind-the-Scenes:

The project helped the Buyer with how to set this all up - but they don't even realize it was our idea!

DON'T forget, Performance Clubs are just a tactic to use to get to a bigger change that you are working towards!

Rather than ... the project spending a high INTENSITY of time and resources ...

Our project is spending a high INTENSITY of time and resources. It's costing the project a fortune to run these farmers' clubs! And taking so much staff time!

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