Farmers as Suppliers' Performance Club Series:
Exploring COOPERATION & COMPETITION

Performance Clubs for Farmers

What things are we trying to change?

Incentives & Biases
Patterns & Structures
Processes & Functions
Relationships, Rules & Norms
... so that markets can benefit and include the poor more

Our project is always looking for ways to facilitate improved cooperation and competition that pushes all firms to act in more inclusive ways (benefitting all)

... or else to get sanctioned by the market (get in trouble for not doing so or lose business advantage or revenue)

Let's look at how we can better understand Cooperation & Competition in changing systems

Farmers - Buyers

Moving from unhealthy, COMPETITIVE relationships between farmers and buyers of their crops ...

We'll bargain on price until we're both blue in the face!
WIN-LOSE ... This doesn't seem to be helping anyone!

To healthy, COOPERATIVE relationships between farmers and buyers of their crops

We'll work together to make things work for each other, I'll invest in you!
WIN-WIN!

Performance Clubs ... allow farmers & their buyers to form close relationships ...

We never trusted each other before!
Performance Clubs ... encourage farmers & buyers to be constantly investing in improvements (upgrading)

This is an amazing rate of adoption & adaptation of better practices

Wow!

Performance Clubs ... allow farmers & buyers to work out a joint response to opportunities and threats when they occur.

There is a prolonged dry spell, a new crop pest, and a global drop in price! Let's talk about how we all manage this!

Performance Clubs ... allow farmers & buyers to have multiple, repeat interactions that continue to be valuable to both.

The more we interact the more we learn and adapt to each others' interests, needs, and perspectives ... as well as build trust.

Story: Performance Clubs – Competition & Co-operation

Farmers - Farmers

And moving from unhealthy COOPERATIVE relationships between farmers and other farmers

We work together because we're all in the same farmers' group

But there is no real reason for any of us to try to do better than others - so no one ends up improving!

To healthy COMPETITIVE relationships between farmers and other farmers

Oh yeah!

We love competing to see who can do better and get to a higher level in the club!

It encourages us all to perform better!

And moving from unhealthy COOPERATIVE relationships between farmers and other farmers

... which inspires farmer members to do increasingly better!

I want to perform better to get gold level support!

Where under-performing farmers have a clear path, that they could decide to choose, to inspire them towards better farming practices.

If you perform like ... then you will receive ... level of support and benefit

Clubs could distinguish different farmer membership levels ... and offer attractive performance incentives at each level.

Buyers - Buyers

Moving from unhealthy COOPERATIVE relationships between buyers

Let's collude so that we can force the prices that we pay to farmers down!

To healthy COMPETITIVE relationships between buyers

hmmm

The more we watch how the other buyers are investing in their farmer supply chain, the more we want to do the same or better ... or we'll be left behind!