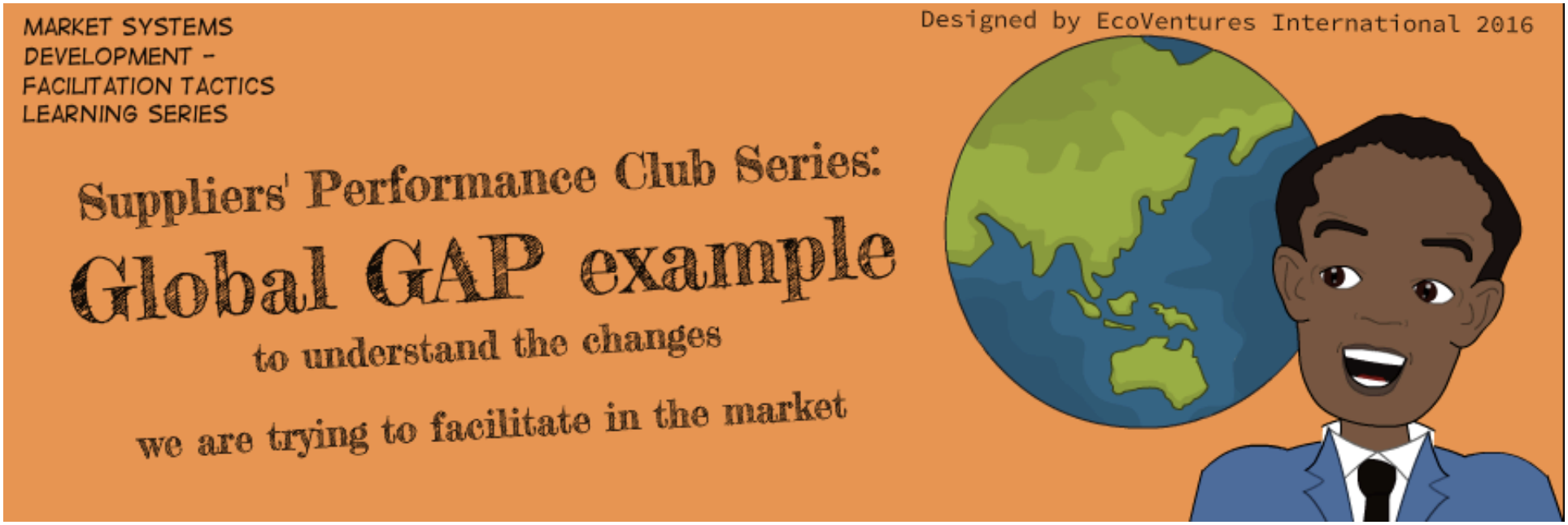
Find the full cartoon learning series at: https://www.microlinks.org/library/cartoon-learning-series



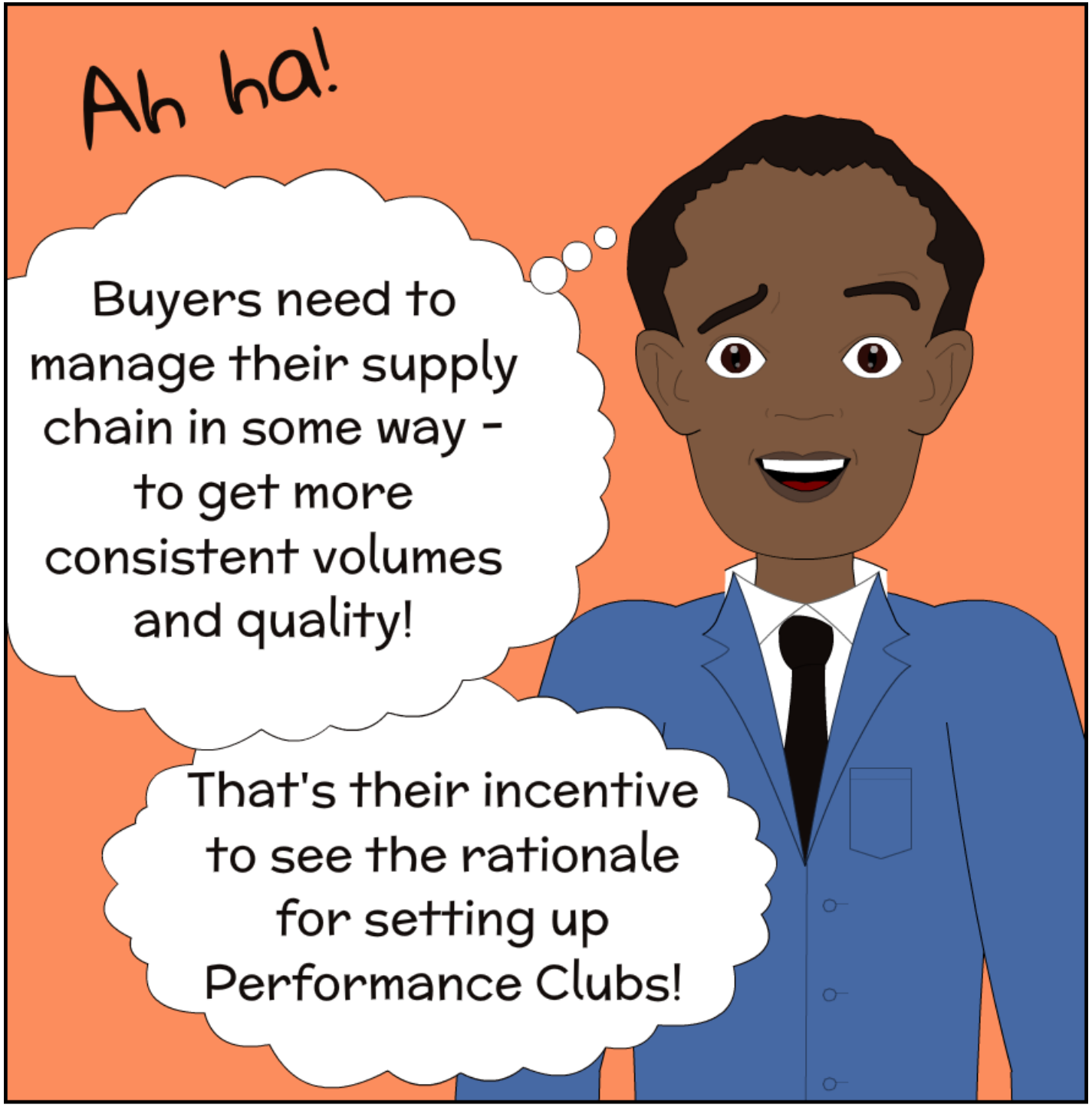
USAID FROM THE AMERICAN PEOPLE

Produced by EcoVentures International
for USAID's Leveraging Economic Opportunities (LEO) project

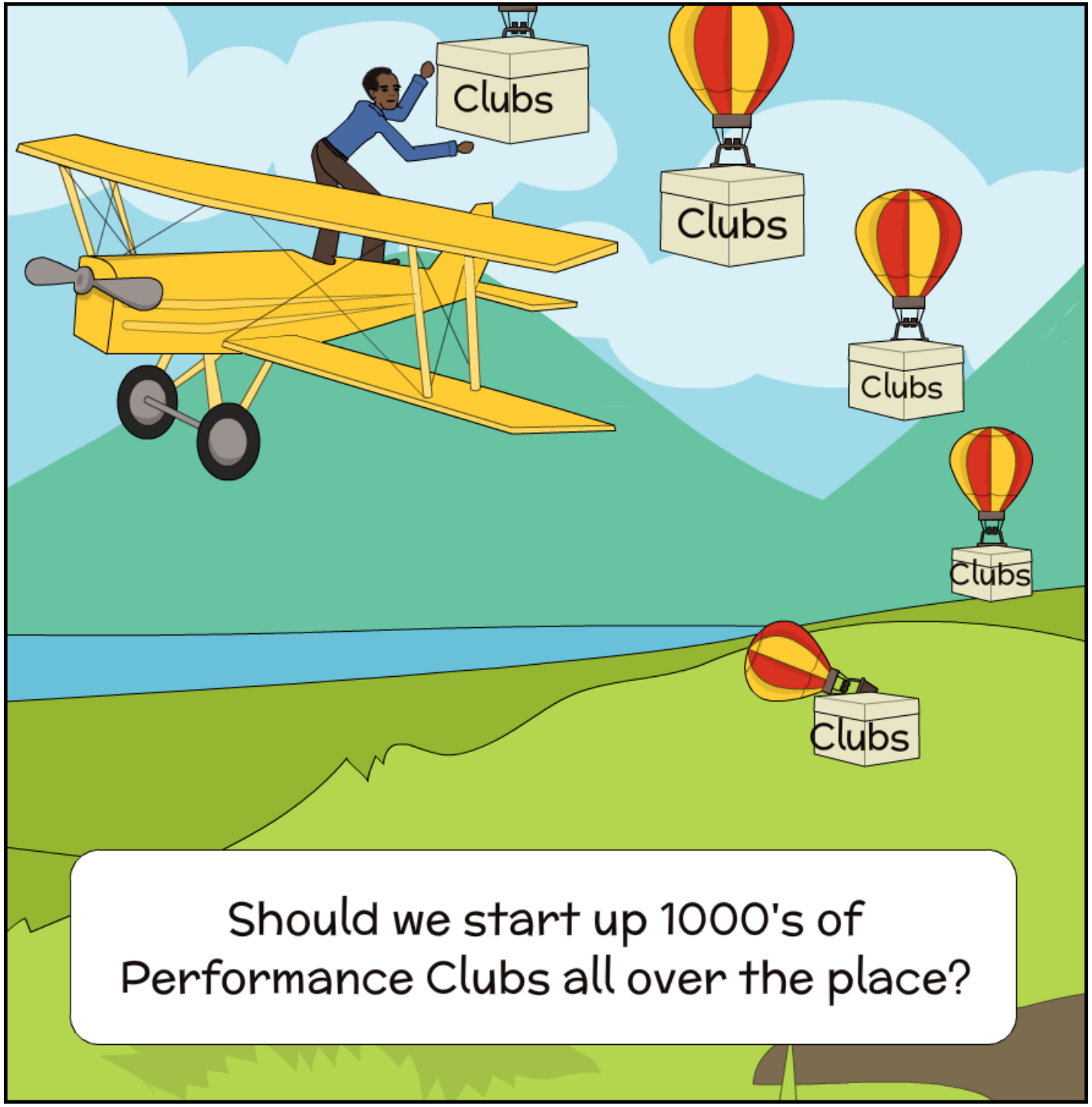
LEO Leveraging Economic Opportunities

Performance Clubs can be run by a firm that buys farmers' crops or processing firms. Their most efficient farmer suppliers can become members.

Performance
Clubs for
Farmers


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!

Why and when should we implement Performance Clubs?


Clubs
Clubs
Clubs
Clubs
Clubs
Should we start up 1000's of Performance Clubs all over the place?

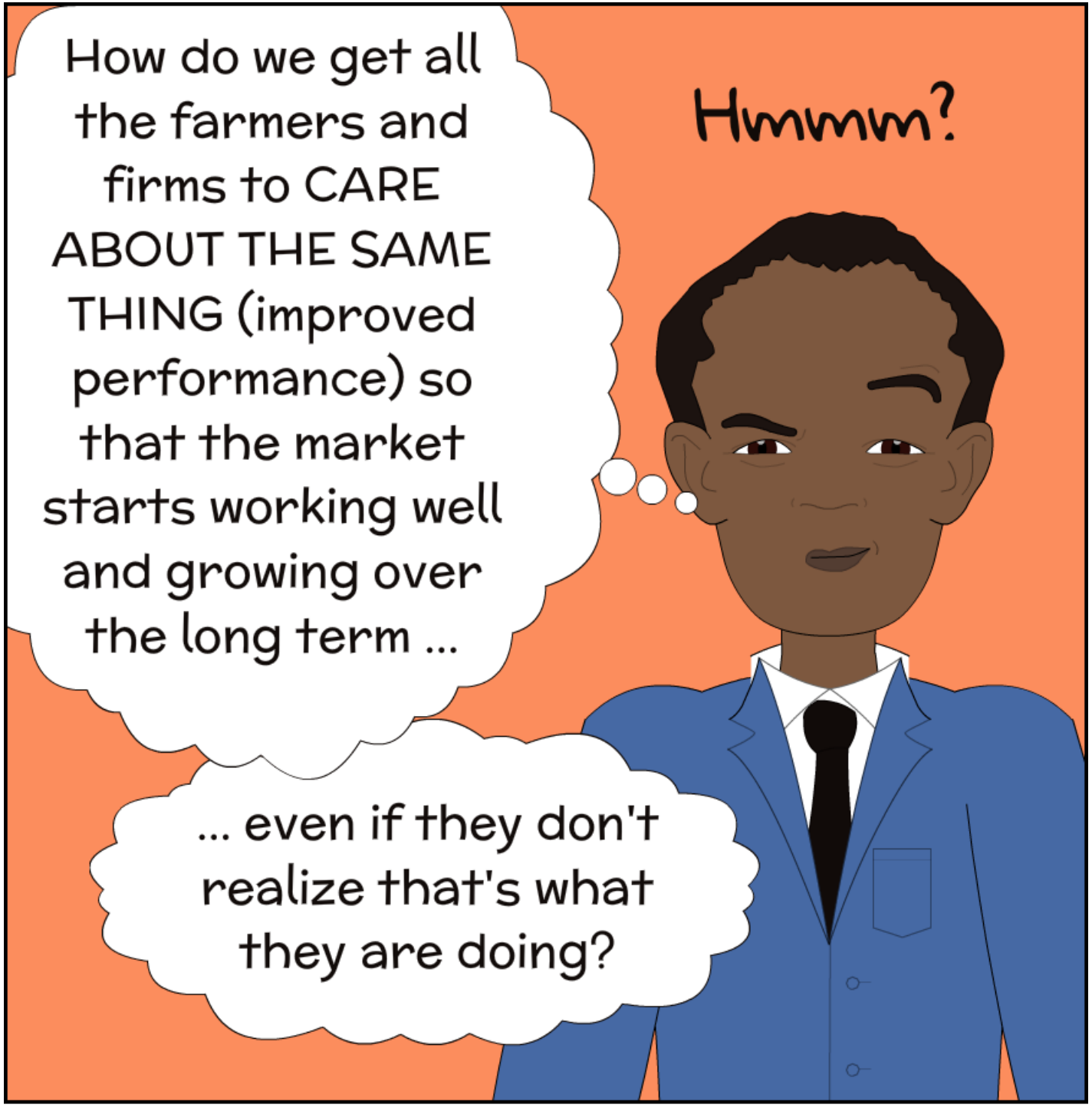
Clubs
Clubs
Clubs
Clubs
Clubs
STOP
It's all about context!

What CHANGE are we trying to facilitate in the market ...

by using Performance Clubs as a tactic?

What things are we trying to change?

... so that markets can benefit and include the poor more

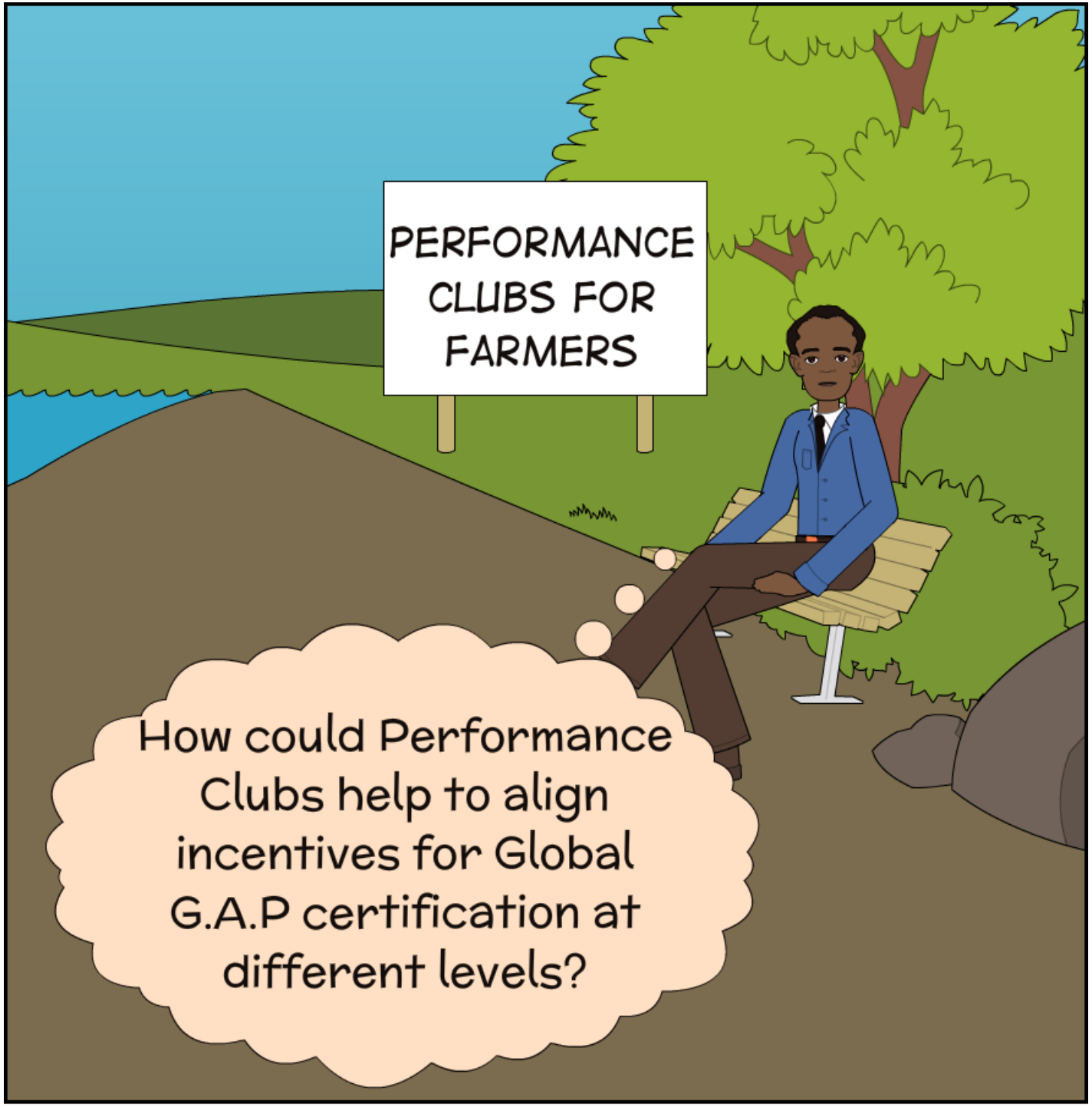

How do we get all the farmers and firms to CARE ABOUT THE SAME THING (improved performance) so that the market starts working well and growing over the long term ...
Hmmm?
... even if they don't realize that's what they are doing?

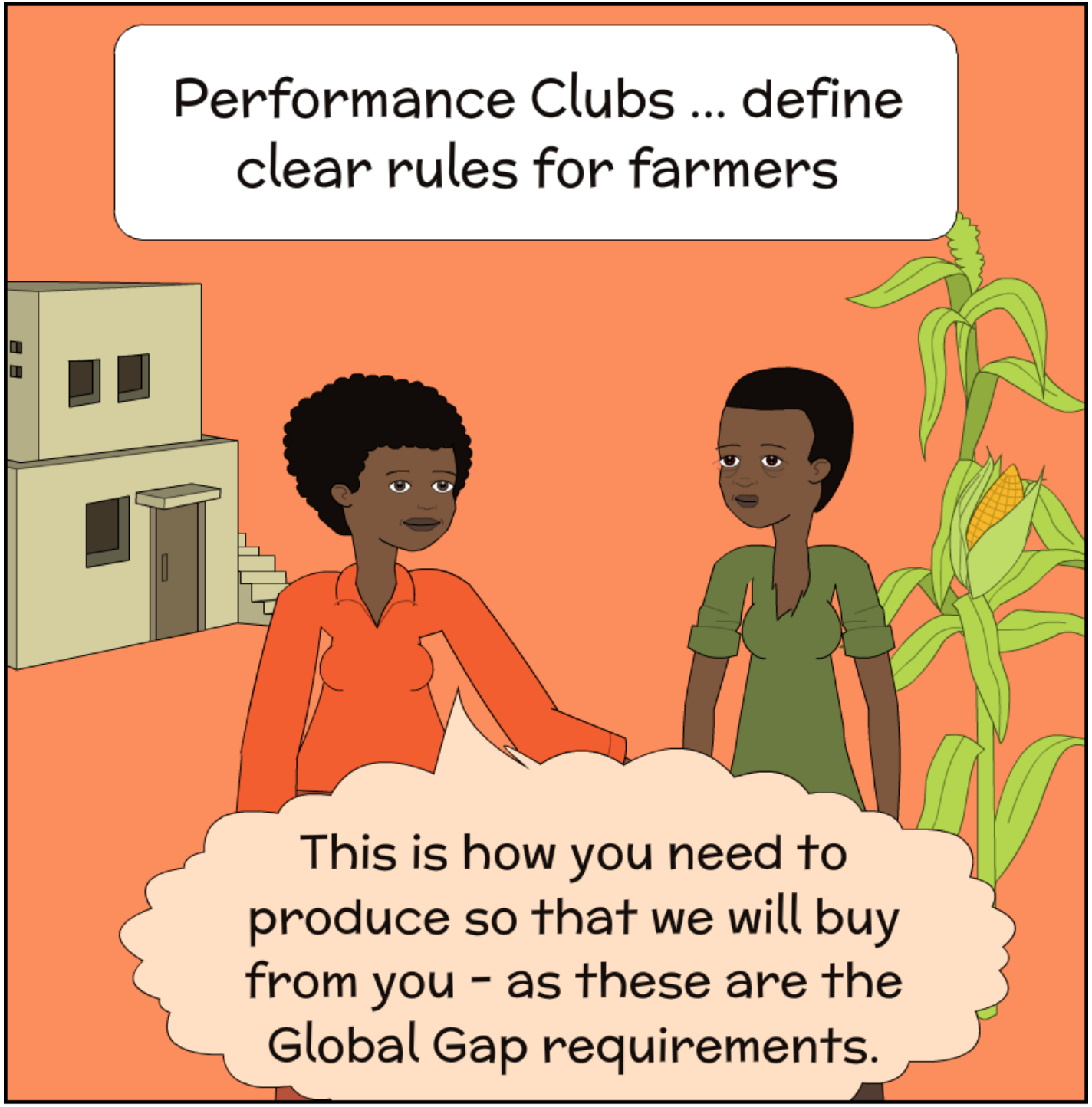
As we know ... markets consist of farmers, traders, buyers, processors, end markets, overall governance, etc, etc, etc!

How do we match / align the needs, performance, and incentives at each part of the market ... so that the whole market system does better?

Uhh?
Okay, you just lost me! .... What on earth does that mean?

Let's look at an example!
Global G.A.P. (Good Agricultural Practices) certification could open up many new international markets ...
BUT ... performance (quality, efficiency) needs to improve first! ... and nothing is currently driving anyone in the market to actually invest in this or to change ...


PERFORMANCE CLUBS FOR FARMERS
How could Performance Clubs help to align incentives for Global G.A.P certification at different levels?


Performance Clubs ... define clear rules for farmers
This is how you need to produce so that we will buy from you - as these are the Global Gap requirements.

It was so much easier to give all that info to the farmers through the Clubs!
Now only farmers who comply will remain or gain membership ...

Performance Clubs ... reward good behaviors of farmers
If you produce in a way that is compliant with Global G.A.P., like we trained you, you can be part of our Club and get special support from us!

Performance Clubs .... create the environment for committed farmers to grow over time
The better you do, the higher Club level you move to and the more rewards you get.

Performance Clubs ... leverage firms that are early adopters of Clubs to create competitive pressure on others to do the same!
Eeeck - I better get moving!
I need to build relationships with farmers too or I won't get loyal suppliers or quality crops!

Ah ha!
Now I see how buyers are starting to align farmers' practices with Global G.A.P. ... and therefore with buyers' needs!
Ah - the whole system starts working towards the same thing!