



European agri-cooperatives: the importance of communicating the brand attributes in public affairs



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maapiirkondadesse

copa***cogeca**
european farmers european agri-cooperatives



Index of today's presentation



Copa and Cogeca and their lobbying activities



Overview on the agri-cooperatives development in the EU



Defining a brand



Brand lobbying



Copa and Cogeca and their lobbying activities

copa

european farmers



cogeca

european agri-cooperatives

Created in **1958**

23 million European farmers and family members

60 full members from the EU Member States and 36 partner organisations

Created in **1959**

22.000 European agricultural cooperatives

35 full members from the EU Member States, 4 affiliated members and 36 partner organisations



In **1962**, a joint Secretariat was created



Mission

To ensure a viable, innovative, competitive EU agriculture and agri-food sector guaranteeing food security to half a billion people throughout Europe.



Objective

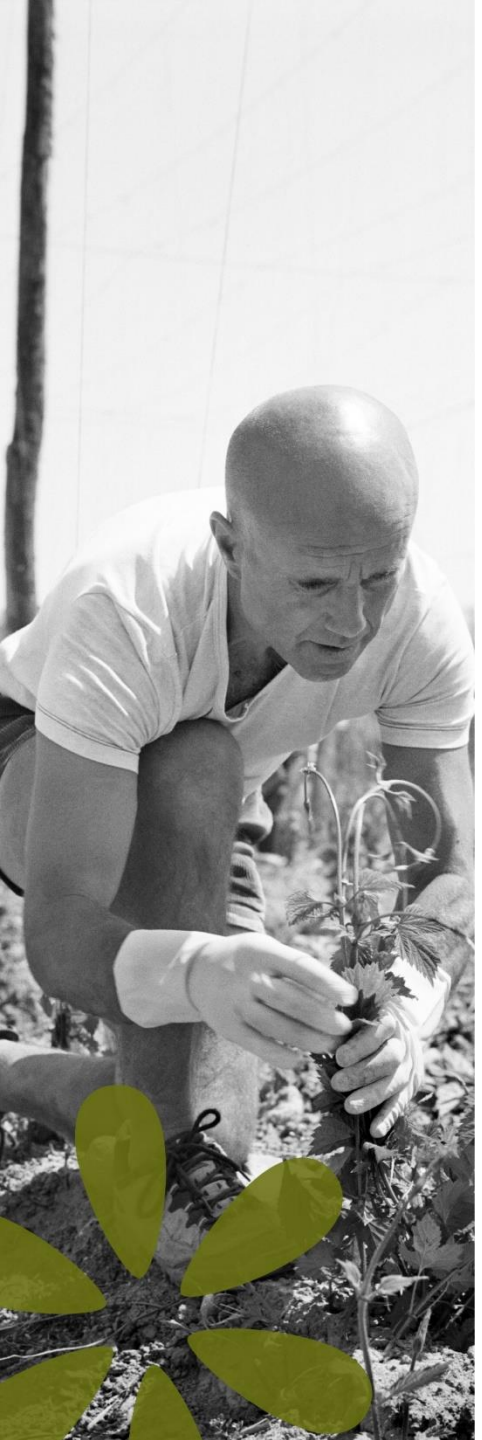
Promoting the view of European farmers and agri-cooperatives to **influence** the EU decision-making process and public opinion.



Joint Copa and Cogeca Secretariat

- * Brussels office is made up of 50 members of staff who operate in 6 working languages (EN, FR, ES, DE, IT, PL) and headed by Copa-Cogeca Secretary General, Mr Pekka Pesonen (FI)





Secretary General



- * Future of CAP
- * Implementation of the CAP reform
- * Food chain competitiveness
- * EU budget
- * Economic analysis
- * Policy coordination, Praesidia meetings
- * Relations with European Parliament
- * Cooperative affairs
- * Brexit
- * Communications and campaigning

Commodities/Trade



- * 25 agricultural sectors covered
- * Trade negotiations
- * Organic production
- * Non-food issues
- * Technologies
- * Breeding
- * Agricultural Commodity Markets

General Affairs



- * Rural development
- * Forestry and Bioeconomy
- * Environmental policy
- * Research and innovation
- * Plant and Animal health and welfare
- * Sustainable consumption and production
- * Promotion policy
- * Social issues and Women in agriculture
- * Feed
- * Risk management

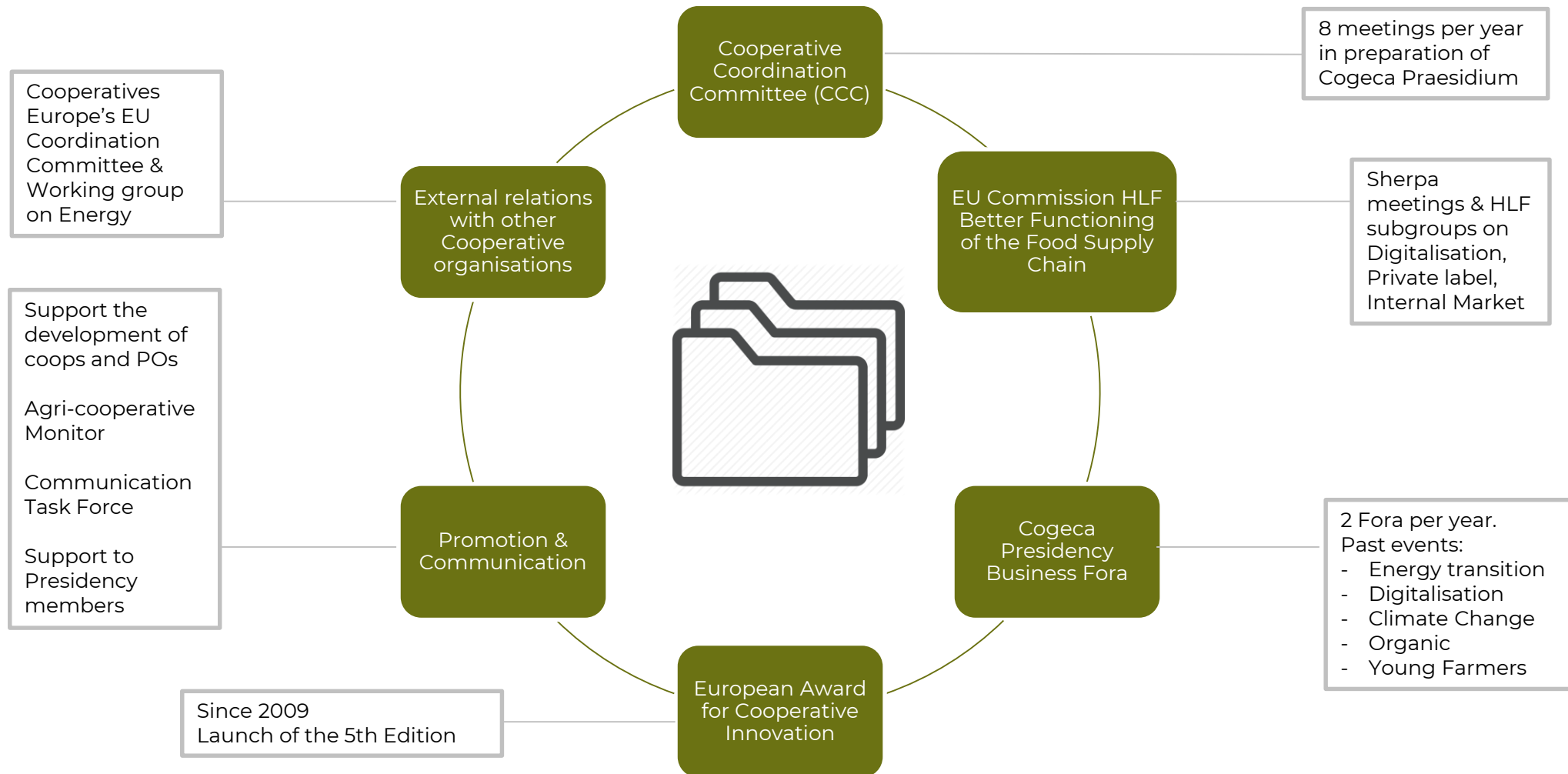
Administration



- * Copa and Cogeca budget and finance
- * HR
- * Language services
- * IT services
- * Seminars, Travelling and catering

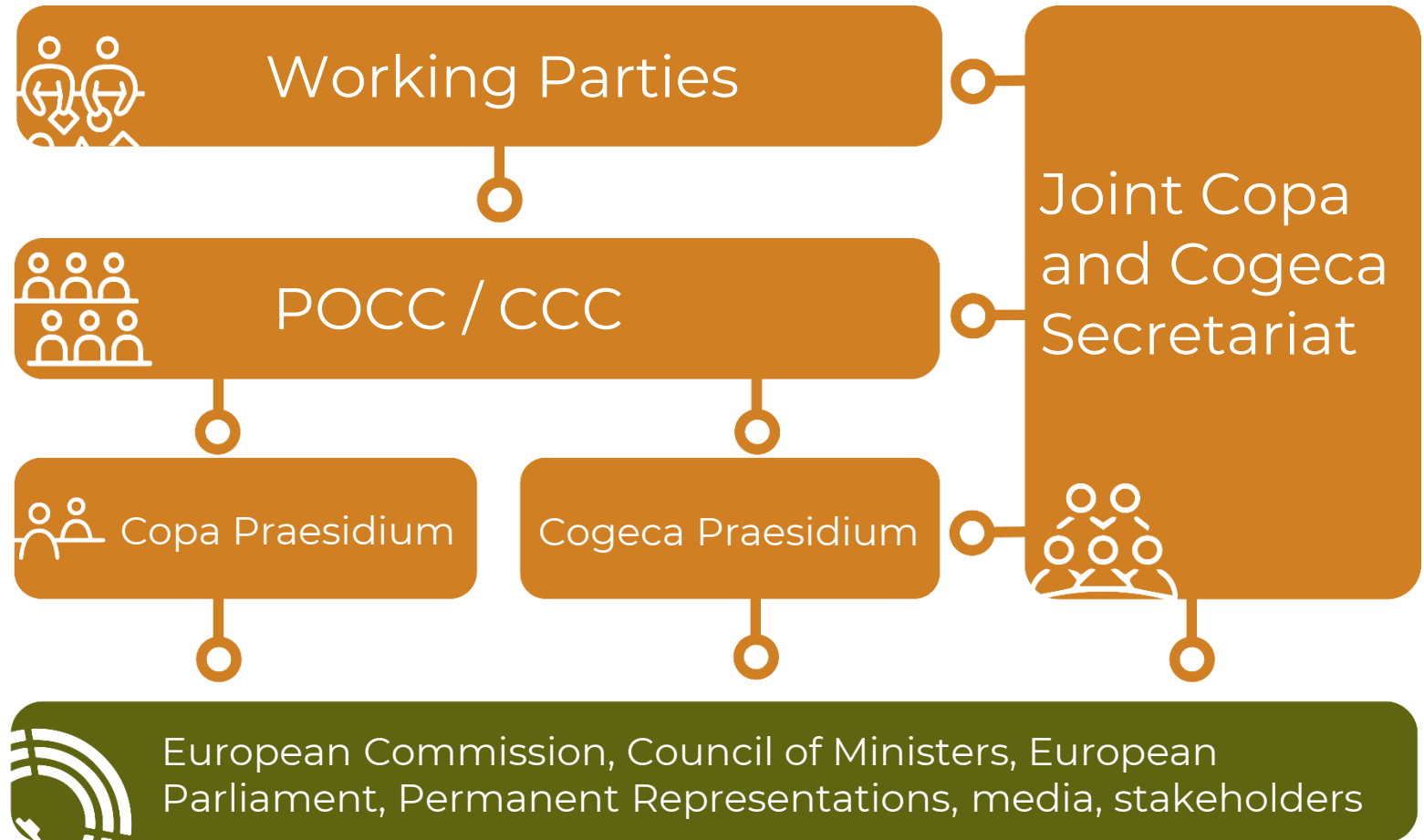


My projects portfolio



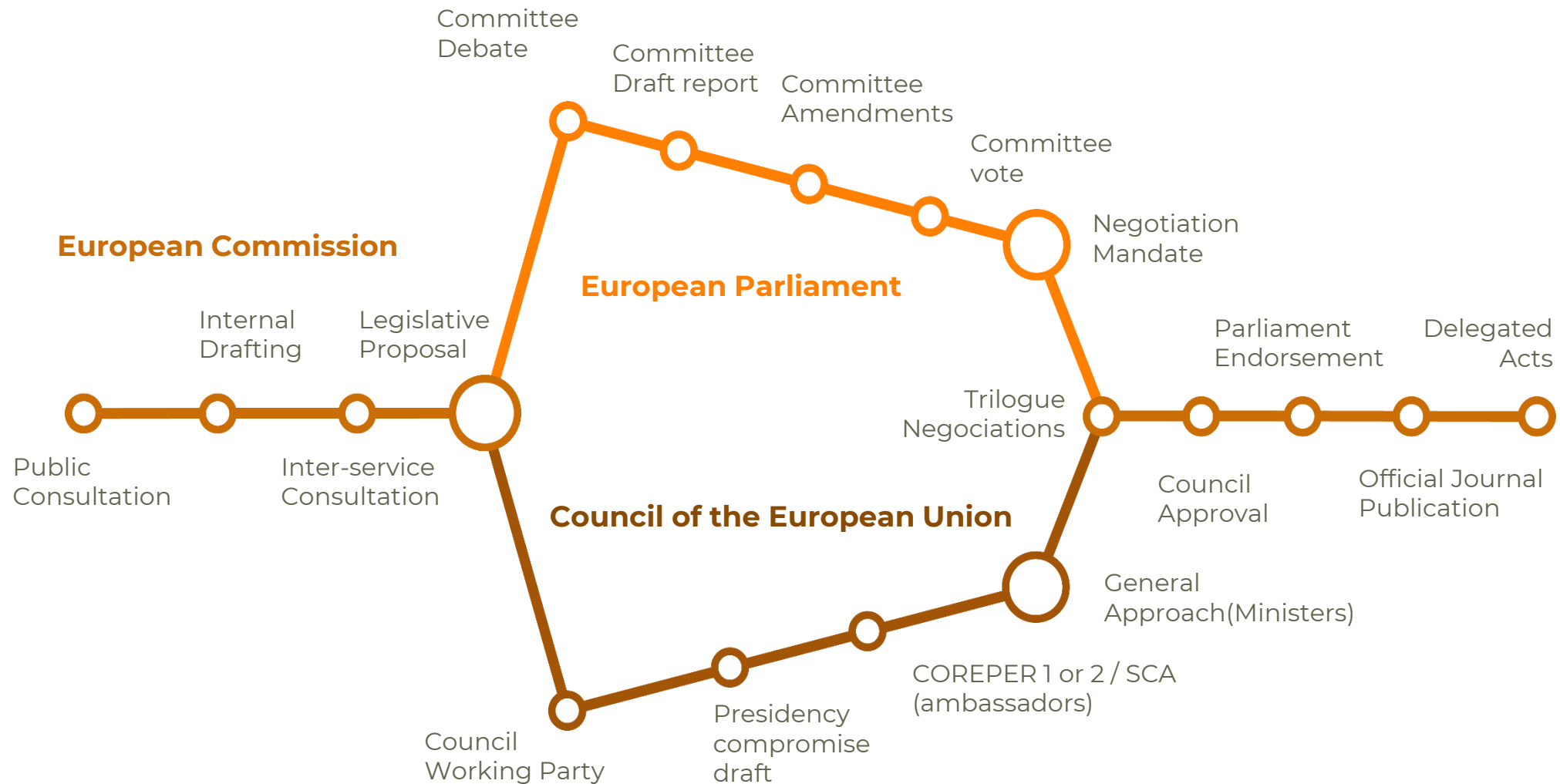


How is Copa and Cogeca organised?





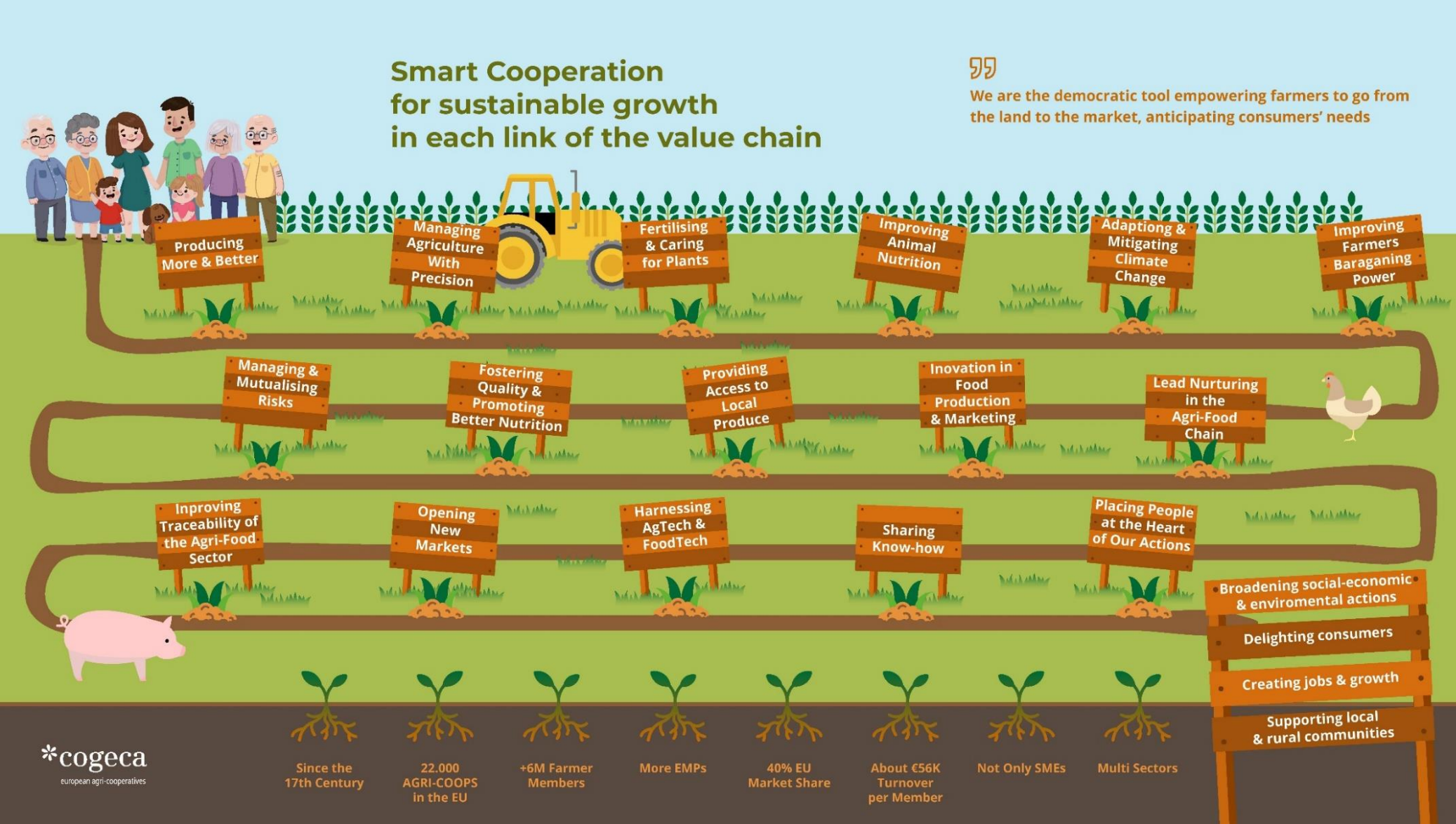
How does Copa and Cogeca lobby?





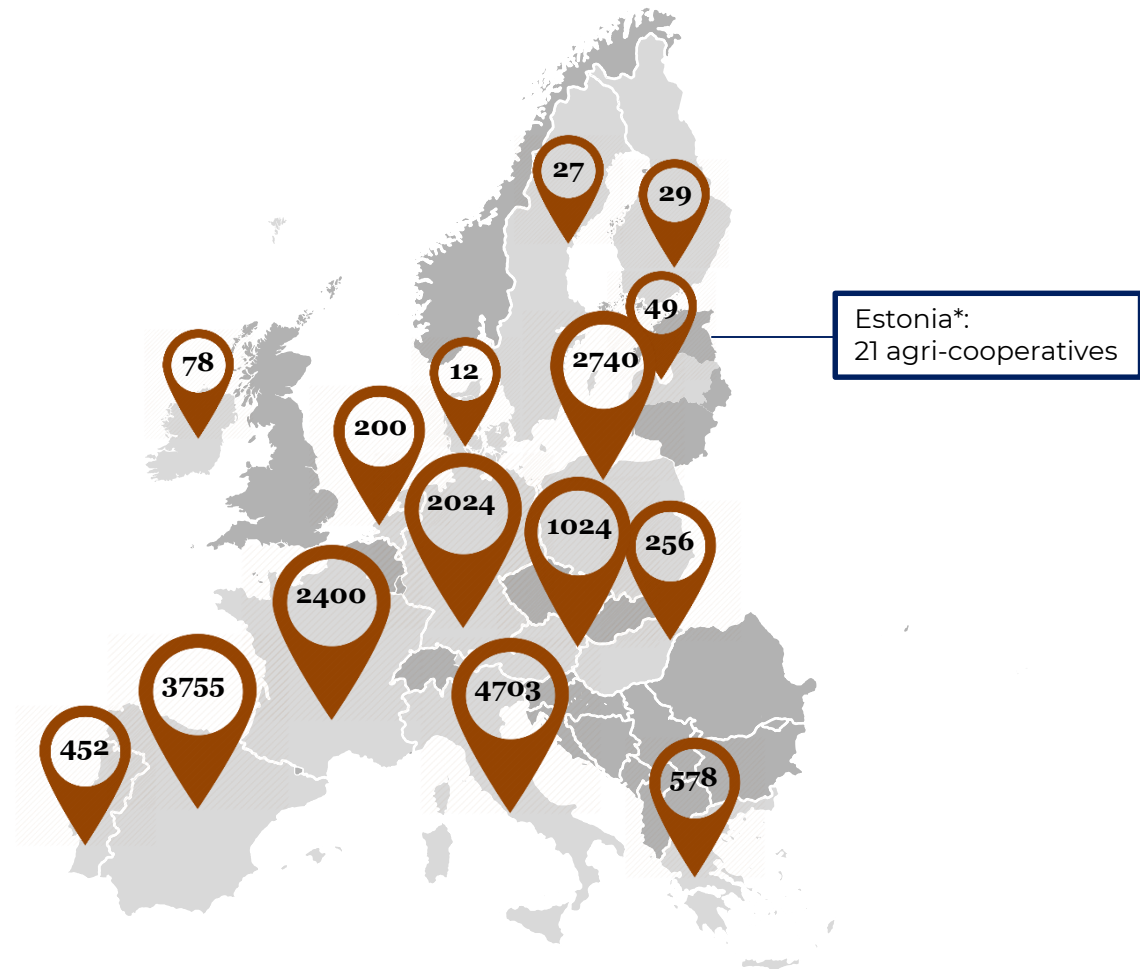
Overview on agri-cooperatives development in the EU

Overview on European Agri-cooperatives



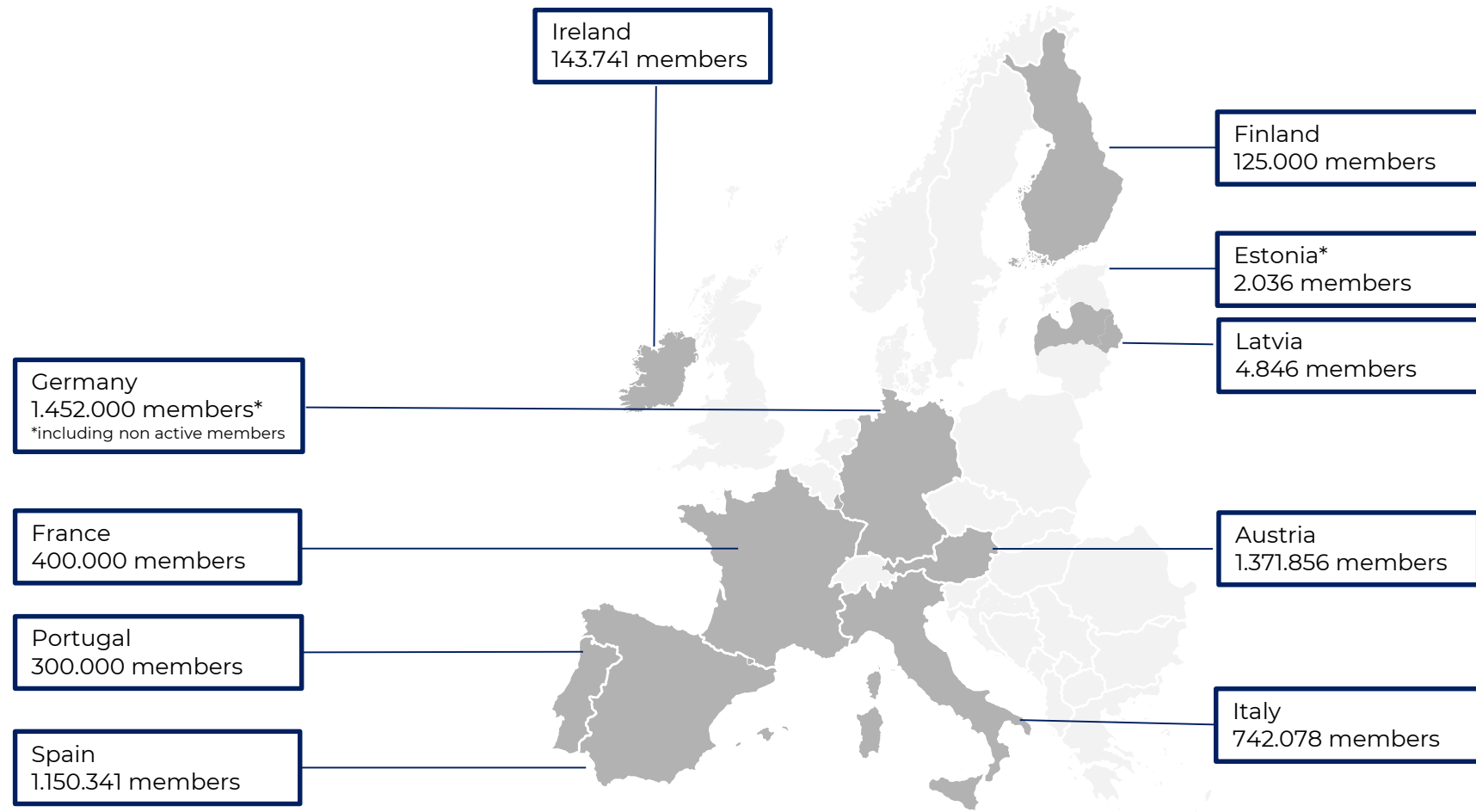


Number of agricultural, fishermen and forest cooperatives per country





Number of members in agricultural, fishermen and forest cooperatives per country





Number of employees given by agricultural, Fishermen and Forest cooperatives per country

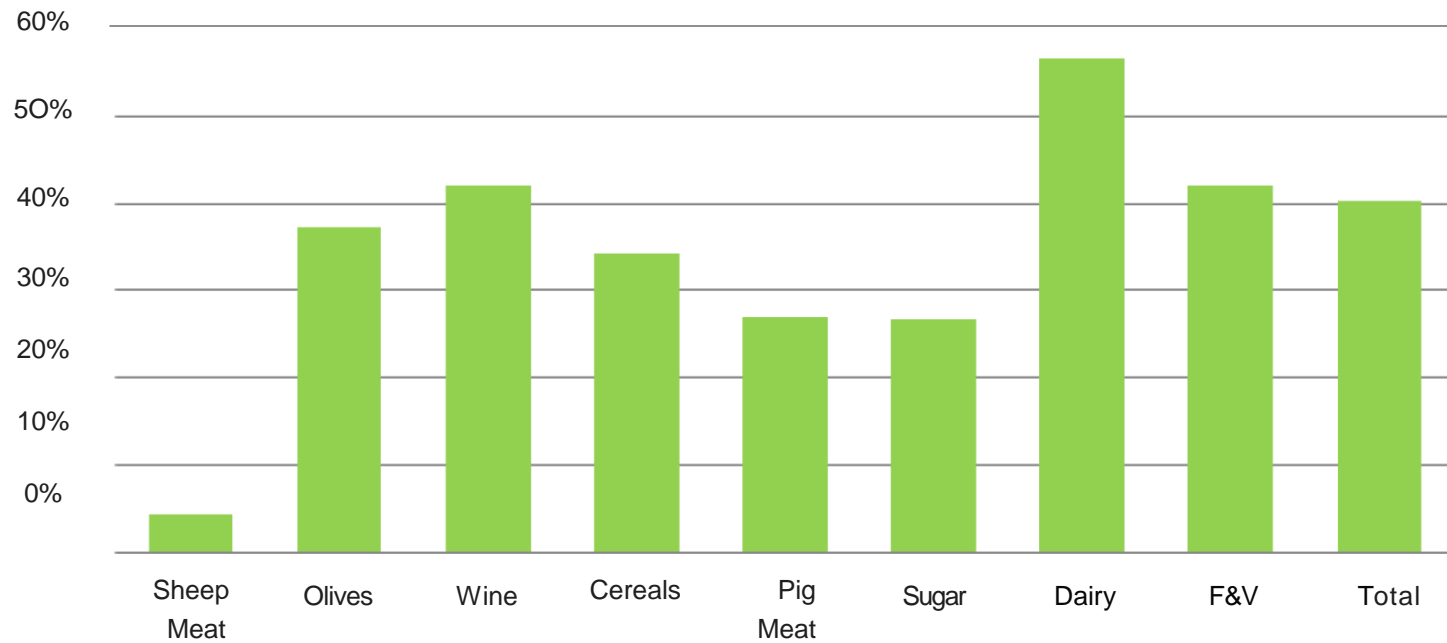




Market share of European agri-cooperative in main sectors

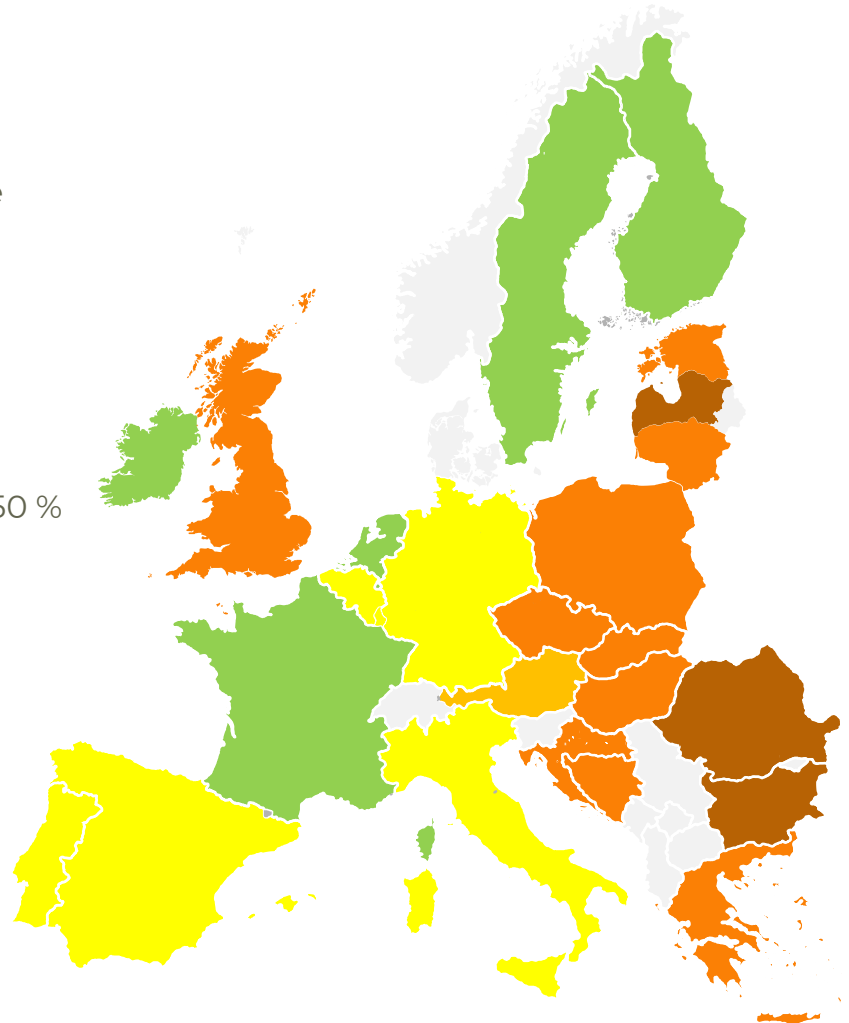
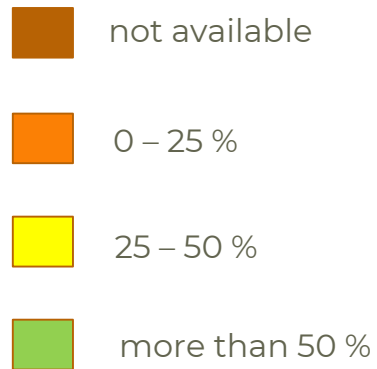
2016: 64% of milk is delivered via or to European cooperatives *

* European Commission's Report on "the latest developments on the dairy market and the use of instruments established as part of the "milk package".





European agri-cooperatives market share outlook



> 50% for some Northern and central EU Member States

> 25% but < 50% Mediterranean countries (Exception Greece <25%)

< 25% Eastern EU Countries

Agri-cooperatives models

Nordic countries:

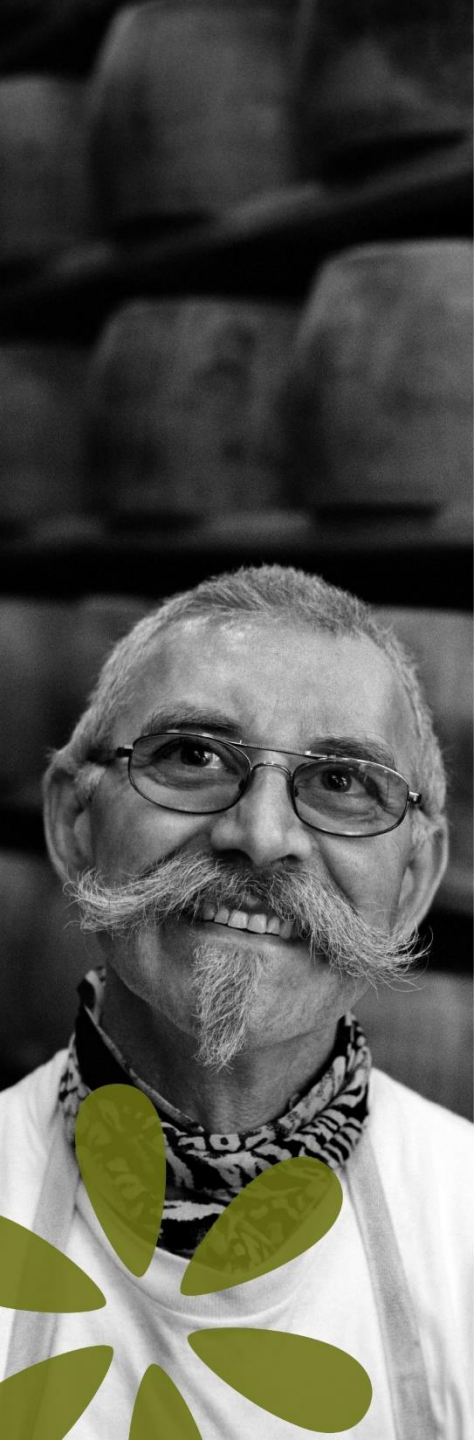
- High level of integration
- Small number of highly specialised and large scale agri-cooperatives.

Southern EU countries:

- High level of «atomisation»
- Integration through second degree cooperatives
- Limited economic dimension

Newer Member States:

- Limited development of agri-cooperatives





Defining a brand

The evolving meaning of branding

3000-1000 B.C

To identify property

Ancient Egyptian begin branding livestock to symbolize ownership.

1800s- 1950s

To convey quality & earn trust

Factories brand their shipping barrels as a mark of quality and to build trust among consumers.

Trade Marks Registration Act in USA allows company to own logos.

1950s- 1960s

To differentiate products & earn loyalty

In the Golden Age of Advertising, companies start using emotional messaging to brand products and win consumers

Development of the concept of brand management.

1970s- 1990s

To give the Company a personality

Consumers are increasingly brand-conscious.

Major company begin to market their brands more than their products.

2017

To make emotional connection

Consumers are less impressed with brands and more concerns with price, customer experience and corporate reasonability.

Brand story telling create emotional engagements.



Is the ownership element still relevant for agri-cooperatives across the world as a core brand attribute?

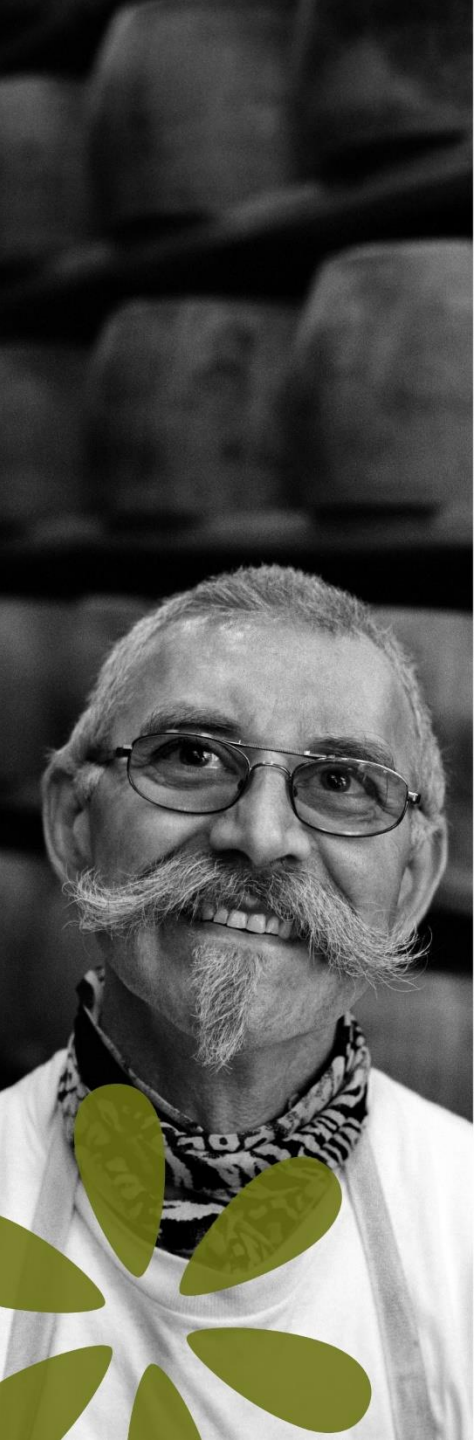


Is the ownership element still relevant for agri-cooperatives across the EU as a core brand attribute?





Brand lobbying

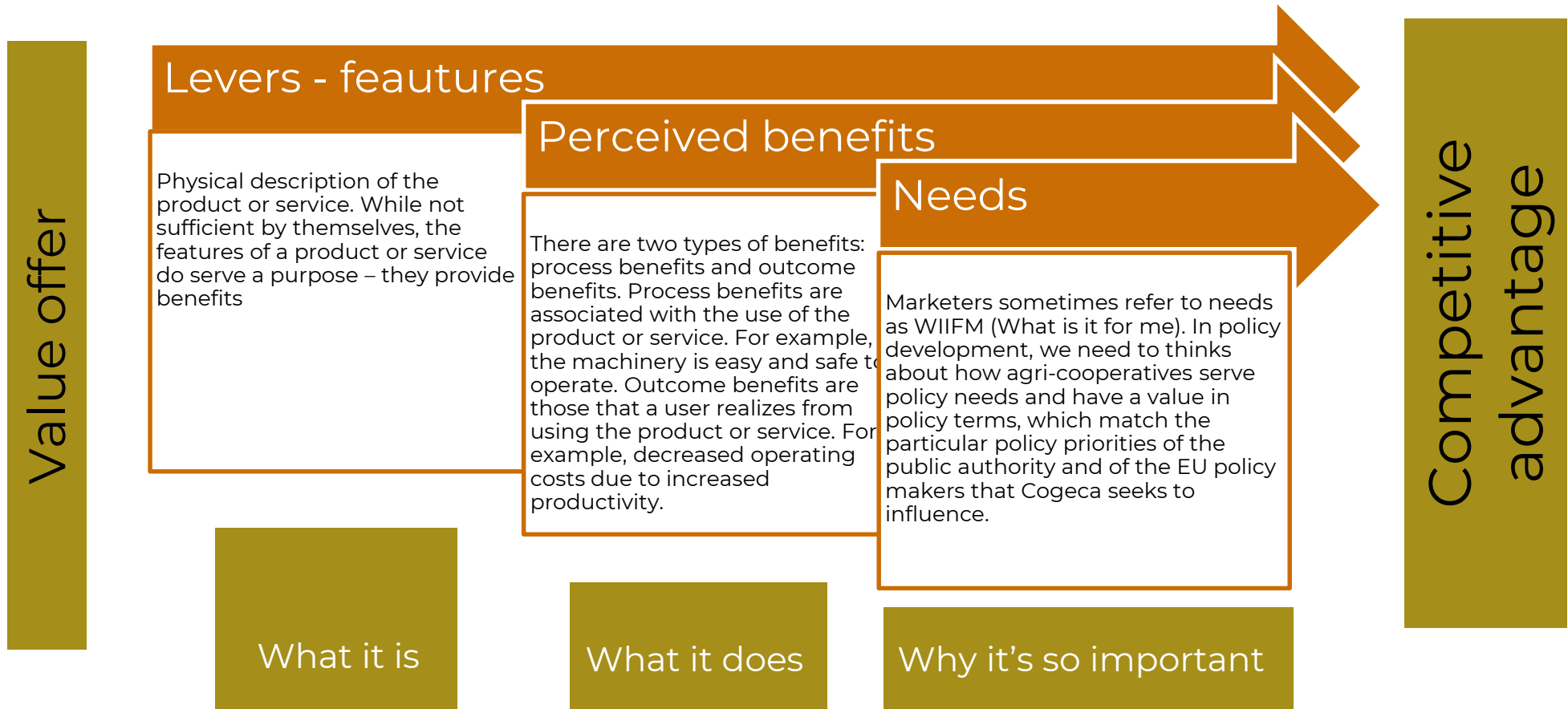


Starting point:

- * Agricultural cooperatives are businesses driven by values
- * Agri-cooperatives are businesses that survive or fail based on their ability to provide services or goods to their farmer members, who own the enterprise.
- * They are entrepreneurial and must compete with other forms of business.
- * Agri-cooperatives serve the needs of their farmer members, whatever those needs might be, rather than delivering profit to external investors.

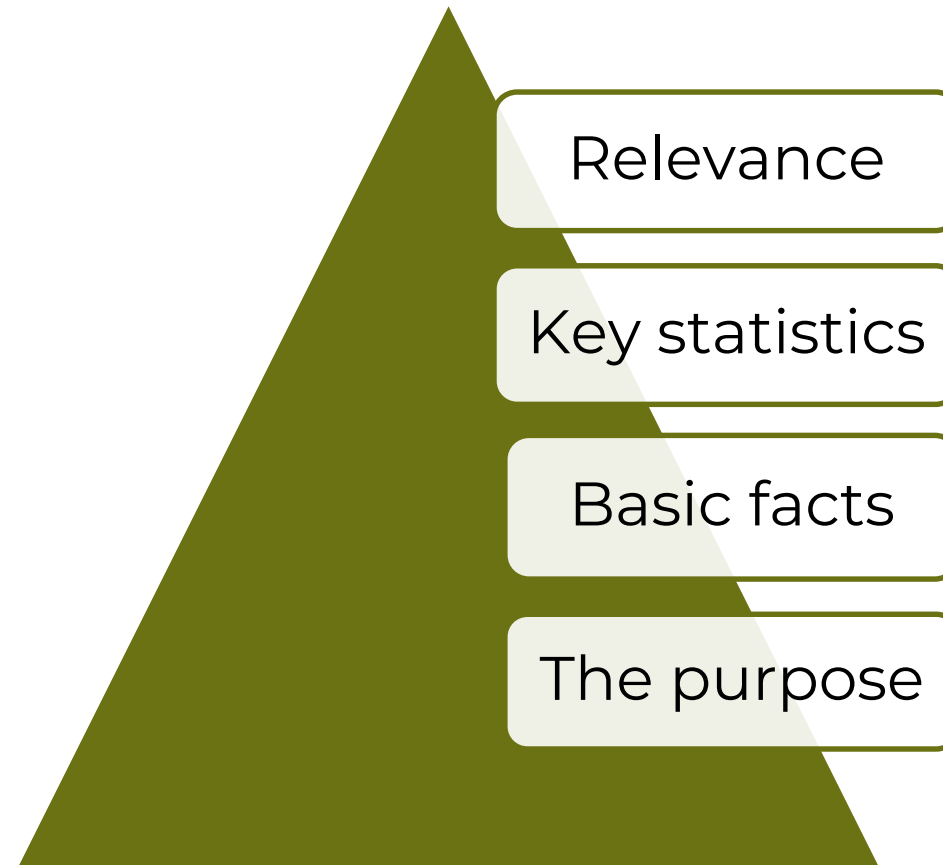


Communicating the value offer and the competitive advantage of our cooperatives enterprises



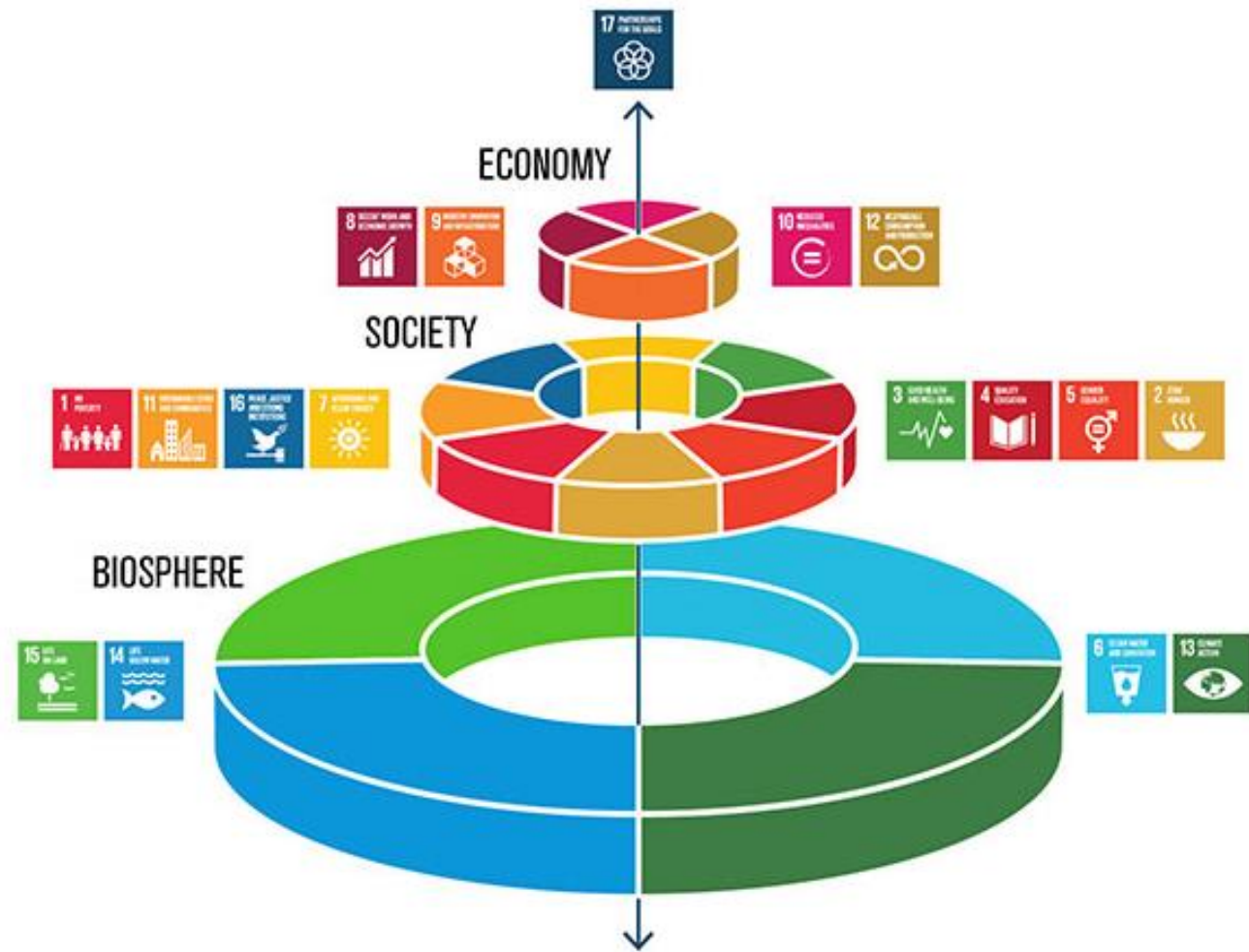


Key elements to communicate the cooperative difference





UN's Sustainable Development Goals: a compass and a map for policy makers

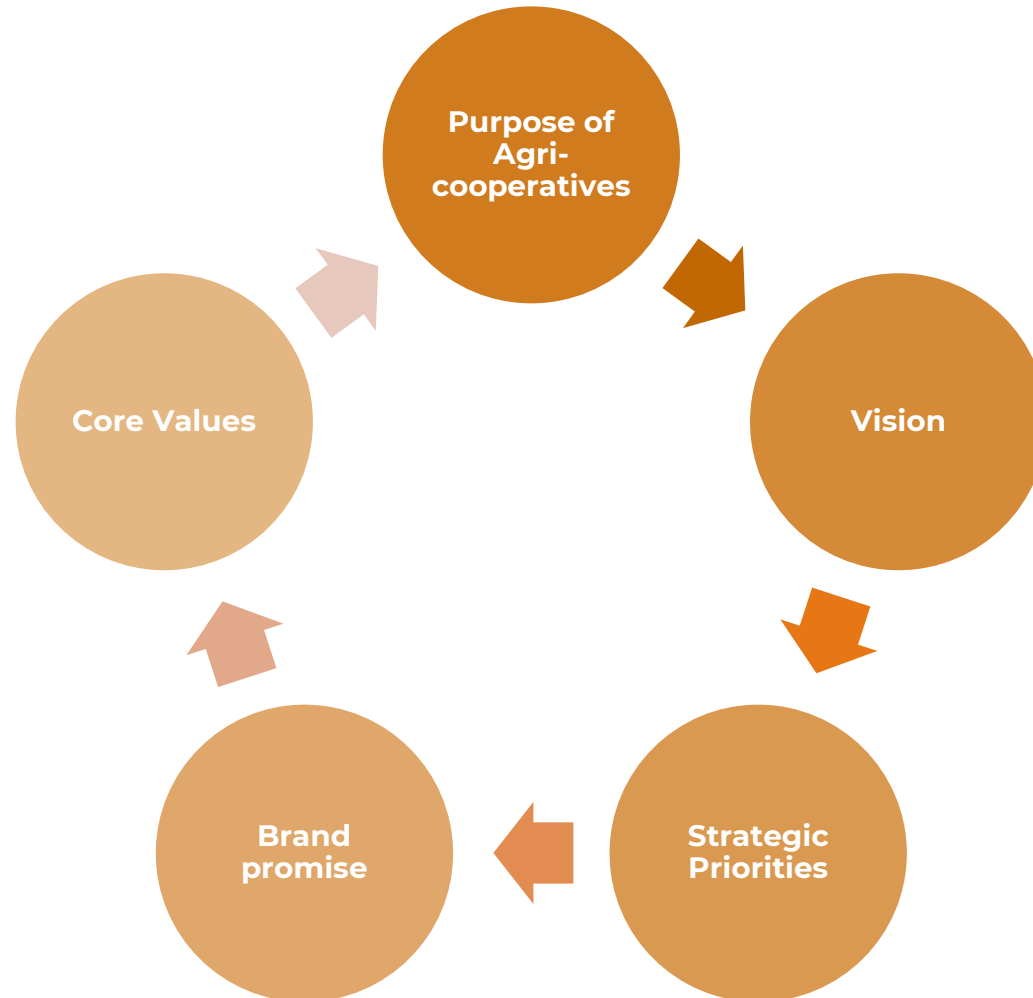


Key message and alignment of purpose , vision and strategy with UN SDG's





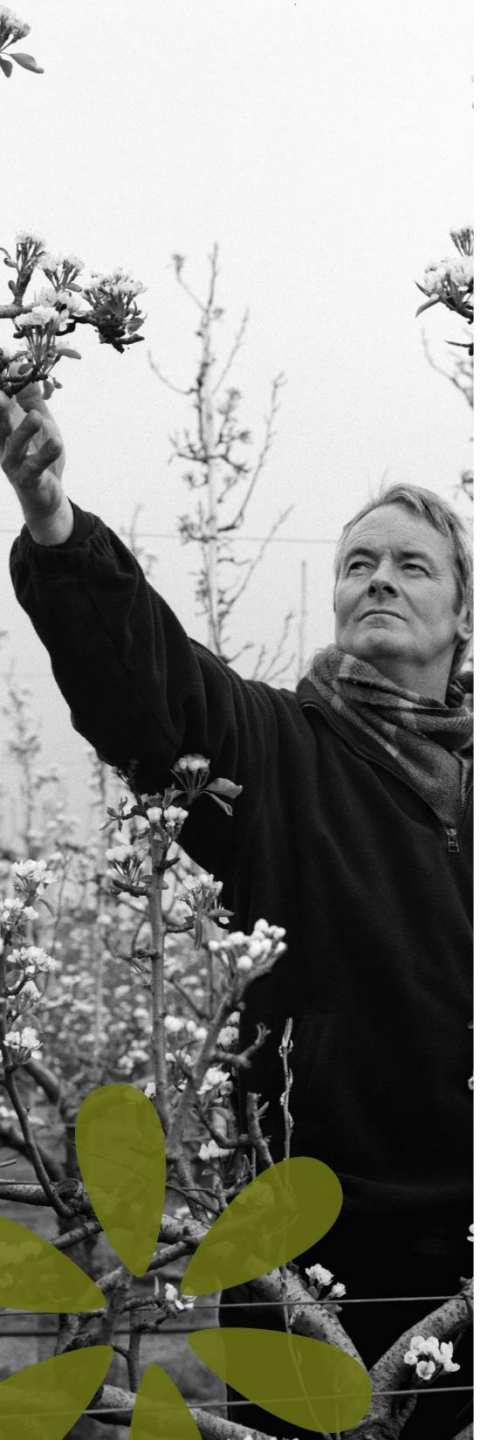
Key elements to communicate effectively a European agri cooperatives' value propositions





Purpose of agri-cooperatives

- *To do those things together that farmer members cannot get done individually – join forces
- *To respond to members needs, democratically expressed through active participation in the governance
- *To pool farmers resources in certain areas of activity
- *To provide various services and advice to their individual farming members
- *To add value to produce by processing and marketing
- *To market produce with an integrated approach (much more than increase bargaining power)
- *To undertake transportation, packaging, distribution, and marketing of farm products
- *To supply their members with inputs for agricultural production
- *To create economies of scale



Vision of agri-cooperatives

- *As enterprises, to ensure sustainability and competitiveness of the sector, by serving farmer members and understanding consumer demand
- *To support farmers in rebalancing their position in the food chain
- *To pool existing processing assets and keep them in the hands of their farmer members (consolidation)
- *To move from resilience to anti-fragility

TOP 3 Strategic & Operational Priorities

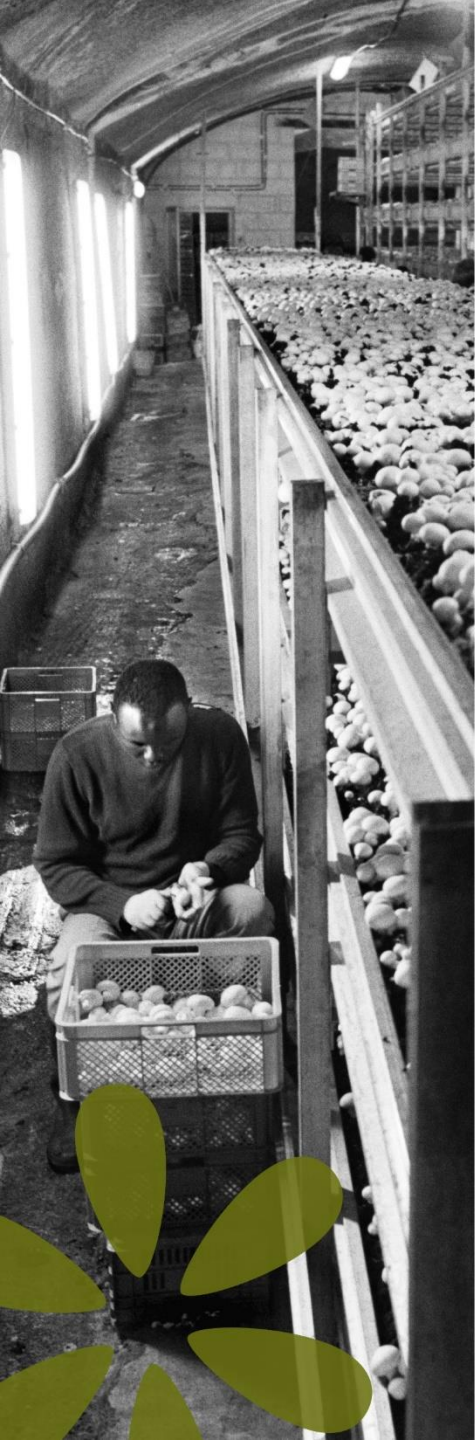
- * to continue empowering farmer members by providing tools to thrive in a circular, resilient and innovative agricultural economy
- * to be anti-fragile (going beyond resilience or robustness and learning how to gain from unexpected stress or from volatility)
- * to create value added, economies of scale, increased market position, consolidation





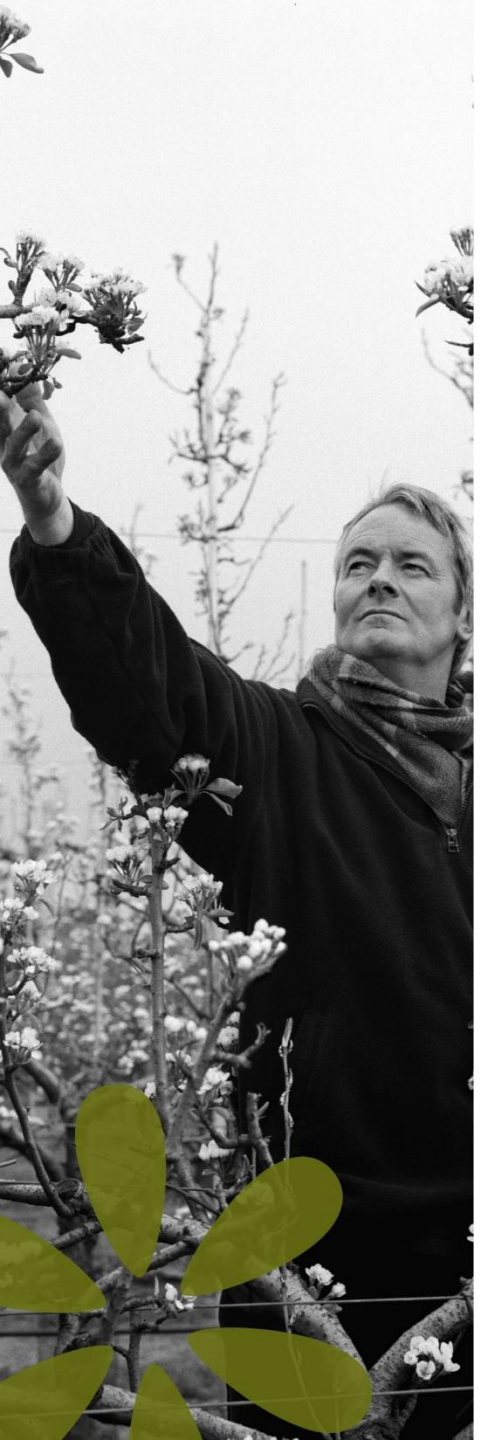
Brand promises

- *To Design tomorrow's agriculture
- *To Be data savvy and consumers aware
- *To Keep rural areas vibrant and community dynamic
- *To Boost growth and jobs
- *To Support the achievement of SDGs and help agriculture to be economical, social and environmentally sustainable
- *To Improve competitiveness for agriculture and food sector
- *To Improve resilience and move to anti-fragility



Core values

- *Voluntary and open membership
- *Democratic member control
- *Member economic participation
- *Autonomy and independence
- *Education, training and information
- *Cooperation among cooperatives
- *Concern for community
- *Self help
- *Equality
- *Equity
- *Solidarity
- *Market orientation
- *Social responsibility
- *Transparency



Value propositions

*“As agricultural cooperatives, we are improving farmers’ position in the food chain and collectively designing tomorrow’s agriculture”.

*“As robust and long-term oriented enterprises, we are ensuring competitiveness by adding value and improving rural resilience”.

*“With our integrated approach, we move European agriculture collectively to a level of anti-fragility for the next generation”.

UVP:

*“We are the democratic tool empowering farmers to go from the land to the market anticipating consumers’ needs”.



SEVENTEEN REASONS TO



"Our agri-cooperatives have built a resilient business model that allows our enterprises to prosper and grow. We create sustainable value for our farmer-owners, employees, consumers, and more importantly for the communities where we operate in."





How the brands attributed are perceived by policy makers?

#CoopsDay 2019 - EU's agri-cooperatives are a powerful synergy of democracy and business

Phil Hogan - EU Commissioner for Agriculture

SEVENTEEN REASONS TO COOP

TOP 3 Strategic & Operational Priorities





Thank you for your attention!

copa***cogeca**

European farmers

European agri-cooperatives



www.copa-cogeca.eu