

“How to organize small farmers and facilitate their access to markets”

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How I introduce myself

This presentation has the only objective of justify my expertise working very close to production, fabrication and distribution in agrifood sector

I define myself as an entrepreneur in agrifood and bioenergy sectors. I've been working from 2000 to 2007 in Spanish Agrifood Cooperative's Association as Quality and Food Safety Manager, with more than 2800 cooperatives associated. Since 2007 I've participated in the creation and developing of some enterprises, as an innovation agency in life sciences sectors, some e-commerce initiative as www.goormeet.com , an association to manage residues and subproducts generated in retail channel, called www.sigrob.es , I develop the R+D department of an agrifood engineering called www.alfatec.es which actually is working with some local industries in Mequines, and recently I start to collaborate with Spanish's agricultural Ministry in a study to identify how reinforcing the presence of agrifood products coming from cooperatives in retail channel. I have my own consulting, called BNDTI Consulting, as a tribute of the famous poet...but this is other history...

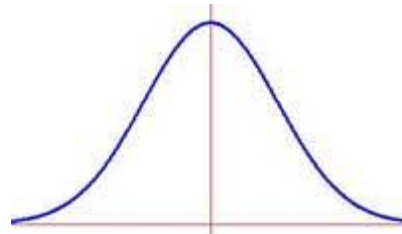
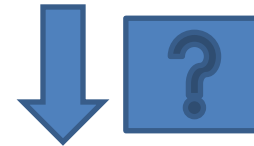
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How to organize small farmers and facilitate their access to markets

1. Learn about mistakes
2. From Buyers to Sellers
3. Food Chain.....extended
4. How organize.....
5. So...

Learn about mistakes

Which is the modern way of buying fresh products??



From buyers to sellers

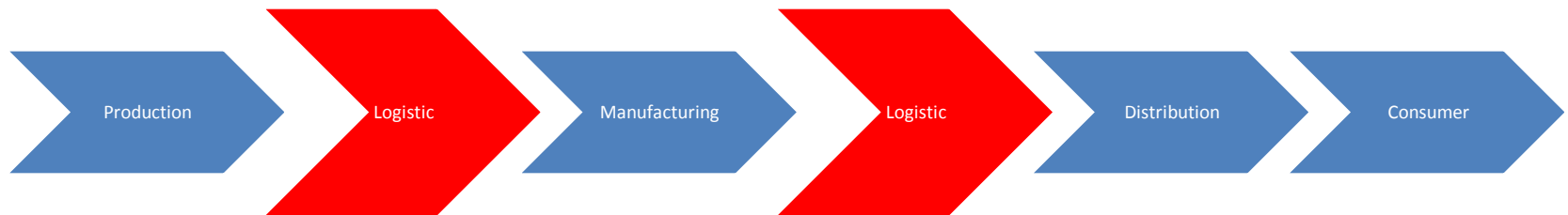
There exist a few very professional buyers all over the world, but there almost exist not professional sellers of agrifood products

That these buyers come into your industry/farm to buy all your production IS NOT ENOUGH

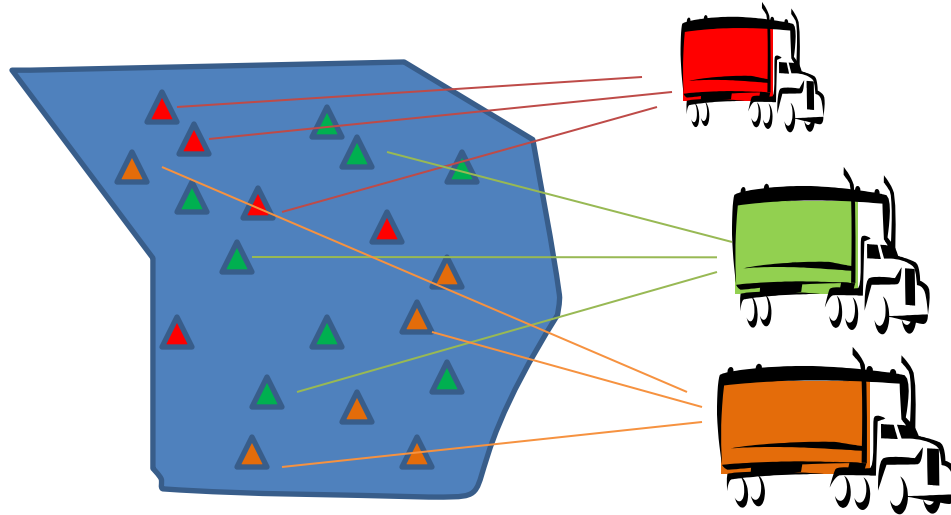
If you are selling from your chair, you are selling the production,but also the most part of the added value .

So we need become into SELLERS

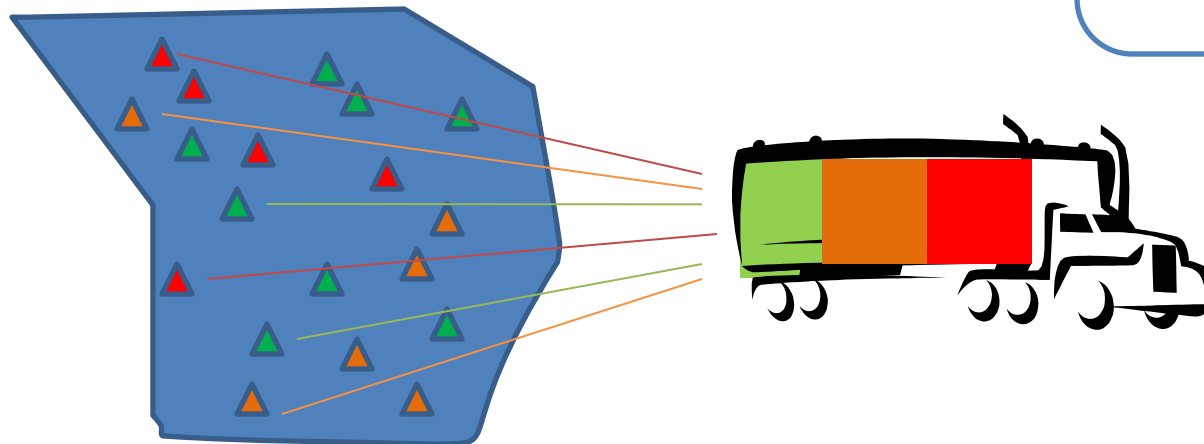
Food Chain...extended



How organize....

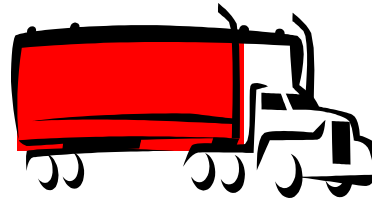
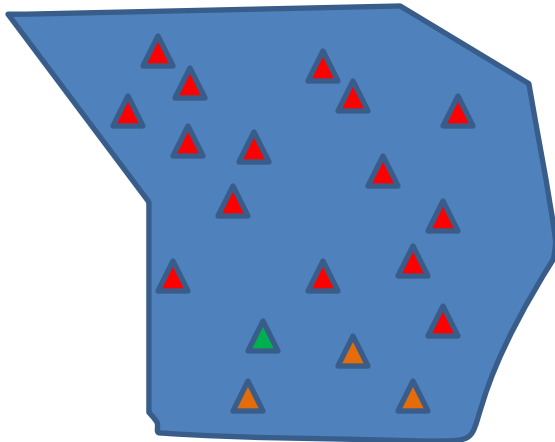


Or



Both of them
are complex
to sell

How organize.....



Benefits:

Quality audits
Branding
Planning logistic

...

So....

Our competitor is not our neighbour

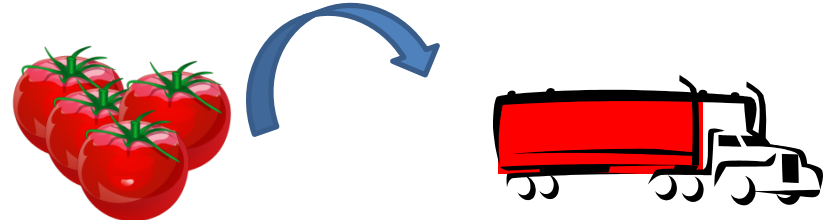
IS



From buyers to sellers



Logistic...as part of my product





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