



NEW FARM COMPANY FOR MARKETING
AND AGRICULTURAL PROCESSING (NFC)

THE ROLE OF COOPERATIVES IN OPENING NEW MARKETING CHANNELS

AGRICULTURE

SECTOR WORKING GROUP

19 December 2011, 11:00 -12:30,
Ministry of Agriculture,



Who we are?

- ▣ New Farm Company was established in 2000 as a private limited shareholding company,
- ▣ owned in total by its founders; *a group of socially conscious agricultural cooperatives*, the Peasants Union and two Palestinian non-governmental organizations dedicated for working in the fields of scientific research, social and economic agricultural development.
- ▣ It should be emphasized that *production cooperatives – especially rural women cooperatives are eligible for holding capital shares in the company.*



What is our business?

- ▣ NFC's core business is food processing and marketing. *More specifically, NFC was established to offer the highest quality and value of traditional home-style foods produced by Palestinian cooperatives, using local inputs and raw materials free of unsafe and unhealthy chemical ingredients.*



NFC answers the call of *knowledgeable consumers* – locally and internationally – who look for time-honored traditional *Palestinian recipes that are passed through generation, rich with heritage, authentic and real down home – style traditional foods.*





Mission, Our values and Vision

- ▣ NFC's mission; Social responsibility and unwavering commitment to quality and safe products.
- ▣ By virtue of the mandate of NFC founding organizations, *it works to promote economic and social development networks between NFC share-holders organization on one hand, and contributing to the agricultural and rural development in Palestine on the other hand.* Operating on a commercial basis, NFC is committed to the principles of cooperative growth and economic empowerment of rural woman
- ▣ NFC works with its shareholders and through them in pursuing tirelessly growth opportunities; while adhering to the highest ethical conduct in all of our business dealings.



- ▣ We strive to be known for our consistent high quality traditional food products, and business concept values. **Our consumers will distinguish our brands; come to love them, and recommend them to others; their reliability to, and satisfaction of, our products will be the key of our success.**

Our customers will derive satisfaction from knowing that their purchasing of NFC products has helped a large sector of Palestinian indigenous farmers and rural women in sustaining their livelihoods.





Selection of producers:

- ▣ Active Agricultural cooperatives and women clubs.
- ▣ Groups who have a **social responsibility towards their communities**.
- ▣ Groups who are ready to **participate actively in developing the Palestinian rural communities**.
- ▣ **Small agro- productive groups** who face problems in marketing (with main focus on women groups).
- ▣ The rural producers who is **protecting the Geographic Identity** of the Palestinian agro-products and foods.



What is the role of the company: Added value and expertise

- ▣ Improve the **quality of the Palestinian rural products** to match the national and international standards.
- ▣ Work on minimizing production costs to **maximize farmer/cooperative profits** and **enhance the access of Palestinian consumer** to the locally made food with comparative prices.
- ▣ Design suitable packaging and labeling that reflects the **uniqueness, culture and the nutritional value** of the company and its related CBOs products.



- ▣ Promote and market Palestinian products nationally, regionally and internationally.
- ▣ Reduce the problems of **excess productions** and enhance the framers to diversify their crop production.





Economic and financial advantages

- ▣ More production-opportunities and income is generated to the cooperatives.
- ▣ Accessibility of rural products to markets is enhanced.
- ▣ Develop marketing skills of cooperatives.



Social impact on the communities

- ❑ **Enhancement of cooperation** between small farmers and existing cooperatives and women clubs in the rural communities.
- ❑ **Strengthening socioeconomic and livelihood** of the small farmers and create job opportunities in the marginalized rural communities.
- ❑ **Empower the social responsibility** of CBOs towards their community.
- ❑ Enhancing **effective leader ship** and **empowering the role of small and marginalized farmers** (male and female).
- ❑ **Encouraging young farmers to continue cultivating their lands** which assists in reducing the migration process from rural to urban centers.



Future avenues: Marketing challenge

- ▣ **High cost of production inputs** (*reduce the competitiveness*).
- ▣ **Products quality consistency and stability.**
- ▣ **Seasonality of production** (*instable availability of commodities and pricing*).
- ▣ **Business management and innovations** (*create new recipes, and reach feasible production system*)
- ▣ **exportation opportunities** (*comparativeness and controlled borders by the Occupation*).



Thanks