



SHILING POULTRY COOPERATIVE



The cooperative holds a strong position in the local fresh egg market. It attempts to penetrate deeper into the value chain



Outcome

2015-2018

BENEFITTING FARMERS



	483 members (178 women/32 youth), 113 active
2016	
2018	483 members (213 women/30 youth), 120 active

EQUITY INCREASE



	RMB 23,869,576 (local currency)
2016	
2018	RMB 49,488,539 (local currency)

TOTAL REVENUE



	RMB 68,100,278 (local currency)
2016	
2018	RMB 100,496,265 (local currency)

RATIO EQUITY / TOTAL ASSETS (%)



	48%
2016	
2018	63%

TOTAL ASSETS COOPERATIVE



	RMB 49,669,993 (local currency)
2016	
2018	RMB 78,558,622 (local currency)

MOBILISED LOANS



2017	Various Grants: EUR 183,600
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Name: Shiling Poultry Cooperative

Year of establishment: 2003

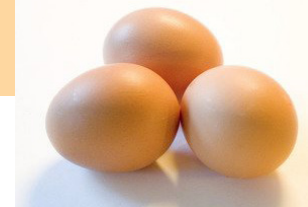
Commodities: eggs

Processing factory: no

Start Agriterra: 2016

Core business:

The cooperative is basically present in the entire chain of fresh egg market by having in-house patching compartment, two modern chicken houses, egg handling equipment, own transportation vehicles, distribution center and retailing stores.



“As we observed, Shiling Poultry Cooperative needs to define a clear marketing strategy and improve its chain efficiency. The project aims to bring the cooperative to a new level by further improving its efficiency in the value chain.”

Gabriela Versteeg, business advisor Agriterra



On the management's agenda of Shiling Poultry Cooperative is the question how to reduce the chain costs and constantly improve chain efficiency.



Input Agriterra

2018

Technical training on feeds and data analysis
Feasibility study on product portfolio
Governance training
Advisory service on youth development

2019

Data analysis in assisting decision-making
Branding strategy and brand equity
Youth participation



Advice



Training



Exchange

RESULTS

1 ✓

Shiling Poultry developed an objective to improve their production efficiency: 10 eggs extra per hen.

2 ✓

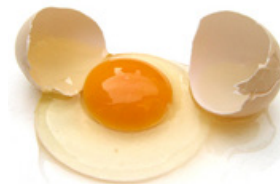
Grade eggs and sell secondary quality eggs as liquid eggs, in the future possibly as egg products.

3 ✓

Shiling Poultry now has a better understanding on how to do chain analysis and the importance of involving youth in cooperative development.

“Agriterra opens a window for us, through which we can communicate with peer farmers from the other part of the world. Our cooperative benefits a lot from the advice and knowledge brought by Agripool experts and business advisors of Agriterra.”

Chen Dayou, Chairman Shiling Poultry Cooperative



GOALS SHILING POULTRY COOPERATIVE:

- make the cooperative informed of the advantage of being a cooperative over a company.
- cultivate young farmers
- technical training
- conduct a feasibility study on broadening their product portfolio



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