

MINH TOAN LOI COOPERATIVE



Minh Toan Loi Cooperative focuses on an earning model of marketing and selling coffee beans for its members.



FARMER BUSINESS LOBBY SERVICES



Name: Minh Toan Loi Cooperative
Year of establishment: 2012
Commodities: coffee
Processing factory: 1 wet processing factory; 1 roasting and packaging workshop; 1 warehouse for fertilizer
Start Agriterra: 2017
Core business: Production of green coffee bean; roasted coffee bean and powder 'Thuy Tien Krong Nang Coffee'; fertilizer



Outcome

2014-2018

BENEFITTING FARMERS



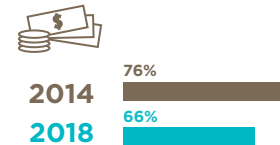
MEMBER EQUITY



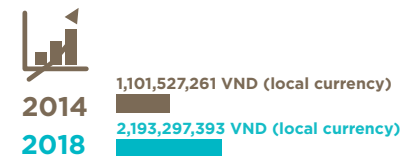
TOTAL REVENUE



RATIO EQUITY / TOTAL ASSETS (%)



TOTAL ASSETS COOPERATIVE



MOBILISED LOANS



“Minh Toan Loi Cooperative is an economic member-based cooperative that really improved services to meet its members’ need and tried their best to learn and move forward with recommendations and coaching of Agriterra and other partners”.

Tran Thi Tuyet, business advisor Agriterra

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The Minh Toan Loi cooperative was established in 2012, with 227 coffee growing members (3000 ha); they have the potential to expand to 400 members or more by 2020.



Input Agriterra

2017

Financial Management Training
Market research in Hanoi and Dak lak to exploring the potential of roasting coffee

2018

Value Creator and Development of Business strategy toward 2021
MyCoop training to Board of Director and Executives
Rolling out of MyCoop to members
Training on Strategic Business Planning



Advice



Training



Exchange

RESULTS

1 ✓

In 2018, the average revenue of green coffee increased 12% in comparison to 2015.

2 ✓

In 2018, the cooperative invested in wet processing workshop for higher price and stable market with more than 56 tons - a very successful start.

3 ✓

In 2018 roasted coffee production and sales increased 50% in compare with 2017 (start up year).

“Minh Toan Loi Cooperative focus on satisfy its growing coop members by input provision for coffee production and marketing all coffee products and sustainable development of coffee community”.

Vu Duc Quan, director of Minh Toan Loi Cooperative

GOALS MINH TOAN LOI COOPERATIVE:

- High commitment and good compliance of Coop members
- Higher and sustainable income for cooperative members and cooperative
- External capitalisation (low interest rate loans and more investor from company)
- Being the leading coffee provider in Dak Lak



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