

SHILING POULTRY COOPERATIVE



BHAG: Shiling will become the major player in the fresh egg value chain in Sichuan within 3 years



Outcome

2016-2019



Name: Shiling Poultry Cooperative

Year of establishment: 2003

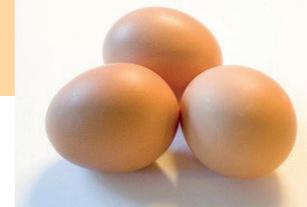
Commodities: eggs

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.



“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

“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.”

Gabriéla Versteeg, business advisor Agriterra



Input Agriterra

2016

Basic financial management training

2017

Technical advice on feed management, data analysis etc.

Governance training



2018

Marketing feasibility study

Promoting youth participation



2019

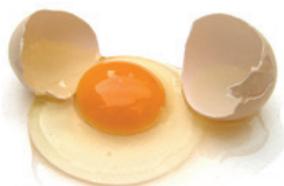
Support on marketing and branding of cooperative egg business

Advising on using data analysis in decision making process

RESULTS

1 ✓

Shilig poultry has improved their production efficiency



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.



Advice



Training



Exchange

GOALS SHILING POULTRY COOPERATIVE:

Make the cooperative informed of the advantage of being a cooperative over a company

Encouraging young farmers to participate in cooperative affairs technical training

Conduct a feasibility study on broadening their product portfolio

