

# PHILIPPINES

## FEDERATION OF PEOPLES SUSTAINABLE DEVELOPMENT COOPERATIVE



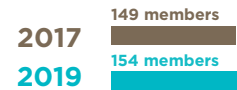
**BHAG:** FPSDC is the leading distributor & marketing arm of cooperative products in the Philippines & the global market



### Outcome

2017-2019

#### BENEFITING FARMERS



#### TOTAL REVENUE



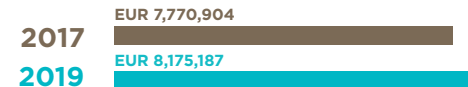
#### MOBILISED LOANS



#### EQUITY



#### TOTAL ASSETS COOPERATIVE



#### RATIO EQUITY / TOTAL ASSETS (%)



**Name:** Federation of Peoples Sustainable Development Cooperative (FPSDC)

**Year of establishment:** 1998

**Commodities:** organic rice, muscovado sugar, coco sugar, exotic jams & jellies, Spanish sardines, black garlic, raw wild honey

**Processing factory:** no

**Start Agriterra:** 2018

#### Core business:

- Social Credit Facility
- Social Investment Facility
- Social Franchising Facility (Handholding in Viable Enterprises)
- Institution Building Programme
- Distribution and Marketing Facility (Farms & Cottages Brand)
- E-commerce (PilingPinoy.coop)
- Sustainable Housing Programme (Co-op Ville Community)
- Youth Programme (Youth Leading in Enterprise and Agriculture Development- YLEAD)

*"FPSDC remains committed to ensuring the development of its stakeholders and preservation of the environment while ensuring economic viability with the hope of promoting harmonious coexistence within and among communities. FPSDC... for people, planet, prosperity and peace."*

Christie Rowena Plantilla, CEO



“FPSDC is a cooperative federation that is ready for the future and is poised for further growth. The strategic advice of Agriterra on its marketing and distribution business is meant to ensure that its business potentials are realised and maximised.”

Jun Virola, business advisor Agriterra



## RESULTS

1 ✓

Enhanced marketing knowledge, enhanced lobby knowledge and skills, enhanced governance knowledge

2 ✓

Recorded gross sales of PHP 82M as of October 2019 for the Distribution and Marketing Facility, distribution channels expanded to 1000

3 ✓

Handholding in Viable Enterprises programme launched, PilingPinoy.coop platform launched



Advice



Training



Exchange

## Input Agriterra

2018

Cooperative Assessment

- Review of FPSDC governance, financial management and business
- Recommendations on expanding marketing and distribution business

Lobby and Advocacy

- Training on Farmer Advocacy Consultation Tool (FACT)
- Action planning for implementing FACT

Learning Exchange to the Netherlands

- Visit and interaction with successful cooperatives in the Netherlands to learn from their experiences and expertise
- Gathering of lessons learned and ideas for further growth of FPSDC

LTO

2019

Advisory Mission on Strategic Organisational and Business Review of FPSDC

- Review of FPSDC organisational strategy and marketing and distribution business
- Recommendations on improving FPSDC's marketing and distribution business

Agri Coop Marketing Training

- Sharing of knowledge and skills on strategic marketing
- Preparation of strategic marketing plan

Agri Coop Governance Training

- Sharing of knowledge and experiences in governance

- Action planning for improving governance



## GOALS FPSDC:

Fully operationalise its distribution and marketing, services, penetrated around 1000 local market outlets which include supermarkets, institutions, industries (still growing), export F&C products outside the Philippines

