

*24 de Octubre, 2014*  
*Lille, France*

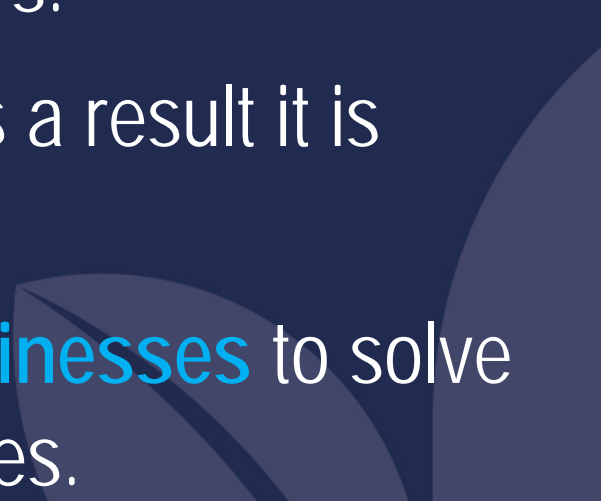
# Overall goal & vision?

1. **Alleviate poverty**, eventually eradicate.  
In Colombia (first). Then spread.
2. **Focus on rural** areas first. In the long run also include people in other parts of the agro-business-value-chain.
3. **Support farmers to become entrepreneurs. Collectively.**  
Inspire the creation of **production units** (Associations etc)
4. **Enable profitable cultivation.** Starting with potato ,not limiting itself to it – not just inclusive supply chain.
5. Not a project, but **as Social Business. Here to stay.**
6. Find out how / **do whatever works :-)**


# The model?

1. **Select farmers & inspire collective action**
2. **Train & coach** (3 pillars: agricultural, social, entrepreneurial)
3. **Provide assistance** where needed - **“conditioned incentive”** (land, seeds, agro-KH, social,...)
4. **Produce more & higher quality**  
**at lower cost & less impact on environment**
5. **Take** (part of) **agro-risk** – certainly initially in incubation phase
6. **Help commercialize** – from owning the crop initially to buying all crop at pre-agreed prices to selective partnering later

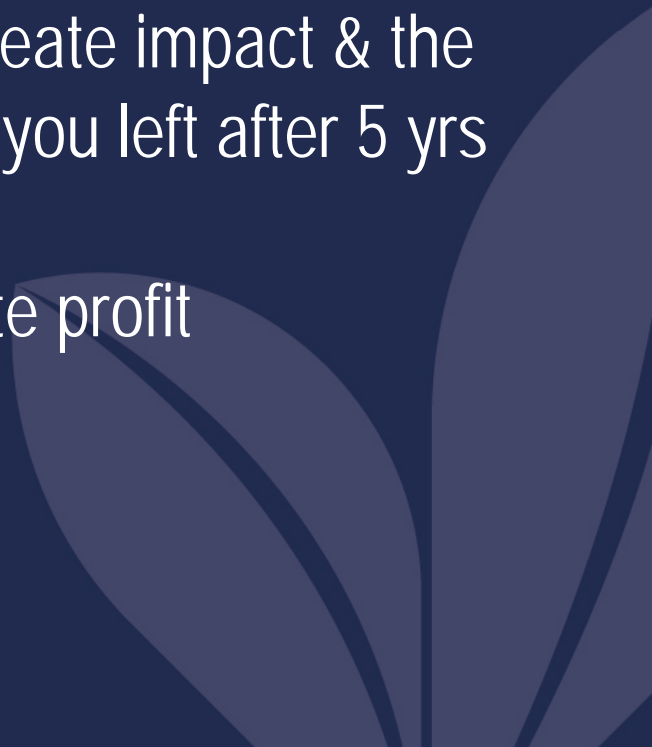
# Why are we in?

1. Alleviate & eventually **eradicate rural poverty** in Colombia
  2. **Create another successful example** how with social business you know you can bring your state-of-the-art technology for benefiting the poor farmers.
  3. Social business makes it sustainable. As a result it is expandable and replicable.
  4. This example will **encourage other businesses** to solve social problems through social businesses.
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# Why is McCain in?

1. Alleviate & eventually **eradicate rural poverty** in Colombia
  2. Live McCain Credo "**Be good do good**" implementing the 5 core responsibilities (good agriculture, alimentation, production, supply chain, community partner"  
→ actualizing your "license to operate"
  3. **Inspire other** corporations to do the same
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# Why is XXX in?

1. Alleviate & eventually **eradicate rural poverty** in Colombia
  2. Find out how **to combine two different logics of development interventions**
    1. coming in with a **donation** & the intent to create impact & the hope that impact will last sustainably once you left after 5 yrs
    2. **social business** that is “there to stay”, create profit & eventually pay back the initial invest
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# Key successfactors / learnings

## Do

- **understand** problem and context
- find the right partners
- **Cocreate** with the target group
- be patient & **persistent**
- constantly adapt and **learn on the go**

## Do not

- **give up** if what you envisioned initially does not work out
- **count on** government or institutional help before you got it