

Are your trading partners reliable?

Service Module

Finding new business partners

› Your questions

- Where and how can I find reliable trading partners to consolidate my business with regard to sourcing and sales?
- Who can assist me in finding such new business partners and help establish a functional and reliable business relationship?
- How can I invest strategically in these new business partnerships to help my business grow further?

› Our answers

- Sourcing missions to identify, meet and evaluate new business partners.
- Facilitating introductory meetings to set up new business partnerships.
- Advice on further steps to strengthen and consolidate such partnerships.



Service Module

Organic inputs

› Your questions

- Can I fully trust my suppliers and buyers?
- What can I do to improve the reliability of my business partners?
- What tools and procedures are most appropriate for monitoring the performance quality of my key business partners?

› Our answers

- Systematic assessment of your trading partners.
- Recommendations on fostering quality trade with key partners.
- Assistance in implementing a sound monitoring system to assess and ensure quality performance of key business partners.



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Service Module

Trade & certification

> Your questions

- What certifiable quality standards might add value to my business?
- What would the certification of such quality standards imply in terms of procedures and costs?

> Our answers

- Assessment of the business with regard to the potential use of new quality standards.
- Advice and guidance on obtaining new quality certificates.
- Practical assistance with implementing and monitoring all improvements arising from use of the new certification scheme.



An example of FiBL's market development support

Finding new trading partners

The supermarket chain COOP, the incontestable market leader in organic retailing in Switzerland, is continually increasing its range of organic produce. Having successfully introduced a wide variety of fresh fruits and vegetables from temperate climates, it also wanted to include exotic fruits such as pineapple, avocado and mango in its product range. FiBL was commissioned to identify and evaluate farmer groups abroad and build business relations with them. Once groups had been assessed positively, FiBL offered training in organic production techniques and quality management to ensure that Bio Suisse and Fair Trade certification standards were met.

Since COOP – at least initially – was not always able to buy all the goods produced by these new partnerships, FiBL also established contacts with traders from the European Union who would sell quantities not needed by COOP in non-competing quality niche markets.

