

EASTERN AFRICA FARMERS FEDERATION (EAFF)

STRATEGIC PLAN

SUMMARY

BRIEF OF EAFF STRATEGIC FRAMEWORK FOR 2008 – 2011

During the strategic planning workshop in November 2007, leaders and CEO's from member organizations and candidate members have identified EAFF's eight priority working areas and for each of them a strategic objective on the basis of the major challenges and strengths and opportunities selected above. At the end of the exercise participants also reviewed the vision and the mission of EAFF and made them more to the point. They are as follows:

NEW VISION: "A prosperous and cohesive farming community in Eastern Africa"

NEW MISSION: "To represent, lobby and advocate for Eastern Africa farmers interests and build their capacities"

STRATEGIC OBJECTIVES

These objectives are formulated per working area and followed by strategies that will enable EAFF to achieve the objective. Next for each strategy important activities were recommended.

Working area: Lobby and advocacy

Strategic Objective no. 1: EAFF is a well recognized and pro-active partner in policy formulation, implementation and review in agriculture and trade related issues in relevant forums.

Strategies:

- 1) To develop a master plan for all EAFF lobby activities, which sets the priorities and defines the task-division between EAFF at regional level and member organizations at national level?
- 2) To Lobby for the creation of consultative mechanism at regional level for facilitate dialogue on specific topics between farmers and other stakeholders in agriculture
- 3) Enhance involvement of various regional key institutions in thematic and political meetings of EAFF
- 4) To produce in a pro-active way, well substantiated proposals reflecting the farmers interest in order to influence upcoming policy making
- 5) To create awareness at farmer level about the opportunities created through the lobbying activities
- 6) Follow-up on approved policies to lobby for their implementation.

Working area: Organizational strengthening of EAFF member organizations

Strategic Objective no. 2: Member organizations have the capacity to fully understand and influence EAFF affairs

- 1) Develop and implement a training program for leadership and core staff of the member platforms on regional Farmers Organizations and on issues of regional or international interests to the farming community

Working area: Organizational Strengthening of EAFF

Strategic objective no. 3: EAFF leadership and secretariat have developed the necessary managerial capacities to fulfill the responsibilities given by its members.

- 1) Strategy: Provide EAFF with all the necessary systems and procedures(Financial; HRM; Annual Work Planning, Bi-annual Monitoring & Evaluation) & Review of the constitution and by-laws:
 - 2) Strategy: Ensure that EAFF governance structure composes of visionary and dedicated leaders with managerial capacities (Profiling of leaders)
- 3) Strategy: Maintain democratic functioning of key political bodies of EAFF: Congress, Council, Board
- 4) Strategy: Provide EAFF a Human resource development plan
- 5) Maintain basic functioning of secretariat as a support to EAFF leadership and to member organizations

Working area: Financial Sustainability

Strategic objective no. 4: EAFF progressively covers basic institutional running costs out of gradual increase of members' contribution and other incomes.

- 1) Increase membership and membership contribution
- 2) Reduce operational costs by using new IT
- 3) Identify and set up new income generating activities
- 4) Develop long term programs with development partners
- 5) Operate the secretariat in the most cost effective way

Working area: Information and communication

Strategic objective no. 5: Key stakeholders have access to necessary, relevant and updated information in the appropriate language.

- 1) Strategy: Develop and implement comprehensive information and communication plan in EAFF and its network
- 2) Strategy: ensure that information is well searched, collated, and disseminated to appropriate stake holders

Working area: Networking

Strategic objective no. 6: EAFF is well known and appreciated by all relevant stakeholders'

- 1) Strategy: Establish and strengthen relevant and effective linkages with other development partners in the Agriculture sector.

Working area: Recruitment of youth, women, co-operatives and commodity associations

Strategic objective no. 7: EAFF has diversified and mainstreamed membership.

- 1) Strategy: Diversify membership base so as to engage women & youth organizations, umbrella organizations at National level and commodity association and associate membership at Regional level
- 2) Strategy: Streamline membership structures to ensure favourable and equitable representation

Working area: Relations between EAFF and member organizations

Strategic objective no. 8: EAFF and member organisations have close, satisfactory and mutually supporting relations

- 1) Strategy: Establish an EAFF focal point in every member organization
- 2) Strategy: Ensure increased level of participation of EAFF members in its programs and activities
- 3) Regular interactions between EAFF and Member organizations through missions and exchange visits
- 4) Development of a code of conduct that will enhance relationships between EAFF and its organizations.

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