



# 2018 Farmers' COOP Members' Situation & Attitude Survey

Senior Researcher

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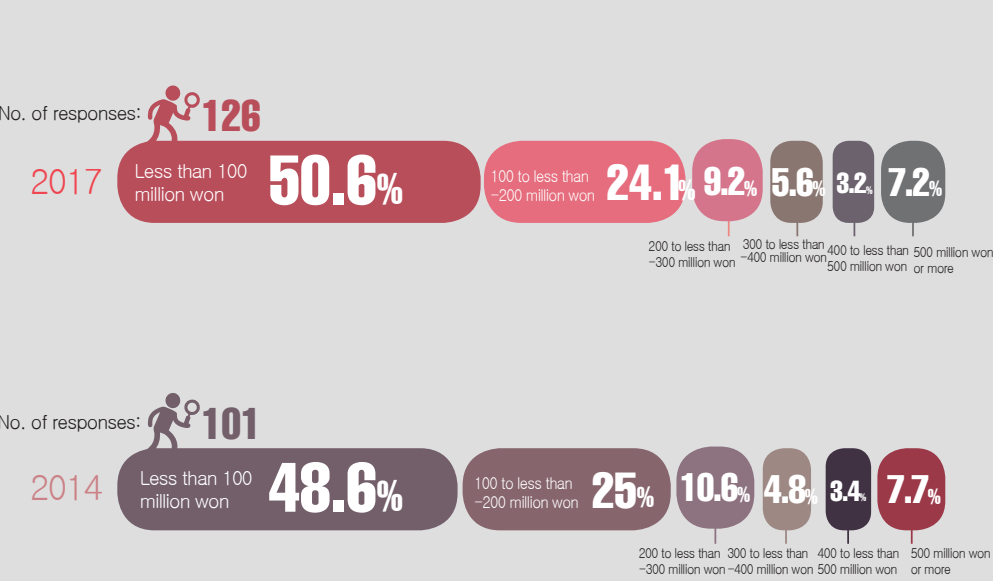
## Survey Overview

- Objective: to understand the current situation and thinking of the members of Farmer's COOP
- Target: All 321 production members of Farmer's COOP (as of June 2018)
- Method: Questionnaires sent to individuals, and sent back in returned envelopes after completion.
- Period: July 1 through August 31, 2018
- Tool: Structured questionnaire
- Data processing: All 253 responses (response rate: 78.8%) are analyzed
- Trends were examined in case the same questions were asked in the 2015 iCOOP Association of Producer Groups Member Survey.
- The 2014 and 2017 Census of Agriculture, Forestry and Fisheries (by Statistics Korea) were used to understand more about the respondents from Farmer's COOP.

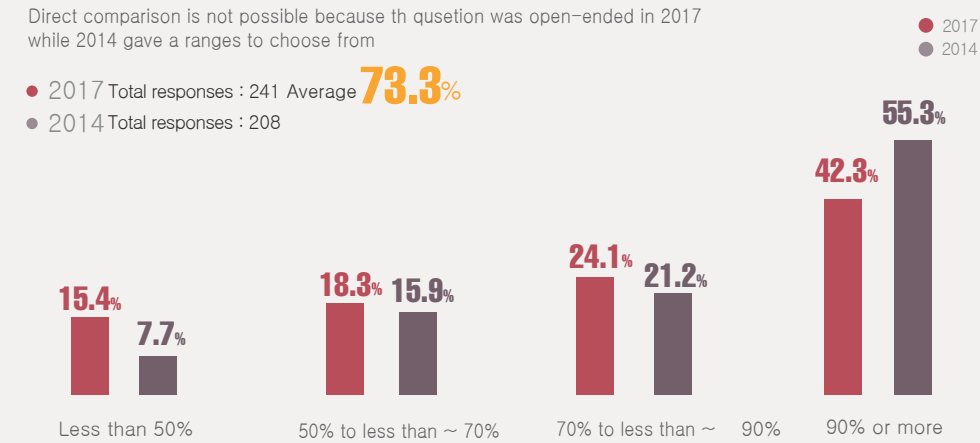
December 2018  
iCOOP Co-operative Institute

2018 Farmer's COOP Member Survey at A Glance

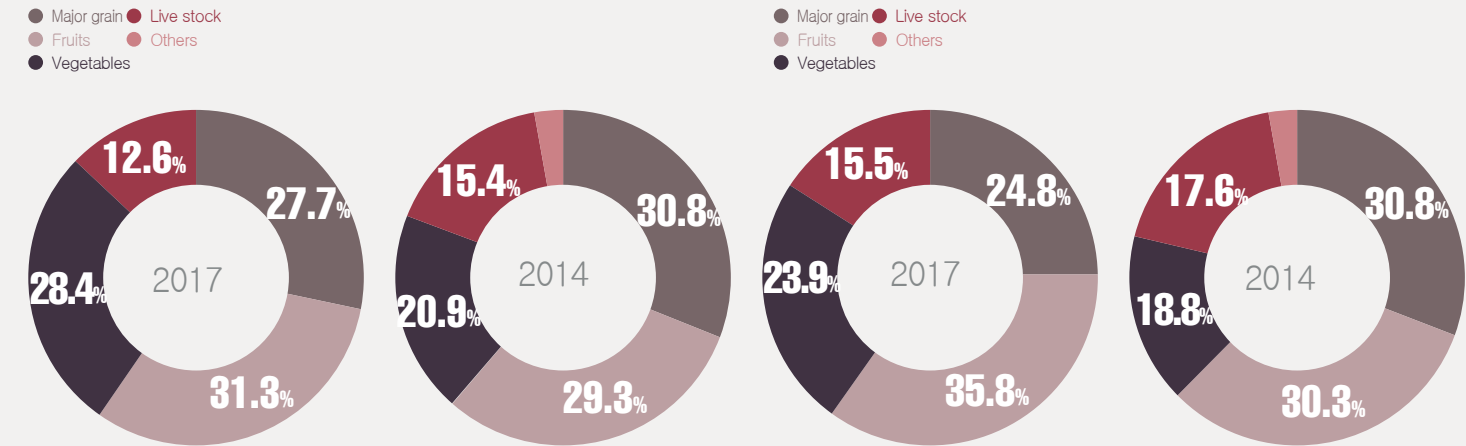
Annual turnover



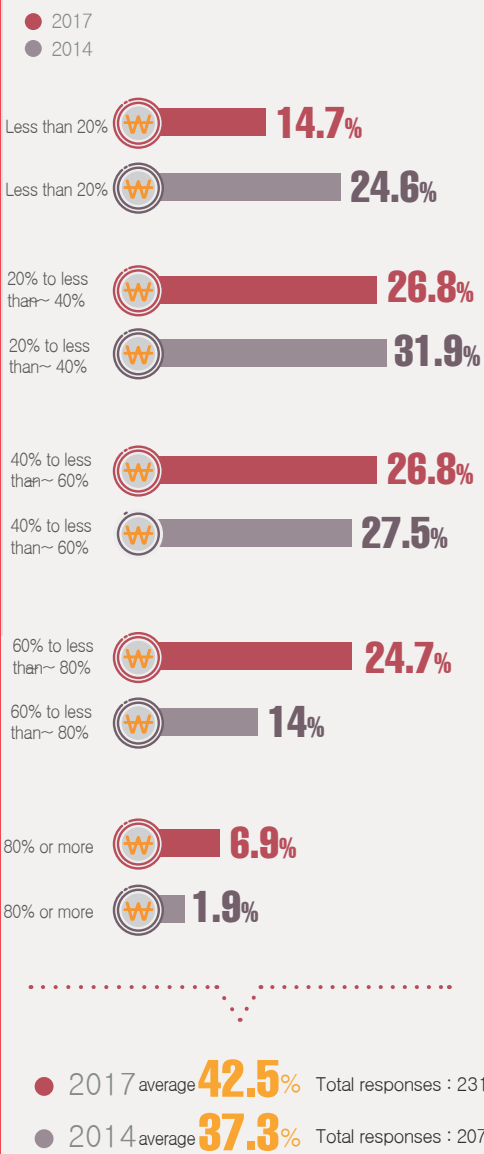
Share of turnover related to shipment to iCOOP



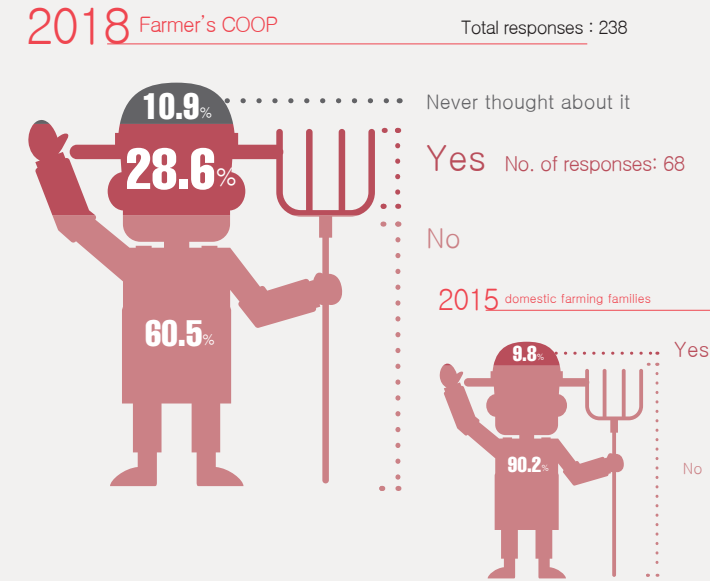
Farming type (production)



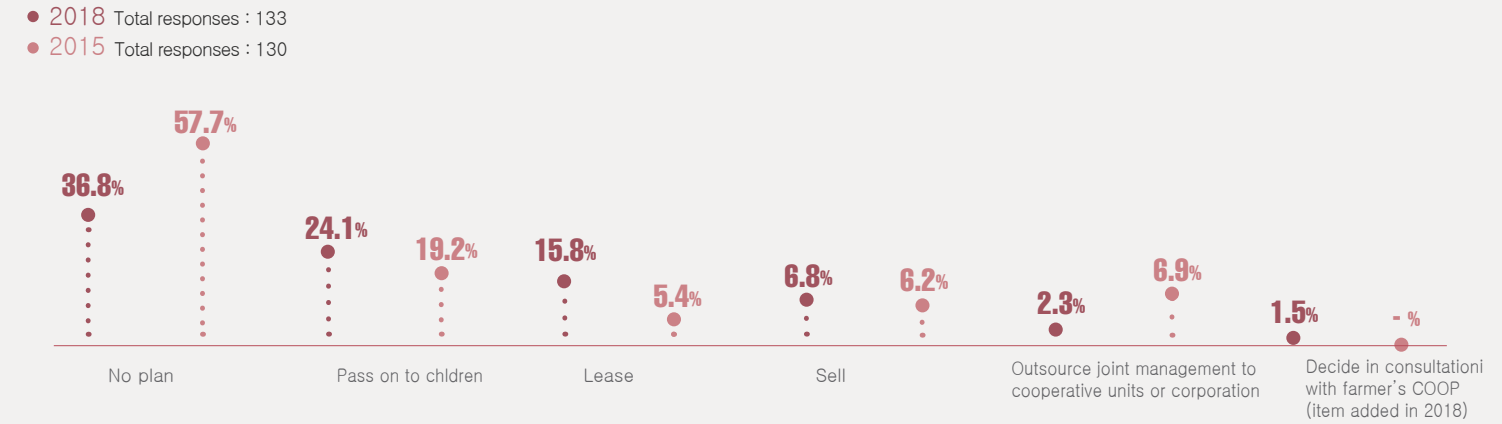
Shared of actual income in turnover



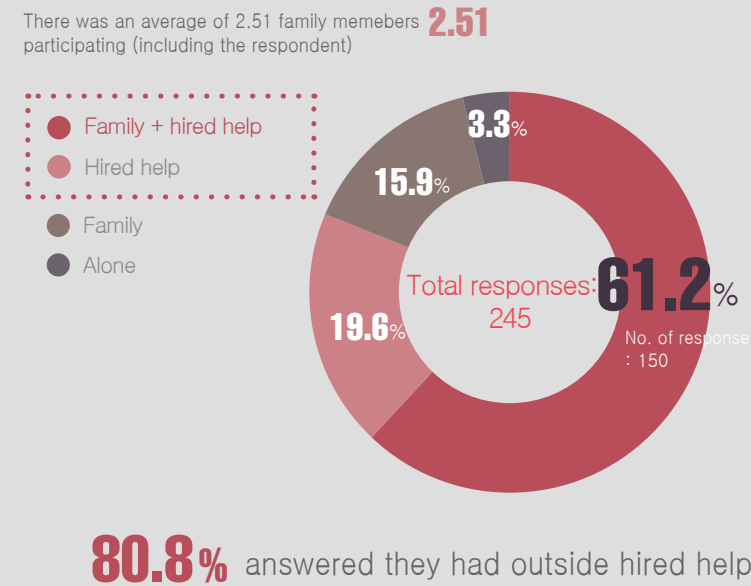
Existence of successor



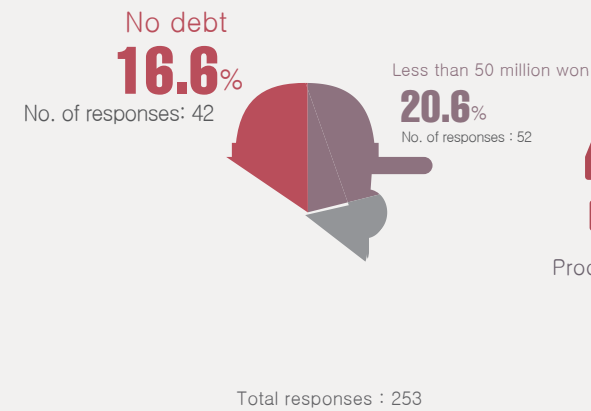
What to do with farmland in cases without successor



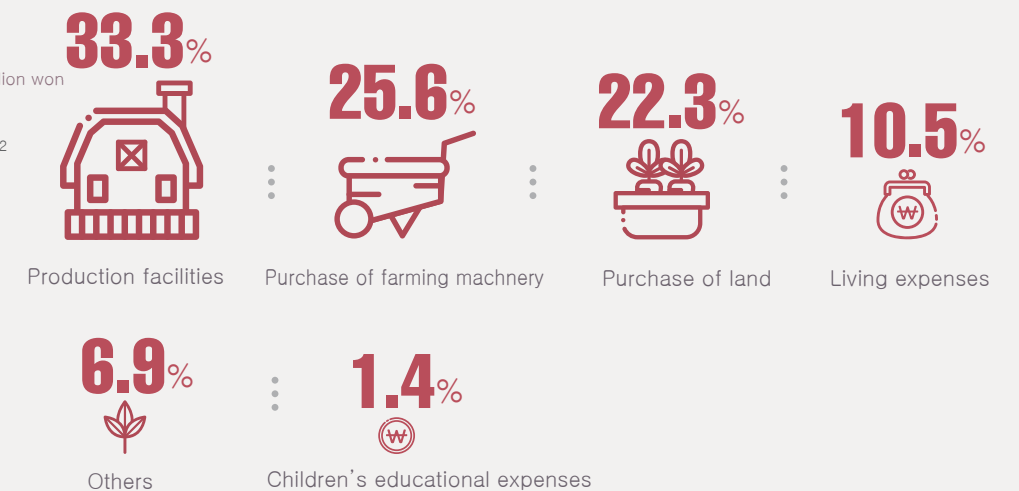
Form of production workforce in 2018



Farm debt in 2018

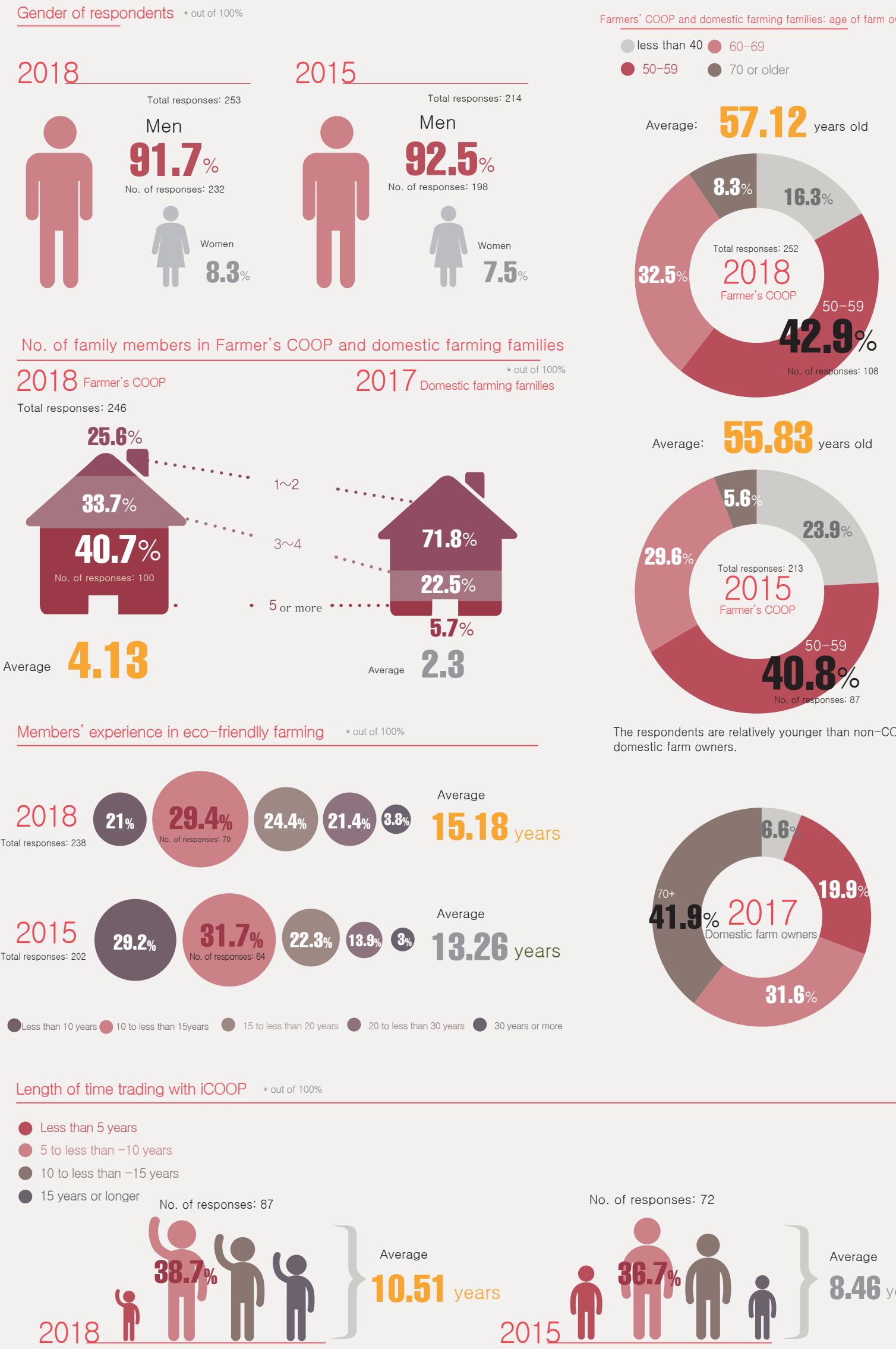


Major reasons for debt in 2018



# Characteristic of the respondents

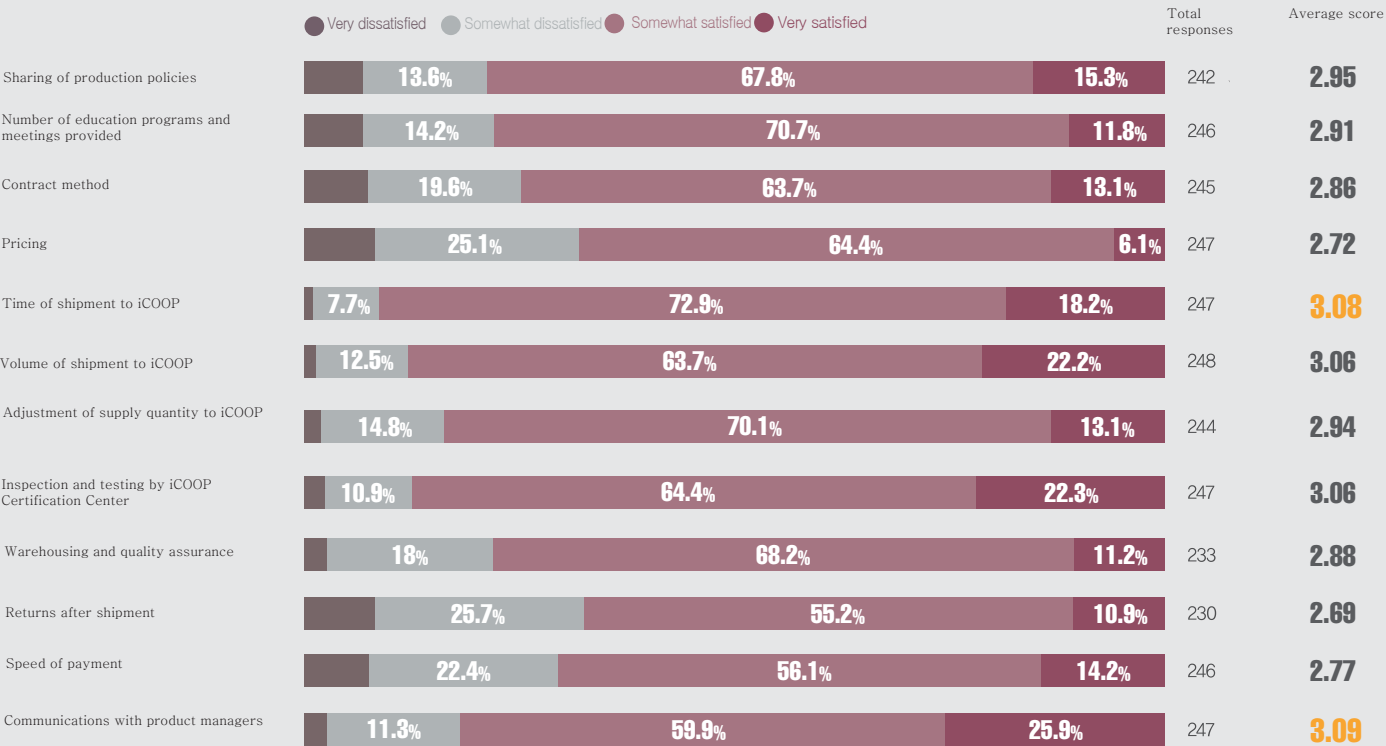
Respondents to the 2018 Farmer's' COOP survey, in averages: 57.12 years old, 15.8 years of experience in eco-friendly farming, 10.51 years of trading with iCOOP, and 4.13 people in their households



# Members’ Trade-related Status and Attitude

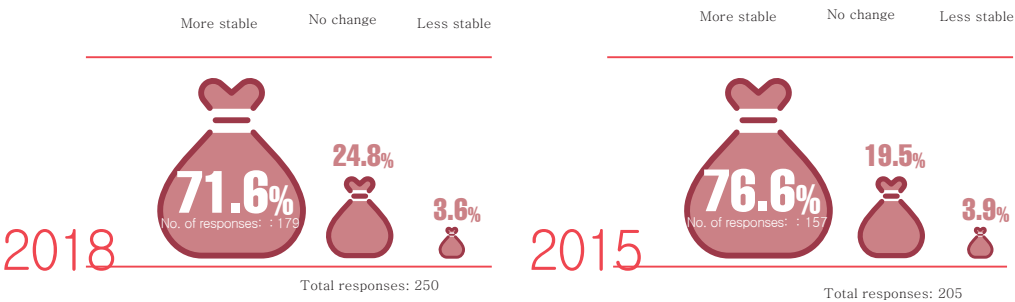
## Satisfaction level by trading phase in 2018 \* out of 100%

The process of trading with iCOOP was quantified (out of 4). The top 2 most satisfactory phases were “Communications with product managers” and “Time of shipment



## Change in income stability after trading began with iCOOP \* out of 100%

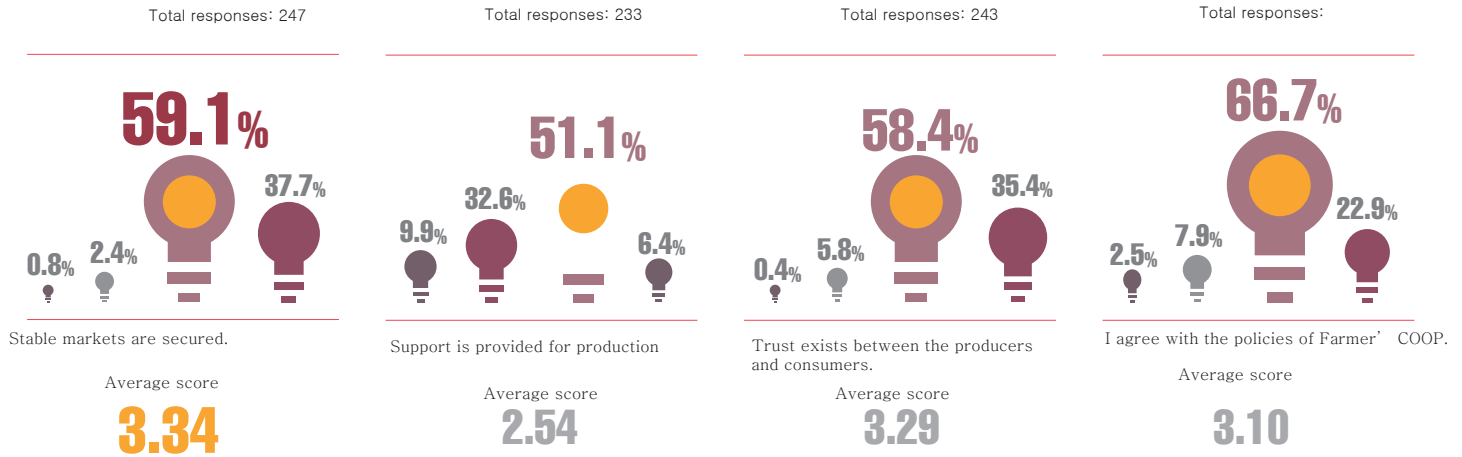
**71.6%** said their income is “more stable” in 2018 than before they began trading with



# Attitude towards Farmer's COOP

## Motive for joining Farmer's COOP in 2018 \* out of 100%

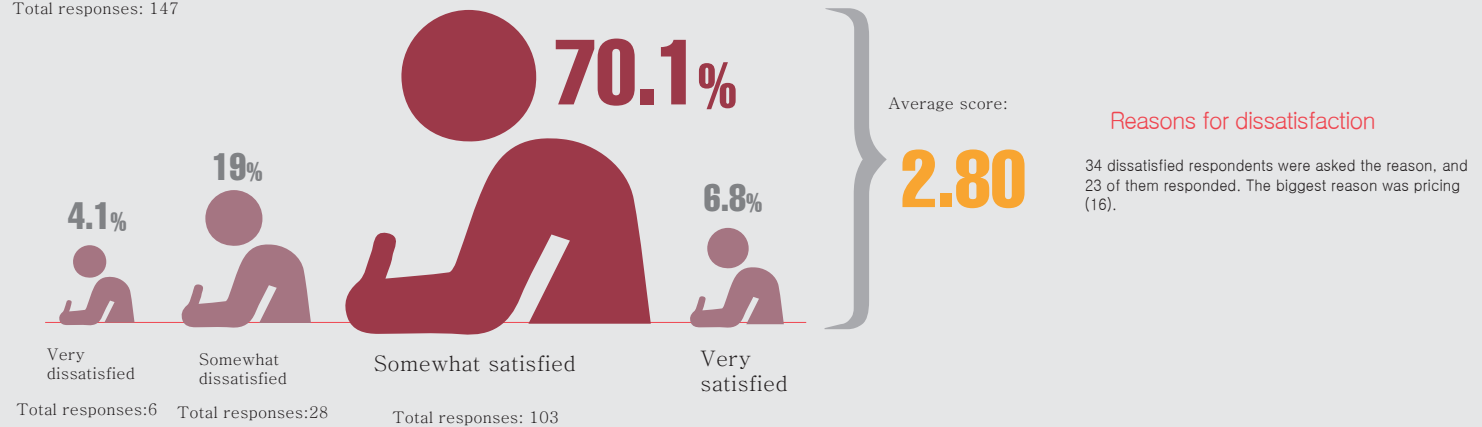
● Not at all ● Not much ● Somewhat ● Very much



## Level of satisfaction with contract \* out of 100%

The respondents who concluded new contracts (67.0%, 150 people) expressed the level of satisfaction with their contract to be an average of 2.8 out of 4.

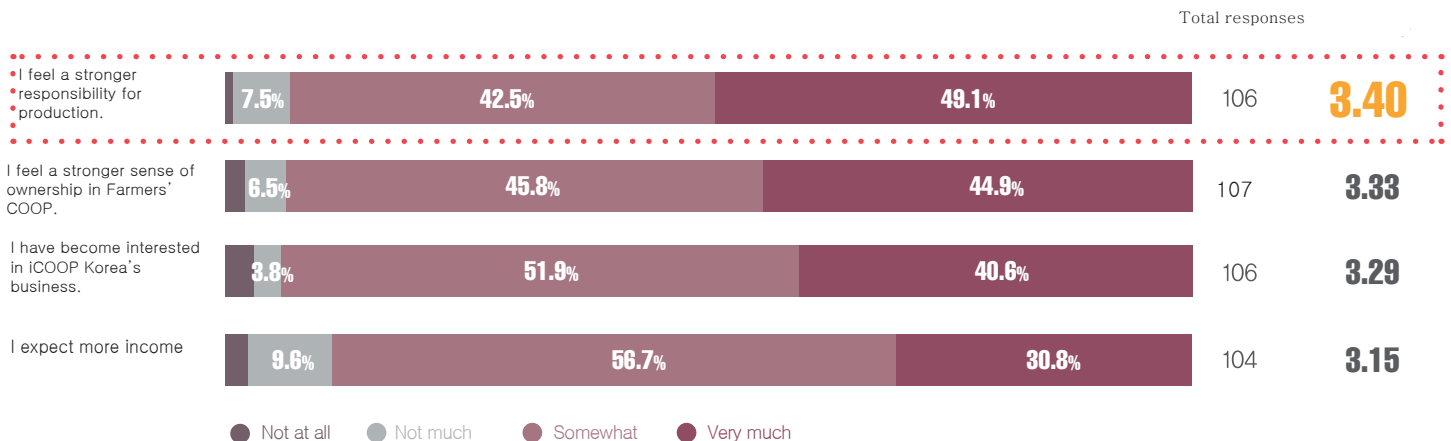
Total responses: 147



## Changes experienced after investing in related companies in 2018

\*out of 100%

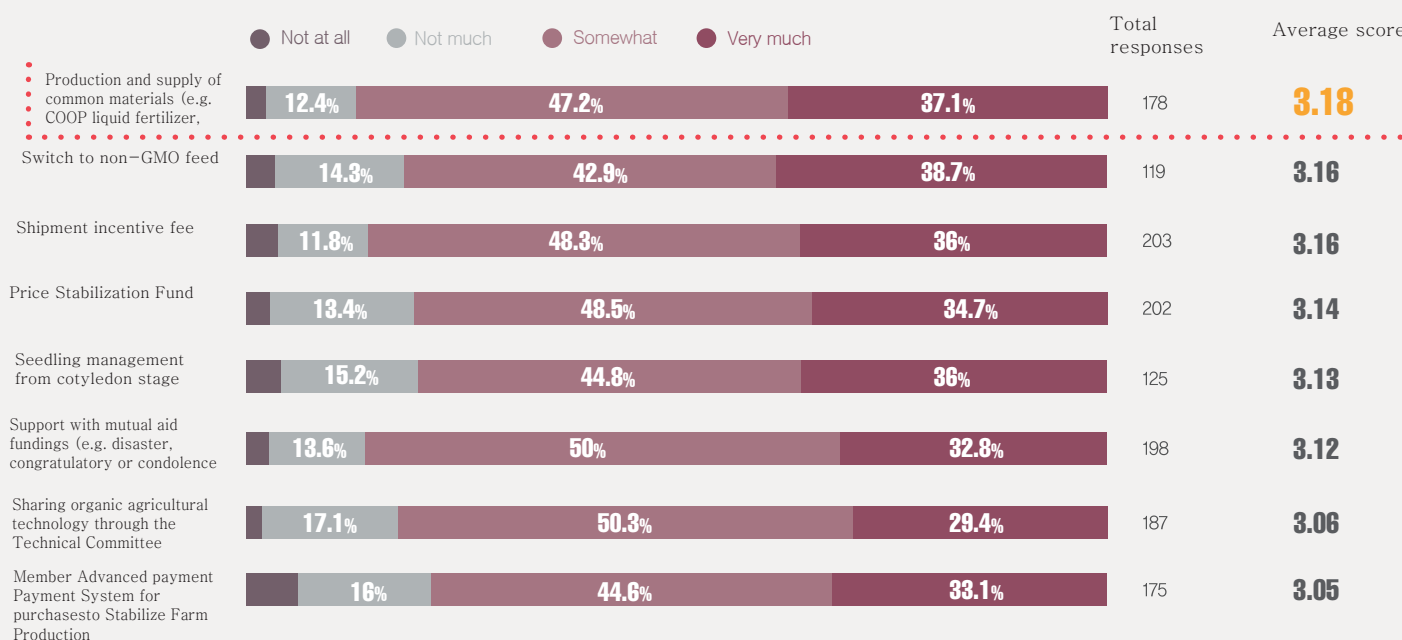
According to respondents who invested in related companies (48.2%, 108 people), "a stronger responsibility for production" scored the highest (3.4 out of 4) regarding the changes they have experienced.



## Contribution of Farmer's COOP production policies to members' production in 2018

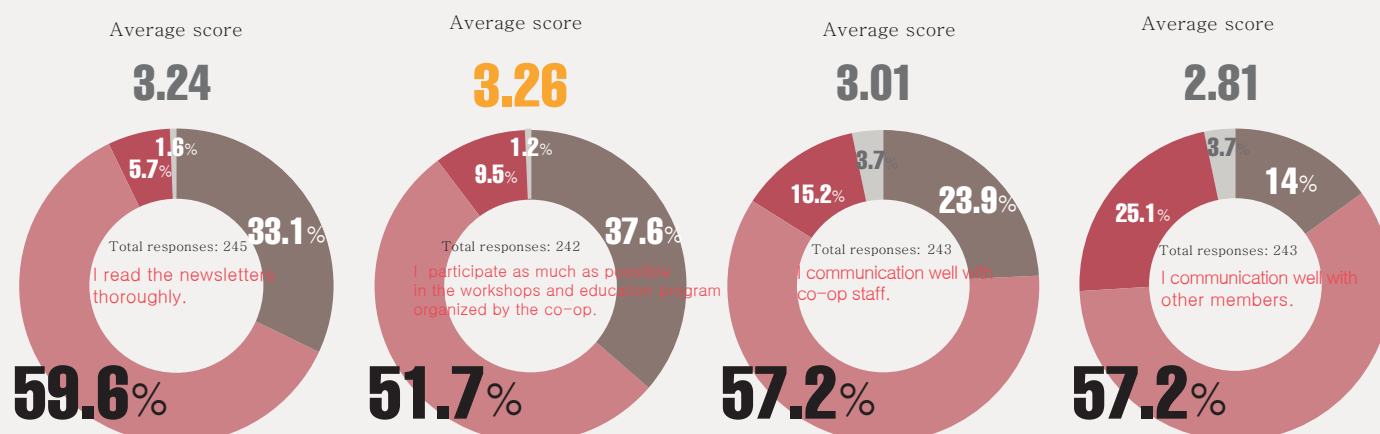
\* out of 100%

"Production and supply of common materials" recorded the highest score (out of 4) when the members were asked how much the policies of Farmer's COOP policies have helped their production.



## Level of communication from Farmer's COOP in 2018

● Never much    ● Not much    ● Somewhat    ● Very much



## Awareness of organizations related to Farmer's COOP in 2018

\* out of 100%

● Very aware    ● Somewhat aware    ● Not well aware    ● Not at all aware

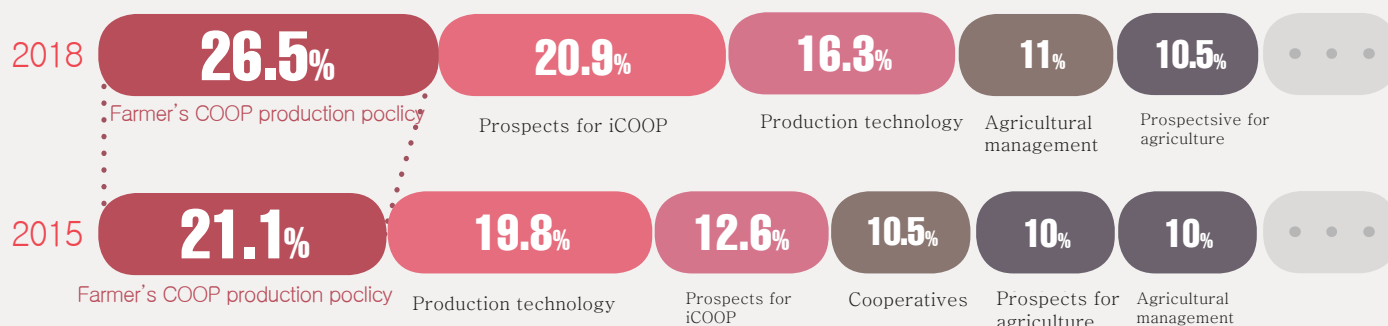


## Education required for Farmer's COOP members \* out of 100%

The most needed was on "production policy" both in 2015 and 2018.

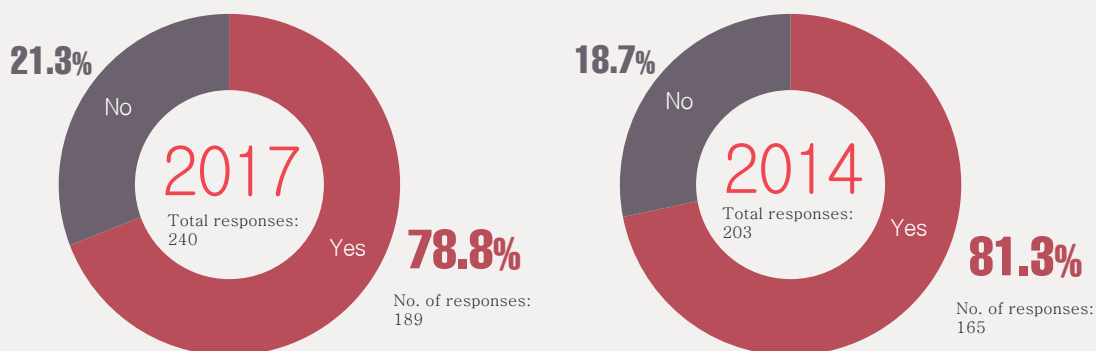
Education on general production policy for the members takes place once or twice a year and major communications are made at the Item Committee.

Members who do not participate in the Item Committee may lack understanding of production policies, so it is necessary to provide education or promote the policies on a regular basis.



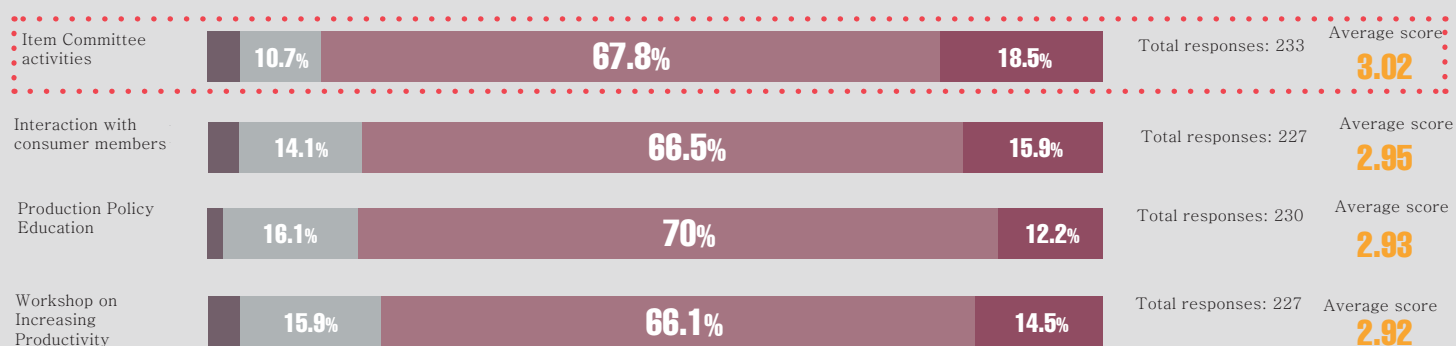
## Interaction with iCOOP consumer members

Interaction with iCOOP's consumer members in 2017 decreased from 81.3% (in 2014) to 78.8%.



## Level of satisfaction in 2018, by co-op activity

● Very dissatisfied ● Somewhat dissatisfied ● Somewhat satisfied ● Very satisfied



## Level of satisfaction, by co-op \*conversion to 100 points

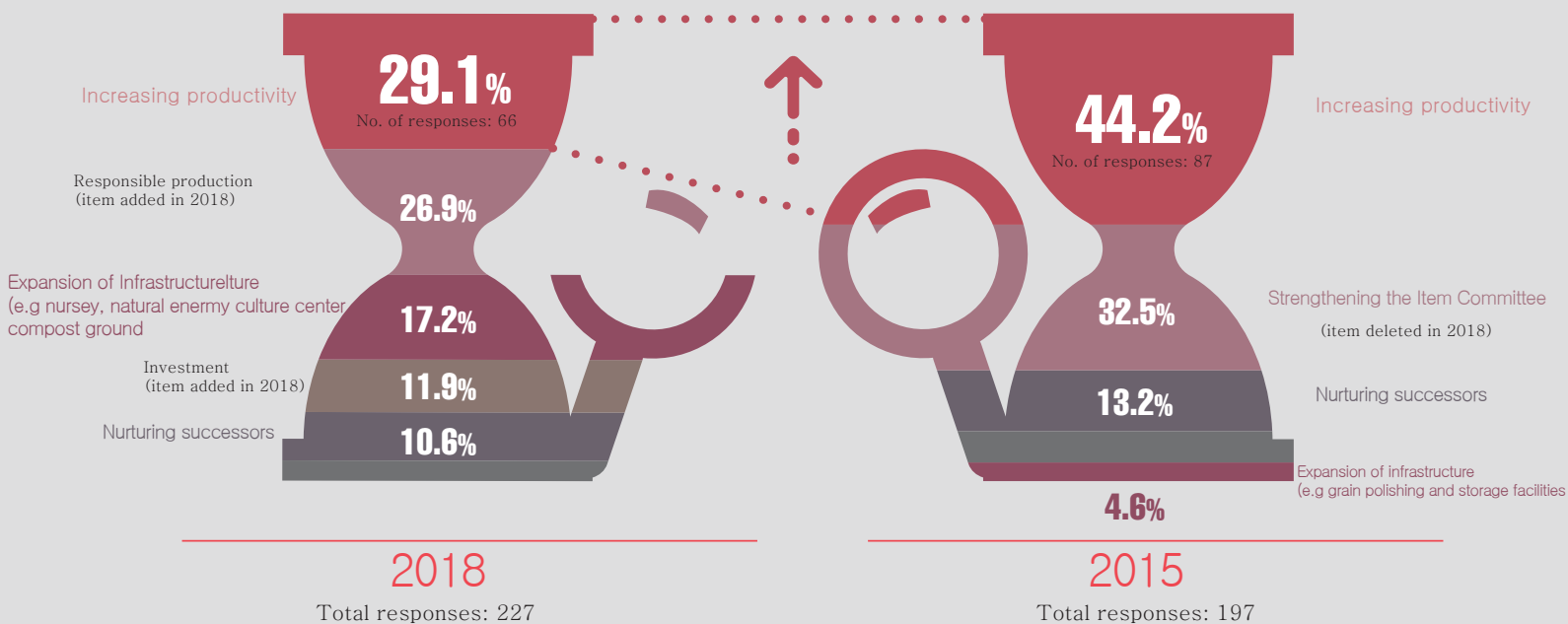
● 2018  
● 2015



## Areas Farmer's COOP Should Focus on for the Next 2–3 Years

\* out of 100%

The most important area for the members is Increasing productivity\*



## Areas Farmer's COOP Should Work on to Increase Productivity

\* out of 100%

The area that requires the most effort is "technical advice and education for agriculture and livestock industries"

In the 2018 survey, the demand for "support with agricultural labor was higher than the demand for "group purchases of eco-friendly agricultural materials" than in 2015.

- 2018 Total responses: 216
- 2015 Total responses: 185



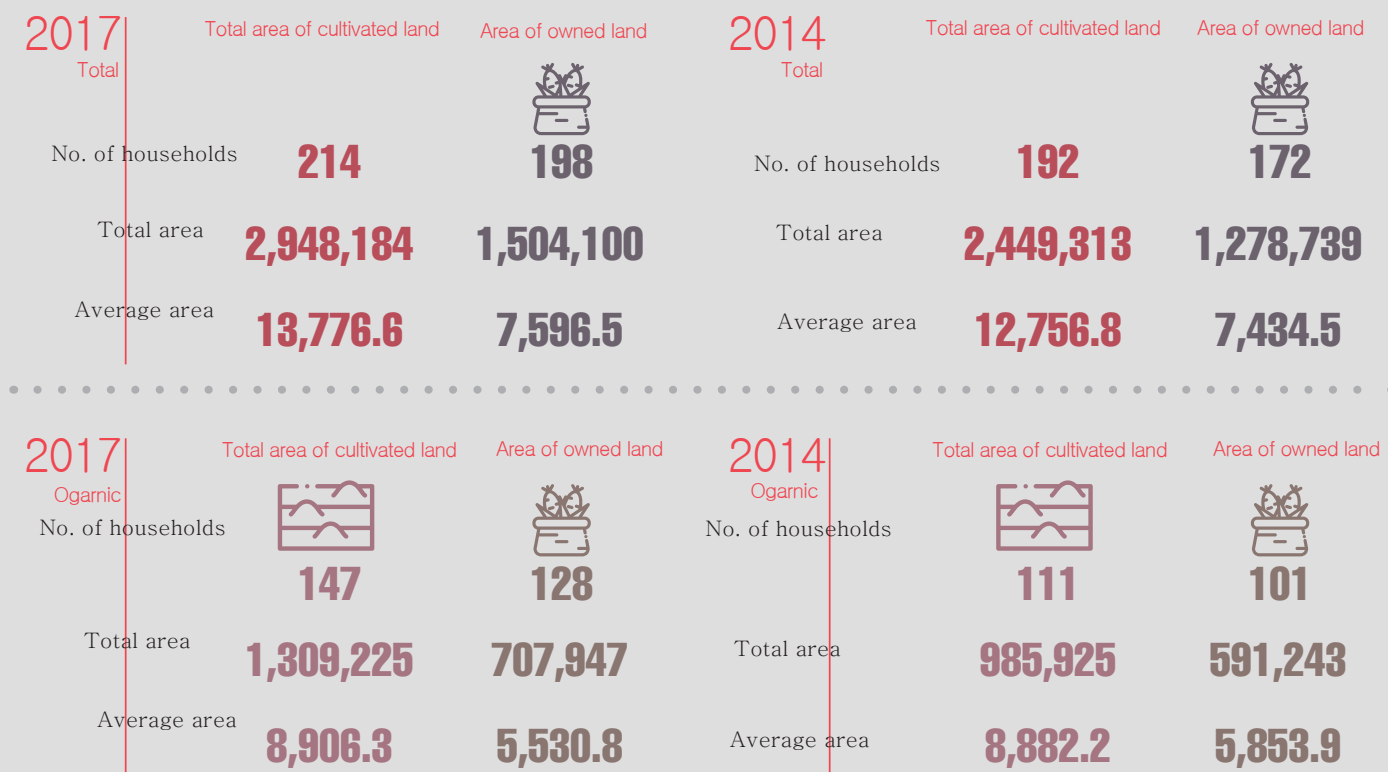


# Members' Status and Attitude toward eco-friendly Farming

In 2017, the share of cultivated land owned by members of total organic farmland was 54.1%, which was lower than in the 2014 survey (59.9%)

## Area of cultivated land (in 3.3 m<sup>2</sup>)

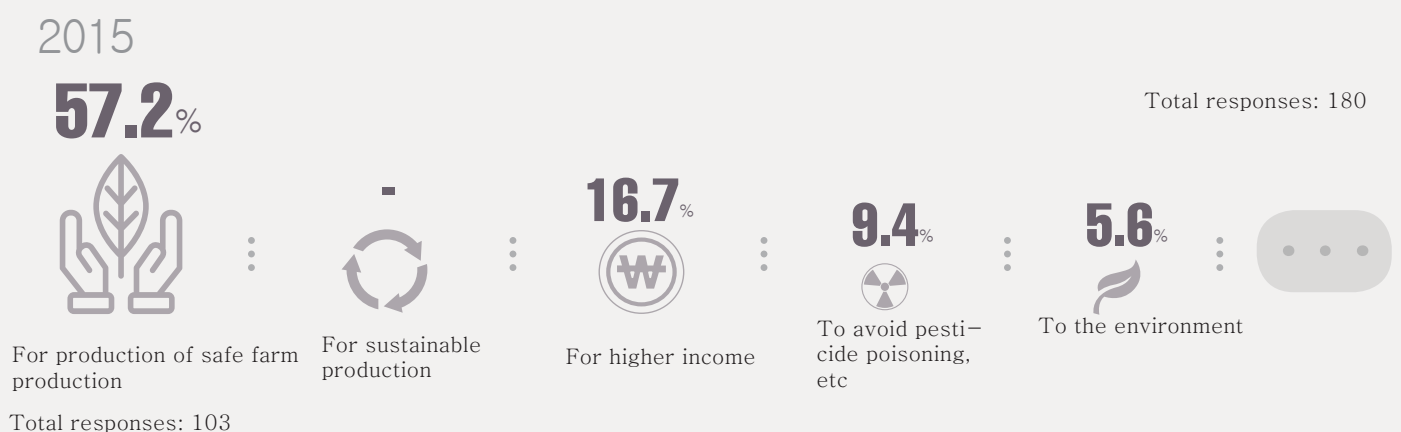
In 2017, the share of cultivated land owned by members of total organic farmland was 54.1%, which was lower than in the 2014 survey (59.9%).



## The biggest motive for starting eco-friendly agriculture \* out of 100%

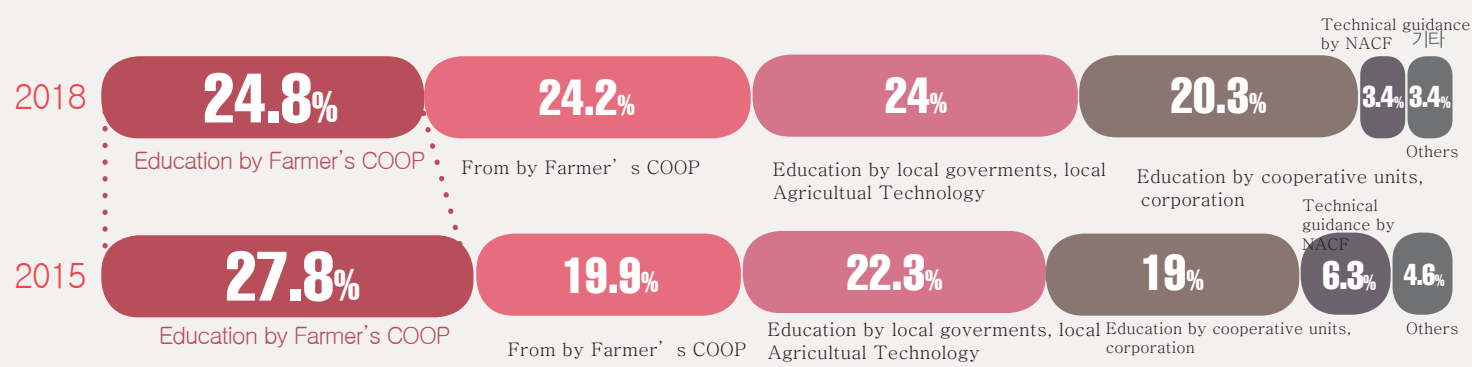
The biggest motive: 'For production of safe farm products'

Total responses: 213



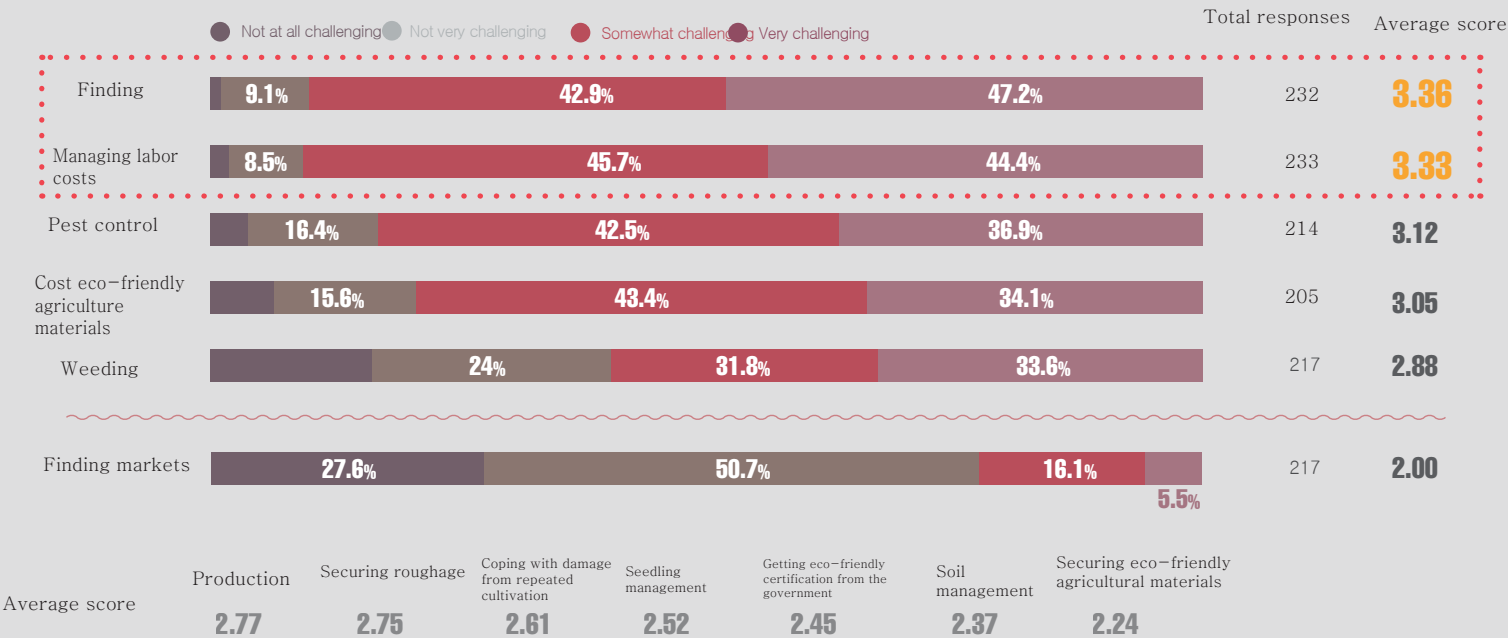
Information or knowledge gathering about eco-friendly agriculture \* out of 100%

Farmimportant source of members information and knowledge about by farming  
Members get most of their information and knowledge about eco-friendly agriculture from the education provided by Farmer's COOP  
However, the percentages of respondents wh chose "eco-friendly farmers. , education by cooperative units, corporations"are also high.

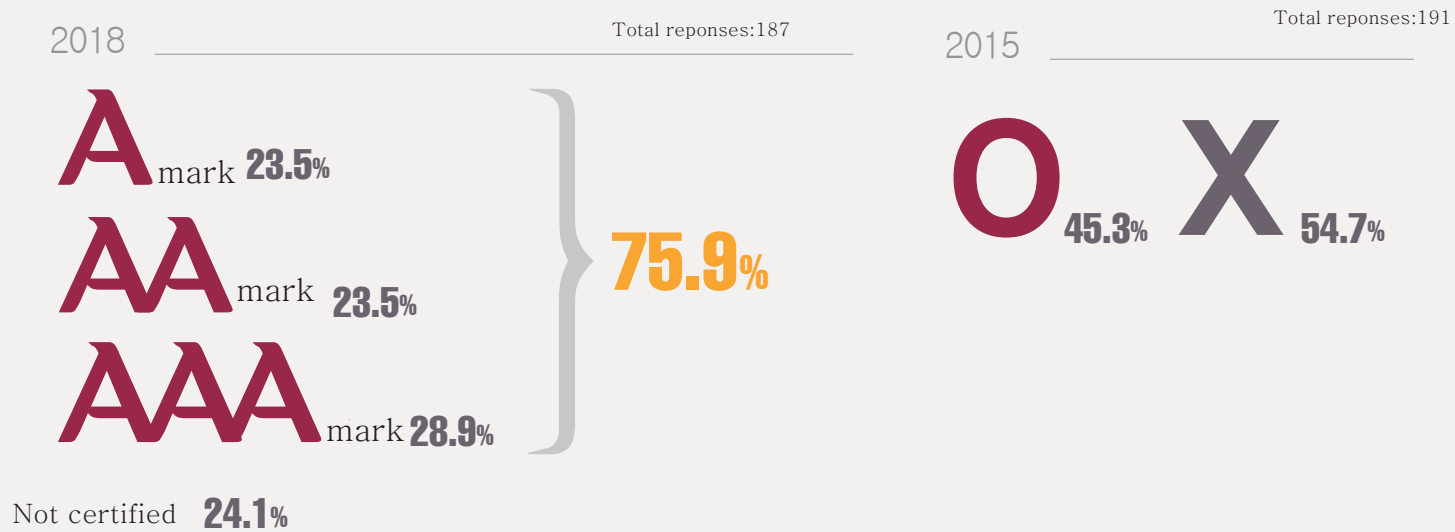


Challenges eco-friendly Farming in 2018 \* out of 100%

the challenges members face in eco-friendly agriculture were quantified (out of 4). The top 2 challenges were "finding laborand " and " labor costs"  
The members of Farmer's COOP ship a high share of their produts to ICOOP so they finding markets is not very challenging. However, they find other issues challenge in the follwing order: finding labor , managing labor costs, pest control, and cost of eco-friendly agricultural materials.



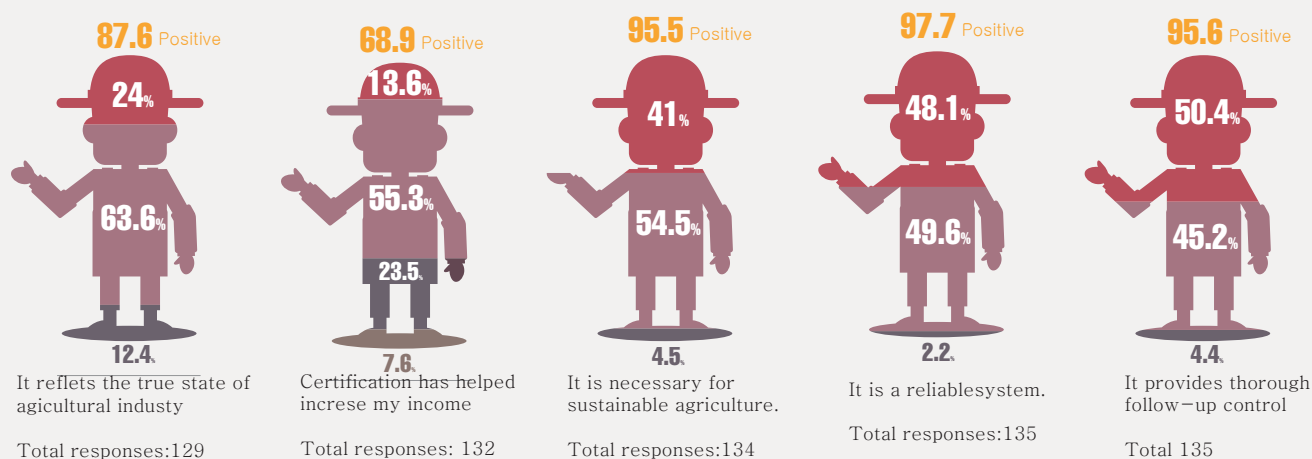
ICOOP Certification status \* out of 100%



## Thoughts on iCOOP Certification in 2018 \*out of 100%

Positive answers (Very much + Somewhat) were highest for the statement, "iCOOP Certification is a reliable system."

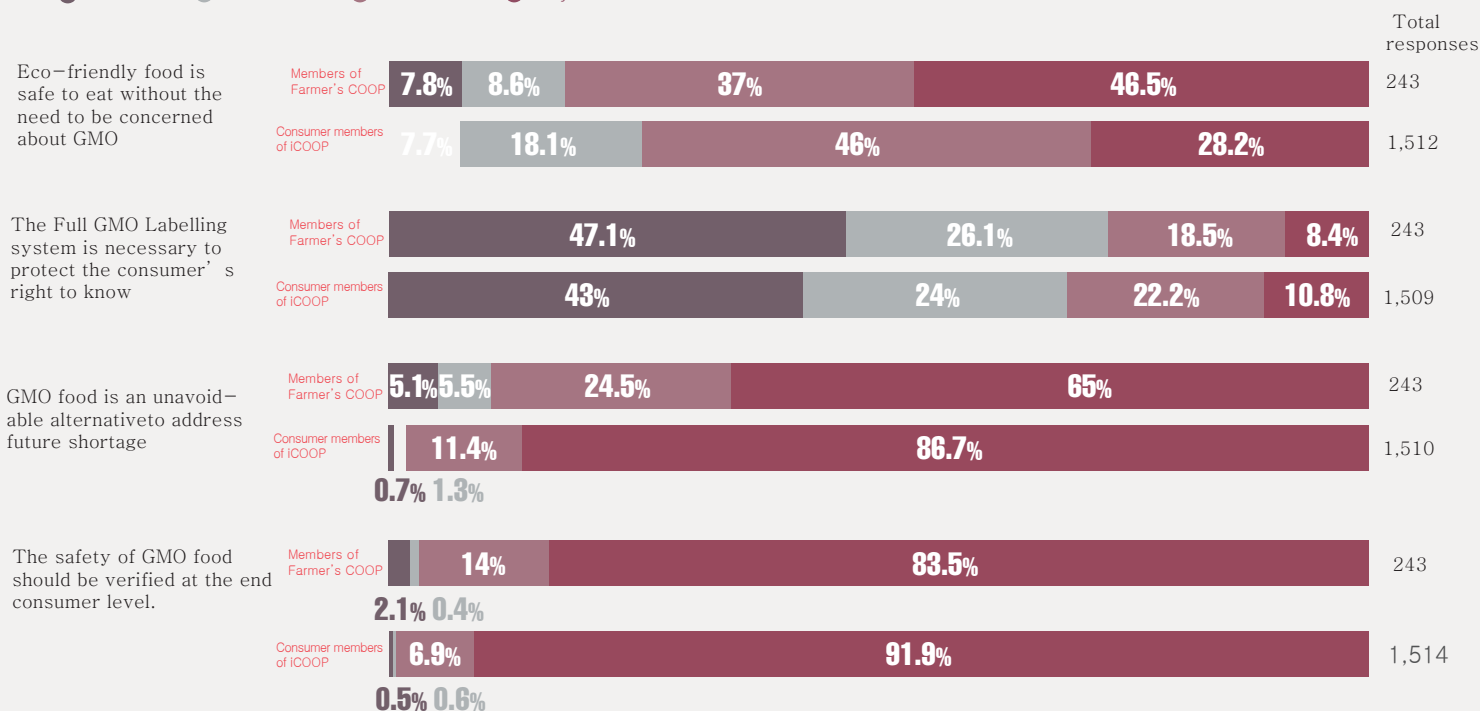
Not at all   Not much   Somewhat   Very much



## Thoughts on GMO food and Full GMO Labeling system in 2018

\* out of 100% / "2018 iCOOP Member Survey"

Not at all   Not much   Somewhat   Very much



## Implications and recommendations

The following implications and recommendations are made based on the results of this 2018 Survey as well as the changes between it and the 2015 Survey. First, effort are needed to improve the current situation by sharing policies and gathering opinions. As Farmer's COOP has focused on improving the consignment sales system since the second half of 2017, it should provide regular education programs and promotional activities related to the production activities related to the production policies. Second, by directly investing in related companies, members have a stronger sense of responsibility for production and of ownership. They are also more interested in iCOOP's business and have a higher expectation of investment income. To sustain this positive experience, Farmer's COOP should maintain transparent governance of the invested companies and disclose information about their management status. Third, the education programs on production technology, particularly related to vegetables and fruits, should continue as they are because members are highly satisfied. In addition these programs should be better promoted to encourage more participation. Fourth Farmer's should look into ways to support the securing of a stable source of labor for production as a future task. Last but not least, in the 2015 Survey, it was proposed that farm successors need to be developed and the farmer should plan ahead of time what to do with their farmland when they can no longer care for it. This should continue to be addressed from a long-term perspective.