



### Financial Institution

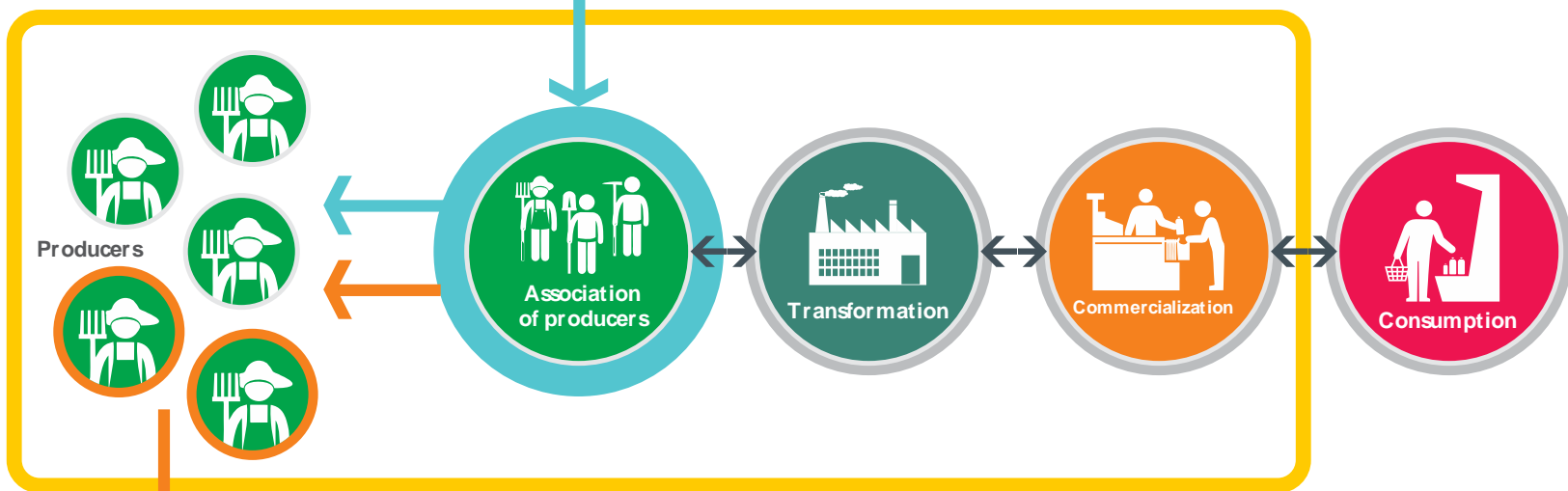
- Identifying productive links on the value chain within regions
- Mapping the actors, evaluating their characteristics and their relationships
- Identifying needs for financial services and Business development services
- Establishing a supply of financial services and Business development services



## PHASE 1

Focusing on anchor firm

- Commercialization
- Transactions
- Governance
- Information



## PHASE 2

Attention directed to producer

- Selection of producers through characteristics such as:
  - Permanence in productive activity
  - Exclusive marketing through the anchor firm
  - Associate active in the anchor firm
  - Payment behavior in the Revolving Fund

Methodology of providing financial services through the Value Chain.

# Rural Finance Initiative