

JOURNAL OF RURAL COOPERATION

Vol. 42

No. 1

2014

CONTENTS

Agricultural cooperatives in Israel <i>Gadi Rosenthal and Hadas Eiges</i>	1
Spanish second-tier cooperative societies: An analysis of e-corporate social responsibility <i>Adoración Mozas-Moral, Raquel Puentes-Poyatos, and Enrique Bernal-Jurado</i>	30
Rural household saving determinants in Kazakhstan <i>Sholpan Gaisina</i>	60
Impact of a marketing cooperative on cocoa producers and intermediaries: The case of the Acopagro cooperative in Peru <i>Angie Higuchi</i>	80

Agricultural Cooperatives in Israel

GADI ROSENTHAL AND HADAS EIGES¹

Abstract

Israel's agriculture is agriculture of cooperatives, with cooperative structures accounting for about 80% of agricultural production and agricultural services. This article traces the development of agricultural cooperation in Israel from its ideological origins at the beginning of the 20th century, through the formative decades of the 1920s and the 1930s when the organizational structure of the kibbutz and the moshav crystallized, and on to the vigorous growth and expansion in the independent State of Israel between 1948 and 1985. The article shows how the seeds of the financial crisis that struck the cooperative sector in 1986 had been sown during the expansion decades. Causes of the financial crisis are analyzed and the policies developed for its resolution are described in detail. Consistent implementation of these policies has led to impressive recovery of the agricultural cooperatives in Israel, culminating with the emergence of the New Kibbutz and the New Moshav in the first decade of the 21st century.

Keywords: agricultural cooperative, kibbutz, moshav, regional cooperation, multi-level cooperation, financial crisis, crisis resolution programs, restructuring of agricultural cooperatives, New Kibbutz

- 1 Both authors from Kivun – Economics, Strategy and Business Development, Tel Aviv, Israel. The authors extend special thanks to Professor Yoav Kislev and Professor Zvi Lerman for their helpful notes and remarks, their comments were invaluable in completing the paper.

Spanish Second-Tier Cooperative Societies: An Analysis of E-Corporate Social Responsibility

ADORACIÓN MOZAS-MORAL,¹ RAQUEL PUENTES-POYATOS,²
AND ENRIQUE BERNAL-JURADO³

Abstract

Nowadays, companies are expected to conform to a socially-committed model that not only creates maximum value for their shareholders or members but also considers the impact of their actions on three fronts: economic, social, and environmental. This is called Corporate Social Responsibility (CSR). It is very much present in cooperative societies and is a source of some of their unique features. The purpose of the present study is to analyze “e-corporate social responsibility” in Spanish second-tier cooperative societies. The focus of this study is the CSR information that these enterprises provide through their web pages. Presenting such information is typically part of a comprehensive CSR strategy and helps an enterprise – cooperative or otherwise – to achieve a higher profile, identify its values, and become more relevant to its stakeholders. The results of this research reveal that second-tier cooperative societies make limited use of the Internet as a means to communicate CSR-related information to their stakeholders.

Keywords: corporate social responsibility, second-tier cooperatives, Internet, information and communications technology, ICT, transparency, websites.

1 Department of Business Organization, Marketing and Sociology, University of Jaén, Jaén, Spain (amozas@ujaen.es).

2 Department of Business Organization, Marketing and Sociology, University of Jaén, Jaén, Spain (rpuentes@ujaen.es).

3 Department Applied Economics, University of Jaén, Jaén, Spain (ebernal@ujaen.es).

Rural Household Saving Determinants in Kazakhstan

SHOLPAN GAISINA¹

Abstract

This paper provides an analysis of microeconomic factors that explain the savings behavior of rural households in Kazakhstan based on unique survey data. Rural household savings are estimated in order to test household responses to income, monetary or non-monetary wealth, and some socio-economic variables. Based on the analysis results, we conclude that although some rural households save in the form of financial assets, most households prefer to save in animal stock. It is explainable by the reluctance of commercial banks – the only source of financial services for the rural population in Kazakhstan – to deal with low-income rural clientele. The conclusions suggest that the government should revise its policies regarding Rural Credit Partnerships (RCPs), making them full-fledged cooperative institutions for savings and loans.

Keywords: rural households, rural development, household saving, rural credit, household plots, transition

Introduction

In transition economies with underdeveloped credit and insurance markets in rural areas, household savings are a crucial determinant of welfare. To be able to smooth out unexpected variations in their income, rural households resort to savings,

1 Assistant Professor, KIMEP University, Almaty, Kazakhstan (sholpangaisina@mail.ru). The article is based on research carried out during a visiting appointment at Averett University, Danville, VA, U.S.A.

Impact of a Marketing Cooperative on Cocoa Producers and Intermediaries: The Case of the Acopagro Cooperative in Peru

ANGIE HIGUCHI¹

Abstract

Membership in an agricultural cooperative can improve the efficiency of production. Cooperatives often transfer agricultural technology to their members by employing specialized extension agents. This study analyzes the effect of cooperative membership on cocoa production and identifies factors that influence the willingness of non-member farmers to join a cooperative in the future. A survey of 243 farmers was carried out between December 2009 and January 2010 in Juanjui, San Martin, which is the main cocoa production area in Peru and the home of the Acopagro cooperative. Econometric results show that non-member farmers usually harvest larger volumes of cocoa beans, but the quality of the beans is lower compared with the Acopagro cooperative members. Analysis of a subsample of Acopagro cooperative members confirms that the length of cooperative membership has a positive effect on cocoa production volume. Moreover, unassociated farmers who wish to continue selling independently in the market have different socio-economic characteristics compared with farmers who are willing to join the cooperative in the future. The cooperative should engage in adequate training of the cooperative extension agents, thus motivating them to provide knowledge to the farmers and improve the farmers' competitive posture in the market.

Keywords: cooperative, intermediaries, OLS regression, binomial logistic model, marketing channel, Acopagro

1 Professor, Department of business Administration, Universidad del Pacifico (a.higuchi@up.edu.pe)