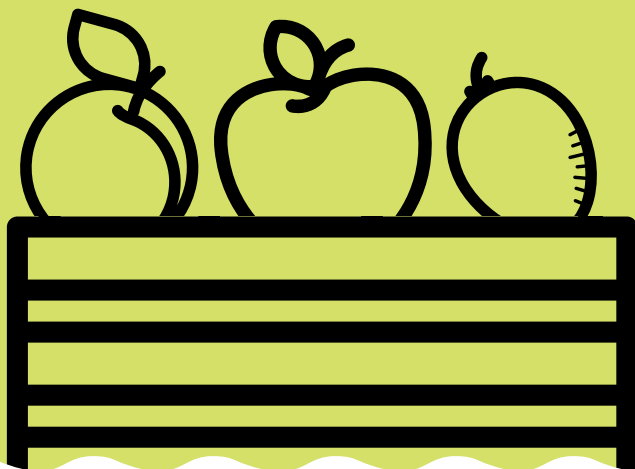


# ASEPOP VELVENTOS



## ADDRESS/COUNTRY

1st Km Velventos Kozani, GREECE

## LEGAL ORGANISATIONAL FORM

Agricultural cooperative

## WEBSITE LINK

[www.asepop.gr](http://www.asepop.gr)

## CONTACTS

[asepop@asepop.gr](mailto:asepop@asepop.gr)

[asepop@koz.forthnet.gr](mailto:asepop@koz.forthnet.gr)

## VIDEO, PPT, OTHER

*interactive materials to present the coop*

Youtube channel

[https://www.youtube.com/results?search\\_query=asepop+velventos](https://www.youtube.com/results?search_query=asepop+velventos)

PPT Presentation “Velvita by Asepop Velventos”

Video “Velvita Corp” (English language)

**CONTEXT**

/

**INFO****YEAR OF CREATION**

1917

**DESCRIPTION/MAIN ACTIVITIES**

ASEPOP VELVENTOS is an agricultural cooperative made up of 350 producers: its main activity concerns the production of fresh fruits. ASEPOP VELVENTOS employs 12 people as permanent personnel, while during the peak of summer season, it employs 100 people as session personnel. The products of the cooperative are fruits as peaches, nectarines, apples, kiwi, plums, apricots, cherries. The total production exceeds 15.000 tones.

The facilities of the cooperative cover an area of 39 acres, where you can find administration offices, 13 cooling chambers of controlled atmosphere, warehouse of agricultural supplies, warehouses of agricultural materials, machinery. In addition, there is a branch store in Athens central fruit and vegetable market.

**GEOGRAPHIC COVERAGE**

*1-service/goods production; 2-markets/consumers/beneficiaries*

- 1 Velventos and Athens;
- 2 Central and Eastern Europe, especially Russia. The total export volume exceeds 3,250,000 kg.

The export percentage reaches 40% of total sales.

## STRUCTURE/ OWNERSHIP

### OWNERSHIP STRUCTURE

*who/how many: shareholders/owners/members/worker members/ donors, ...*

- » 350 active members
- » 14 permanent employees
- » 80-100 session employees
- » Collaborations with producers from all Greek area

### BENEFITS OF BEING MEMBERS

The basic benefit of being member of the cooperative is that you ensure a basic income for the family. The cooperative provides credit to its members for the whole year and so they can cultivate without stress.

## GOVERNANCE AND MEMBERS PARTICIPATION

### STRUCTURE/ORGANISATION CHART

The supreme body of the cooperative is the General Assembly. Next are the Board of directors, the chairman, the management and the management departments such as accounting, management, sales and geotechnical department.

### ASSEMBLIES

*how many, how, other assemblies than the General one*

Regular general meetings are held twice a year, while 2-3 extraordinary meetings are definitely held.

### BOARD COMPOSITION AND ORGANISATION

The Board of directors has nine members. Elections are held every four years.

**COOPERATIVE  
PRINCIPLES  
BEST PRACTICES**

*Principles for which  
the coop represents  
a good practice*

**PRINCIPLE 3: MEMBERS' ECONOMIC PARTICIPATION**

Each producer starts his growing year without stress, as his cooperative gives credit to the agricultural supply store. In addition, the cooperative has a geotechnical department, with specialized agronomists, where producers advise it for any cultivation care they will carry out in their fields. What the producer has to do is to follow the instructions of the cooperative at every step and in the end he will have a satisfactory income.

**PRINCIPLE 7: CONCERN FOR COMMUNITY**

On August 2017, the Cooperative received a tribute from the European Commission about the modern and sustainable agriculture. Every year new cultivating methods that have previously been successfully tried in other areas are experimentally implemented. All the producers are obliged to record all cultivating cares that they apply to their farms for the purpose of having a safe and quality product.