Traditional relations
Top-down approaches

- Governments, donors, NGOs define producers' needs, preferences and agenda
  
  Supply-driven support

- Governments or other partners organise new POs from scratch to implement rural policies and programmes
  
  Directive

- NGOs, government and donors provide answers and solutions for small-scale producers
  
  Prescriptive

- Small-scale producers follow the directives given by government agencies, NGOs and project staff
  
  Small producers are passive

Outcome: dependency

New relations
Pluralistic approaches

- Small-scale producers within their organisations define their own needs, preferences and agenda.
  
  Demand-led support

- Small-scale producers define and direct outcomes through autonomous decisions which may produce different results than those envisaged by governments and other partners
  
  Producers are active

- Support organisations provide services to and coach small-scale producers by facilitating internal learning processes.
  
  Facilitating & coaching

- Small producers identify issues and generate solutions.
  
  Responsive

Outcome: empowerment