



Monthly Update – May 2009

## Agricultural Diversification Program (ADP)

### PROJECT BACKGROUND

The USAID Agricultural Diversification Program (ADP), which started in June 2006, is a three-year project funded by USAID to increase rural incomes, generate employment, improve farming and food safety practices, and boost Salvadoran exports.

USAID-ADP is increasing market access and expanding opportunities for El Salvador's agribusiness sector. The program increases small producers' incomes while stimulating investment in new technologies and making a positive impact on the environment.

USAID-ADP will work with about a thousand clients and more than a thousand indirect beneficiaries during its lifespan to establish linkages between producers, exporters, processors, service providers, local institutions, NGOs, and government organizations. The lead clients are principally small and medium producers and processors. The introduction of new technologies and better production and processing practices are the basic components for improving the success of the commercial agribusiness sector and increasing incomes for producers, processors, and micro-enterprises.

ADP activities address client demand, providing technical assistance and transfer in:

- Horticulture and ornamental plants (open field and greenhouse planting)
- Coffee
- Processing (food safety protocols)
- Marketing and market information
- Business Development Services (BDS)

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Leaf pruning in sweet pepper - Chalatenango

Photos by Fintrac Inc

### Achievements To Date - May 2009

Description	Results
Direct and Indirect Clients	8,384
Domestic Sales	\$53,908,693
Export Sales	\$26,410,897
Increases in Income	\$80,319,590
Co-investments with Clients	\$6,866,238
Generation of New Jobs	1,289,600
Technical Assistance to Agribusinesses	394
Participants Trained	39,781

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**PRODUCTION AND POSTHARVEST**

Client graduation activities were finalized with a total of 69 greenhouse client graduates and 467 graduates in the area of production.

**GOOD AGRICULTURAL PRACTICES**

The good agricultural practices program has been implemented with 13 producers-supermarket providers. The use of logbooks to record fertilizer and pesticide applications for each one of the crops is also being implemented.

Field visits took place with supermarket quality certifiers to observe improvements and GAP implementation.

**WORK WITH INSTITUTIONS**

The agreement with *Fundación Segundo Montes* came to an end with a total of 52 clients assisted directly by this institution's technicians on a total planted area of 20.33 hectares. The Foundation's technical personnel and their beneficiaries were trained in safe use of pesticides, postharvest handling, use of seedlings, soil preparation, fertigation, application of organic products, among other basic practices. In addition two macro-tunnels were built with a group of 8 women; the total area under production is 0.08 hectares.

**SAFE USE OF PESTICIDES**

Followed-up on the development of training events at educational centers at the middle school and high school level, delivery of bulletins and manuals to producers at the national level, trainings provided to personnel of supermarket providers, empty pesticide collection activities, among others.

**MARKETING**

Commercial contacts are being created between producers and supermarkets to create direct provider links that meet high quality standards.

**PROCESSING**

**Food Safety Program**

The reports on the closing audits performed by Agrobiotek were provided to the following companies: COTRANI, S.A. de CV, Lácteos El Esfuerzo, Lácteos La Isla, Torrefactora de Café SJLM, and Panadería Panbi. At the same time the audit reports on sanitary design performed by Donald Graham were provided to the following companies: Lácteos Del Campo and RUIMAGA S.A. de CV.



**Loroco harvest- Usulután**

Photos by Fintrac Inc

## SPECIALTY COFFEES

### Salvadoran Foundation for Coffee Research-PROCAFE

PROCAFE has begun a training program to disseminate the use of *Beauveria bassiana* as an alternative to control the coffee berry borer. The trainings are being provided by PROCAFE technicians during their technical visits to farms.

### Salvadoran Council of Coffee (CSC)

The following trainings took place at El Salvador's Coffee School:

TYPE OF TRAINING	NUMBER OF PARTICIPANTS
Advanced Taster	27
<b>TOTAL</b>	<b>27</b>

A symposium is being organized to close the Specialty Coffees component titled: "The World Market for Coffee and Market Strategies to Strengthen the Specialty Coffee Sector" that will be provided by international consultants on June 15.

The coffees that will participate at the **Cup of Excellence's (2009)** international electronic auction on June 4 were selected. The national jury selected 112 samples of which 60 were tasted by a panel of international judges from the United States, Japan, Lithuania, Holland, Czech Republic, Norway, Guatemala, Canada, and El Salvador, 33 winners were selected. The international jury was made up of representatives from tasters and importers from different parts of the world that are recognized as buyers of exceptional coffees.

### PROGRAM ON GAPS FOR MSMES

Training was provided on Hygiene and Integrated Pest Management to the following companies: Tamalería Cañas and Lácteos Rosita at 2 events where 25 participants were trained.

## Monthly Sales Summary

Crop	Sales (\$)
Sesame	\$600
Squash and Baby Squash	\$21,338
Eggplant	\$4,922
Coffee – Coffee Berry Borer	\$714,240
Onion	\$3,100
Sweet Pepper	\$102,554
Green Bean	\$31,269
Guava	\$4,156
Chayote	\$40,050
Aromatic Herbs	\$38,944
Loroco	\$47,445
Passion Fruit	\$2,948
Cashew – False Fruit	\$32,900
Cashew - Nut	\$191,259
Papaya	\$146,917
Cucumber and Pickling Cucumber	\$59,858
Plantain	\$33,789
Processing	\$49,642
Radish	\$1,228
Watermelon	\$48,560
Tomato	\$186,426
<b>TOTAL</b>	<b>\$1,762,145</b>

## Training

31 trainings took place where 664 people were trained – 537 men and 127 women, in the following areas:

Area	# Events	# People
Coffee	1	116
Safe Use of Pesticides	19	416
Processing	5	103
Production	6	29
<b>Total</b>	<b>31</b>	<b>664</b>