



SUCCESS STORY

USAID assistance helps farmer earn more and create jobs



Juan Pablo Martínez harvests his sweet peppers at his farm in San Miguel.



Juan Pablo Martínez grows tomatoes, sweet peppers, green beans and cucumbers on his farm in Miraflores, San Miguel.

Pablo started in agriculture seven years ago on rented land where he grew corn and baby squash on an area of 1.05 hectares. The corn he grew in the winter generated an average income of \$750 and the two summer plantings of baby squash, using gravity-fed irrigation, generated an average income of \$4,200.

He managed to save up enough to buy 1.4 hectares of land where he continued producing without any professional experience or help. At the beginning of 2007 he got in contact with the Agricultural Diversification Program (USAID-ADP) through another program client and by March the program helped him install drip irrigation on 0.7 hectares to get him started on a more modern production system.

In a year of USAID-ADP technical assistance, Pablo's income was \$15,000, 257 percent higher than the previous year. The increase in income was a direct result of USAID-ADP technical assistance visits and recommendations.

“Working with the program’s advanced technology is a new experience for me and the other producers in the area,” Pablo said.

He has expanded his area under production to 1.75 hectares and has invested in drip irrigation for 1.05 hectares where he is rotating tomatoes, cucumbers and sweet peppers.

The increased production has allowed Pablo to hire six permanent employees and offer work to another four people during the harvest season. These farm jobs give local residents opportunities near their home instead of having to look for work in the city.

Pablo credits the program for teaching him new skills including safe pesticide management, fertigation, use of certified seeds and pest and disease monitoring. With his increased income he has purchased a vehicle to deliver his produce and buy supplies for the farm. He also used the money to remodel his house and pay for his children’s education.

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— Juan Pablo Martínez, producer