



Entrenamiento y Desarrollo de Agricultores

RESULTS AND IMPACT: Atlántida producer sows success with the help of MCA-H/EDA

Before receiving technical assistance from MCA-H/EDA, Sarai Murillo and her husband earned an average net income of \$1,737 from a few cattle and 0.31 hectares of sweet pineapple. “Not quite enough,” Saria said. “I always thought there had to be a better way to make money for our household.”

Murillo’s interest in growing plantains started in April 2007 when a MCA-H/EDA technician provided her with production and business planning information. Murillo started by following the advice of the technician and preparing plantain nurseries using proper seed selection and organic material compost. She also utilized basic production practices including land preparation, raised beds, proper drainage, and pest and disease identification. She started using a sand filter and drip irrigation system for watering and fertilizing.

Murillo benefitted from her skills in marketing. She recorded the costs of production of her plantain crop as recommended by the MCA-H/EDA business skills technician. She sold her first harvest to a processing company, but then decided to establish a local point of sale near a busy road to earn more money. This marketing strategy not only increased her sales, but helped her establish a loyal clientele for her crop. Murillo explained, “This way, clients can see the quality of our product. Our success has created an incentive to expand our business.”

Murillo sold her harvested plantain to a local processing company. Her gross sales reached \$4,455. With costs of production at \$1,572, her net income totaled \$2,863. She reached an 82 percent return on investment and her net household income increased 65 percent from \$1,737 to \$2,863.

MCA-H/EDA continues assisting Sarai in implementing GAP for other crops including coconut, rambutan, pepper and pineapple. Technicians are helping her introduce updated technologies to improve the farm’s competitiveness and overall operations. During this year, Murillo invested \$150 in an electric pump to be used for fertilization. She also received \$1,872 in equipment donations from MCA-Honduras, which consisted of a backpack sprayer, field crates for harvesting, and an irrigation system with filter and related accessories.

Murillo says that her good crop results are helped by the implementation of a tailored fertilization program. “If you do the correct fertilization, you can expect quality; and people always come looking for quality products.”



“I defined myself as both a producer and a marketer. This has been a perfect match, EDA’s assistance and my rough marketing skills.”

**- Sarai Murillo,
Lead Client, Arizona**



Sarai Murillo with her plantain and pineapple crops, grown using Good Agricultural Practices (GAPs).