



Entrenamiento y Desarrollo de Agricultores

IMPACT & RESULTS

Profitable small grower operations – Ceferino García

Ceferino García Pérez lives in a small mountain community in Santa Cruz, Chinacla in the department of La Paz. García began working with the MCA-H/EDA program in May 2008 with the aim of improving his farm operations to increase his family income. Before starting with the Program, he had planted 0.39 hectares of carrot using traditional production systems. His sales did not cover his costs and he lost \$474 from the activity.

With technical assistance and training from the MCA-H/EDA Program in production and in marketing, Don Ceferino has made major improvements to the farm management and production systems. He now manages a market driven calendarized production program, drip irrigation technology, fertilization program and an integrated pest management program.

In 2008, after only seven months of technical support, Garcia was able to diversify his farm, planting a total area of 0.2 hectares of cauliflower, lettuce and beetroot. Sales from these plantings totaled \$2,213, with costs of \$1,087, resulting in a net income of \$1,126. With the implementation of the basic technologies he quickly increased his areas, incomes and margins.

In 2009, with more knowledge, experience and market contacts, Don Ceferino decided to continue expanding his operations. With calendarized production systems he planted 6 crops of carrot, 4 crops of beetroot, 2 of green onion and 1 of lettuce. With production lots averaging 0.04 hectares, his production area totaled 0.50 hectares. Up until October 2009, Ceferino had harvested 0.28 hectares of these crops, with gross sales of \$3,918 and a net income of \$2,488. He has more than doubled his previous year's income with crops still remaining to be harvested in 2009. With the increase in production area of these high value crops in 2009, Garcia has contracted more than 100 person-days with local workers to assist with plantings and harvests, and so far in 2009 has paid more than \$500 in salaries.

García has also formalized his marketing channels and he now sells to a local packing and distribution operation who supply a major supermarket chains. With MCA-H/EDA Program assistance, this operation calendarizes the production programs based on their total market demand, with around 50 growers participating. Garcia also sells some of his produce to the local markets in nearby towns.

Prior to MCA-H/EDA assistance, Garcia had accessed small loan funds from a local cooperative, but with the introduction of the calendarized programs he has developed sufficient cash flow to be able to finance his production operations with his own funds.

Ceferino García plans to continue improving his farm operations and recently invested in fertigation equipment. He has set his own targets for 2010 to double his production area and incomes.



Photos by Fintrac Inc.

Ceferino García with carrots harvested from his farm in La Paz.



Ceferino Garcia discusses the crop conditions with Rony Muñoz, MCA-H/EDA Zone Manager.

"With the assistance I have received from the EDA Program I have been able to come out upfront; I am grateful for the opportunity to learn and to be able to share my knowledge and experience with other growers that visit my farm."

– Ceferino García Pérez, Santa Cruz, Chinacla, La Paz