



# Entrenamiento y Desarrollo de Agricultores

## IMPACT & RESULTS

### MCA-H/EDA Helps Expand Services to Growers in Olancho

From 2007 to 2009, MCA-H/EDA helped expand the area used for horticulture production in Olancho from 30 hectares to 411 hectares. The growth occurred because of the program's training in good production practices, updated technologies and calendarized plantings. Program farmers in Olancho are mostly growing tomatoes, cassava, plantains, sweet peppers and oriental vegetables, along with corn and beans for rotation crops. This expansion in production has opened up market opportunities for the business development service (BDS) sector for new and established companies.

Edgar Efraín Villeda Rivera is a small farmer benefitting from MCA-H/EDA assistance. Villeda started with the program in November 2008 with one hectare he was using to grow butternut squash. Villeda already knew that there was an unsatisfied demand for agricultural inputs in his area and he decided to start his own input supply company in Juticalpa, Olancho. By December 2008 he had formed AGROSEFER. With program assistance and in coordination with Amanco, Villeda obtained a credit to buy \$7,895 in drip irrigation equipment at his store. Villeda also had a successful butternut squash crop, which generated \$4,963 in net income.

As his farm grew, so too did AGROSEFER's customer base and in 2009 Villeda obtained more credit from Amanco and developed other strategic alliances with large agricultural companies SEAGRO, Agropecuario del Campo, CADELGA and SuperAgro. With the competitive advantage of providing home delivery and personalized client service, AGROSEFER's sales reached \$394,700 and the company has generated four permanent jobs.

In just the first three months of 2010 AGROSEFER sales have reached \$184,200 – 47 percent of the 2009 total. Villeda plans to increase his 2010 sales by 250 percent over 2009.

As an agricultural business, Villeda has plans to open a second input store in Catacamas. In addition, seeing the growth in the production area of MCA-H/EDA Program farmers with plantain and cassava in Olancho, he plans to start an export company, buying from local growers to ship to the US market.

Villeda continues his own farm activities and is preparing to plant 1.4 hectares of bitter melon and sweet peppers. He regularly participates in MCA-H/EDA training activities and keeps updated with the technologies and production programs to ensure he has the right products for local growers.

Expanding and supporting farmers and agribusiness such as AGROSEFER is part of MCA-H/EDA's effort to improve crop productivity, increase grower sales and income, ensure competitiveness and sustainability, generate employment and bring new opportunities and prosperity to communities.



Photo by Fintrac Inc.

Edgar Villeda, right, and his mother, in front of AGROSEFER, his input supply store in Juticalpa, Olancho. Below, **Villeda shows off** the variety of products and materials for sale at the store.



***"I am very thankful for the assistance received from the EDA program and I would like the Program to continue."***

**–Edgar Efraín Villeda Rivera,  
Juticalpa, Olancho**