



Entrenamiento y Desarrollo de Agricultores

MCA-H/EDA delivers integrated value chain development

Part of MCA-H/EDA's assistance is facilitating market linkages between program farmers and buyers including wholesale markets (Zonal Belen, Las Americas, and El Dandy), supermarkets (Paiz, Mas por Menos, La Colonia and La Antorcha), processing plants (INALMA, Mount Dora Farms and Deli Pepper) and fresh produce exporters. To satisfy the specific demands of these markets, MCA-H/EDA established market-driven production programs to benefit both producers and buyers.

The program's effort in marketing includes:

- Identifying market opportunities for local, regional and export programs
- Developing market linkages
- Providing grower training on market access and opportunities
- Disseminating market price information

As a result of MCA-H/EDA intervention, local supermarkets and distributors such as La Colonia and Hortifruti, have developed calendarized production programs for a range of products including beet, cabbage, carrot, celery, chayote, coriander, cucumber, potato, plantain, cassava, onion, sweet pepper and tomato. The program's work with Hortifruti, a regional distributor of fruit and vegetables, led to an increase of locally sourced product, which jumped from 20 percent to 85 percent and they started export programs to El Salvador and Nicaragua. The program is also expanding contract-based calendarized plantings for jalapeños and plantain production for processing and fresh exports.

MCA-H/EDA also provides direct technical assistance to the Agricultural Farmers Fair in Tegucigalpa and helps design and introduce upgraded display systems (metal stands and plastic crates) to improve produce presentation and make their produce more attractive to buyers. As a result, vendors are attracting more customers, increasing sales and maintaining a recurrent client base.

MCA-H/EDA's approach involves training growers in calendarized production programs and systems to consistently meet volume requirements of the market, postharvest practices to meet quality standards, and price orientation to effectively negotiate with buyers. Additionally, MCA-H/EDA provides support to buyers in the development and implementation of quality standards for various products, and training in postharvest handling, merchandizing and management of calendarized production.

More than 3,500 market linkages have been forged between MCA-H/EDA program farmers and different buyers in such a way that both parties benefit. Through these alliances, various producers have significantly increased their incomes, achieving economic stability and transforming from subsistence growers to successful agricultural entrepreneurs with profitable and sustainable operations.



Photos by Fintrac Inc.
EDA puts on an event at a supermarket.



EDA trains supermarket employees in product handling and rotation.



Metal display tables and plastic crates are used at the Tegucigalpa Farmers' market.