



## SUCCESS STORY

### Field extension generates booming Nathaly pepper sales

The USAID-RED project has generated more than \$3 million in sales of Nathaly peppers. Of the sales, 12 percent were made at local markets and 88 percent at regional markets, primarily to markets in El Salvador and Nicaragua. Assisted clients have planted 220 hectares of Nathaly pepper, 150 of which were planted in 2006 and 2007.

The main reason for the sales is USAID-RED's promotion of the crop, backed by market linkages and agricultural extension work to improve production and quality. Carlos Chavarría, a producer in the municipality of Azacualpa, Santa Bárbara started planting Nathaly peppers after five years of teaching and implementing USAID-RED's practices and recommendations at an agricultural school. In September 2007, Chavarría decided to work on his own farm and planted Nathaly peppers on one hectare from which he produced 5,236 bags. He earned \$6.32 per bag for sales of \$33,092. His production costs totaled \$15,790, making his net income \$17,302.

According to Chavarría, his success with USAID-RED is because of the availability and practical knowledge provided by the program. His farm was visited weekly to help him avoid pest and disease problems and keep him on track. Chavarría said USAID-RED's assistance in soil preparation, selecting and transplanting plantlets, fertilizing through drip irrigation, controlling pests and weeds, crop surveillance, and other good agricultural practices was particularly integral to his success.

The Rural Economic Diversification (RED) program, financed by USAID, is an initiative of the American people to increase incomes and generate employment in rural zones of Honduras.



Photos by Fintrac

Carlos Chavarría receives training from a USAID-RED technician.



A farm training is conducted on Nathaly peppers at Carlos Chavarría's farm in Azacualpa, Santa Bárbara.

**"I heard the echo of good agricultural practices and followed all the recommendations to make my pepper crop a success."**

— Carlos Chavarría