



SUCCESS STORY

Pineapple producer obtains amazing results at his farm

Several farmers grow pineapple for the local market in Lago de Yojoa. Gustavo Quiroz was one of many farmers in the region that suffered low yields and profits because of traditional and rudimentary production practices. Before he received technical assistance from USAID-RED, Quiroz planted directly without using contour plowing, used fertilizers inadequately and varieties that were not highly productive.

In May 2002, he was visited by the zone's USAID-RED technician, who offered free technical assistance, but required a commitment to follow the recommendations and make the necessary changes for adequate crop development. The producer immediately accepted the proposal, but decided to look for a partner in order to have more land and resources at his disposal to follow all the recommendations provided by the technician.

Quiroz planted MD2 "Golden" pineapple and implemented all the recommended changes such as raised beds, planting in double rows and diluted fertilization. These changes increased yields from 28,500 to 84,000 kilos per hectare. As a result, Quiroz's income rose from \$18,947 to \$38,080 in one year.

The pineapple being produced by Gustavo Quiroz and his partner is very popular at local markets. The pair are constantly receiving requests from buyers.

At present, Quiroz is also involved in other business ventures. He now sells specialized agricultural inputs for pineapple and offers cargo transportation, which benefits other producers in the region.

USAID-RED is a three-year program whose main objective is to increase incomes and employment opportunities in the rural communities of Honduras. The program is assisting 537 lead clients and benefiting thousands of producers and agricultural processors. By December 2008, the program expects to generate more than \$30 million in new sales by lead clients.



Quiroz is producing high-quality pineapple that is sought after by local buyers.

“The recommendations made by the technicians helped me change my production practices to obtain excellent results. I used to produce 28 thousand kilos per hectare and I’m now producing 84 thousand.”

— Gustavo Quiroz. La Guama, Santa Cruz de Yojoa.