



USAID
FROM THE AMERICAN PEOPLE

ACCESO

SNAPSHOT

From Gunpowder to Grains, Family Increases Incomes and Safety

Trading in the dangerous firework-manufacturing business, a family finds success with a processed bean enterprise.



Photo by Fintrac Inc.

Sandra Carranza and employee during the process of converting beans into a value added product. USAID-ACCESO’s specialists coordinates safety and hygiene requirements in the family business establishments.

“USAID-ACCESO helped us improve the product’s label and image.”

— *Liliana Pacheco- Futre company owner*

Small, homemade fireworks are popular at holiday celebrations in Honduras. Most of these fireworks are made from gunpowder and can be quite dangerous; in just one month, the local press reported 16 injuries stemming from mishaps with gunpowder-based fireworks. Despite the danger, this enterprise represents the sole source of income for many families like Jose Pacheco’s.

Pacheco and his wife, Sandra Carranza, had been running a small firework business for 25 years. Every year has been a struggle, as the business is only profitable four months out of the year.

Their situation began to change in February when the family started working with USAID-ACCESO after repeated visits from a processing specialist convinced them to try a new business venture: processing frozen beans. Beans are readily available year round in Honduras and by adding postharvest-value, the family stood to make significant and reliable income.

Encouraged by the potential demand for this new product, the family began attending processing, business, and sanitation trainings offered by the project. They learned to purify and add flavor to the raw ingredient, as well as sanitary and efficient packaging techniques.

In April, *Frijoles Doña Lila* was open for business. The family attended a local fair and was floored by their success. The ready-to-eat, nutritious product was in high-demand by busy shoppers.

After the fair, USAID-ACCESO technicians helped the family business place their products in 150 small stores in Copán and Lempira. Their monthly sales are now approximately \$1,500, representing significantly higher yearly net incomes because of steady demand; not to mention the added safety for the family.

“With this product we can sell all year round,” said Sandra Carranza. “My husband never thought a business would be lucrative if it was not in fireworks, and now he feels most excited about the business.”

To meet ever-increasing demand, Pacheco and his family expanded their processing space and hired additional staff. They hope to further expand in the coming months.

The project is also helping the small business owners improve packaging and marketing to further expand market access. With increased demand, the family hopes to hire more employees, generating off-farm opportunities.

USAID-ACCESO has generated \$7.11 million in new net income for participant rural farmers and MSMEs and more than 2,330 jobs can be attributed to project implementation. Specialists continue working with small businesses by linking them with new market opportunities and input providers, generating sustainable agricultural chains.