



## SNAPSHOT

### Farmer Field Visits Motivate Producers

**USAID-ACCESO promotes the exchange of experiences among farmers who want to implement good production practices.**



*Photo by Fintrac Inc.*

Johnny Molina, producer of corn, coffee and fruit in the community of Santa Ana, Santa Barbara department.

**"I did everything the technician told me...I never had a cornfield like this. I feel so motivated because I'm learning a lot."**

*Johnny Molina*

Rural Honduran farmers are often hindered by little technical knowledge and lack of access to financial resources and agricultural inputs, resulting in low yields and poor quality. Most farmers focus on one crop, generally corn or coffee, which makes them especially susceptible to price fluctuations, changes in market demand or pests and diseases.

USAID-ACCESO is working with smallholder farmers in western Honduras to introduce improved production practices and high-quality inputs. To increase buy-in, project specialists are taking small groups of producers to visit other ACCESO-supported farmers who have already seen vast improvements in their production. These field visits help motivate the new farmers to follow project recommendations.

Johnny Molina, of Santa Ana, Santa Barbara, was one of the farmers to make the field visits and, subsequently, begin planting corn, coffee, onions, chile, and passion fruit using many of the good agricultural practices he observed during the visits.

Before working with the project, Molina planted 0.7 hectares of corn that yielded 14 quintals, earning him only \$183. With the implementation of good practices such as land preparation, seed selection, plant spacing, fertilizer application, and weed control, he increased his yields by 875 percent, harvesting 123 quintals worth \$1,600.

"I used to only fertilize my corn sometimes," Molina said. "I did everything the technician told me...and now there is a big difference...I never had a cornfield like this, I feel so motivated because I'm learning a lot."

Molina plans to invest his net income of \$1,250 in additional inputs to expand his passion fruit and coffee production. He also wants to purchase better school supplies for his children and make some home improvements.

Field visits between producers have been implemented since USAID-ACCESO began in 2011; they provide essential support between producers in similar situations and locations. The visits confirm that project-promoted activities are reaping impressive results for small-scale farmers, translating directly to more nutritious food on the table and extra money in pockets.

USAID-ACCESO is currently working with 34,754 households on production and postharvest practices, introduction of new crops, and market linkages. Diversifying from traditional crops such as coffee and maize into high-value horticulture production provides new revenue opportunities, promotes economic growth and long-term sustainability, and helps improve food security and nutrition by introducing new and healthier fruits and vegetables into diets.