



SNAPSHOT

Integrated Approach Raises Household Incomes

Good business skills and improved processing practices generate additional income for four rural households.



Photo by Fintrac Inc.

NAME and NAME grind and package coffee in their small processing facility. The woman-run business is selling to buyers in major Honduran cities.

“We want to buy an industrial toaster and solar dryer to process even more coffee this year.”

Francisca Chinchilla

Mélida Velásquez, Victoria Manueles, Francisca Chinchilla, and María Félix are members of the all-female microenterprise “Café Molido Emprendedoras del Futuro” (Ground Coffee Entrepreneurs of the Future) in San Pedro Tutule, La Paz.

Since 2012, technicians from USAID-ACCESO have trained the women in basic business skills and processing practices while their husbands receive on-farm training in improved production practices.

The business has been diversifying and increasing its sales every year. Initially producing for small local stores, they are now preparing orders for customers in Tegucigalpa and San Pedro Sula. Since 2012, they have nearly doubled their sales from 5,000 to 8,000 pounds and the women are projecting sales in excess of 10,000 pounds for 2015.

The company also provides threshing, roasting, grinding, and packaging services to neighboring farmers. So far they have worked with 30 clients this coffee season, generating additional revenue that covers operation costs, equipment maintenance, and utilities.

With their increasing profits, the women purchased a thresher, roaster, and grinder. They now have their eye on an industrial toaster to process more coffee and a solar dryer to improve the quality of dried coffee.

Mélida, Victoria, Francisca, and María bring home around \$2,000 a year each to complement their husbands’ farming incomes. By contributing significantly to the household income, the women have more authority in deciding how the money is spent. They have chosen to invest in their children’s education and in purchasing small plots of land. Francisca is also earning additional money on the weekends through food sales.

“I have encouraged women to be part of this group so they can earn their own money; I have shared my knowledge with them and with other women in the area,” said María.

“With this company we have been able to change the taste of local consumers for really good coffee.”