



SNAPSHOT

Women Successfully Enter Honduran Processed Coffee Market

Armed with basic business training, two young sisters find early success with their coffee processing business.



Photo by Fintrac Inc.

Eunice Arita (right) and Karen Arita package ground coffee at their small shop in Santa Rosa de Copan, Honduras.

“USAID-ACCESO’s technical services helped us build a vision for long-term growth.”

- Karen Arita

Young businesswomen Eunice and Karen Arita decided to enter the world of coffee processing in 2012 by opening up Café ARAMIL in Santa Rosa de Copan.

“When we entered the business, we didn’t believe in it so much; we thought we’d do it to pass time,” Eunice said.

The sisters quickly realized they needed outside support to turn their idea into a viable business. With help from USAID-ACCESO technicians, Eunice and Karen conducted a full business diagnostic to flesh out opportunities for growth. Based on this diagnostic, project specialists provided a suite of trainings in market-driven production, improved productivity, and finance and administration.

The impact of the project’s intervention has been significant, Café ARIMEL has increased its sales and profits, improved its production process, and registered with the government to better positioning themselves in the market.

After two years of working with USAID-ACCESO, Eunice and Karen increased total sales by 35 percent.

“We expect to grow by at least 100 percent over the next five years,” Eunice said after recently attending a business conference where she networked with leading supermarket chains.

Their success is proving to the larger coffee community that women are capable of running efficient and profitable businesses – something long assumed to be the purview of men.

“In my country, when we talk of a coffee producer, people think of a man in a *sombrero*,” Karen said. “They did not believe all our [processing] work was done by women.”

USAID-ACCESO is working with 27 small coffee processing businesses that generated more than \$417,000 in sales during 2014, representing more than 480,000 kilograms of processed coffee for the domestic market.