Assessment of Constraints to Horticultural Sector Growth in the LAC Region's Feed the Future Focus Countries

Implementation Plan:

Work Plan Activities and Timeline for 2012-2013

1. OVERALL SUMMARY

The assessment of constraints to growth of the horticulture industry in Central America, particularly smallholder farmers in Feed the Future focus regions of Honduras and Guatemala, will be made by first reviewing and summarizing past assessments and related reports, in country assessment workshops, in person interviews and site visits. Interviews will include industry at all levels of the horticulture industry, especially focusing on smallholder farmers in remote areas of each country, but also medium and large scale growers. In addition, institutions involved in horticultural research and education (including small technical institutions in the western provinces of Honduras and Guatemala) will be assessed for their capacity for training and research. An Assessment Workshop will be held in Honduras and Guatemala, and an internet survey will be disseminated to a wide range of individuals involved in various aspects of the horticulture sector in the region to assess constraints and opportunities. A dissemination workshop will be held for participants from Honduras and Guatemala and across the region to present the results of the assessment.

2. OBJECTIVES

To increase the impact of Feed the Future investments in Honduras and Guatemala, research priorities must be based on (a) production and marketing constraints, (b) opportunities for improving incomes and (c) appropriate technologies. This assessment will identify the constraints to growth of the horticulture sector for local, national and export markets served by farmers of various sizes, including smallholder farmers. The assessment's scope is to assess constraints for expanded participation of small-scale producers in the horticulture sector within the larger context of constraints to the growth of the horticulture sector in Central America – along a continuum of local, regional and export market crops, in which there may be opportuntities for smaller-scale producers to reach regional and/or export markets not directly, but through intermediary buyers. We will try to address, through interviewing market participants of varying sizes in the value chain between farm and markets, the constraints for small-scale producers that may be different from the constraints for larger producers.

3. PROGRAM NARRATIVE DESCRIPTION

As part of the USAID's Feed the Future (FTF) strategy to emphasize the opportunities that horticultural crops provide for low-income smallholder farmers, and especially women, to escape the cycle of subsistence agriculture and poverty, Horticulture CRSP (Managed through UCDavis) will be conducting a comprehensive assessment of the horticultural industry in Central America with an emphasis on Honduras and Guatemala. During the next 6 months, consultations with horticultural industry stakeholders and in-country agricultural

research institutions and follow-up surveys to prioritize research needs, will occur through workshops and country visits.

Rationale for Project:

Since the mid-1980s, USAID has made significant investments in the Latin America and Caribbean (LAC) region to develop non-traditional agricultural export industries, including investments in the production, postharvest handling, value-added processing, and marketing of higher-value horticultural crops. As a consequence, export of these higher-value crops and valued-added products has generated foreign exchange and contributed to GDP growth, and provided farmers and other agricultural enterprises with a greater opportunity for job creation and income generation.

With the proliferation of free-trade agreements between several LAC countries and the USA, there is an urgent need to develop sustainable cropping systems, increase production, improve postharvest handling, increase value-added processing, and facilitate marketing of horticultural crops, aimed at increasing the competitiveness of the targeted countries, both in the local and international arenas.

However, to achieve growth and competitiveness of the horticultural industries, near term investment will be needed in two areas: **A technology generation and transfer system** that is effective in providing improved horticultural crop technologies that address local constraints to more productive, profitable and sustainable production of horticultural crops; and **an institutional support system** that facilitates provision of inputs and services that producers need for delivering quality produce and products that meet market demands and regulatory standards.

4. KEY ISSUES AND ACTIVITIES (workshops, interviews, dissemination workshop)

   a. Workshops

   Our goal for the workshops in Honduras and Guatemala is to attract participation from individuals who are knowledgeable about the horticulture industry at various scales, from smallholder growers to large growers, including cooperatives and farmer groups engaged in export and all segments in between. We also want to include researchers and educators who are knowledgeable about horticulture. We will develop the invitation list in consultation with USAID Mission personnel and key stakeholders within each country (Honduras and Guatemala).

   b. Interviews and Survey

   The purpose of the interviews is to speak with individual industry members to encourage frank discussion of the challenges and needs of the industry. The interviews will also afford opportunities to observe the farming operations which will provide additional information and stimulate additional questions. A broad range of horticulture industry segments, across the supply chain and at various scales, will be included. We will include customs and plant health officers who are involved in border inspections in our interviews. We will develop these lists of who to visit in consultation with USAID Mission

personnel and key stakeholders in each country (Honduras and Guatemala). We will distribute a survey to a broad spectrum of individuals involved in the horticulture sector in the region to collect their input on key constraints and opportunities in the horticulture sector.

c. Dissemination Workshop

The dissemination workshop will be our opportunity to present the findings of the assessment to the broader Central American region. We will have discussions with the participants regarding each of the constraints identified, to capture additional thoughts from the group about how these constraints might be addressed. In addition, we will present the identified research priorities and discuss each research topic with the group to clarify (a). How should the research be approached? and (b) Can the results be applicable across the region?

5. SPECIAL PROGRAMMATIC CONSIDERATIONS: While the assessment will particularly focus on Honduras and Guatemala with our workshops and interviews, we will meet with several stakeholders in El Salvador as well as ECAM and will gather information about the regional horticulture industry throughout the process. Customs will be engaged along with SICA and RUTA. The survey and the dissemination workshop will include participants from throughout the region. We will be sure to segment both markets and type of horticultural product in our analyses as the constraints will be different for each type of product and the requirements for various markets will differ greatly and the supply chain needs will vary. In our assessment of available technologies and information transfer systems, we will determine how well available technologies and information is disseminated to small producer groups in Feed the Future target areas from Universities, Ministries and other groups with knowledge.

6. PARTNERSHIP PLAN: The project will engage with key partners on the implementation of this assessment, including dialogue to determine site visits and crop focus for each country. The key partners will include: USAID Missions in Honduras and Guatemala, Regional USAID Mission in El Salvador (ECAM), USDA in Honduras, ACCESO, Zamorano, FHIA, Honduran Ministry of Agriculture (DICTA), Guatemalan Ministry of Agriculture, San Carlos University, AGEXPORT, ANACAFE, IICA, USDA/FAS in Guatemala, Universidad del Valle-Solola, Instituto de Ciencias y Tecnologia de Agricultura (ICTA). CIAT (Columbia), CATIE and RUTA (Costa Rica).

7. MANAGEMENT PLAN: The project team will communicate via email and skype to coordinate project activities. The Team Leader, Horticulture Specialist, Project Liaison, and Director of Horticulture CRSP will meet at UCDavis at the start of the project. This meeting will include engagement with other members of the Horticulture CRSP team who will work on travel, financial, communications and evaluation aspects of this project. We will communicate with our country-based facilitators on workshop and interview planning and logistics via email

and Skype. The Project Liaison will provide communication between the Horticulture CRSP Management Entity and the team leaders.

8. DETAILED ACTIVITY TABLE WITH TIMELINE

Timeline of Activities	Date	Comments
Project Start Up and Planning		
Hiring of LAC Assessment Team members	Oct. 1, 2012	Mitcham, Gonzalez, Zuniga, Wilson, Puccetti, Kawakami. Mention titles?
Teleconferences	Oct. 5 & 12, 2012	Other teleconferences will be scheduled as needed.
Implementation plan to USAID	Oct. 30, 2012	
Program Monitoring Plan to USAID	Nov. 29, 2012	
LAC Assessment Team meeting in Davis	Oct. 30, 2012	Mitcham, Gonzalez, Zuniga, Wilson, Puccetti, Kawakami
Engagement of key USAID Missions and USAID LAC Bureau		
Interview key actors associated with horticulture value chains in El Salvador.	Oct. 25 2012	Gonzalez, Zuniga, Wilson
Visit of Team Members to ECAM	Oct. 26, 2012	Gonzalez, Zuniga, Wilson
Conference call with Honduran Mission	Oct. 22, 2012	Mitcham, Gonzalez, Zuniga, Wilson
Conference call with Guatemalan Mission	Nov. 7, 2012	Mitcham, Gonzalez, Zuniga, Wilson
Teleconference with USAID LAC Bureau in Washington	Nov. 28, 2012	To discuss results of consultations in Honduras
Teleconference with USAID LAC Bureau in Washington	Dec. 14, 2012	To discuss results of consultations in Guatemala
Meet with LAC Bureau to present draft report and powerpoint	Jan. 30, 2013	
Review and Summary of Related Documents and Reports	Oct 10-Nov. 10, 2012	Gonzalez and Zuniga
Team meeting at IPM Workshop, Honduras	Oct. 18, 2012	Zuniga, Diaz, Arevalo
Workshops and Interviews		

Planning for workshop in Honduras		
Identify Key Workshop Participants	Up to Nov. 5	Determine final invitation list by consultation with key stakeholders and Mission personnel
Invite Key Participants, 20-30, depending on # desired and budget	Nov. 5	
Identify individuals and sites to visit in Honduras in consultation with stakeholders, Missions and Bureau of LAC	Up to Nov. 11	Could add additional sites/individuals during the trip as information becomes available
Arrange Schedule for interviews	Up to Nov. 11	
Visit USAID Mission in Honduras	Nov. 12	This would mean arrival to Tegucigalpa on Sun Nov 11th 2012
Workshop in Honduras	Nov. 15 (in discussion)	Comayagua
Pre and Follow-up Value Chain Assessment Site Visits and Interviews in Honduras	Nov. 12 - 24	Honduras
Planning for workshop in Guatemala		
Identify Key Workshop Participants	Up to Nov.26	Determine final invitation list by consultation with key stakeholders and Mission personnel
Invite Key Participants, 20-30, depending on # desired and budget	Nov. 26	
Identify individuals and sites to visit in Guatemala in consultation with stakeholders, Missions andLAC Bureau	Up to Dec. 3	Could add additional sites/individuals during the trip as information becomes available
Arrange Schedule for interviews	Up to Dec. 3	
Workshop in Guatemala	Dec. 12	
Visit USAID Mission in Guatemala	Dec. 7, 2012	morning
Pre and Follow-up Value Chain Assessment Site Visits and Interviews in Guatemala	Dec. 3-15, 2012	Guatemala

Follow up visit to Honduras	Feb. 3-9 2013 (tentative dates)	If needed
Follow up visit to Guatemala	Feb. 10-16 2013 (tentative dates)	If needed
Data Compilation and Survey		
Compilation of feedback from workshops and interviews	Nov. 12 –Dec. 28	Identify gaps in information and follow-up by phone or email.
Prepare & Distribute Survey	Nov. 9-30, 2012	Wider audience, including interviewees and other countries
Survey Data Analysis	Jan. 2 – 14, 2013	
Reports and Deliverables		
Present Draft Report and PowerPoint to USAID in Washington	Jan. 30, 2013	
Submit Final Report and Powerpoint	March 30, 2013	
Dissemination of Results		
Develop invitee list for dissemination workshop from across the región and send invitations	Feb. 1-Mar. 1, 2013	
Dissemination Workshop	Mar 13 2013	San Pedro Sula, Honduras
Develop and disseminate web pages, executive summary, brochures/pamphlets	Web pages – Nov 2012, Other documents March 1-30	
Project Monitoring and Evaluation		
Mid term monitoring	Jan. 2-6, 2013	
Final Project Monitoring and Evaluation	March 20-30, 2013	

Updated Nov. 5, 2012.