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# USAID-RED

RURAL ECONOMIC DIVERSIFICATION PROJECT  
QUARTERLY REPORT #18: JANUARY-MARCH 2010

**APRIL 2010**

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# USAID-RED

## RURAL ECONOMIC DIVERSIFICATION PROJECT Quarterly Report #18: January to March 2010

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

USAID-RED is being implemented by Fintrac Inc., a US-based agribusiness firm, together with a group of local private-sector firms and organizations committed to expanding rural incomes and employment opportunities through market-led, commercially focused activities. Other key implementing partners include Fundación Hondureña de Investigación Agrícola (FHIA), 11 agricultural education institutions and more than 17 Honduran private sector alliance partners.

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## 1. EXECUTIVE SUMMARY

- This is the eighteenth quarterly report for the USAID Rural Economic Diversification Project (USAID-RED), summarizing activities and results from January through March 2010.
- Program-assisted NGOs have continued adopting and transferring basic production practices. Farmers see the success of their neighbors and are increasingly applying these practices to new plantings of corn, beans, tomatoes, potatoes, carrots, sweet peppers, onions, garlic and other high value crops. 1,532 technical assistance visits to growers and technicians from different NGOs were made in the quarter, covering various crops and technical areas. 4,364 people participated in training events for the quarter – a 21 percent increase from the previous quarter.
- Fintrac’s marketing specialists have been divided into regions and are serving both the MCA-H/EDA and USAID-RED projects for a better, more coordinated marketing effort with nationwide coverage. With project support and coordination, the Western regional procurement officer for Hortifruti/Wal-Mart visited a number of production sites and collection centers of project-assisted NGOs such as OCHDI, ODECO, and Hermandad de Honduras. As a result of this trip, these NGOs are taking advantage of new market opportunities. A strategic marketing alliance was formed between Aldea Global, Hermandad de Honduras, ODECO, and OCHDI to optimize distribution and logistics resources and increase capacity to deliver products to buyers.
- Client investment reached the end-of-project goal this quarter, six months ahead of schedule. USAID-RED clients made more than 200 individual investments this quarter, worth \$1.2 million. Overall investment reached \$25.6 million through March 31, 2010 – \$600,000 more than the project target. This is a direct result of the growers’ and processors’ confidence in project-promoted technologies.
- USAID-RED staff and partners made 4,885 technical assistance visits during the quarter: 3,978 on production, 672 on agroforestry, and 188 on processing and postharvest activities.
- USAID-RED alliances with such private sector companies as BOMOHS, MONSANTO, INALMA, CEMCOL and AMANCO have allowed hundreds of project clients (as well as MCA-H/EDA clients) to access modern agriculture tools and equipment to improve their operations in the field. Alliance activities were initiated during the final six months of 2009. 187 transactions were executed, with allied companies contributing \$74,900 (27 percent), USAID-RED \$55,500 (20 percent) and clients \$147,400 (53 percent). The value of the equipment and tools acquired to date by clients through these alliances exceeds \$277,000. The highest contributions come from growers and processors, followed by private sector alliance partners, and then by USAID-RED, demonstrating that USAID-RED funds assigned to this activity have a high degree of leverage.

New client plantings decreased 50 percent compared to the previous quarter, from 955 hectares in October - December 2009 to 487 hectares. This decrease is mostly because of the reduction in plantings of seasonal export crops, such as watermelon, melon, cucumber, and butternut squash. New plantings for the quarter included: 89 hectares of plantains, 13 hectares of jalapeños, 12.6 hectares of sweet/bell peppers, 15.6 hectares of Habañero peppers, 12 hectares of cucumbers, 48

hectares of tomatoes, 13 hectares of onions, 38 hectares of watermelons, 8 hectares of yuca, 13 hectares of beans, 69.7 hectares of corn, 76.4 hectares of melons, 8.3 hectares of mahogany trees and 8 hectares of butternut squash.

- USAID-RED staff and partners held 712 training events in which 7,030 growers and processors (5,673 men and 1,357 women) participated.

Annexes to this report include USAID-RED monthly summaries (3), success stories (7) and selected monitoring and evaluation (M&E) reports. All project-produced market information, bulletins, manuals, presentations, technical reports, administrative documentation, and monitoring and evaluation reports are available to USAID through USAID-RED's password-protected Intranet site ([www.fintrac.com/red](http://www.fintrac.com/red)). Selected information and reports are also available for public access at [www.usaid-red.org](http://www.usaid-red.org).

## 2. INTRODUCTION

### 2.1 Project Background

USAID-RED is a five-year initiative (with a recent extension through September 30, 2010; Modification #8 on March 9, 2009) of the United States Agency for International Development's (USAID) Honduran Mission with a primary goal of increasing incomes and employment opportunities in Honduras' rural communities, focusing specifically on the horticulture sector (fresh, value-added and allied industries).

For the extension period (April 2009 – September 2010), USAID-RED is focusing on: (a) increasing the competitiveness of Honduran micro-, small- and medium-size rural enterprises; (b) expanding local and export market sales for growers and packers; and (c) promoting increased private-sector production and investment in higher-value and value-added products. USAID-RED is one of USAID/Honduras' primary mechanisms for assisting rural businesses to take advantage of new market opportunities afforded by the Central American Free Trade Agreement (CAFTA). In addition to supporting the expansion and diversification of nontraditional, value-added agricultural products for rural producers, the project also helps clients meet increasingly stringent sanitary and phytosanitary (SPS) and environmental regulations in order to ensure competitive access to world markets.

The project continues a market-based approach while putting greater emphasis on selecting poorer, more subsistence-oriented farmers (less than one hectare under horticultural production). The project will ensure that this new demographic will make up at least 75 percent of beneficiaries, and the remaining 25 percent are expected to be medium-sized, more commercially oriented farmers. During the extension period, USAID-RED expects to achieve \$5 million in new client sales from the small farmers and the rest of the target from commercial farmers. Where possible, the new small farmer clients will either be existing participants in NGO partner programs or recent MCA-H/EDA graduates.

Under the new extension, USAID-RED will expand existing NGO partnerships to provide a greater percentage of their extension visits through the existing technical staff of these partners. This, in turn, will facilitate working with smaller farmers while balancing the increase for new market opportunities with improved production for self-consumption. The extension calculates a 40 percent increase in incomes, which will now include improvements in baseline sales of all client-produced agricultural products, including basic grains and animal husbandry. Consequently, USAID-RED will broaden its focus to include train-the-trainer events, market opportunity facilitation and upgrading the business capacity of key non-farm businesses.

During the extension period, USAID-RED will narrow its geographical scope to the western highlands (La Paz, Intibucá, Ocotepeque, Copán, Lempira and southern Francisco Morazán) and the north coast (Atlántida, Colón and Yoro). USAID-RED plans to have 80 percent of all active clients in the targeted areas mentioned above. However, limited support to specific growers outside the area will continue to support promising market-based opportunities of either existing USAID-RED clients or graduated MCA-H/EDA graduate clients.

Lastly, USAID-RED's focus on the north coast will be to support the USAID-MIRA program's biodiversity conservation objectives by reducing deforestation through improved agricultural productivity and responsible environmental management. As a secondary objective, the program will result in improved profitability, household incomes, employment generation and

reduction in the expansion of the agricultural frontier. The objective is to increase the productivity and profitability of already cleared agricultural land in close proximity to standing tropical forests, be they under some form of protection or simply national forests without a formal protected status.

### 3. PROGRESS TO DATE

Almost all of USAID-RED's primary targets (higher level indicators) to be achieved by September 30, 2010 are either on time or ahead as of March 31, 2010. These are:

- Cumulative new client sales fee triggers (US\$; FOB for exports and farm-gate for local market) to de-emphasize total sales and to stress increased income, including all agricultural products, not just horticultural: **Target \$58.5 million. Status \$52.1 as of 12/09 – On Time**
- Cumulative new employment fee triggers (FTE positions): **Target 6,541. Status 5,850 as of 12/09 – On Time**
- Cumulative number of MSME clients increasing annual income by a minimum of 40% fee triggers: **Target 2,500. Status 2,132 as of 12/09 – Ahead**
- Cumulative new client investment and counterpart/GDA contributions fee triggers: **Target \$25 million. Status \$25.62 – Target achieved on 03/2010**
- Increased number of hectares under new NRM/GAP techniques (target added in the 2006 modification): **Target 6,653 hectares. Status 6,436 hectares as of 03/2010 – Ahead**
- To provide technical assistance and training to off-farm MSMEs to improve operational efficiency focusing on key existing intermediaries for small farmers: **Target 140. Status 192 – Target achieved and exceeded as of 12/09**
- To set up programs between rural MSMEs and financing institutions (special loan programs, assistance in loan application process, negotiations, etc.) for smaller farmers that are less credit worthy: **Target 400. Status 369 – Behind**
- To form global development alliances/private sector partnerships by focusing on fewer private sector company alliances: **Target 18. Status –18 completed as of 01/2010**
- Contributions for the implementation of these alliances reach at least a one-to-one ratio either in-cash or in-kind: **Target \$1 million. Status \$865,299 as of 03/2010 – On Time**

USAID-RED started on July 8, 2005, with the contract signing. Technical implementation activities started on August 1, 2005. A revised contract (with a modified budget, timeframe, activities and targets) was signed on May 31, 2006. A modification to extend the duration of the project through December 31, 2008 was signed on June 27, 2008, and a new modification to extend the duration of the contract (with expanded targets) through September 30, 2010 was signed on March 9, 2009.

Figure 1 is a map of current geographic coverage showing current active lead clients, MCA-H/EDA graduate clients that were transferred to USAID-RED, and graduate clients. The Performance and Monitoring Plan (PMP) in section 5 is used throughout the life of the project to monitor progress and includes specific activities as well as deliverables and performance targets. Selected information on each activity component is also highlighted in this report. The PMP is updated monthly and is available in Excel on the USAID-RED intranet site ([www.fintrac.com/red](http://www.fintrac.com/red)). All technical publications including bulletins, manuals, reports and success stories are also available on the intranet site. Selected publications are provided in this report's annexes.

Figure 1. Map of Current Active and Graduate Lead Clients (as of 03/31/09)



\*Source of Administrative Boundaries: The Global Administrative Unit Layers (GAUL) dataset, implemented by FAO within the EC FAO Food Security for Action Programme\*

## 4. HIGHLIGHTS OF ACTIVITIES AND RESULTS

### 4.1 Production

USAID-RED continues to provide technical assistance in production, with an emphasis on good agricultural practices (GAP) as an integral part of achieving higher yields and sustainable farm operations. During the first quarter of 2010, technicians continued to help with the installation and expansion of drip irrigation systems and have focused on teaching growers how to manage irrigation. Growers are being taught to measure pressure and volume for higher efficiency. The impact of proper irrigation was emphasized during this quarter, as the dry season has begun in the majority of regions. Technicians have also taught growers how to sample plant roots to verify soil humidity levels.

USAID-RED technicians are reinforcing the importance of planting live barriers around crops and using anti-virus nets. These practices protect crops from wind and insects and dramatically reduce the need for chemical controls. Fumigation training was also provided and showed participants to use fluorescent dyes and lamps to measure plant coverage. For land preparation, technicians are recommending deeper plowing for all crops to improve drainage capabilities and raise beds. A subsoiler is also being recommended during the dry season to break hardpan in production plots.

Technicians have also shown farmers how to identify and sample for mites, which present a big problem during the dry months, especially on plantain and pepper plantations.

**Technical Assistance:** USAID-RED provided 2,354 technical assistance visits to commercial farmers during the quarter.

**New Plantings:** 432 hectares of new plantings were established, including 89 hectares of plantains, 13 hectares of jalapeños, 12.6 hectares of sweet/bell peppers, 15.6 hectares of Habanero peppers, 12 hectares of cucumbers, 48 hectares of tomatoes, 13 hectares of onions, 38 hectares of watermelons, 8 hectares of yuca, 13 hectares of beans, 69.7 hectares of corn, 76.4 hectares of melons, 8.3 hectares of mahogany trees and 8 hectares of butternut squash. A detailed table on new plantings for the quarter is provided in the Annex III of this report.

**Irrigation:** 173 hectares of new drip irrigation systems were installed by commercial farmers during the present quarter. These were distributed in all regions with project presence.

**Training:** USAID-RED commercial production technicians delivered 204 training events with 1,548 participants (1,381 men, 203 women).

**Investment:** Lead clients invested \$910,722 in production equipment, mainly in water pumps, drip irrigation systems, farm expansions, agriculture machinery, fumigation equipment, and farm vehicles.

### **Selected highlights for the period**

- Two packing plants for plantain, each with a capacity of one container per day, were built during the present quarter (one in Olanchito, Yoro and one in La Lima, Cortés). The plants initiated activities in March, and are providing new employment opportunities for locals.
- Juan Ramón Melgar, a grower from Lempira, improved his corn yields from 1,200 pounds per manzana to 6,000 pounds per manzana using the techniques promoted by USAID-RED. This represents a 500 percent increase.
- Carlos Chacón, a producer from Lean, Atlántida, constructed and initiated operations of a nursery with a capacity of 40,000 seedlings. He integrated this operation into his jalapeño production, and in addition to saving money by having his own nursery, he is able to improve his calendarized plantings.
- The plantain packing/peeling facility in Olanchito, which USAID-RED helped construct, initiated its peeling operations and is buying from cooperative members at a highly competitive price. A second packing/peeling plant also initiated operations and is an attractive alternative for local plantain growers. More farmers from the region are interested in producing plantain as a result of this increased demand.
- An export plant in the department of El Paraíso sent its second container of sweet potatoes to Canada. Four independent growers from the Jamastrán Valley have initiated sweet potato production for this new exporter and more are expected as the operation expands.

#### **4.2 Processing and Food Safety (Off-farm activities)**

After analyzing the 34 lead clients that were assisted by the project through December 2009, and their plans for 2010, 13 off-farm clients were graduated from the program and individual work plans for 2010 were developed with the remaining 21. The program is constantly seeking new clients, and technicians have visited a few sites to determine if the program can provide support for and finalize activities before project closeout. Process efficiency is being strengthened to increase product quality and food safety, thus increasing sales potential. This quarter's activities focused on supporting plants to increase sales volumes and develop training activities for client management and staff.

Off-farm clients reported new investments of \$186,493 for plant infrastructure and processing equipment during the quarter. 19 training events were held where 617 people were trained (407 women and 210 men) in good manufacturing practices (GMPs), HACCP and postharvest handling, among others.

150 technical assistance visits were made to off-farm clients. Some of the highlights during the present quarter include:

- USAID-RED technicians continued to provide technical assistance to a melon packing plant, which achieved GLOBALGAP certification in February. This will result in a significant expansion in the facility's business with European markets.
- Improved efficiencies and higher yields were achieved in various plants. Systems were established for the handling of the cost structure of processed products and expense and process control plans for a plantain processing plant were developed.
- Product costing for new projects in yuca and plantain were made.
- Assistance was provided in the final construction details of a new plantain packhouse in Olanchito, Yoro.

- A plantain processing plant was prepared for certification.
- USAID-RED technicians provided assistance to a juice processor to enable exports to Innocent Foods in the United Kingdom.
- Peeled yuca samples were prepared and sent for export trials.
- Support was provided in postharvest handling of yuca for a processor in Comayagua as well as for a supermarket chain in Cortés.
- Employees of packing and processing plants across the country received training sessions on GMP and HACCP.
- Three new products were developed for new markets with a food processor in Comayagua.

#### **4.3 Postharvest**

- Continued to provide technical assistance to a sweet potato exporter in El Paraíso.
- Technical assistance and training was delivered to NGO collection centers and to NGO beneficiaries in the field.
- Continued sampling of yuca farms to determine harvest dates.
- Provided technical assistance and training for plantain peeling operations in Olanchito.
- Technical assistance in postharvest activities was delivered to plantain, jalapeño pepper, sweet pepper and tomato clients.
- Continued technical assistance and training for supermarkets in El Progreso, San Pedro Sula, Siguatepeque and Comayagua. Improvements were made in the storage rooms and in the vegetable sections of the stores. There has been a significant reduction in produce losses and an increase in shelf life.

#### **4.4 Subsistence and small commercial farmer activities (Alliances with NGOs)**

This area was significantly expanded as part of USAID-RED's new focus. Ten agronomists were hired for this activity in March 2009, including three regional senior level agronomists and seven support technicians. NGOs assisted under this component have become more involved in working with growers to increase productivity and diversify crops.

During this quarter, sales and employment results were presented to NGO managers, who now have an increased understanding of which activities increase food security and incomes. Work with NGO technicians has continued, and as a result, a considerable increase in demonstration farms with drip irrigation and other new technologies are expected.

Some highlights for the period include:

- 1,532 technical assistance visits to growers and technicians from different NGOs in ten different regions of the country, covering various crops and technical areas.
- Training events significantly increased, even when compared to last quarter, which also reported a significant increase in trainings. There were 389 training events this quarter, compared to 255 training events held last quarter. 4,364 participants (3,659 men and 705 women) from 33 different technical units and 9 NGOs were trained for a 52 percent increase in events and a 21 percent increase in total participants compared to last quarter. Subjects included: basic cultural practices, equipment calibration, land preparation, integrated pest management (IPM), pest, disease and weed control, irrigation system management, and transplanting.

- Materials for macrotunnel construction were delivered during this period. Special training has been provided to FUNDER technicians in the Western region in macrotunnel, microtunnel, plastic mulch and UV plastic utilization, benefits and management.
- Considerable investment was made by NGO-assisted growers. Investment for the quarter was \$49,670, of which \$44,148 was direct investment by growers, \$5,019 came from participating NGOs, and the remaining \$503 was from USAID-RED.
- NGO farmers have continued to benefit from the private sector alliances established in 2009. Since the alliances began, 50 purchases have been made by NGOs and NGO beneficiaries, who have been able to acquire irrigation pumps, various hybrid seeds, and other agricultural equipment, such as air-assisted motor sprayers. All of this equipment will help to significantly increase yields, and is available to small farmers thanks to alliances established by USAID-RED.
- An intensive three-day workshop on the USAID-RED technological package was set up for CARITAS, World Vision, FUNDER and Fundación Bancafé technicians from different areas of the country. It took place in La Esperanza, Intibucá.
- Several events about high yield production in grains (bean and corn) were developed in Yamaranguila, Intibucá and Gracias, Lempira with World Vision, FUNDER, FUNLESOL, CESAL, OCDIH and Plan de Honduras technicians.
- Support was provided for FUNDER in three important ways:
  - The FUNDER-Ficohsa-La Colonia alliance: These three institutions established a trust fund to provide financing, technical assistance and a marketing to help clients sell their products.
  - USAID-RED helped FUNDER in creating a marketing production tool used to control plantings and to forecast harvest dates.
  - A field day in Guinope, El Paraíso presented project advances in the region surrounding Tegucigalpa. High level staff from FUNDER and other donors attended.

#### **4.5 Institutional Alliances**

- An assessment on technical assistance programs, commercial farmers and food security/NGO/subsistence grower activities was conducted. After field visits to USAID-RED clients and NGO technicians, specialists identified opportunities to strengthen technical assistance and improve skills and technology, which make up Fintrac's extension focus. Methodologies were analyzed to guarantee long-term sustainability for commercial scale producers, NGO technicians and their beneficiaries. The program took immediate action to improve technical assistance delivery and client results.
- The program delivered a final report with conclusions and recommendations, including achievements and areas of improvement for the remaining seven months of the project. Results were presented on an external audit of the project that evaluated extension methodology and implementation of the technological production package. The findings were presented to the production management team and a plan of action was developed to strengthen irrigation, IPM and safe use of pesticides, among other areas. The audit also showed that the clients and partner NGOs are very satisfied with USAID-RED.
- The food security/NGO/subsistence grower program implemented with partners has been highlighted as a relatively new approach, which can be strengthened and represents a considerable opportunity for future business prospects as well as NGO sustainability.
- Results for 2009 were discussed individually with implementing partners to analyze the work carried out and to look at new opportunities for 2010.
- FHIA's activity with agroforestry, forest certifications, and specialized training on IPM for various NGO trainers, and project clients has continued. Seventy forest certifications are expected to be approved by the government in April 2010.

#### 4.6 Partner and Technology Funds

For the extension period, USAID-RED has a plug amount of approximately 10 percent of its budget to continue the program's existing Partnership Fund. This small grants fund serves two purposes: it supports the technology transfer process, particularly for program subsistence farmers, by supporting the purchase of equipment and small infrastructure improvements needed to foster technology adoption and change; and to provide target support to local organizations and companies working to facilitate farmers' access to markets.

Following is a description of partner fund and technology fund activities that were designed or implemented during the period:

- Partner Fund 02:2009. FHIA's study on potatoes, funded by USAID-RED/FAO and the University of Arizona, was finalized and included additional field samples taken during the past rainy season. The report results will be delivered and disseminated in April 2010.
- Partner Fund 04:2009. Agrocel, the FUNDER program that sends price information via text message was cancelled because of technical problems with the service provider.
- Technology Fund 2009 – 01. All 30 drip irrigation systems were delivered to clients, all have been installed, and crops have been transplanted. Transplanted crops include tomato (7), plantain (13), cassava (3), sweet potato (2), bell pepper (3), papaya (1), watermelon (1), jalapeño (1) and onion (1).
- Technology Fund 2009 – 08. All tools were purchased for the export packing plant for fresh products in El Paraíso. Two sweet potato containers have already been exported to Canada, and a third is scheduled for April. As planned, four nearby producers have become suppliers for the plant. USAID-RED technicians have assisted with calendarized plantings so that the producers can fulfill commitments with a local supermarket chain, a wholesale buyer and the exporter.
- Technology Fund 2009 – 09. Provides drip irrigation technology for NGO-assisted small growers. 50 percent of the irrigation systems (117 manzanas) have been delivered by the provider. NGOs and USAID-RED field technicians have started distributing and installing the systems to small producers in 30 technical units.
- Technology Fund 2009 – 10. Demonstration plots of macrotunnels for FUNDER beneficiaries. The macrotunnels are currently under construction in the selected locations on small grower farms of growers assisted by FUNDER under our NGO program.

#### 4.7 Private Sector Alliances

USAID-RED's market-driven approach and commercial focus has already fostered relationships with dozens of private companies providing inputs and services to the agriculture sector. The project has established formal alliances with 18 private companies to develop model farms at 12 agricultural schools and to provide project-assisted farmers and agribusinesses affordable access to modern technologies (seeds, tools and equipment) to improve productivity.

During the extension period, the goal has been to develop at least five additional alliances to strengthen upstream and downstream linkages with participating growers. These new alliances are formalized with the signing of Memorandums of Understanding (MOUs) between USAID-RED and private companies. The fifth alliance was signed and launched in January 2010 with Amanco, a provider of irrigation materials and other agricultural equipment. Implementation of all five existing alliances continued with a substantial increase in participation from both the private sector and lead clients. Below is a summary of the development of these alliances.

- BOMOHSA. There have been 38 transactions carried out by the same number of clients since the MOU was signed. The total value of purchases exceeds \$53,900, with clients investing \$29,474, and USAID-RED co-investing 10 percent of the total cost. BOMOHSA has contributed \$21,579 to this alliance.
- SEMINIS. Both NGOs and commercial-scale clients have purchased hybrid seeds and established crops through Seminis everywhere that the project has a direct or indirect presence. Purchases amount to \$122,000 through 61 different transactions. USAID-RED has contributed 28 percent of the cost. Seventeen of these purchases were by NGO partners, benefiting micro farmers participating in their programs. Cash and in-kind contributions from Seminis total \$33,000.
- INALMA & EMPRESA ASOCIATIVA CAMPESINA 25 DE MARZO (EAC). All investments and plantings have taken place and technical assistance continues. The producer group invested an additional \$7,318 during the quarter.
- CEMCOL. With 85 transactions, this alliance has been the most active since its signing. Cemcol has several products that will help improve crop management, including fumigators, weeders, hole-diggers, and tillers. Total purchases amount to \$89,263, with clients investing \$55,263 and USAID-RED and CEMCOL each co-investing 20% of the total cost. In addition to directly investing \$17,000 in equipment, Cemcol, they has delivered over 40 training events in the last 6 months, representing a value of more than \$9,000.
- AMANCO/MEXICHEM is the Latin American industry leader in PVC pipe and drip irrigation systems. USAID-RED clients can now obtain competitive prices for irrigation systems and accessories to expand the technology they already possess. Amanco offers discounts in each line of products and USAID-RED covers a percentage of the total cost. This alliance will benefit commercial producers, NGO technical units and smaller growers. The first three purchases were registered in March and totaled more than \$12,000.

#### 4.8 Marketing

Fintrac's marketing specialists continued to provide services to both production staff and their assisted growers and agribusinesses. The marketing department visited the production zones to obtain first-hand knowledge about crop varieties, volumes and qualities to find suitable markets for project clients. Fintrac's marketing specialists have been divided into regions and are serving

both the MCA-H/EDA and USAID-RED projects for a better, more coordinated marketing effort. The regions are Central/South, Western and North/Eastern. Meetings have been held with many producers in the Western region to identify the most-used marketing channels and provide support within these channels as well as develop new, more formal alternatives. Activities and results for the present quarter are detailed below:

### **Technical assistance and Training:**

USAID-RED is assisting processors with marketing and distribution. Specific areas of support include point of sale marketing strategies, selection and analyses of different marketing channels, regional coverage, and budgeting for the sales departments. The companies and NGOs receiving marketing assistance include: Agroindustrias Bonilla, Funder, Aprohfi, Wild Rose Investment, Coprova, Productos Lina, Supermercado La Antorcha, Fincas el Carmen, Alimentos Marvisa, Prover, Tatis, Frijolitos Easyfany, Fuerzas Unidas, Hermandad de Honduras, Odeco, Frijoles San Antonio, Ochdi, Ecarai, and Vegetales y Frutas Sonia. In addition, USAID-RED has approached Supermercados Mega in La Ceiba, and sales to this supermarket are expected to initiate in the upcoming quarter.

Six training events have been delivered to ODECO, OCHDI, and World Vision on business opportunities, ethics in business, development of business plans, team work, and leadership and motivation. A training on how to export agricultural products was also delivered to senior level students at the UTH University.

### **Market Linkage Services:**

- A total of 94 market linkages were created for project clients to both formal and informal markets. Crops introduced to new markets include pineapple, plantain, strawberry, potatoes, lettuce, cabbage, tomato, uchuva, sweet peppers, romaine lettuce, and jalapeños. These were sold to a number of local processors and supermarkets.
- Relations were established between Agro- Verde, a Salvadoran company, and growers of tomato, potato and peppers that are being assisted by OCHDI, ODECO and Hermandad de Honduras.
- With project support and coordination, the regional procurement officer for the Western region for Hortifruti/Wal-Mart visited a number of production sites and collection centers of project-assisted NGOs such as OCHDI, ODECO, and Hermandad de Honduras. As a result of the trip, the NGOs were able to open market channels with this important supermarket chain.
- A strategic alliance was formed between Aldea Global, Hermandad de Honduras, ODECO, and OCHDI for the marketing of their products. With this alliance, they will optimize their distribution and logistics resources and increase their capacity to deliver products to their buyers.

## 5. PERFORMANCE AND MONITORING PLAN (PMP)

### 5.1 PMP Section 1: Start-Up & Program Administrative Activities

Act-ivity #	Activity	Actuals Through Dec 2008	2009				2010			Total 2009-2010	Total 2005-2010	Deliverable/Result	Verification of Milestone Achievements	Numerical Target Status		Comments	Summary Schedule Status				
			Q1	Q2	Q3	Q4	Q1	Q2	Q3					Achieved to Date	Balance Remaining		DONE	Ahead	On	Behind	
			<b>1 Start-Up &amp; Program Administrative Activities</b>																		
1.1	Key Personnel/Senior Team In-Place										Key personnel/senior team in place w/in 1 week (Extension: DCOP in place within 1 month)	Timesheets			Fintrac key personnel team in place on August 1, 2005. DCOP for extension in process to be relocated.				X		
1.2	New Field Technicians Trained & In-Place										All field technicians in Zones w/in 3 months (Extension: New field technicians trained and in place within 1 month)	Timesheets; CIRIS reporting			Field technicians hired in August 2005; trained in September 2005. New extension technicians in process of being hired.				X		
1.3	Procurement of Vehicles/Equipment										Start-up procurement requirements completed w/in month 1; on-going for remainder of project	Copies of vehicle titles			Vehicles procured. 14 Vehicles were returned to USAID in June 2008 as part of the disposition plan. Extension procurement in progress.				X		
1.4	Project Intranet/Internet Sites Installed & Updated	2							0	2	Intranet/Internet sites installed w/in 1 week; maintained (Extension: sites maintained)	Site Operating	2	-	Sites completed. Site maintenance ongoing.				X		
1.5	Semi-Annual Local Taxation Reports	2		1					2	4	Local taxation reports submitted to USAID	Copies of reports	3	1	Interim reports due yearly by November 17; final reports due yearly by April 16.				X		
1.6	Monthly Project Bulletins	40	1	3	3	3	3	3	2	18	58	Monthly bulletins produced and distributed	Copies of bulletins	53	5	Internet site; www.usaid-red.org				X	
1.7	Workplan/Performance Monitoring Plan Updated											Workplan/performance monitoring plan updated monthly with results (amended as needed with USAID input)	Copies of PMPs			Updates submitted monthly; amendments approved by USAID.				X	
1.8	Monthly Financial Reports	41	3	3	3	3	3	3	3	21	62	Financial reports submitted to USAID (online/hardcopy)	Copies of reports	57	5	Reports submitted with each invoice; invoices may be issued more than once monthly. Number represents months only.				X	
1.9	Quarterly/Annual Reports	13	1	1	1	1	1	1	1	6	19	Quarterly/annual reports submitted to USAID (performance fee of \$1,000 per report for extension period)	Copies of reports	18	1	Available on Intranet site and submitted to USAID by e-mail.				X	
1.10	Final Report	0							1	1	1	Final report submitted	Final report	-	1					X	



## 5.3 PMP Section 4: High-Value &amp; Added-Value Horticultural Program

Activity #	Activity	Actuals Through Dec 2008	2009				2010			Total 2009-2010	Total 2005-2010	Deliverable/Result	Verification of Milestone Achievements	Numerical Target Status		Comments	Summary Schedule Status				
			Q1	Q2	Q3	Q4	Q1	Q2	Q3					Achieved to Date	Balance Remaining		DONE	Ahead	On	Behind	
4	High-Value & Added Value Horticulture Program																				
4.1	Production manuals to develop 20 high potential products	20								0	20	Production manuals completed (updated as needed during extension period)	Copies of manuals	20	-	Manuals completed and updated as needed. Target completed in 07/08. Updates as needed.				X	
4.2	Production of technical bulletins and other technical materials (includes 4.1 outputs)	95								0	95	Manuals and training materials produced (updated as needed during extension period)	Copies of materials produced	95	-	Initial target of 68 exceeded. See Intranet site for list and copies.				X	
4.3	On-Farm Extension Program	43138	1000	2000	2000	2000	2000	2000	2000	13000	56138	On-farm extension and training visits made by program agronomists	CIRIS TA reports + validation	58,280	(2,142)	Entire performance fee paid under previous PMP targets; targets increased in modification dated May 2006 with no additional performance fees payable. Initial target of 20,900 exceeded 4/07.	X				
4.4.2	Farmer EUREPGAP, GAP, organic and other certification manuals and other training materials produced	18								0	18	Manual, bulletins and other materials produced (updated as needed during extension period)	Copies of materials produced	19	(1)	See Intranet site for list and copies. Initial target of 10 exceeded.	X				
4.5	Farmer field days & other training programs	714	20	30	30	30	30	30	20	190	904	Farm field days held by program agronomists	CIRIS training logs	1,184	(280)	Field days plus other training events. Initial target of 132 exceeded.	X				
4.6	Production Training Programs	35422	1000	3000	3000	3000	3000	3000	2000	18000	53422	Production - Persons-subject / trained	CIRIS training reports	58,487	(5,065)	Initial target of 15,000 exceeded.	X				
4.7	Postharvest manuals and training materials	20								0	20	Postharvest manuals and training materials produced (updated as needed during extension period)	Copies of manuals / presentations	21	(1)	Initial target of 9 exceeded.	X				
4.8	Packhouse layout and design technical assistance	21	1	2	2	2	1	1	1	10	31	Packhouses assisted with designs and layouts	CIRIS client TA logs	31	-	Initial target of 12 exceeded.	X				
4.9	Postharvest training programs	3663	50	250	250	250	250	250	150	1450	5113	Receive training in postharvest practices and technologies	CIRIS training logs	4,927	186	Initial target of 1150 exceeded.		X			
4.10	Food processing, food safety manuals, and training materials	30								0	30	manuals and training materials produced (updated as needed during extension period)	Copies of manuals	30	-	Initial target of 17 exceeded.	X				
4.13	Processing training program (in-plant & workshops & seminars)	3975	50	250	250	250	250	250	150	1450	5425	Receive training in processing systems, plant hygiene, etc.	CIRIS training reports	4,927	498	Initial target of 2000 exceeded.					X

**5.4 PMP Sections 5 & 6: Non-Agriculture MSME and Finance Components**

Act- ivity #	Activity	Actuals Through Dec 2008	2009				2010			Total 2009- 2010	Total 2005- 2010	Deliverable/Result	Verification of Milestone Achievements	Numerical Target Status		Comments	Summary Schedule Status				
			Q1	Q2	Q3	Q4	Q1	Q2	Q3					Achieved to Date	Balance Remaining		DONE	Ahead	On	Behind	
			<b>5 Non-Agricultural MSME Program/BDS Program</b>																		
5.1	Technical assistance and training to off-farm MSMEs to improve operational efficiency (extension focus on key existing intermediaries for small farmers -- packers, suppliers, middlemen, brokers)	108	5	5	5	5	5	5	2	32	140	MSMEs have improved operational efficiencies measured by increased productivity, reduced costs, or increased profits; written business recommendations provided	CIRIS	192	(52)	On-going. Initial target of 100 exceeded.	X				
5.3	Off-Farm MSMEs (Downstream & Upstream Linkages to Farmers) -- Marketing Linkages to Farm Buyers											increased client sales; increased linkages	CIRIS			Cancelled 03/06; contract modified May 2006. However, services provided as part of other activities.				X	
<b>6 Financing Component Activities</b>																					
6.3	Matchmaking programs with rural MSMEs and financing institutions (special loan programs, assistance in loan application process, negotiations, etc.)	261	10	29	25	25	20	20	10	139	400	cumulative MSME clients access credit for production & processing technologies (performance fee for extension period: \$2500 at levels of 50, 100, and 139)	CIRIS + validation	369	31	Initial target of 250 met on June 30, 2008. Lps. 86.2 million through 11/09					X

5.5 PMP Section 7: Other Activities

Act-ivity #	Activity	Actuals Through Dec 2008	2009				2010			Total 2009-2010	Total 2005-2010	Deliverable/Result	Verification of Milestone Achievements	Numerical Target Status		Comments	Summary Schedule Status			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3					Achieved to Date	Balance Remaining		DONE	Ahead	On	Behind
7	<b>Other Activities</b>																			
7.1	Information sharing to promote replication (presentations made to counterparts, presentation made at training and other forums organized by counterparts)	26	2	2	2	2	2	2	2	14	40	Presentations made to counterparts and at training/industry forums to promote replication of successful program experiences	Presentations; regular project reporting	39	1	See presentations on Intranet site.		X		
7.2	Information sharing to promote replication (distribution of program technical and information materials; materials placed on external project web site)											Information regularly shared with counterparts and public through hard copy distribution, e-mail lists, and Internet/Web	Regular project reporting			On-going			X	
7.3	Environmental assessments completed as required											Initial Project EE/PERSUAP report submitted by 12/31/05 if required; updated as needed with additional PERSUAPS and Environmental Assessments	Reports			PERSUAP approved with RUPs eliminated as of 10/05. Sub-programs carried out internal environmental assessments. 3 visits from environmental officers to project sites (02/06, 12/06, 05/08)			X	
7.4	Increased hectares under drip irrigation	2726	50	150	150	150	150	150	100	900	3626	new hectares under drip irrigation	Ciris report IRR#7	3,755	(129)	Initial target of 1,250 ha exceeded. 2,100 hectares of Irrigation reported under IRR3 are excluded from the results.	X			
7.5	Increased hectares under new NRM/GAP techniques	4571	200	300	350	350	300	300	200	2000	6571	new hectares NRM/GAP techniques (Extension performance fee: \$5 per hectare)	Ciris GAP 2	6,436	135			X		
7.7	Women participate in production, processing, & postharvest training programs	8885	100	400	400	400	400	400	400	2500	11385	women participate in project production, postharvest, and processing training programs (\$2 per woman participant)	CIRIS training reports	13,868	(2,483)	Initial target of 3630 exceeded. Extension target of 11,385 exceeded on November 2009.	X			

**5.6 PMP Section 8: Global Development Alliances/Private-Sector Partners/BDS Program**

Act-ivity #	Activity	Actuals Through Dec 2008	2009				2010			Total 2009-2010	Total 2005-2010	Deliverable/Result	Verification of Milestone Achievements	Numerical Target Status		Comments	Summary Schedule Status				
			Q1	Q2	Q3	Q4	Q1	Q2	Q3					Achieved to Date	Balance Remaining		DONE	Ahead	On	Behind	
			<b>8</b>	<b>Global Development Alliance/Private Sector Partnerships</b>																	
8.1.14	Alliance 14 Established & Implemented		1							1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	1	-	BOMOUSA	X				
8.1.15	Alliance 15 Established & Implemented			1						1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	1	-	MONSANTO AGRICOLA/SEMINIS	X				
8.1.16	Alliance 16 Established & Implemented			1						1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	1	-	INALMA / EAC 25 DE MARZO	X				
8.1.17	Alliance 17 Established & Implemented				1					1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	1	-	CEMCO	X				
8.1.18	Alliance 18 Established & Implemented				1					1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	1	-	AMANCO	X				
8.2.4	Contributions for the implementation of these alliances reach at least a one-to-one ratio either in-cash or in-kind. (Resources from non-USG					expected						Alliance partner contributions reach \$700,000 (expected 12/31/09)	CIRIS + alliance partner validation	\$ 769,618	\$ (69,618)				X		
8.2.5									expected			Alliance partner contributions reach \$1 million (expected 9/30/10)	CIRIS + alliance partner validation	\$ 865,299	\$ 134,701					X	

5.7 PMP Section 9: Client Results Targets

Act-ivity #	Activity	Actuals Through Dec 2008	2009				2010			Total 2009-2010	Total 2005-2010	Deliverable/Result	Verification of Milestone Achievements	Numerical Target Status		Comments	Summary Schedule Status			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3					Achieved to Date	Balance Remaining		DONE	Ahead	On	Behind
<b>9</b>	<b>Client Results Targets - Fee Triggers (CY2004 baseline unless otherwise stated)</b>																			
9.1.4	Cumulative new client sales fee triggers (US\$, FOB exports, farm gate local market)				expected						US\$51.50 million in cumulative new sales (expected 12/31/09)	CIRIS + validation	\$ 52,108,823	\$ (608,823)		X				
9.1.5								expected			US\$58.50 million in cumulative new sales (expected 9/30/10)	CIRIS + validation	\$ 52,108,823	\$ 6,391,177				X		
9.2.4	Cumulative new employment fee triggers (FTE positions)				expected					5541	cumulative FTE positions created (expected 12/31/09)	CIRIS + validation	5,850	(309)		X				
9.2.5								expected		6541	cumulative FTE positions created (expected 9/30/10)	CIRIS + validation	5,850	691				X		
9.3.4	Cumulative # MSME clients increasing annual income by a minimum of 40% (# MSMEs)				expected					1868	cumulative MSMEs have increased annual income by at least 40 percent (expected 12/31/09)	CIRIS + validation	2132	(264)		X				
9.3.5								expected		2500	cumulative MSMEs have increased annual income by at least 40 percent (expected 9/30/10)	CIRIS + validation	2132	368				X		
9.4.4	Cumulative new client investments & counterpart/GDA contributions fee triggers (US\$)				expected						US\$22.3 million in cumulative new investments/ contributions (expected 12/31/09)	CIRIS + validation	\$ 24,393,651	\$ (2,093,651)	Target met on September 30th, 2009. Three months ahead of schedule.	X				
9.4.5								expected			US\$25.0 million in cumulative new investments/ contributions (expected 9/30/10)	CIRIS + validation	\$ 25,619,898	\$ (619,898)		X				

## **6. PLANNED ACTIVITIES FOR NEXT REPORTING PERIOD**

Planned activities will follow the outline given in the Work Plan and Performance Monitoring Plan. Principal activities include:

### **6.1 Production**

- Continue to provide technical assistance to lead clients.
- Assist in the startup of plantain export operations in the departments of Cortés and Yoro.
- Continue assisting all growers involved in the newly established market relationship with a large processor who is purchasing peeled plantains in the Olanchito and Colón region.
- Continue promoting live barriers and anti-virus row covers.
- Continue supporting growers with access to the local, national, regional and international markets, with complementary support from the marketing department.
- Continue promoting new drip irrigation systems in different regions of the country.
- Continue implementing technology funds required for the remainder of the project.
- Continue promoting plantains, pineapples, watermelons, peppers, tomatoes, lettuce, carrots, broccoli, cauliflower and yuca.

### **6.2 Processing and Food Safety**

- Packhouse and processing plant personnel training.
- Continue providing technical assistance to off-farm clients, in accordance with their individual work plans.
- Develop new product, for new markets for new sales.
- Export approval (certification) from Innocent Foods in UK for citrus juice supplier.
- Start plantain peeler in Sabá, Colón.
- AIB certification for a yuca and plantain processing plant in Cortés.
- Implement GMPs and GAPs in small businesses through FUNDER with a follow up system.

### **6.3 Postharvest**

- Improve postharvest handling in supermarkets to improve shelf life and quality of fruits and vegetables.
- Start packing operations for yuca and plantain in several locations.
- Provide continuous postharvest assistance and training for the new facilities in Cortés and Yoro, which will begin exporting plantains.
- Hold on site trainings for all NGO beneficiaries in the field and in collection centers.
- Improve harvest practices for farmers.
- Train farmers in grading and selection criteria for different markets of plantains, peppers, tomatoes, carrots, onions, Asian vegetables and potatoes.

### **6.4 Subsistence and Small Commercial Farmer Activities (Alliances with NGOs)**

- Deliver and install more than 300 drip irrigation system donations to NGO beneficiaries.
- Establish a minimum of 90 new demonstration plots and carry out training events.
- Analyze the first quarter results for 2010 with each NGO manager to determine next quarter's work plan.
- Continue with the execution of local and national field days to present technology implementation to NGOs.
- Continue with the delivery of technical assistance and training to project clients.

### **6.5 Institutional Alliances**

- A summary of all technical trainings on crop disease identification and control will be conducted with all NGO technicians that have been trained by an FHIA expert. This activity intends to wrap up all knowledge covered during the 2009-2010 training plan, a year-round training covering all crop seasons, and identifying and discussing management options of crop diseases as well as farm chemical safety. This activity comes after a recent technical assessment conducted at the beginning of the year. It will be conducted in three different geographical regions and encompasses all family crops produced by our assisted farmers.
- USAID-RED will continue to support FUNDER by helping them establish their own M&E unit.

### **6.6 Private Sector Alliances**

- All five alliances established during the present extension period will continue during the following quarter.
- Regular meetings will be held with all companies that have an active alliance with USAID-RED in order to measure its impact and follow up on administrative activities.
- USAID-RED will make projections on the use of these alliances in order to compare with the remaining budgets. Adjustments will be made accordingly.

### **6.7 Marketing**

- Establish more market linkages and marketing networks between project clients and buyers.
- Train more growers to develop business centers or collection centers to bring new business in order to smallholder regions.
- Continue delivering technical assistance in marketing and sales areas to agribusinesses in order to increase sales for 2010.
- Establish new contacts with buyers in the region to assist growers and off-farm businesses. Bring new business opportunities to the project.

## **ANNEX I: USAID-RED MONTHLY UPDATES**

Previous monthly updates and translated versions are available in electronic format on the Intranet site [www.fintrac.com/red](http://www.fintrac.com/red), and on the public Website, [www.usaid-red.org](http://www.usaid-red.org).



# USAID | HONDURAS

DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA

Monthly Update – January 2010

## Rural Economic Diversification Program

### PROJECT BACKGROUND

The Rural Economic Diversification Program (USAID-RED), which started August 2005, is a five-year initiative funded by the United States Agency for International Development (USAID) whose main objective is to increase incomes and employment opportunities in the rural communities of Honduras. USAID-RED focuses on increasing the competitiveness of Micro, Small and Medium-Size Enterprises (MSMEs) in Honduras, expanding their local sales, exports and investments and promoting an increase in the production and investments of increased value and value-added products.

USAID-RED will finalize its activities in September 2010. The USAID-RED Monthly Update is available online at [www.usaid-red.org](http://www.usaid-red.org). If you would like to receive this or other publications automatically by email, you can subscribe directly on our website.

This Monthly Update was made possible by the generous support of the American people through the United States Agency for International Development (USAID). The content is Fintrac's responsibility and does not necessarily reflect the opinions of USAID or of the United States government.

### AGRICULTURAL PRODUCTION

**Technical Assistance:** In January, USAID-RED technicians carried out 825 technical assistance visits.

**Plantings:** USAID-RED clients assisted planted 235 hectares of crops in January, including plantain – 27; jalapeño – 5.8; tomato – 18.8; sweet pepper – 5.2; cassava – 4.6; onion – 4.3; corn – 56; watermelon – 35.8; melon for export – 53.3; and cucumber for export and the local market – 11.7, among others.

**Irrigation:** A total of 72.4 new hectares of drip irrigation were installed and distributed between: Yoro (22), Copán (10.7), Cortés (5.1), El Paraiso (22.8), Francisco Morazán (11.5), and Ocotepeque (0.35).

**Training:** In the area of production, 55 training events were carried out in which 358 people were trained.

**Investments:** USAID-RED clients invested a total of \$236,469, destined primarily for the installation of drip irrigation systems, production infrastructure, plantain seed purchases, fumigation equipment, agricultural machinery, purchase of work vehicles, irrigation pumps and land.

**Good Agricultural Practices (GAP's):** The program continues promoting GAP's. Deep soil preparation to



Photo by Fintrac Inc.

Assessment of pH on plantain farm, Cantarranas, FM

### Select Crop Sales for Assisted Producers – January 2010

Product	Volume	Sales (US\$)
Melon	4,903 M <sup>3</sup>	722,500
Watermelon	656 M <sup>3</sup>	56,800
Tomato	1,049,000 lb.	319,100
Jalapeño Pepper	1,439,300 lb.	294,700
Sweet Pepper	409,900 lb.	95,300
Cucumber	688,500 lb.	123,600
Plantain	716,900 lb.	110,800
Cassava	122,000 lb.	12,700



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Rural Economic Diversification Program

improve drainage and higher beds for different crops are being recommended. In preparation for the summer, the use of subsoilers to break the hardpan in plots is being recommended as well. For plantain and pepper crops monitoring and control of mites is being emphasized since they can become a big problem during these months. Continued the installation and expansion of drip irrigation systems; irrigation pressures and discharges are being measured in order to apply the required sheets, a critical activity during the summer. Live sorghum barriers continue to be planted to protect crops from the wind and to control virosis. The use of row covers to control virosis vectors is being introduced in new zones. Continued offering trainings on fluorescent ink and lamps to monitor fumigation coverage.

#### Select Results:

- Built two packing plants for plantain with capacity to pack one container per day (in Olanchito and La Lima). One of them also has the infrastructure necessary for plantain peeling.
- A producer from Gracias, Lempira, improved his corn yields from 12 qq./mz to 60 qq./mz by using techniques promoted by the USAID-RED program, representing an increase of 500%.
- A producer from Lean, in Atlántida built a greenhouse with capacity for production of 40,000 plantlets. With this infrastructure he no longer needs to pay for jalapeño pepper plantlets and he can program his plantings more effectively.
- A new exporter from El Paraiso sent a second container of sweet potato to Canada.

#### ADDED VALUE

**Investments:** Investments made on processing equipment totaled \$58,145.

**Plantain fritters exporter:** Sampled frozen cassava and croquettes for export with the intention of diversifying their products.

**Plantain slices and ground beans (Tegucigalpa):** Designed new presentation for mini-markets and convenience stores.

**Pre-cut vegetables (Tegucigalpa):** Pre-cut vegetable tests for chismol took place.

**Plantain slices (El Progreso):** Oil filtering tests took place to improve product quality.

**Crushed pineapple:** Developed formats for processing records needed for prerequisite programs.

**Plantain and cassava processor (Choloma):** Prepared plant for international certification in quality management systems including work done on quality management, GMPs and HACCP. The work performed was guided by efficiency indicators recently established. Costs and production systems were restructured completely based on the results obtained. Designed a follow-up plan to determine the improvements made in order to attain the



Revision of a Jalapeño Chile farm, Comayagua



Soil core sampler used to measure soil humidity, Comayagua



Sweet potato packing for export, El Paraiso



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goals set. Defined improvement strategies for 2010.

**Pre-cut vegetables (Comayagua):** Collaborated on the development of a work plan for 2010, focusing on looking for new business opportunities. A strategy is being developed to fulfill the requisites of potential clients. New products have been evaluated and production costs established.

**Supermarkets (El Progreso and SPS):** Specifications for vegetable purchases are being developed. A strategy to increase sales volumes is being developed for USAID-RED producers with direct supply programs that have volumes higher than 100,000 pounds per month.

**Ground beans (SPS):** Evaluated plant to identify opportunities to make improvements including the infrastructure of processing areas. Assisted with the installation of new equipment and reviewed GMP topics with the plant's personnel.

**Juices (SPS):** Measured yields of orange and passionfruit juice to determine costs for these products and measure their profitability. Other bottling options were evaluated to save on the packing and facilitate bottling.

**Agribusinesses assisted by FUNDER:** Provided assistance with the carrot washing process. Discussed the processing flow chart due to improvements being developed in the collection center. Trained a group of more than 25 producers on postharvest practices and carrot management in order to promote this crop in the zone. Assessed the uchuva process to make GMP improvements.

**OTHER CLIENTS:** Defined business plans that will be developed with several value-added businesses. Continued preparing a farm and plant for GLOBALGAP certification in a southern zone of the country. An audit and pre-audit took place to evaluate and follow-up on the status of implementation of practices.

### PROGRAM WITH INSTITUTIONS

A total of 175 trainings took place with 1,875 participants. Staff in this area have carried out 493 technical assistance visits with the groups that are working with the NGO's in Intibucá, Lempira, Ocotepeque, Copán, La Paz and Francisco Morazán. Trainings began on Integrated Pest and Disease Management offered by Cristino Melgar and Lorena Lastres. Select mentionable activities carried out by each NGO are below:

**FUNDER:** A general meeting took place where the final report for 2009 was discussed. Agreements and compromises were defined by both institutions; in addition, 125 technical visits and 32 trainings (244 participants) took place in different technical areas including soil preparation, transplant, adequate use of agrochemicals, installation and maintenance of irrigation systems and vegetable nutrition.

**WORLD VISION:** Developed three field days on high-yielding basic grains (corn and beans) with the participation



Testing on oil filtering for plantain slices, El Progreso, Yoro



Pre-audit of packing plant and melon farm for GLOBALGAP certification, Choluteca



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of producers and technicians from several institutions. Experience exchange visits took place, 21 formal training (412 people) and 158 visits that focused on equipment calibration, installation, maintenance and operation of drip irrigation systems, adequate use of agrochemicals and disposal of crop residue.

**CARITAS:** A total of 29 visits took place to follow-up on good agricultural practices related to several crops.

**OCDIH:** A total of 19 trainings (91 participants) and 73 technical assistance visits took place that covered agrochemical management in sweet corn, installation, management and operation of drip irrigation systems, and use and calibration of application equipment.

**HERMANDAD DE HONDURAS:** A total of 55 visits took place during which the following topics were covered: installation of flow meters, management of family plots, establishment of barriers, calibration of irrigation systems, use and management of agrochemicals, soil preparation and harvesting.

**ODECO:** A total of 8 visits took place on the management of irrigation systems, weeds, and crops.

**FUNLESOL:** A total of 49 training events and 27 technical assistance visits took place that focused on equipment calibration, adequate use of agrochemicals, crop management, and irrigation design and management.

**CESAL:** A total of 27 visits took place covering crop management, use of trellising and irrigation system management.

## MARKETING

- Continued providing technical assistance to 10 processors and 3 NGOs on the analysis of sales indicators for decision making. The program recommended that the information be kept electronically using established formats in order to monitor sales for certain routes and clients.
- A training workshop with 22 participants took place for FUNDER producers in Marcala, La Paz. The workshop covered Business Ethics and Business Opportunity modules.
- This month 29 market links were established. The most significant included Hermandad de Honduras with supermarkets in SPS and buyers from El Salvador, and the opening of OCDIH and ECARAI with supermarkets in SPS.
- A loan was obtained for the purchase of a truck to distribute vegetables along the north coast with a total investment of \$61,104. This purchase will improve logistics and drastically reduce distribution costs.
- Continued visiting USAID-RED technicians in several departments around the country.



Greenhouse construction with FUNDER producer, Azacualpa, Francisco Morazán



Pest sampling on lettuce with Funder producer, Azacualpa, Francisco Morazán



Business opportunities training, Marcala, La Paz



### AGROFORESTRY

- A total of 33 training events with 198 participants took place that covered the plot management of cassava, plantain, rambutan, passionfruit, and Tabasco pepper.
- Field visits totaled 345 and included the following activities: establishment and agronomic management of different agroforestry systems, monitoring of harvest, postharvest, pests and diseases, transport of vegetative material from place of purchase to plantation, and marketing management, among others.
- Participated in a field day held in corn and bean demonstration plots coordinated by World Vision, Yamaranguila and USAID-RED.
- Field information was collected to create files that were sent to IFC (Institute of Forestry Conservation) in order to obtain Forestry Plantain Certificates provided by this official organization.



Plantain and bean intercropping, Jesús de Otoro, Intibucá

### GENERAL

- Established the fifth alliance with the private sector, AMANCO, where the agribusinesses being assisted by USAID-RED will benefit by obtaining competitive prices for their irrigation systems and accessories to expand the technology they already possess. AMANCO offers discounts in each line of products and USAID-RED covers a percentage of the total cost. This alliance will benefit commercial scale producers, NGO technicians and beneficiaries.
- An external consultation took place to identify opportunities that will strengthen technical assistance including abilities, skills and technology, which make-up Fintrac's extension focus. Methodologies were analyzed to guarantee long-term sustainability for commercial scale producers, NGO technicians and their beneficiaries.
- An internal audit took place with the data gathered in the field to analyze project indicators. This activity is part of the quality control for the information gathered by the monitoring and evaluation team.
- Completed the program's quarterly report that includes all the indicators. The goals have been attained and exceeded in relation to the annual projections outlined, including sales (108%), employment (131%), investments (174%), and clients who have increased their annual income by at least 40% (141%).
- The results obtained by the project in 2009 were presented at an executive level and individual work plans were established for 2010.



Collection of producer data, Talanga, Francisco Morazán



# USAID | HONDURAS

DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA

Monthly Update – February 2010

## Rural Economic Diversification Program

### PROJECT BACKGROUND

The Rural Economic Diversification Program (USAID-RED), which started August 2005, is a five-year initiative funded by the United States Agency for International Development (USAID) whose main objective is to increase incomes and employment opportunities in the rural communities of Honduras. USAID-RED focuses on increasing the competitiveness of Micro, Small and Medium-Size Enterprises (MSMEs) in Honduras, expanding their local sales, exports and investments and promoting an increase in the production and investments of increased value and value-added products.

USAID-RED will finalize its activities in September 2010. The USAID-RED Monthly Update is available online at [www.usaid-red.org](http://www.usaid-red.org). If you would like to receive this or other publications automatically by email, you can subscribe directly on our website.

This Monthly Update was made possible by the generous support of the American people through the United States Agency for International Development (USAID). The content is Fintrac's responsibility and does not necessarily reflect the opinions of USAID or of the United States government.

### AGRICULTURAL PRODUCTION

**Technical Assistance:** In February, USAID-RED technicians carried out 755 technical assistance visits.

**Plantings:** Assisted USAID-RED clients planted 94.6 hectares of crops in February, including plantain (19.3), jalapeño pepper (2), tomato (16.6), sweet pepper (2.1), cassava (2), onion (8.4), corn (3.2), melon for export (23.1), butternut squash (7), lettuce (1.2), habanero pepper (7.8), and rice (6), among others.

**Irrigation:** A total of 46 new hectares of drip irrigation were installed and distributed in: Yoro (20.7), Copán (1), Cortés (4.2), El Paraíso (3.4), Francisco Morazán (3.2), Comayagua (3.4), Colón (2), Atlántida (7.8), and Ocotepeque (0.35).

**Training:** 76 training events were carried out in which 684 people were trained on sound production practices.

**Investments:** This month USAID-RED clients invested a total of \$309,629 destined primarily for the installation of drip irrigation systems, production infrastructure, plantain seed purchases, fumigation equipment, agricultural machinery, and the purchase of work vehicles, irrigation pumps and land.



*Photos by Fintrac Inc.*

Revision of watermelon, El Negrito, Yoro

### Select Crop Sales for Assisted Producers – February 2010

Product	Volume	Sales (US\$)
Tomato	1,030,000 lb.	251,600
Melon	2,947 m <sup>3</sup>	233,400
Plantain	1,239,100 lb.	191,400
Jalapeño Pepper	826,300 lb.	151,900
Sweet Pepper	411,000 lb.	113,500
Watermelon	1,601 m <sup>3</sup>	113,400
Cucumber	174,200	25,900
Cassava	164,700	18,900



Monthly Update – February 2010  
Rural Economic Diversification Program

**Good Agricultural Practices (GAPs):** Continued promoting good agricultural practices through technical assistance visits focusing on pest, disease and weed control. In addition, continued strengthening adequate soil preparation and raised beds, and the installation and expansion of drip irrigation systems and their management. Producers were trained on the importance of root sampling to check soil humidity and improving irrigation during the summer months.

**Selected Results:**

- The Olanchito plantain producers' cooperative signed a contract with a processor for the sale of 100% of the fruit they will produce. The projections for the first three months are of more than 850,000 pounds of plantain with sales of more than Lps. 2.7 million (\$143,000).

**ADDED VALUE**

**Trainings:** Offered four trainings on Good Manufacturing Practices.

**Investments:** Investments totaled \$47,237 on infrastructure, processing equipment and vehicle purchases.

**Processor and plantain exporters (Atlántida):** Facilities were improved based on program recommendations. The improvements help reduce contamination in the areas where the final product is stored and processed.

**Plantain and banana fritters (FM):** A talk was offered on GMPs to address the improvements needed in the packing activities that were observed during the previous visit.

**Pre-cut vegetables (FM):** A talk was given on personal hygiene and cleaning and sanitation of the plant, which is part of a series of workshops recommended by the main client.

**Crushed pineapple:** The prerequisites program is being developed. A quality index was developed and the company has requested additional resources to develop manuals.

**New packing plants (Colón and Yoro):** Visited packing plants under construction to assess how the work is progressing. Recommendations were made concerning the land the packing plant will be built on, explained the design that was provided and emphasized the importance of good drainage systems and bathrooms for personnel. They were advised not to rule out the possibility of exporting.

**Plantain and cassava processor (Choloma):** Continued working on improving operational efficiency in general. Attained positive financial results during the month of February. Continued working on GMPs and HACCP in order to prepare the plant for a certification inspection in April. Worked on revising cassava specifications for the products being purchased from program producers. Found areas where producers can make improvements. New marketing options are being sought for paraffin-coated cassava.

**Pre-cut vegetables (Comayagua):** Worked on product



Placement of row covers, Orica, F.M.



Installation of macro-tunnels, Copán Ruins, Copán



Paraffin-coated cassava, El Negrito, Yoro



specifications and packing for export. Analyzed new product options for new clients.

**Juices (SPS):** Worked on revising GMP requirements established by institutional clients and made the changes necessary for compliance. Established processing standards for measurement and process monitoring.

**Juice concentrates (SPS):** Selected new packaging for fruit concentrates. Discussed new distribution options and the strategy to enter new markets such as El Salvador. Began testing to supply 'horchata' to a franchise.

**Potato packing plant:** Improved plant infrastructure especially in the areas of storage of raw materials, selection and product drying. Began updating the plant's GMP manual.

**Supermarkets (SPS and El Progreso):** Defined work plan and assisted with personnel hiring for vegetable areas. Began a manual on the specifications of the vegetables that will be purchased.

**Melon producer and packing plant:** Assisted with the preparations for a GLOBALGAP audit. GLOBALGAP certification for the operation was obtained after the audit took place.

**Others:** Visited producers to assess quality standards for cassava and plantain. Revised process flow for tamales plant and assessed vegetable quality at supermarket. Provided workshops on frying processes and bean processing.

### PROGRAM WITH INSTITUTIONS

A total of 277 trainings took place with 3,964 participants. Technicians in the area carried out 544 technical assistance visits, including, Intibucá (170), Lempira (96), Copán (96), La Paz (57), Ocotepeque (41), Francisco Morazán (27), and El Paraíso (16); USAID-RED consultants continued offering Integrated Pest and Disease Management (IPDM) trainings.

Specific activities carried out by each NGO include:

**FUNDER:** An educational visit took place with technicians from the green ring, Opatoro, La Esperanza and Yoro to high yielding farms with "Basic Grains" in Yamaranguila and to view the use of row covers and macro-tunnels in Copán Ruins. Testing is being done on row covers, plastic row covers or mulch, macro-tunnels and high populations in several crops. A total of 221 technical assistance visits and 88 trainings took place with the participation of different technical units (708 participants), which focused on the installation of irrigation systems and other basic practices such as: fertigation, plantlet production, soil preparation, transplant and adequate use of agrochemicals.

**WORLD VISION:** Field days took place with basic grain producers to cover corn and bean crops. Demonstration plots are being set up with several crops and density sampling is taking place for corn and beans. Carried out



Three presentations of packed tamales, Comayagua



Lettuce with row covers, FUNDER producer, Azacualpa, FM



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exchange visits, 86 formal trainings (2,141 participants) and 140 visits on irrigation, equipment calibration, installation, adequate use of agrochemicals, disposal of crop residue and crop management.

**OCDIH:** A field day took place in Las Flores, Lempira with technicians and producers from three departments (Sta. Bárbara, Copán and Lempira), and NGO members on crop management (basic practices), crop calendarization and market opportunities. A total of 45 formal trainings (699 participants) and 54 visits took place on pepper transplant, management of sweet corn, watermelon, peppers and tomatoes, management and operation of irrigation systems, and use and calibration of application equipment.

**HERMANDAD DE HONDURAS:** A total of 26 technical assistance visits and 10 trainings (110 people) took place on crop management, installation of injectors, management of family plots, establishment of barriers, calibration of irrigation systems, use and management of agrochemicals and soil preparation.

**ODECO:** A total of 5 formal trainings (79 participants) and 34 field visits took place on management of potato, carrot, lettuce, cabbage, cilantro, broccoli, and cauliflower and adequate use of agrochemicals and weed management.

**FUNLESOL:** A total of 34 training events (143 participants) and 33 visits were carried out that focused on equipment calibration, adequate use of agrochemicals, management of crops and design and management of irrigation systems.

**CESAL and CARITAS:** A total of 13 farm visits and 6 trainings (79 participants) took place on tomato, cabbage and corn management; water for fumigation and irrigation systems management; and control of pests and diseases.

## MARKETING

- Two training events took place with the participation of the technical team and administrative team at OCDIH (workshop on business skills) for 18 technicians. Training was provided to 47 Business Management students from UTH University on exports.
- A total of 28 market links were established this month. The most important include Hermandad de Honduras with Global Village and the opening of OCDIH with Supermercados Colonial. Bean producers were linked to an SPS processor; in addition an international link was established with a vegetable and fruit distributor from El Salvador for the sale of tomato. The first sales of processed products to a supermarket chain in La Ceiba took place and included plantain slices, candy and fresh vegetables such as potato.
- A link was sought between NGOs that have begun selling commercial scale volumes of potato such as OCDIH and ODECO with the potato distributors ECARAI and APROHFI that have better logistics, transportation and a good client base. A link was established to support producers from Hermandad de



Broccoli harvest, producer assisted by FUNDER, Jutiapa, Olancho



Revision of tabasco pepper, World Vision producer, Gracias, Lempira



Pepper transplant with OCDIH producers, Copán



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Honduras with sales made through the Global Village, since they have better distribution mechanisms for products such as carrot, lettuce, cabbage and cauliflower.

### AGROFORESTRY

- A total of 43 training events with 104 participants took place on plot management and crop combinations for each system being implemented.
- A total of 268 field visits were carried out covering: establishment and agronomic management of different agroforestry systems and horticultural crops, harvest monitoring, postharvest, pests and diseases and product distribution.
- The most important achievements were presented at an annual meeting held by FHIA on their programs; USAID-RED presented the agroforestry program achievements in Intibucá.

### GENERAL

- Began purchasing irrigation systems for 117 manzanas in the zones covered by NGO partners including Francisco Morazán, La Paz, Ocotepeque, Lempira, Copán, Santa Bárbara and Intibucá, benefitting 476 small producers in 30 technical units.
- By the end of February, 161 clients benefitted directly from the alliances with the private sector promoting client investments in equipment purchases and the adoption of technology such as the use of hybrid seeds, equipment and accessories for irrigation and materials for crop management, among others.
- Results were presented on an external audit of the project that evaluated extension methodology and implementation of the technological production package. The findings were presented to the production administrative team and a plan of action was developed to strengthen irrigation, Integrated Pest Management and Safe Use of Pesticides, among other areas. The audit also showed that the producers and NGOs being assisted are very satisfied with the assistance being provided by USAID-RED.
- A field visit took place with representatives from USAID's communications departments.



Link between ODECO and Hortifruti, Cauliflower, Corquín, Copán



Field visit with USAID personnel, El Negrito, Yoro



Monthly Update – March 2010

## Rural Economic Diversification Program

### PROJECT BACKGROUND

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### AGRICULTURAL PRODUCTION

**Technical Assistance:** In March, USAID-RED technicians carried out 774 technical assistance visits in different zones around the country focusing on technology transfers to achieve profitable projects that treat agriculture as a business.

**Plantings:** USAID-RED clients assisted planted 102.3 hectares of crops this month, including habanero pepper (7.8), jalapeño pepper (5), sweet pepper (5.3), beans (12), lettuce (0.7), corn (10.5), plantain (42.6) and tomato (13.4), among others.

**Irrigation:** A total of 55.1 new hectares of drip irrigation were installed in Cortés (29.4), Copán (2.7), Comayagua (7.4), Francisco Morazán (1), El Paraíso (4.5), and Yoro (10.1).

**Training:** In the area of commercial production, 73 training events were carried out in which 542 people were trained.

**Investments:** USAID-RED producers continue investing in agriculture. This month USAID-RED clients invested a total of \$364,624 in machinery, other equipment and infrastructure for production.



*Photos by Fintrac Inc.*

Revising pests in plantain, Quimistán, S.B.

### Select Crop Sales for Assisted Producers – March 2010

Product	Volume	Sales (US\$)
Tomato	1,829,100 lb.	543,000
Melon	1,530 m <sup>3</sup>	161,200
Jalapeño Pepper	834,400 lb.	145,300
Plantain	895,000 lb.	132,400
Cucumber	551,500 lb.	123,900
Watermelon	1,450 m <sup>3</sup>	98,300
Sweet Pepper	342,300 lb.	80,300
Onion	185,000 lb.	64,200



**Good Agricultural Practices (GAPs):** Continued promoting GAPs through technical assistance visits focusing on pest, disease and weed control. In addition, continued strengthening adequate soil preparation and raised beds, and the installation and expansion of drip irrigation systems and their management. Continued emphasizing good irrigation management during the summer showing producers when and how much to irrigate depending on the zone. Provided assistance on the use of live barriers, yellow sticky traps, pest sampling, water management for applications, equipment calibration, use of personal protection equipment, crop rotation, use of row covers, weed-free planting areas, and the installation of trash cans to collect empty containers.

**Selected Results:**

- In the zone of Orica, Francisco Morazán, a producer bought a subsoiler to rent it out to other producers in the area after witnessing the positive results obtained by this practice. This activity will help improve yields and crop management in the zone.
- Began purchasing plantain from members of the plantain cooperative in Olanchito. The fruit was distributed to two peeling plants also being assisted by USAID-RED. This activity increases job opportunities in the area, particularly for women. The fruit is sent to a processor in San Pedro Sula under a formal fixed price contract.
- The Monte Redondo producers' cooperative has decided to fine its members or cut their irrigation water supply if they do not eliminate crop residue from their crops in order to address the problems caused by pests and diseases. This measure will dramatically reduce pressure caused by pests in the zone.

**ADDED VALUE**

**Trainings:** Offered 11 trainings on Good Manufacturing Practices (GMPs), postharvest and processing. A total of 488 people were trained this month.

**Investments:** The agribusinesses being assisted invested \$178,611 in infrastructure and processing equipment.

**Pineapple and lemon processing:** Inspected the facilities and worked on the pre-requisite programs including personnel training, changes in infrastructure and improvements to processing controls.

**Processed beans (Tegucigalpa):** Personnel were trained in hygiene and cleaning processes. Important recommendations were made regarding the facilities.

**Plantain packing and peeling plant (Olanchito):** Trained personnel and inspected the finished facilities.

**Plantain processor (Choloma):** Continued working on improving the operation efficiency in general. Continued working on improving GMPs and HACCP with the objective of preparing the plant for a certification inspection in April. Options for export of cassava and fresh plantain are being sought.



Repairing a drip irrigation system on a sweet potato farm, Jamastrán, El Paraíso



Cassava harvest, Cuyamel, Cortés



Training personnel at a pineapple and lemon processing plant, Santa Cruz de Yojoa, Cortés



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**Pre-cut vegetables (Comayagua):** Began expanding the plant and working on the installation of equipment to improve efficiency.

**Juices (SPS):** Worked on GMP requirements established by institutional clients and made changes to the plant accordingly. This has helped open new markets.

**Fruit concentrates (SPS):** Developed a strategy to provide powdered 'horchata' to a fast food chain. Revised plant GMPs with this new buyer and collaborated with action plans.

**Potato washer (Intibucá):** Continued improving plant infrastructure in particular in the raw material storage areas and the selection and drying areas. Continued updating the plant's GMP manual.

**Supermarkets (SPS):** Hired personnel for the vegetable handling areas of two supermarkets. Started training personnel to work in the new store.

**Others:** Provided guidance to clients about packing materials for several products; visited producers to revise the quality standards for cassava and plantain; assessed vegetable quality at a supermarket. Offered workshops on implementation of GMPs and GAPs with FUNDER.

### PROGRAM WITH INSTITUTIONS

A total of 230 trainings took place with the participation of 418 women and 2,429 men. Staff in this area carried out 472 technical assistance visits in Intibucá, Lempira, Copán, El Paraiso, Ocotepeque, La Paz, Francisco Morazán and Valle. Developed links for several NGOs related to marketing and technology exchanges. The NGO producers continue to benefit from alliances with the private sector that provide access to modern production technology, specifically SEMINIS, BOMOHA, CEMCOL and AMANCO.

Specific activities carried out by each NGO are as follows:

**FUNDER:** Provided a tool for planting and harvesting projections. Technical assistance visits and trainings were provided to different technical units on maintenance, operation and installation of irrigation systems, fertigation, plantlet production, soil preparation, transplant and adequate use of agrochemicals. A total of 47 trainings were held with 313 participants.

**WORLD VISION:** More demonstration plots are being installed including several crops with a focus on basic grains (corn and beans); additionally exchange visits, technical visits and formal trainings were held to strengthen activities such as management, maintenance and installation of drip irrigation systems, equipment calibration, adequate use of agrochemicals, destruction of crop residue and crop management. A total of 64 trainings were held with 632 participants.

**OCHDI:** Provided assistance to producers and technical personnel on managing and maintaining drip irrigation systems, the management of various crops, including sweet corn, potato, watermelon, peppers, lettuce, corn, and use



Lemon juice, Santa Cruz de Yojoa, Cortés



Revision of onion planting, World Vision, Gracias, Lempira





and calibration of application equipment.

**CARITAS:** Offered an intensive course that was both theoretical and practical for technicians in different zones around Honduras on the USAID-RED technological package in La Esperanza, Intibucá. Demonstrations were provided on the installation and calibration of drip irrigation systems, bed making and high density plantings of tomato, corn and beans. A total of 24 technical assistance visits and 53 trainings took place with a total of 1,199 participants trained.

**HERMANDAD DE HONDURAS:** Technical visits and trainings were held that covered crop management in general, management of family plots, correct use of agrochemicals, establishment of barriers, calibration of irrigation systems, use and management of agrochemicals, and soil preparation.

**ODECO:** A total of 4 formal trainings (91 people) and 13 visits occurred focusing on potato, cucumber, lettuce, cabbage, coriander, broccoli and cauliflower crop management; drip irrigation systems management, destruction of crop residue, adequate use of agrochemicals and weed management.

**FUNLESOL:** Supervised Tabasco pepper and corn crops. Emphasized the use of basic practices such as management and maintenance of drip irrigation systems, weed control, equipment calibration, and adequate use of agrochemicals.

**CESAL and Plan de Honduras:** A total of 32 technical visits and 10 trainings took place on the management of pepper, cucumber, tomato, green beans, cauliflower, broccoli, cabbage and corn; management and maintenance of drip irrigation systems, soil preparation, control of pests and diseases, and crop residue management. A total of 28 visits and 4 trainings took place with the participation of 55 men and 3 women.

## MARKETING

- Continued providing technical assistance to 11 processors and 3 NGOs to help them establish links and assess sales and returns indicators.
- Two trainings were held: one on Business Opportunities for ODECO's technicians and administrative personnel and the other for ECARAI potato producers, World Vision and APRHOFI technicians on planting plans and business opportunities.
- A total of 37 market links were established including Hermandad de Honduras and ODECO with Hortifruti, a Salvadoran company purchasing tomato and onions from OCDIH; and a plantain packing plant in El Negrito that is purchasing raw material from independent producers in the zone.
- Established communication channels between Hortifruti and NGOs to establish field visits to analyze plantings and establish harvesting projections. Most of the products have been included in these visits and weekly



Training for Caritas technicians, Guaimaca, FM



Exhibition of products, FUNDER producers, Intibucá, Intibucá



Negotiations between ODECO and Hortifruti, assisted by USAID-RED, Corquín, Copán



volumes have been assigned for basic products such as potato, carrots, beets and coriander.

- A contract was obtained for the sale of all of ODECO's products to Hortifruiti and a delivery commitment of 3,000 pounds of potato, 1,000 of carrots and 1,000 of beets was made. Before this arrangement was established the production was sold to wholesalers or the informal market in Corquin, Copán.

### AGROFORESTRY

- Continued assisting producers in their marketing process and assisted with sales of \$15,557, including sales of cassava, plantain, beans and cool weather horticultural crops.
- A total of 78 training events took place on plot management especially different areas in each system being implemented. A total of 206 people participated. The topics covered included formation and phytosanitary pruning, installation of irrigation systems and cultural practices for plantain management.
- In March 2.76 hectares of horticultural crops were planted by 20 producers from the high plains.
- A total of 381 field visits took place covering establishment and agronomical management of different agroforestry systems and horticultural crops, harvest monitoring, postharvest, pests and diseases and product marketing, among other activities.



Passion fruit pruning in agroforestry plot, Tela, Atlántida

### GENERAL

- Began delivering the first 60 hectares of irrigation systems for NGO clients. Programmed the distribution of final recipients for the month of April during which the deliveries will be finalized of 117 hectares and their respective filtering systems.
- Finalized the delivery of 30 irrigation systems to producers in different zones around the country.
- USAID-RED has made co-investments with clients and NGOs for a total of Lps. 95,044 that have benefited approximately 90 producers being assisted by USAID-RED's technical team. The purchases have been of irrigation equipment and accessories, crop management tools and the adoption of technology by using hybrid seeds.
- Attended the launch of phase II of the trust "Resources for my country" fund with the participation of FICOHSA, Supermercados La Colonia and FUNDER, an NGO partner. With this initiative the producers being assisted through the FUNDER agreement benefit by being linked with a formal buyer and a source for financing.
- Attended and participated at FHIA's general assemblies and FUNDER's general assembly.

## ANNEX II: SUCCESS STORIES PUBLISHED IN THE PRESENT QUARTER



### SUCCESS STORY

#### Processor's expansion benefits small farmers

Agroindustrias Bonilla, a company that processes bananas, plantains, cassava, potato chips and hot pepper and barbecue sauces, recently moved to new, larger facilities in El Progreso. The company has benefited immensely from opportunities provided by the USAID-RED program, experiencing a growth in sales of 243 percent from 2005 to 2009. And in the last three years they have generated jobs for an average of 30 people per year.

Thanks to USAID-RED, small and medium agribusinesses like Agroindustrias Bonilla are not only securing competitive positions in the Honduran market, but are also able to enter the export market with quality products. USAID-RED works with several such companies to guarantee consumers receive safe, quality food products and help make the businesses more profitable. The program assists with components such as business plan development and use of good manufacturing practices (GMPs).

Juan Carlos Bonilla, the manager of Agroindustrias Bonilla, explained how USAID-RED helped the company develop a new marketing plan and updated its business plan. The program taught them basic technologies for industrial production, how to streamline processes and cost structures, and how to increase processing capacity. USAID-RED also helped the company organize its sanitation records so that it could register products with the FDA.

From 2005 to date, Agroindustrias Bonilla has invested \$54,000 in facility improvements such as new floors, drainage systems, smoke extractors and equipment such as fryers and labeling machines.

Agroindustrias Bonilla has increased processing capacity from 1,320 pounds to 5,610 pounds per week, and now small farmers have an additional sales outlet for their produce. The processing company buys its raw material from more than 30 producers, most of them USAID-RED clients.

During the last four years USAID-RED has worked with more than 100 agribusinesses ranging from microenterprises to large companies. The success of companies like Agroindustrias Bonilla creates jobs and helps support the Honduran economy. The program works with 33 such businesses. In 2009 those businesses generated new sales of \$2.7 million and created more than 190 permanent jobs.

The Rural Economic Diversification Program (USAID-RED) is funded by the United States Agency for International Development (USAID) and made possible by the generous support of the American people. Its main objective is to increase incomes and employment opportunities in the rural communities of Honduras.



Photos by Fintrac Inc.  
USAID-RED technician and Juan Carlos Bonilla (left) perform an equipment inspection.



Agroindustrias Bonilla participates at a product exposition fair



**SUCCESS STORY**

**Rodolfo Interiano: student turned businessman**

Though Rodolfo Interiano studied how to run agricultural enterprises, he had never even planted a crop on his 2.5-hectare farm. When he decided to start production he did not know where to begin.

In January 2007, Interiano joined the USAID-RED program, which started providing him with technical assistance on growing jalapeños. Program technicians analyzed the land and laid out plans for planting. They also helped him buy and install a drip irrigation system.

Interiano generated \$100,000 in sales in the first jalapeño harvest. His yields were 50 percent higher than other growers who did not receive technical assistance from USAID-RED.

Based on his success, Interiano quickly expanded. By the beginning of 2008 he had added 2.5 hectares for Nathaly peppers and 4.5 hectares for tomatoes. He obtained gross sales of \$229,000. In 2009 Interiano planted an additional 6.3 hectares of jalapeño and 5.3 hectares of tomato, representing a 364 percent increase in planting area from the original plot. His gross sales reached \$468,000 in 2009.

"I owe my success to USAID-RED. All I had to do was follow their recommendations closely," Interiano said.

Interiano has re-invested \$107,000 back into his farm on new equipment and supplies, and since he started working with USAID-RED three years ago, Interiano has maintained an average of 70 permanent jobs on his farm, paying a total of \$300,000 in wages. Interiano also allows USAID-RED to use his farm as a demonstration farm on field days. Other program farmers can visit his farm and learn about new production techniques.

In 2009, USAID-RED assisted more than 120 producers in the region of Copán alone. These producers have increased their sales by more than \$1.1 million and created 129 permanent jobs in 2009.

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Photos by Fintrac Inc.  
Workers sort Jalapeños at Rodolfo Interiano's farm.



Farmers listen to a USAID-RED technician talk about pest and disease management.

**"I owe my success to USAID-RED. All I had to do was follow their recommendations closely."**  
— Rodolfo Interiano, farmer



# USAID | HONDURAS

FROM THE AMERICAN PEOPLE

## SUCCESS STORY

### Small business creates jobs as it grows

Fincas El Carmen is a family-owned processing business that has been working with USAID-RED for the last three years. The company processes and distributes pork rinds, vacuum-packed tamales, dairy products, doughnuts and bread, and they have a supermarket where they sell other items. USAID-RED has helped Fincas El Carmen to employ 30 full-time workers and increase sales by 230 percent since 2006.

"USAID-RED's technical assistance has translated into an increase in production and sales," said Manuel Hernández, the company's general manager.

The program provided the company with technical assistance in various areas. Most notably, USAID-RED helped them develop a new product—tamales. USAID-RED helped Fincas El Carmen develop the product from the start, planning product development, marketing and sales. The small business now makes 2,500 tamales a day, following standards of good manufacturing practices (GMPs).

In the three years that USAID-RED has worked with Fincas El Carmen, the company has also invested \$180,000 into things like new warehouses and cold storage rooms, a system to disinfect water, and stainless steel tanks and cooking pots.

USAID-RED assists businesses like Fincas El Carmen because they generate jobs and support the country's economy. In 2009 USAID-RED worked with 33 Honduran businesses to stimulate commercial competitiveness. These businesses increased their sales by \$2.7 million and generated 198 permanent jobs.

The Rural Economic Diversification Program (USAID-RED) is funded by the United States Agency for International Development (USAID) and made possible by the generous support of the American people. Its main objective is to increase incomes and employment opportunities in the rural communities of Honduras.



Photos by Fintrac Inc.

Fincas El Carmen employees make tamales.



Officials from USAID/Honduras visit Fincas El Carmen

**"USAID-RED's technical assistance has translated into an increase in production and sales."**

— Manuel Hernández, General Manager



## SUCCESS STORY

### Rural farmer creates new job opportunities for women

Rafael Antonio Coello has made significant improvements in production since USAID-RED started helping him grow tomatoes three years ago. But perhaps the most important thing Coello has done on his 2.9 hectares is create new jobs in his community, particularly for women. The women perform all the regular agricultural activities, including soil preparation, mulching, transplanting, trellising, and weeding.

"I let these women work even when I'm not there, because I know they carry out the activities as if I were in the tomato field", Coello said.

Coello is one of the few producers still planting tomatoes because of recent viral attacks in the area. There are few jobs in the community, but on Coello's farm, women can earn some extra money for food, medicine and education.

"Before, there was little work on the tomato farms, but now a lot of people are working. We always have work with Rafael," said Ana Rosa Mejía, who works on the farm.

"They value our work," said Ilesia Licón, another worker. "With what we make here we can buy food and help our husbands support our homes. Sometimes we can even save enough money for medical appointments."

Prisca Torres has been working for Coello for two years. She lives in El Nance with her husband, who was left incapacitated after a stroke. The money Prisca makes on Rafael's tomato farm helps her support their household.

Estéfana Hernández is a single mom with eight children. She has been working on Coello's farm for four years, using the income to pay for her children's schooling.

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Photos by Fintrac Inc.

Rafael Antonio Coello proudly shows off his tomato field



A woman uses twine to support a tomato plant. Seventy percent of the workers on Coello's farm are women.

**"They value our work. With what we make here we can buy food and help our husbands support our homes, because they work in the corn fields and bring very little money home. Sometimes we can even save enough money for medical appointments."**

— Ilesia Licón, farm worker



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## SUCCESS STORY

### Program alliance expands outreach of agricultural training

Santos René Rodríguez, a farmer in Linaca, Francisco Morazán, has been farming with traditional methods for 25 years. At 50 years old, Rodríguez decided he was open to change his ways and started working with a USAID-RED-trained technician. Seven months later, Rodríguez has completely turned his farm around and made it a profitable business.

Rodríguez is receiving agricultural training from the Foundation for Rural Business Development (FUNDER). USAID-RED helps FUNDER by training the trainers to improve outreach and the foundation's sustainability. For Rodríguez, the assistance has helped significantly.

Rodríguez followed the technicians' recommendations closely. He planted lettuce on 437 square meters and used raised beds for the first time. The plot yielded 2,800 pounds, 1,820 more than the regional average for the same area. His harvest generated sales of \$700.

"I no longer sell products to an intermediary," Rodríguez said. "They took advantage of us, now with FUNDER's help we are able to sell our products under better terms to a supermarket."

The positive results encouraged him to re-invest. Rodríguez was limited by water access, so he installed a drip irrigation system that could provide water more efficiently to his crops.

"I started trusting the technician and getting interested in new things," Rodríguez said. "I thought I could make more, and knowing this I wanted to 'hacer pisto' [make money]."

From 2008 to 2009, Rodríguez tripled his income from \$2,600 to \$8,052, improved his quality of life and created two jobs.

"Now I feel more at peace and I am financially secure," Rodríguez said.

Rodríguez is also sharing a useful farm tool that he invented to weed around his plants. Similar to a hoe, Rodríguez calls his tool a "belt." It is a thin metal sheet doubled over to form a "U" that attaches to a wooden handle. The "belt" can be made cheaply and quickly.

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Photos by Fintrac Inc.

Santos René Rodríguez covers his lettuce beds.



A worker weeds around the lettuce using Rodríguez's "belt" tool. Horticulture production is an important source of jobs in rural Honduras.



## SUCCESS STORY

### USAID-RED/FUNDER Alliance: Small changes generating big results

USAID-RED works with the Foundation for Rural Business Development (FUNDER) to improve the technical assistance the institution provides to producers. The program trains FUNDER technicians in good agricultural practices, and in turn the technicians are training smallholders throughout rural areas of Honduras. The alliance reaches more than 250 producers, and the program's technical training helped producers increase sales by \$980,000 in 2009.

In Managua, El Paraiso, Mario Nuñez saw incredible results in his carrot field after receiving technical assistance from FUNDER. Nuñez's successful harvest caught the attention of brothers Darwin and Omar Andino. They decided to adopt some of the practices Nuñez had used. They made improvements, but their results were still not comparable to those that Nuñez had achieved.

That's when Roger Guillén stepped in. Guillén was a FUNDER technician who had participated in several USAID-RED training events. He invited the Andino brothers to join the technical assistance and distribution program.

The brothers implemented Guillén's recommendations, and following the market-led production approach based on a calendarized planting program, planted 0.26 hectares of carrots. The harvest produced 22,680 kilograms, more than doubling their traditional yield of 10,800 kilograms. They generated \$7,900 in sales, and earned profits of \$5,479.

"We know that we can continue to improve our yields. This is only the beginning," Darwin Andino said.

The Andinos are using their profits wisely. They plan to buy a truck to make deliveries, and already they have expanded electrical access for themselves and their neighbors.

The USAID-RED/FUNDER alliance continues to strengthen, with a 2010 training plan that will target specific areas to expand the technicians' knowledge base.

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Photos by Fintrac Inc.

Brothers Darwin and Omar Andino show off their carrot harvest. The brothers receive technical assistance through the USAID-RED alliance.

**"We know that we can continue to improve our yields. This is only the beginning."**

— Darwin Andino, Managua, Guinope, El Paraiso



**SUCCESS STORY**  
**USAID-RED program teaches women farmers to establish agricultural enterprises**

USAID-RED particularly supports women because they play such an important role in the agriculture sector. Including women in all levels of production and postharvest training has an enormous effect on family, food security, and income.

Juana Sarmiento is one of hundreds of women receiving support from USAID-RED. Sarmiento is from Quimistán in western Honduras. She used to plant corn and beans solely for her family's consumption, but in 2007 she attended a meeting held by USAID-RED. The program was promoting certain crops such as plantain. She saved a little money and started with the program in May 2008. She followed the program's technical advice and planted plantains on one hectare. From the beginning, she says that USAID-RED technical assistance was timely and precise.

"They taught me everything I know about soil preparation, irrigation, and other good agricultural practices. I suggest that everyone who wants to plant follow USAID-RED's recommendations." Sarmiento said.

These days Sarmiento has become a business woman. She sells her plantains to supermarkets and processors. In her first harvest she sold 57,000 pounds of plantains, earning \$10,176. She also earned \$1,580 from sales of plantain seedlings. In October 2009, she expanded her operation by one hectare of plantain.

"I have learned a lot from the assistance and trainings offered. Now I'm making money and continuing to take care of my home without any problems," Sarmiento said.

In 2009 USAID-RED, in conjunction with seven NGOs, provided assistance to more than 500 women producers. USAID-RED directly assisted 95 women, taking them on as lead clients. Participating women farmers created 200 new jobs, and saw sales increases totaling more than \$800,000 because of program assistance in 2009.

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Photos by Fintrac Inc.

Juana Sarmiento (right) meets with USAID-RED Agronomist Hector Gutierrez at her plantain nursery in Quimistán.



Gutierrez shows Sarmiento how to identify insects and disease.

**"I have learned a lot from the assistance and trainings offered. Now I'm making money and continuing to take care of my home without any problems."**

— Juana Sarmiento

**ANNEX III: SELECTED CIRIS M&E REPORTS (MARCH 2010)****Table 2. All Client Status Summary**

Category	Type
Lead Clients - Active	495
Lead Clients Beneficiary	25
Lead Clients - Inactive	388
Sporadic Clients	676
Graduated Client EDA – Transferred RED	151
Graduated Client EDA – Inactive RED	8
Graduated Clients	266
Loans Program	62
Counterpart Organizations	71
Transferred	73
<b>TOTAL</b>	<b>2,215</b>

**Table 3. Lead Client Business Type Summary**

Area	Type
Agricultural Technical Schools/University	5
Association/Group/Cooperative	10
BDS Provider/Providers	15
Buyer/Exporter	3
Cattle Producer	15
Consultants	3
Distribution/Sales	8
Input Stores	1
Institution/Government	4
Microprocessor	3
NGO	32
Pack houses	2
Processor	12
Producer	412
Supermarket	3
Others/Researcher	4
<b>Clients reporting at least 1 business type: 453 from 495 (92%)</b>	

**Table 4. Lead Client Beneficiaries**

Category	Clients Reporting	Men	Women	Total
Neighboring Producers	269	899	228	1,127
Input Suppliers	9	122	6	128
Group Members	9	64	14	78
NGO Clients	32	1,359	160	1,519
Out-grower Programs	3	95	25	120
BDS Receivers	2	16	0	16
Students	1	350	0	350
<b>TOTAL</b>		<b>2,905</b>	<b>433</b>	<b>3,338</b>

Note: 313 lead clients reporting at least 1 beneficiary type (from 494 total)

**Table 5. Summary Technical Assistance Report (01/10 – 03/10)**

Area	TA Visits
Agroforestry	672
Alliances	5
Logistics / Coordination	13
Marketing	22
Monitoring	7
Postharvest	61
Processing	127
Production	3,978
<b>TOTAL</b>	<b>4,885</b>

**Table 6. Training Report by Activity Area (01/10 – 03/10)**

Area	Men	Women	Total	# Events
Food Safety	24	67	91	3
Market Information	114	40	154	9
Postharvest	115	189	304	11
Processing	98	196	294	12
Production	5,309	863	6,172	676
Project	13	2	15	1
<b>TOTAL</b>	<b>5,673</b>	<b>1,357</b>	<b>7,030</b>	<b>712</b>

**Table 7. Investment Report by Activity Area (01/10 – 03/10)**

Area	Client	Project	Other	Total	%
Logistics / Coordination	\$36,000	\$0	\$0	\$36,000	2.9
Marketing	\$61,104	\$0	\$0	\$61,104	4.9
Postharvest	\$85,200	\$0	\$0	\$85,200	6.9
Processing	\$101,358	\$10,461	\$0	\$111,819	9.0
Production	\$925,908	\$5,471	\$17,318	\$948,697	76.3
<b>TOTAL</b>	<b>\$1,209,570</b>	<b>\$15,932</b>	<b>\$17,318</b>	<b>\$1,242,820</b>	<b>100</b>

**Table 8. Area Transplanted by Crop (01/10 – 03/10)**

Product	# of Clients	Area Planted
Broccoli	11	9.3
Corn/Maize (Rotation)	10	92.1
Cucumber	10	11.9
Jalapeño Pepper	9	15.8
Lettuce	5	3.3
Melon & Others	7	70.6
Onion	7	13.1
Oriental Vegetables	8	9.0
Pepper Sweet & Others	11	28.4
Plantain (Local & Export)	35	94.9
Potato & Sweet Potato	8	5.8
Rice/Sorghum	2	9.3
Tomato (table & Processing)	40	70.0
Watermelon	14	41.8
Yuca	8	10.3
Other Crops	8	1.8
<b>TOTAL</b>	<b>144*</b>	<b>487.4</b>

*\*Distinct clients reporting new plantings during the period.*

**Table 9. Market Linkages by Product (01/10 – 03/10)**

Product	# of linkages
Beet	2
Blackberry	4
Broccoli	2
Cabbage	4
Carrot	8
Cauliflower	4
Coriander	1
Cucumber – Local Market	1
Green Beans	1
Jalapeno Pepper	2
Lettuce	3
Onions (red)	2
Plantain – Local Market	18
Potato	11
Processed - Beverages	4
Sweet Corn	6
Tomato	5
Uchuva	2
Yuca	6
Others	11
<b>TOTAL</b>	<b>97</b>