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# USAID-RED

RURAL ECONOMIC DIVERSIFICATION PROJECT  
QUARTERLY REPORT # 14. JANUARY – MARCH 2009

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# USAID-RED

## RURAL ECONOMIC DIVERSIFICATION PROJECT

Quarterly Report #14. January to March 2009

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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.

## CONTENT

1. EXECUTIVE SUMMARY.....	1
2. INTRODUCTION.....	2
2.1. Project Background .....	2
2.2. Staffing .....	3
2.3. USAID-RED Targets.....	3
3. PROGRESS TO DATE .....	3
4. HIGHLIGHTS OF ACTIVITIES AND RESULTS.....	6
4.1. Production .....	6
4.2. Processing and Food Safety.....	7
4.3. Postharvest.....	8
4.4. Institutional Alliances .....	8
4.5. Private Sector Alliances.....	8
5. PERFORMANCE AND MONITORING PLAN (PMP) .....	10
5.1. PMP Section 1: Start-Up & Program Administrative Activities .....	10
5.2. PMP Sections 2 and 3: Monitoring & Evaluation and Marketing Activities .....	11
5.3. PMP Section 4: High-Value & Added-Value Horticultural Program.....	12
5.4. PMP Sections 5 & 6: Non-Agriculture MSME and Finance Components .....	13
5.5. PMP Section 7: Other Activities .....	14
5.6. PMP Section 8: Global Development Alliances/Private-Sector Partners/BDS Program.....	15
5.7. PMP Section 9: Client Results Targets.....	16
6. PLANNED ACTIVITIES FOR NEXT REPORTING PERIOD.....	17
Production .....	17
Processing and food safety .....	17
Postharvest.....	17
Institutional Alliances .....	17
Private Sector Alliances.....	18
Administration.....	18
7. PROJECT EXPENDITURE .....	18
ANNEX I: USAID-RED IN THE NEWS.....	19
ANNEX II: USAID-RED MONTHLY UPDATES.....	22

## LIST OF TABLES

Table 1. USAID-RED Contractor Fiscal Report (through March 2009)..**Error! Bookmark not defined.**

Table 2. All Client Status Summary..... 26

Table 3. Lead Client Business Type Summary ..... 26

Table 4. Lead Client Beneficiaries..... 26

Table 5. Summary Technical Assistance Report (01/09 – 03/09) ..... 27

Table 6. Training Report by Activity Area (01/09 – 03/09)..... 27

Table 7. Investment Report by Investment Category (01/09 – 03/09) ..... 28

Table 8. Area Transplanted by Crop (01/09 – 03/09) ..... 28

## 1. EXECUTIVE SUMMARY

- This is the fourteenth quarterly report for the USAID Rural Economic Diversification Project (USAID-RED), summarizing activities and results for the period January through March 2009.
- Total investments made by USAID-RED clients during the month of March totaled US \$437,474. Investment areas included materials and production equipment, irrigation equipment/infrastructure, postharvest and packing infrastructure, processing plant equipment, processing plants, vehicles and others.
- Finished hiring personnel for the commercial production component and assigned the agronomists to their zones. A total of 340 technical assistance visits were made.
- USAID-RED contacted seven NGO's working in the west-central zone to develop action plans in those regions. A total of 10 USAID-RED agronomists assigned to provide assistance in each zone. An intensive, one-week training was provided to 22 World Vision technicians.
- Four collaboration agreements were developed with FUNDER, World Vision, Caritas and CARNEL.
- Project Management had meetings with Save the Children, OCDIH, Corredor del Quetzal, CARE, Aldea Global, Hermandad de Honduras and ADRA, in order to initiate work in production.
- In planting, over 185 hectares of new plantings were established during the quarter with project support, including beans (52.7 hectares); corn (8.2 hectares); plantain (59 hectares); tomato (12.8 hectares); yucca (20 hectares); and other crops including pineapple (11.4), watermelon (7.5), onions (2.7) and peppers (3.9).
- A total of 56 training events were held during the period of which 676 growers (600 men and 76 women) were assisted on the topics of basic cultural practices, irrigation systems installation, fertirrigation, fertilization program management, adequate transplant and planting management.
- Two packhouses were finalized and put into operation due to the technical assistance provided by USAID-RED technicians.
- A total of 54 technical assistance visits took place to packing plants, warehouses, supermarkets and food processing plants.

Annexes to this report include USAID-RED monthly summaries (1), Newspaper articles (3), and selected monitoring and evaluation (M&E) reports. Additional supporting information — all project-produced market information, bulletins, manuals, presentations, technical reports, administrative documentation, and monitoring and evaluation reports — are available to USAID through the password-protected USAID-RED 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 the recent extension through September 30, 2010) of the United States Agency for International Development (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). Over the next 21-months, USAID-RED will focus 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 the USAID/Honduras mission's 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 assists clients in meeting increasingly stringent sanitary and phytosanitary (SPS) and environmental regulations in order to ensure competitive access to world markets.

USAID-RED signed Modification No. 8, on March 9, 2009. As mentioned above, the Project will continue its market-based approach while putting greater emphasis on selecting poorer, more subsistence oriented new farmers (less than one hectare under horticultural production). The Project will ensure that this new demographic will make up at least 75% of the beneficiaries, the remaining 25% will be expected to be medium-sized, more commercially oriented farmers. USAID-RED expects to achieve \$5 million in new clients' sales, generated from the 75% of small farmers and the rest of the target from the commercial famers. Where possible, the new small farmer clients will either be existing participants in the NGO partner programs or recent MCC-EDA graduates.

Under the new extension, USAID-RED will expand its 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% 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-trainers events, market opportunity facilitation and upgrading the business capacity of key non-farm businesses.

Over the following 18-months, USAID-RED will narrow its geographical scope to the western highlands (La Paz, Intibucá, Ocotepeque, Copan, Lempira and southern Francisco Morazan) and the north coast (Átlantida, Colon and Yoro). USAID-RED will endeavor to have 80% of all active clients in the targeted areas mentioned above; however, limited support to specific growers outside the area will continue in order to support promising market-based opportunities of either existing RED clients or graduated MCC 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. USAID-RED will collaborate directly with MIRA's office in La Ceiba and FHIA to identify the target areas where RED can support the marketing of MIRA producers and educate RED clients in sound natural resources management.

## **2.2. Staffing**

USAID-RED lost a number of people in December 2008, when the project was due to close. The Project only retained the persons necessary to maintain project closing activities until the end of December 2008. However, the Project was extended another 21-months and USAID-RED hired 6 senior level agronomists, 6 Junior Agronomists and three specialists to support the new extension activities. The new hires include the following persons:

- Mario Pineda, IT specialist
- Roberto Cordon, Marketing & Logistics Coordinator
- Sara Duran, Deputy Chief of Party
- Angel Valle, Junior Technician
- Eddy Flores, Regional NGO Technician
- Oscar Ponce, Regional NGO Technician
- Amado Cabrera, Technician – Commercial Production
- Jose A. Castellanos, Junior Technician
- Salomon Gonzalez, Junior Technician
- Jazziel E. Baca, Junior Technician
- Luis A. Espinoza, Junior Technician
- Luis A. Valle, Junior Technician
- Jorge Thompson, Regional NGO Technician
- David Arce, Technician – Commercial Production
- Darvin Suazo, Technician – Commercial Production

The Project also re-hired Olvan Lopez and Juan Carlos Bonilla, who had moved to the MCA/H-EDA project to assist in M&E activities. The MCA/H-EDA project is also managed by Fintrac, and the two employees will be working as RED's M&E specialists.

The project currently employs 28 persons, one of which is an expatriate, Sara Duran, who was transferred from Fintrac's USAID-ADP/EI Salvador project, due to close in June 2009.

## **2.3. USAID-RED Targets**

USAID-RED's primary targets (higher level indicators) to be achieved by September 30, 2010, are:

- Cumulative new client sales fee triggers (US\$, FOB exports, farm gate local market) to deemphasize total sales and to stress increased income, including all agricultural products, not just horticultural: target \$58.5 million.
- Cumulative new employment fee triggers (FTE positions): target 6,541.
- Cumulative number of MSME clients increasing annual income by a minimum of 40%: 2,500.

- Cumulative new client investments and counterpart/GDA contributions fee triggers: target \$25 million.
- Increased number of hectares under new NRM/GAP techniques (target added in the 2006 modification): target: 6,653
- To provide technical assistance and training to off-farm MSMEs to improve operational efficiency focusing on key existing intermediaries for small farmers: target 140.
- To set up programs between rural MSME's and financing institutions (special loan programs, assistance in loan application process, negotiations, etc.) for smaller farmers that are less credit worthy: target 400.
- To form global development alliances/private sector partnerships by focusing on fewer private sector company alliances: target 18.
- Contributions for the implementation of these alliances reach at least a one-to-one ratio either in-cash or in-kind: target \$1 million.

### **3. PROGRESS TO DATE**

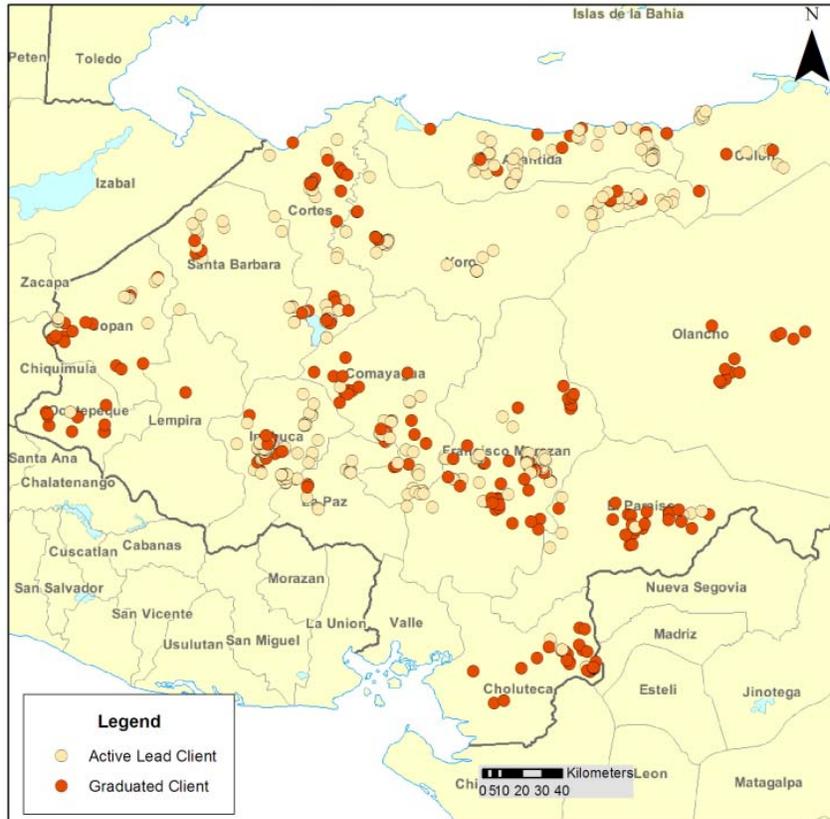
USAID-RED started on July 8, 2005, with the contract signing. Technical implementation activities started on August 1, 2005. A revised contract (with a modified reduced budget, timeframe, activities and targets) was signed on May 31, 2006. A modification to extend the duration of the project through 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<sup>th</sup>, 2010 was signed in March 9<sup>th</sup>, 2009.

A map of current USAID-RED geographic coverage (showing current active lead clients) is provided in Figure 1. The Performance and Monitoring Plan (PMP) 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 format 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.

Detailed information is available in Annex III and in Fintrac's Client Impact and Results Information System (CIRIS).

#### **Figure 1. Map of Current USAID-RED Active and Graduated Lead Clients (as of 3/31/09)**

### USAID-RED Active & Graduated Lead Clients (March 2009)



## 4. HIGHLIGHTS OF ACTIVITIES AND RESULTS

### 4.1. Production

The activities carried out during the first two months of the reporting period consisted of:

- Identifying and organizing new client farmers, farmer groups, other agribusinesses, and NGOs to be targeted under the proposed 21-month extension period (geographic and size-targeting was determined in conjunction with USAID).
- Providing initial technical assistance and training to newly identified clients, including technology transfer of basic good agricultural practices (GAPs) to program farmers.
- Providing on-call technical assistance and training services to current and new USAID-RED farmer and processor clients (inclusive of technical assistance in production and marketing for plantain farmers in Olanchito in conjunction with the startup of a new packing facility; and follow-up technical assistance to previously assisted greenhouse producers currently harvesting crops).

Immediately after the modification was signed on March 9<sup>th</sup>, USAID-RED management initiated with the recruitment and training of twelve additional agronomists required for both the commercial production and NGO activities of the Project. By the end of March, all of the new agronomists had received a one week intensive course on production systems, and spent a full week with an experienced USAID-RED agronomist to learn about delivering extension services to farmers.

### Plantings

USAID-RED technicians continued to deliver on-call technical assistance to existing Project clients. Over 185 hectares of new plantings were established during the quarter with project support.

- **Beans:** A total of 52.7 hectares were planted by 13 clients, mainly in Francisco Morazán, Cortés and Yoro.
- **Corn:** 8.2 hectares planted, mainly in Francisco Morazán and Yoro for crop rotation purposes.
- **Plantain:** This crop had the highest area of plantings during the quarter. Over 59 hectares were planted in several departments of Honduras.
- **Tomato:** 12.8 hectares planted, mainly in Francisco Morazán with export to the El Salvador market as the main objective of these plantings.
- **Yucca:** 20 hectares of yucca were planted for two particular markets: processing plants and supermarkets. This crop continues to be an attractive alternative because of its low cost requirements and expected income.
- **Other Crops:** Other crops planted this period include pineapple (11.4 hectares), watermelon (7.5 hectares), onions (2.7 hectares) and peppers (3.9 hectares), among others. Emphasis was made on compliance with basic agricultural practices.

**Training:** While the startup of new technical assistance activities was being delayed during the pre-award period, USAID-RED staff took the opportunity to deliver training to many NGO technicians and active lead clients. A total of fifty six training events were held during the reporting period, of which 676 growers were assisted (600 men and 76 women). Some of the main topics covered included, basic cultural practices, irrigation systems installation,

fertirrigation, fertilization program management, adequate transplant and planting management.

**Investments:** Project clients invested a total of US \$179,573 on production activities during this reporting period. Most of these investments are in land purchases, equipment, machinery, irrigation systems and vehicles for product and personnel transport.

**Sales highlights for selected growers**

- A grower planted 0.5 hectares of tomatoes for the first time, achieving a yield of 2,200 crates (110,000 pounds), which were sold at an average price of \$10.90. His return on investment was 144%.
- A producer from Cantarranas was able to export plantain to Nicaragua for the first time. He shipped 112,000 pounds for which he received \$20,160. Another grower from the same region shipped three containers to Nicaragua and one to Costa Rica for total sales of \$33,600.
- A watermelon producer who plants 0.7 hectares achieved a yield of 2,510 units, which were sold at an average price of \$0.92. His return on investment was 128%.
- The two plantain packing facilities constructed in Olanchito initiated operations in March. The first three shipments of peeled plantain were sent to a processor in San Pedro Sula. A total of 74 people were hired for this operation. Initial sales of these first deliveries totaled \$16,000.

**4.2. Processing and Food Safety**

The processing component of USAID-RED continues to provide technical assistance and training to small and medium-scale processors, providing them the necessary tools to expand. Selected highlights for the quarter include:

- An initial assessment was conducted for the existing processing clients in January, some of which will continue with the project for an extended period, and some where a 3 month exit strategy plan was developed. A total of 10 processing clients were graduated during this quarter.
- With USAID-RED assistance, a large plantain processing facility moved all of its operations to a new plant. USAID-RED provided support throughout the entire process. The new plant offered the opportunity for a more efficient flow and has a substantial impact on cost reduction.
- A refried beans plant was assisted in the installation of a new cold storage freezer and improvements were made in the process.
- Provided technical support to a tamale processing plant. In addition delivered training to plant personnel and supported in the completion of the necessary documentation to achieve government certification.
- Continued supporting food safety and processing activities in a variety of processing plants, including plantain chips, juice concentrates, pineapple crush, refried beans and fresh cuts.
- Support to a pineapple processing company in the design of a vinegar production plant, using pineapple peel as raw material.
- Support a fresh cut plant in product development for a potential client in Costa Rica.
- Total investments made by processing clients during the quarter were \$406,670. These investments were made in food processing equipment and processing infrastructure.

#### **4.3. Postharvest**

- Two packhouses were finalized and put in operation in Olanchito during the reporting quarter. USAID-RED technicians provided critical technical assistance in order to initiate these activities.
- Identification and diagnosis of potential clients, including collection centers, buyers and packing facilities.
- USAID-RED assisted in the layout of a potato cleaning and selection activity in La Esperanza. Technical assistance is being delivered on a regular basis.
- Work was initiated with a total of 6 agribusinesses, formed and supported by FUNDER. These agribusinesses are collection facilities that sell vegetables to supermarkets. A formal workplan was established with these companies.
- The project has approached three supermarket chains in order to provide technical assistance on the handling of their fruit and vegetables division. A workplan is being designed to target each of the supermarkets' needs.

#### **4.4. Institutional Alliances**

- As part of USAID-RED's new focus, this area was significantly expanded. Nine agronomists were hired for this activity, including three regional senior level agronomists and six support technicians.
- The three existing NGOs have increased their involvement in production activities with USAID-RED. World Vision and FUNDER have also increased their budgets for agricultural production activities as NGO management has experienced better returns on their investments in this activity.
- USAID-RED delivered an intensive training course on production systems to World Vision. A total of 21 World Vision technicians participated during the whole week. The event was also used for training of the newly hired staff.
- Project Management had meetings with other NGO's in order to initiate work in production. Meetings were held with Save the Children, OCDIH, Corredor del Quetzal, CARE, Aldea Global, Hermandad de Honduras and ADRA.
- NGO technicians have now been working alongside USAID-RED technicians for an extended period of time and have acquired significant experience that they are transmitting on to their assisted farmers.
- Examples of technology transfer activities include: potato production systems; local medium sterilization techniques for use in seedling trays; seedling production technology; use and advantages of raised beds; changes in planting densities for higher yields; pest and weed control; use of starter solution; and use of fertilization programs for specific crops.

#### **4.5. Private Sector Alliances**

During the extension period, USAID-RED will develop at least five additional alliances to strengthen both upstream and downstream linkages with participating growers. The most promising partners include major input suppliers (e.g. dozens of manufacturers and distributors of seeds, irrigation equipment, chemicals/fertilizers and other farm machinery), retailing/marketing agents (e.g. Wal-Mart's Hortifruti), and large and/or multinational exporters (e.g. Dole, Chiquita). Fintrac (and therefore USAID-RED) already has an excellent reputation

with the major potential alliance partners. Alliances will require matching contributions (at least 1:1) from partners.

During the first quarter of 2009, USAID-RED accompanied the USAID-TEA Director in the initial meeting held with Dole (Standard Fruit Company) in order to determine common areas of interest to form an alliance. Following the meeting, one of the managers from Dole went to the field with USAID-RED personnel to assess the work being done in plantain in the Atlantic region. There are areas where an alliance can be developed with Dole.

## 5. PERFORMANCE AND MONITORING PLAN (PMP)

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

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		
			<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						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	41	17	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	45	17	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		6	19	Quarterly/annual reports submitted to USAID (performance fee of \$1,000 per report for extension period)	Copies of reports	14	5	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		

## 5.2. PMP Sections 2 and 3: Monitoring &amp; Evaluation and Marketing 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>2</b>	<b>Monitoring &amp; Evaluation Activities</b>																			
2.2d	Baseline Indicator Data Collected for All Clients (sales, exports, ag, non-ag, income,											Baseline data for clients added during extension period collected as added to program	CIRIS								X		
2.3	Follow-Up Indicator Data Collected for All Clients											Data collected on ongoing basis (for extension period, annual data collected Dec 2009/Jan 2010 and Aug/Sep 2010)	CIRIS								X		
2.4	Customized "Real Time" CIRIS M&E Reports Available Online for Use by USAID											Data replicated to main database by all technicians at least once weekly; available on Intranet site for USAID use.	CIRIS				Available online. Continuously updated. Available reports expanded.					X	
2.5	Random data validation performed by Project M&E Specialists											Random data validation performed by M&E technicians through in-field visits by clients	CIRIS				Ongoing.					X	
<b>3</b>	<b>Marketing Component Activities</b>																						
3.1	Market surveys of potential and existing high-value and value-added products for MSMEs	22		1		1	1			3	25	Surveys completed and distributed	Copies of surveys on Intranet site	22	3	Initial period target of 20 exceeded by 2. 3 more to be done in extension period (performance fee of \$1,000 each)						X	
3.5	Export market producer/buyer linkage service	390	5	5	5	5	5	5	5	35	425	New producer/buyer business deals for exports of high potential agricultural and non-agricultural products established (Extension targets lower due to increased number of small	Deal log + validation	391	34	See export market linkage log - PMP Intranet						X	
3.6	Local market producer/buyer linkage service	460	25	25	25	25	25	25	25	175	635	New producer/buyer business deals for local sales of high potential agricultural and non-agricultural products established	Deal log + validation	473	162	Initial program target of 390 exceeded. See local market linkage log - PMP Intranet.						X	
3.7	Diversified buyer network program											Diversified buyer networks developed for main program crops and products (buyer lists for distribution to producers)	Regular project reporting			Ongoing. Production program buyer networks established with 25 high volume buyers.						X	

## 5.3. PMP Section 4: High-Value &amp; Added-Value Horticultural 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		
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	44,668	11,470	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	18	-	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	745	159	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	36,508	16,914	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	20	-	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	21	10	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	3,712	1,401	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	4,137	1,288	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	108	32	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	262	138	Initial target of 250 met on June 30, 2008. Lps. 45.2 million through 03/09				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	29	11	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 EEI/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	2,864	762	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	4,879	1,692				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	9,120	2,265	Initial target of 3630 exceeded.			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 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	0	1	Performance fee due on signed alliance agreement				X
8.1.15	Alliance 15 Established & Implemented			1						1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	0	1	Performance fee due on signed alliance agreement				X
8.1.16	Alliance 16 Established & Implemented			1						1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	0	1	Performance fee due on signed alliance agreement				X
8.1.17	Alliance 17 Established & Implemented				1					1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	0	1	Performance fee due on signed alliance agreement				X
8.1.18	Alliance 18 Established & Implemented				1					1	1	Alliance agreement completed & alliance functioning	Copy of alliance agreement	0	1	Performance fee due on signed alliance agreement				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 sources.)					expected						Alliance partner contributions reach \$700,000 (expected 12/31/09)	CIRIS + alliance partner validation	\$ 506,527	\$ 243,473					X
8.2.5								expected				Alliance partner contributions reach \$1 million (expected 9/30/10)	CIRIS + alliance partner validation	\$ 506,527	\$ 493,473					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	\$ 43499,083	\$ 8000,917					X	
9.1.5								expected			US\$58.50 million in cumulative new sales (expected 9/30/10)	CIRIS + validation	\$ 43499,083	\$ 15000,917					X	
9.2.4	Cumulative new employment fee triggers (FTE positions)				expected					5541	cumulative FTE positions created (expected 12/31/09)	CIRIS + validation	4,541	1,000					X	
9.2.5								expected		6541	cumulative FTE positions created (expected 9/30/10)	CIRIS + validation	4,541	2,000					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	1218	650					X	
9.3.5								expected		2500	cumulative MSMEs have increased annual income by at least 40 percent (expected 9/30/10)	CIRIS + validation	1218	1,282					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	\$ 20022,514	\$ 2277,486					X	
9.4.5								expected			US\$25.0 million in cumulative new investments/ contributions (expected 9/30/10)	CIRIS + validation	\$ 20022,514	\$ 4977,486					X	

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

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

### **Production**

- Both existing and new technicians involved in the commercial production component with focus on increasing their client base.
- Coordinate a client transfer process between the MCA/H-EDA project and USAID-RED, where some of the EDA clients will be graduated and transferred to the USAID-RED project for continued expansion.
- Continue promoting the installation of new drip systems in the different regions of the country.
- Design and start the implementation of the technology funds required for the remainder of the project.
- Continue promoting numerous crops, such as plantain, pineapple, watermelon, peppers, tomato, lettuce, carrots, broccoli, cauliflower and yucca, in different areas of the country.
- Continue with the buyer network program, including strengthening relationships between farmers and Chiquita, Dole, Hortifuti and Inalma.
- Support M&E on baseline data collection.

### **Processing and food safety**

- Continue identifying new potential clients.
- Finalize initial needs assessment for existing clients.
- Continue with the vinegar production project.
- Continue with TA provision to existing clients.
- Continue with GMP and HACCP implementation activities with various clients.
- Collect project impact indicators for processing clients with support from the M&E unit.

### **Postharvest**

- Continue with the provision of technical assistance to the plantain peeling and packing facilities.
- Design layouts and vegetable management plans for participating supermarkets and vegetable collection centers.
- Work on a short term consultancy for technical support to supermarkets in the management of their vegetable departments.
- Deliver post harvest training and technical assistance for producers.

### **Institutional Alliances**

- Training to NGO extension staffs to strengthen technical capabilities (train-the-trainers). This will be achieved through regular technical assistance and training events.
- Establishing demonstration production lots in farms assisted by participating NGO technicians. These have a two-fold purpose: (1) providing a visual example of modern agricultural production technologies and their benefits, thus stimulating their reproduction; and (2) using these farms to host field days to train neighboring growers.
- Providing NGO extension staffs with "agronomy kits" (drills, magnifying glasses, pH meters and electrical conductivity meters, lamps and fluorescent ink, among other items) to conduct

technical diagnostics on-site. The intention behind the “agronomy kits” is to provide technicians with better tools to detect problems at the assisted farms, improving the technicians’ recommendations and diagnoses.

- Establish demonstration plots with all of the participating NGO’s in order to provide a visual idea of the production systems and achieve a faster replication.
- Continue with the provision of technical assistance to NGO farmers alongside the NGO technicians.
- Collect all of the baseline information for new and existing NGO’s.

#### **Private Sector Alliances**

- Arrange meetings with more potential private sector partners (eg. Chiquita, Walmart, Seminis, Inalma).
- Determine activities and delivery mechanisms with private sector partners.
- Finalize planning of activities and Sign Memorandums of Understanding (MOU’s) with at least three of the selected partners.

#### **Administration**

- Provide training to new staff on administrative procedures.
- Finalize the procurement of vehicles, agronomy kits and other equipment needed for project operations.
- Obtain quotes and procure equipment for the partner and tech funds.
- Determine short-term consultancy needs and elaborate the necessary documentation.

## **7. PROJECT EXPENDITURE**

## **ANNEX I: USAID-RED IN THE NEWS**

Public awareness of USAID-RED activities has continued during the present reporting period. Selected newspaper publications for the quarter are presented in this annex. More news releases 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).

- Cultivo de plátanos gana terreno en area de Yoro, La Prensa, January 2009
- Embajador Hugo Llorens visitó Danlí: “Productores ocupan más ayuda técnica”, La Prensa, February 14, 2009
- Altos precios del plátano revive fiebre del “oro verde”, La Tribuna, March 17, 2009

La Prensa, jueves 22 de enero de 2009

ALTERNATIVA *Pequeños productores dicen que deja más utilidad*

# Cultivo de plátanos gana terreno en área de Yoro

■ **Yoro.** Los llamados productores maiceros y frijoleros del valle de Yoro están cansados de perder a causa de las sequías y las tormentas sucedidas cada año, por eso han decidido experimentar en sus tierras el cultivo de plátanos, un producto no tradicional en la zona que ahora promete dejar mejores ganancias que los cultivos tradicionales.

La plantación de plátano del tipo curare enano se levanta en aproximadamente unas 10 manzanas de tierra en la aldea Las Lomitas, municipio de Yoro, donde seis vecinos de este lugar se alistan para cosechar unas 500 mil libras del producto, el que se pondrá a la venta en empresas de San Pedro Sula.

Justamente cuando se ha perdido parte de la producción nacional en las fincas de la costa norte, el plátano yoreño es adquirido a 2.40 de lempira la libra y aunque no es el mejor precio les dejará alentadoras ganancias, como para continuar



Laureano Gómez carga el mismo los plátanos producidos en la plantación de Yoro.

en la siembra de la planta.

Los productores han sido capacitados en esta nueva experiencia por técnicos de la Agencia de los Estados Unidos para el Desarrollo, Usaid y apoyados financieramente por la cooperativa campesina Carnel, con sede en El Negrito, departamento de Yoro.

Laureano Gómez, uno de los productores dijo que, "la idea es de seguir con este trabajo, pero lo más difícil es encontrar el financiamiento, una vez hallemos una persona o institución que nos ayude, estaríamos dispuestos a hacer el cambio de maíz y frijoles a la siembra de plátano".

Según el campesino la cosecha de plátano le dejará mejor utilidad anual que el maíz y frijoles, pues con éstos están acostumbrados a perder por diferentes razones.

Gómez agregó que "anteriormente se creía que solamente en el valle de Sula se podía pegar el plátano, pero los técnicos han comprobado que nuestras tierras son aptas para este cultivo y hay algunas que pueden responder de mejor manera dando de 35 a 40 dedos por racimo".

"Las tierras 'barrialozas' como las nuestras impidieron mayores daños en la plantación durante la pasada depresión tropical, las pérdidas fueron menores en la emergencia, por otro lado de suceder un verano estamos preparados con un sistema de riego por goteo", expresó el pequeño productor. □

Rigoberto Urbina, Redacción La Prensa  
Corresponsal

## Embajador Llorens aconseja olvidar los debates ideológicos



El embajador Hugo Llorens dijo ayer que las prioridades de Estados Unidos son luchar contra la pobreza.

TEGUCIGALPA

La prioridad del gobierno del presidente Barack Obama es olvidarse de los viejos debates ideológicos y trabajar en resolver los problemas de pobreza, manifestó el embajador estadounidense, Hugo Llorens.

Llorens se expresó así cuando los periodistas le consultaron su opinión en

torno a los distintos alegatos registrados, entre los que destacan la denominada cuarta urna y el pago del decimoquinto salario.

"Hay tantos problemas que existen en Latinoamérica y ese fue el compromiso de nuestro presidente, escuchar, pero ir con propuestas para resolver problemas", señaló.

El diplomático expuso que en Honduras lo mejor

es que se unifiquen el gobierno, partidos políticos, empresa privada y todos los sectores, para enfrentar los grandes desafíos.

"La prioridad de Estados Unidos es trabajar en la reducción de la pobreza en Honduras, hacer justicia social, trabajar contra la criminalidad, en un esfuerzo regional", expresó.

FRANCISCO RODRIGUEZ

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Nacionales
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Económicas
Deportes
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**Opiniones**

- Editorial
- Columnistas
- Tribuna del Pueblo

**Columnas**

- Ridricitas
- Dejanme decirles
- La Bitácora
- Desde U.S.A.
- Rueda la Bola
- Cafeteando
- Comentarios

**Caricaturas**

- Actualidad
- Humor Sabatino

**Secciones**

- Nuestro Orgullo
- Turismo
- "Teguz" del Recuerdo
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- Reportajes
- Anales Históricos
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Envía Recargas Electrónicas a tus familiares y amigos a través de Ficohsa Express o puntos de venta Tigo.

## Económicas

### Altos precios del plátano revive fiebre del "oro verde"

Martes 17 Marzo 2009



*Muchas familias están dedicadas de lleno al cultivo de plátano a nivel nacional.*

**TEGUZIGALPA.** - La fiebre del "oro verde" está resurgiendo en diferentes sectores de país con el cultivo de plátano, fruta que experimenta buenos predos a nivel internacional y local, de acuerdo a lo que indicó Jacobo Regalado, productor y exportador de este rubro.

Un precio de 9.50 dólares la caja de 47 libras está motivando a muchos agricultores a dejar la siembra de granos básicos, afirmó.

"Se continúa creciendo, por lo menos a una tasa de 40 hectáreas por año, el plátano tiene una enorme demanda, no sólo en el país a través de la industria de procesamiento, sino que también a nivel internacional", declaró Regalado.

"Consideramos que todavía hay espacio para aumentar las áreas de producción, sentimos que es un negocio interesante que podría dejar mucho más ingresos a una familia, comparado a otros productos tradicionales".

"La industria turística usa mucho plátano como acompañamiento de los platos típicos de mariscos y también se está exportando a lugares como Miami, en áreas como Cantarranas y Yoro, vemos exportaciones de alrededor de 35 contenedores", agregó.

"Existe un auge de extensión de áreas dedicadas a la producción de plátano, podemos hablar de lo que está haciendo un programa de desarrollo que se llama Red Desarrollo Económico Rural que está financiado por el AID".

"Hemos tenido la suerte que tenga una ampliación de dos años, ya que han tenido un impacto importante, por ejemplo se han desarrollado mil hectáreas de cultivo en los últimos dos años".

"En definitiva, hay una demanda enorme en el mundo cercano a Honduras que tiene acceso a exportación en Centroamérica y la parte sur de Estados Unidos".

[Enviar a un amigo](#)

Mas noticias Económicas

- » 18-03-2009 El panorama financiero es incierto
- » 18-03-2009 En 2,200 millones bajará ingreso de divisas ante caída del café
- » 18-03-2009 Analizan la posibilidad de importar cemento de Cuba
- » 18-03-2009 Unidad: Fórmula empresarial para enfrentar la crisis económica
- » 17-03-2009 Bajará precio de la vainilla de hierro

Última Hora

Productos 100% Hondureños

Doble saldo

Envía Recargas Electrónicas a tus familiares y amigos a través de Ficohsa Express o puntos de venta Tigo.

LA TRIBUNA

## **ANNEX II: 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).

Note: To date, only one monthly bulletin has been produced for the month of March since the Modification was not signed until March 9<sup>th</sup>, 2009.



Monthly Update – March 2009

## 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.

### 2009/2010 STRATEGIC PLAN & INITIAL ACTIVITIES

In January and February 2009, USAID-RED worked closely with USAID/Honduras to develop a strategic plan for the 2009/2010 extension. The plan is based on the results of previous years and the current economic environment, characterized by a global crisis impacting the poorest sectors immensely. The following adjustments were made:

- Concentration of activities in the country's most vulnerable zones.
- More emphasis placed on assisting the most vulnerable producers and subsistence producers.
- Continue assisting commercial scale producers and businesses with added-value products.
- Expansion of the NGO alliance program.
- Establish formal alliances with the private and public sectors.
- Assist USAID's Integrated Natural Resource Management (USAID-INRM) program.

During the month of March, USAID-RED finished making the necessary changes to continue assisting the agricultural sector, rapidly adjusting to its new focus areas. The adjustments included hiring and training sixteen specialists in the areas of agriculture, monitoring and evaluation, information technology and marketing. A division was created to work with the most vulnerable regions in the country and with the NGOs working in those zones, which strengthen the division by providing assistance with commercial production and added-value products. In addition, FHIA was hired to assist with and strengthen the work being done by USAID-INRM in



Photos by Fintrac, Inc.

### INVESTMENTS

The investments made by USAID-RED clients during the month of March totaled \$437,447. The main investment areas are listed below.

Area	US\$	% of Total
Materials/Production Equipment	\$6,000	1%
Irrigation Equipment/Infrastructure	\$33,825	8%
Postharvest and Packing Infrastructure	\$28,127	6%
Processing Plant Equipment	\$269,970	62%
Processing Plants	\$54,200	12%
Vehicles	\$29,552	7%
Others	\$15,773	4%
<b>Total</b>	<b>\$437,447</b>	<b>100%</b>



the zones of the Atlantic coastline. The entire team is working in the zones being assisted by the program.

### COMMERCIAL PRODUCTION

- Finished hiring the personnel for this component and assigned them to their zones. A total of 340 technical assistance visits to new and existing producers took place.
- During the new phase, the project is focusing on finding new clients with the overall objective of demonstrating the effectiveness of adopting good agricultural practices (GAPs). Technical assistance continues to be provided to existing project clients.
- New crops are being promoted at field days and workshops in different zones throughout the country, where information such as production costs, yields, expected incomes and markets (potential buyers) is being provided on certain crops.
- A plantain packing plant in Olanchito began operating. The first three shipments of peeled plantain were taken to a processor in San Pedro Sula. A total of 74 people were hired at the packing plant for this operation. The income generated from the first sales totaled Lps. 320,000.
- Good plantain yields have been obtained in the central zone. The zone was visited by buyers from Nicaragua, El Salvador and Honduras, sales were finalized with several buyers.
- A total of 8.6 new hectares were installed with drip irrigation systems.
- The clients that have finished harvesting horticultural crops are being assisted with their rotation crop, such as beans or corn.
- Technical assistance was provided on plantain, cassava, onion, pepper (red, jalapeño, Nathaly), tomato, potato, broccoli, cauliflower, lettuce, carrot and pineapple, among others.

### ADDED-VALUE

- A total of 54 technical assistance visits took place to packing plants, warehouses, supermarkets and food processing plants.
- Assisted a plantain and cassava processor with the relocation of their plant and the installation of new equipment.
- Assisted a warehouse with the layout and installation of a potato washer.
- Visited clients that could potentially produce added-value crops and developed work plans for each one.

### PROGRAMS WITH INSTITUTIONS

In March, USAID-RED contacted seven NGO's that are working in the west-central zone. Action plans are being developed with the information gathered in the regions including the groups of producers that are benefiting from NGO assistance.

A total of 10 USAID-RED agronomists were assigned to provide assistance in each zone. During this month, the personnel were trained and sent to visit the zones and institutions where they will work.

An intensive one-week training was provided to 22 World Vision technicians.

A total of four collaboration agreements were developed (FUNDER, World Vision, Caritas and CARNEL), that will be finalized and signed in April.



Plantain transport, Olanchito, Yoro



Training for new technicians and construction of an A-line frame, Yamaranguila, Intibucá



First plantain peeling operation, Olanchito, Yoro



Planned and distributed the demonstration lots that will be established by each NGO in respective regions. Surveyed the technical units and total number of beneficiaries that will need assistance.

**MARKETING**

- Hired marketing personnel and introduced them to buyers in collaboration with MCA-H/EDA's marketing unit.
- Plantain buyers (processors, exporters and local buyers) were taken to the Bajo Aguan zone to show them the different alternatives available in the zones.
- Met with two supermarkets in San Pedro Sula and with a buyer that supplies to the Islas de la Bahía; assistance was provided on Good Manufacturing Practices and the project gathered information on the commercial demand for products and existing opportunities for USAID-RED producers.

**GENERAL**

- A meeting was held to discuss the project's new objectives and goals and to provide training on the monitoring and evaluation system.
- Equipment and tools for field analysis were provided to the project's personnel.

**SELECT RESULTS**

**Francisco Morazán:**

- A producer planted 0.5 hectares of tomato from which he obtained 110,000 pounds, that he sold at an average price of \$10.90 per 50 pounds, with costs of \$9,837, and profited 144%.
- A producer planted 0.17 hectares of tomato, from which he obtained yields of 19,750 pounds, that he sold at an average price of \$12.80 per 50 pounds, with costs of \$1,316, and profited 275%.
- A producer sent his first shipment of 112,000 pounds of plantain to Nicaragua at a price of \$0.18 per pound.
- Another producer sent his first shipment of three plantain containers to Nicaragua and one container of plantain to Costa Rica. Each container holds 1,200 boxes, weighing 35 pounds per box, at an average price of \$0.20/pound.

**Yoro:**

- A producer planted 0.7 hectares of watermelon, obtaining yields of 2,510 units, that he sold at an average price per unit of \$0.92, with costs of \$1,011, and profited 128%.
- A producer planted 2.1 hectares of plantain, obtaining yields of 121,490 pounds, that he sold for an average price of \$0.12, with costs of \$8,560 and profits of 70%.

**TRAINING**

30 trainings took place in March; 394 people were trained – 335 men and 59 women around the country on Food Safety and Production.

Department	# Events	# People
Intibucá	7	179
Yoro	10	111
Atlántida	4	25
Cortés	2	22
Others	7	57
<b>Total</b>	<b>30</b>	<b>394</b>



Installation of a drip irrigation system on the farm of a USAID-RED beneficiary farmer, Bajo Aguán, Yoro



Transport of peeled plantain to a processing plant. Olanchito, Yoro

**ANNEX III: SELECTED CIRIS M&E REPORTS (March 2009)****Table 2. All Client Status Summary**

Category	Type
Lead Clients - Active	459
Lead Clients Beneficiary	10
Lead Clients - Inactive	378
Sporadic Clients	710
Graduated Clients	251
Loans Program	63
Counterpart Organizations	68
Transferred	34
<b>TOTAL</b>	<b>1,973</b>

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

Area	Type
Agricultural Technical Schools	3
Association/Group/Cooperative	4
BDS Provider	11
Buyer	1
Cattle Producer	23
Distribution/Sales	6
Exporters	4
Government	2
Input Stores	5
Institution	2
Microprocessor	5
NGO	12
Pack houses	2
Processor	19
Producer	348
Others	7
<b>Clients reporting at least 1 business type: 376 from 454</b>	

**Table 4. Lead Client Beneficiaries**

Category	Clients Reporting	Men	Women	Total
Neighboring Producers	127	466	65	531
Input Suppliers	16	159	3	162
Group Members	36	208	34	242
NGO Clients	12	511	40	551
Out-grower Programs	19	2,348	99	2,447
BDS Receivers	17	132	52	184
Students	1	350	0	350
<b>TOTAL</b>	<b>228</b>	<b>4,174</b>	<b>293</b>	<b>4,467</b>

Note: 228 lead clients reporting at least 1 beneficiary type (from 454 total)

**Table 5. Summary Technical Assistance Report (01/09 – 03/09)**

Department	TA Visits
Atlantida	60
Choluteca	13
Colon	4
Comayagua	29
Copan	3
Cortes	156
El Paraiso	68
Francisco Morazan	559
Intibuca	114
La Paz	13
Lempira	3
Not Specified	164
Ocotepeque	1
Santa Barbara	14
Yoro	446
<b>TOTAL</b>	<b>1,647</b>

**Table 6. Training Report by Activity Area (01/09 – 03/09)**

Area	Men	Women	Total	# Events
Food Safety	10	31	41	4
Market Information	12	0	12	1
Other	19	7	26	5
Post Harvest	15	15	30	1
Production	600	76	676	56
Processing	9	12	21	3
<b>TOTAL</b>	<b>665</b>	<b>141</b>	<b>806</b>	<b>70</b>

**Table 7. Investment Report by Investment Category (01/09 – 03/09)**

Area	Client	Project	Other	Total	%
Application equipment	\$3,938	\$0	\$0	\$3,938	0.6%
Farm inputs	\$7,850	\$0	\$0	\$7,850	1.2%
Greenhouse infrastructure	\$31,578	\$0	\$0	\$31,578	4.9%
Irrigation equipment and installation	\$71,726	\$0	\$2,476	\$74,202	11.5%
Irrigation infrastructure	\$43,903	\$0	\$3,102	\$47,005	7.3%
Land (Purchase of)	\$15,000	\$0	\$0	\$15,000	2.3%
Packhouse and post harvest infrastructure	\$28,127	\$0	\$0	\$28,127	4.4%
Processing plant equipment	\$333,570	\$0	\$18,900	\$352,470	54.8%
Processing plant infrastructure	\$54,200	\$0	\$0	\$54,200	8.4%
Vehicles and other transportation equipment	\$29,552	\$0	\$0	\$29,552	4.6%
<b>TOTAL</b>	<b>\$619,444</b>	<b>\$0</b>	<b>\$24,478</b>	<b>\$643,922</b>	<b>100%</b>

**Table 8. Area Transplanted by Crop (01/09 – 03/09)**

Product	# of Clients	Area Planted
Beans	13	52.7
Corn/Maize (Rotation)	3	8.2
Onions	4	2.7
Pepper (sweet)	3	3.9
Pineapple	2	11.4
Plantain (Local & Export)	18	59.3
Sweet Potato	1	6
Tomato (table & Processing)	7	12.8
Watermelon	5	7.5
Yucca	7	20
Other Crops	3	1.3
<b>TOTAL</b>	<b>66*</b>	<b>185.8</b>

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