

# Family Farmers, Innovation and Markets

ARGENTINA / BOLIVIA / SPAIN



 Webstory



## The technological solution

To understand the economic, social and cultural logics underlying commercial innovations, a qualitative methodology was used. The comparative analysis allows us to identify common elements and to propose policies that contribute to promote processes of sustainability value added, productive and commercial networks.



## Description

The project aims to understand and to make visible family farmers commercial innovations and consumers interactions in order to contribute in the design of appropriate public policies which allow the multiplication of experience in Argentina, Bolivia and Spain



## Results

-  Participatory Methodological Design to study and characterize commercial innovations
-  8 case studies on innovative marketing strategies
-  Projects led by the FONTAGRO team in Argentina: 7 for research and 3 for extension. Spain: 3 initiatives to strengthen marketing experiences. Bolivia: 2 postgraduate theses
-  7 Webinars about Family Farming and Markets 1,116 Enrolled and 20,200 views
-  2 participatory training workshops on videos, a video production manual and 4 videos produced

**1832**

Participants in seminars, workshops and webinar

**7**

Family farming and markets webinars

**11**

Realized Studies of commercial innovation and added value cases

**56**

Articles, presentations and book chapters

**79**

Postgraduate students associated with the project (Training and investigation)

**50**

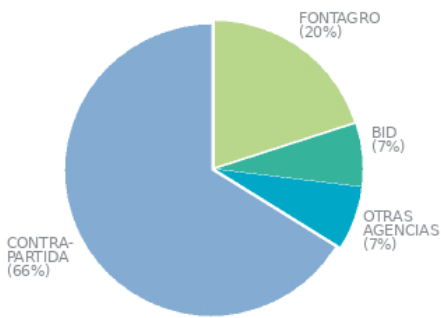
Online shops under construction

ABOUT FONTAGRO

FONTAGRO is a unique cooperation mechanism for agricultural innovation in Latin America and the Caribbean (ALC) and Spain, that works through regional platforms. It is composed of 15 countries that have contributed capital exceeding 100 million dollars and the Inter-American Development Bank (IDB), which is its legal representative.

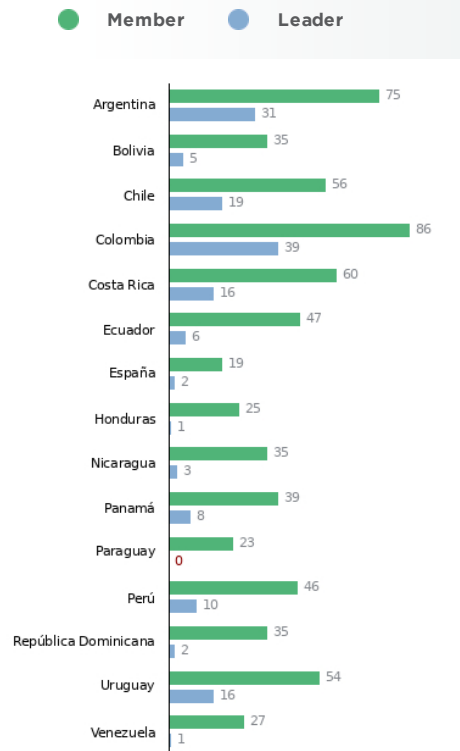


ORIGIN OF RESOURCES



- Counterpart contribution  
93.177.555
- FONTAGRO  
28.989.468
- IDB  
9.922.700
- Other agencies  
9.809.078

PARTICIPATION AND ROLE IN CONSORTIUMS SINCE 1998



FONTAGRO IN NUMBERS

**193** Number of projects approved

**141.9** Approved total amount US\$  
MILLONES

**9.8** Contribution from other agencies  
MILLONES

**32** Benefited countries

**63** Generated technologies

**15** New technologies for ALC

**8** Technology of global relevance

MEMBER COUNTRIES

- |            |                    |           |          |
|------------|--------------------|-----------|----------|
| Argentina  | Bolivia            | Chile     | Colombia |
| Costa Rica | Dominican Republic | Ecuador   | Honduras |
| Nicaragua  | Panama             | Paraguay  | Peru     |
| Spain      | Uruguay            | Venezuela |          |