

Success factors for the commercialization of agricultural products

COSTA RICA / COLOMBIA / NICARAGUA



 Webstory



The technological solution

Identify success factors and market options defining criteria and routes, emphasizing in all cases training actions for all participating families.







Description

As success factors, the following were identified: organization to reduce production costs; bargaining power to improve prices; negotiate differentiated payments for product quality; added value of products to capture higher profits and innovation with GAP that improve profitability and conserve natural resources.



Results

-  Typification of farms based on livelihoods.
-  Production systems were established based on the demands of the chains.
-  Field schools were established for the training of producers.
-  The factors that contribute to the success of the commercialization of agricultural products were identified.

25

Pilot farms implemented

13

Publications

8

Thesis

PARTICIPATING ORGANIZATIONS

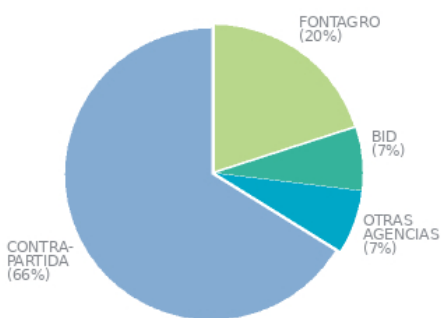


ABOUT FONTAGRO

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.

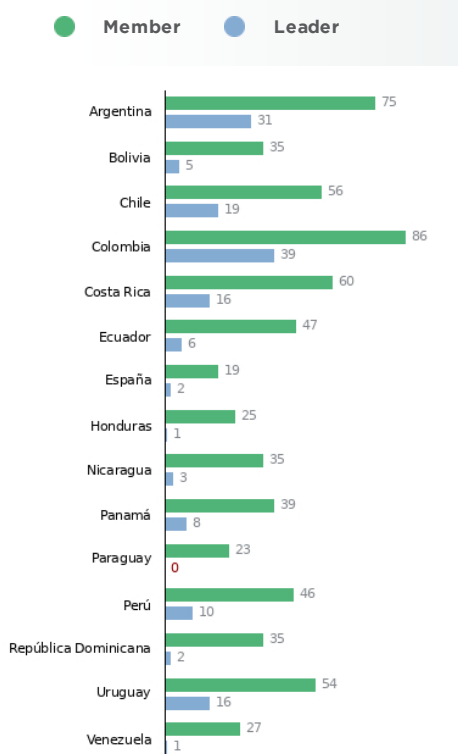


ORIGIN OF RESOURCES



- 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 | |