



USAID
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EL SALVADOR

Agricultural Diversification Program

Program Information



Workers weed an onion field at Opico, Department of La Libertad.

Partners:

Fintrac Inc.
Chemonics Intl.
Coffee Quality Institute
Ministry of Agriculture and Livestock
Salvadoran Coffee Council
PROCAFE Foundation

Geographic areas:

Nationwide

Project duration :

7 years (2002-2009)

Investment :

\$24.4 million USAID/ES funds

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U.S. Agency for International
Development Mission EI
Salvador
www.usaid.gov/sv

Background:

Until very recently, the agricultural sector has lagged behind other sectors of the economy. Farmers and agribusinesses need technology and innovation to diversify production, increase incomes and enter into new markets with more promising returns. Against this backdrop, USAID/EI Salvador has implemented three major activities in agriculture: 1) Enhancing crop diversification and valued added processing to stimulate production, processing and marketing of fruits, vegetables and processed products; 2) Promoting specialty coffee to help small and medium coffee growers by focusing on market niches with higher prices; and 3) Training firms and government officials in sanitary and phytosanitary standards (SPS) to promote exports and improve food safety measures for the domestic market.

Objective:

The new USAID Agricultural Diversification Program continues to help farmers and small and medium enterprises increase domestic sales and exports of non-traditional, high-value agriculture products.

Activity description:

In addition, the program is improving value added processing, increasing access to markets, building long-term business relationships and introducing new agricultural technologies. It stimulates job creation, investment and increased sales of short-term cycle fruits, vegetables, ornamental plants, specialty coffee, while tackling SPS issues facing the private sector.

Some of the major accomplishments include: 1) Drip irrigation systems for horticultural production have reached 791 small and medium farmers; 2) Sales have totaled \$26 million of which \$4.7 million were exports; 3) 87 small and medium companies have been assisted; 4) Salvadoran exports of specialty coffees have increased from just 3 percent four years ago, to 23 percent; and 5) more than 3,100 individuals from the GOES and the private sector have received training on SPS and agricultural technical topics.

Major expected results through 2009:

This activity will focus primarily on addressing key production constraints, business development, SPS, food safety, marketing, and sales of agriculture products. By the end of the program:

- Domestic and export sales will increase by \$45 million.
- 850,000 days of new employment will be created.
- 300 agricultural enterprises/agribusiness and 4,000 farmers will have adopted new technologies.

To see footage of the programs click on the links below.

<http://www.youtube.com/user/USAIDSV#p/a/u/1/vkf7OQgTwFU>

Second part:

<http://www.youtube.com/user/USAIDSV#p/a/u/0/nAQTWNG2M5k>