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

Publications

Thesis

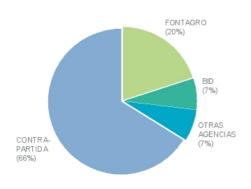


ABOUT FONTAGRO

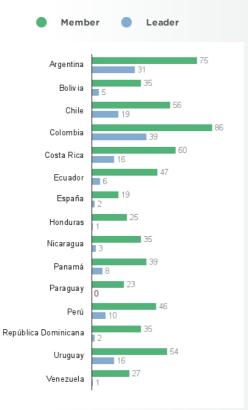
FONTAGRO is a unique cooperation mechanism for agricultural innovation in Latin America and the Caribbean (ALC) and Spain, that works through regional platforms. It is composed of 15 countries that have contributed capital exceeding 100 million dollars and the Inter-American Development Bank (IDB), which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



PARTICIPATION AND ROLE IN CONSORTIUMS SINCE 1998



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



Number of projects 193 approved

amount US\$

9.8

other agencies

15

New technologies for ALC

8

Technology of global relevance

MEMBER COUNTRIES

