



TWO APPROACHES TO IMPROVE RURAL EXTENSION FOR SMALL FARMERS IN GUATEMALA

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www.iica.int/Guatemala

Partnerships to benefit stallholders

- Why Guatemala? Malnutrition, alarming chronic under-nutrition rates, food insecurity, vulnerability, poor infrastructure, deficient research and advisory services



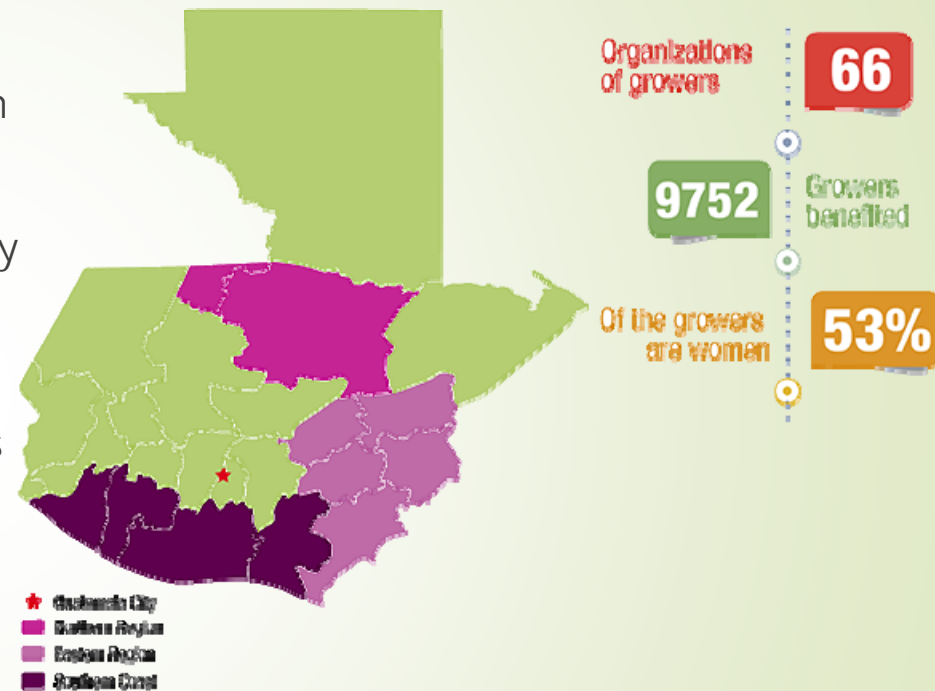
- Poverty 53%
- Extreme poverty 13%
- Chronic under nutrition 69.5% indigenous areas
- Vulnerable groups: indigenous women/children in highlands/dry corridor



- The two projects in partnership:
 - P4P: extension services focusing on product quality and market linkages
 - TotoGeo: increase impact of extension services

Partnering with WFP: Purchase for Progress -P4P

- Improve quality maize/beans; facilitate access more lucrative market
- Women's capacity production/ commercialization
- Improved pre and post-harvest management
 - Reduce tillage, improved storage, grain quality analysis, implement GAPs
- Improved business management capacities
 - Business plans, negotiation rounds, group sales
 - Access to credit through value chain-BANRURAL
- Private sector: credit from companies allowed interest free purchase seed/other inputs



Source: Training and technical assistance component of the P4P Project, implemented by IICA.

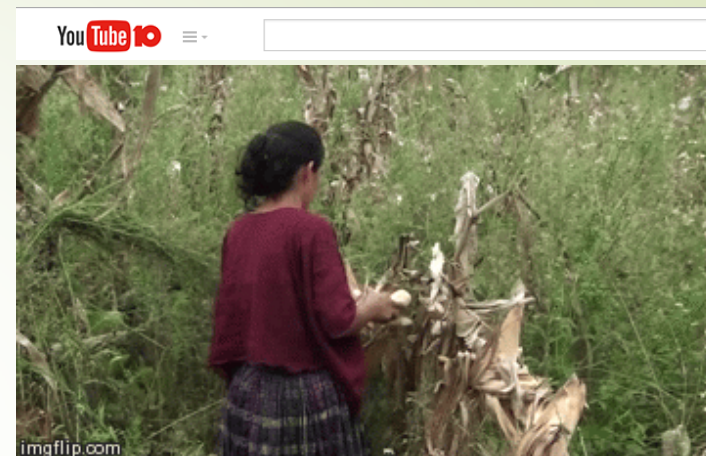
Partnering with WFP: Purchase for Progress -P4P

SUCCESES:

- ▶ Productivity increased 25%
- ▶ 50% governing board FO are women
- ▶ 35% FO sold to other buyers (baseline 4%)
- ▶ Access to credit 60% FO (baseline 23%)
- ▶ "Triangulo de la Dignidad"- Zero Hunger Challenge

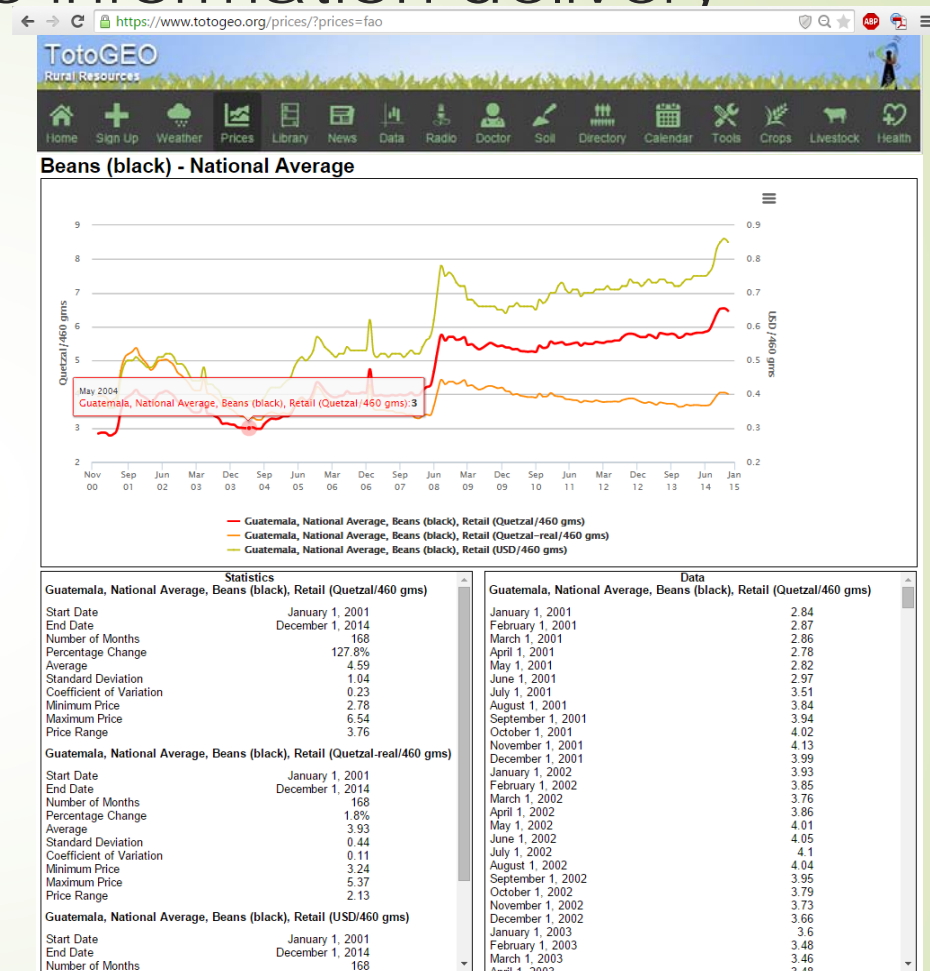
DISSEMINATION:

- ▶ Five years of participatory testing with farmers, key lessons compiled and systematized
- ▶ Videos produced and widely disseminated - Q'eqchi, Spanish and English (Agtube and Access Agriculture)
 - ▶ Training: 9,600 smallholder farmers, 1,000 extension agents, universities, local NGOs
 - ▶ Used by farmers field schools – reaching 10,000 producers
 - ▶ Demonstrated at farmers markets



TotoGeo: an approach to information delivery

- ▶ Proof of concept using TotoGeo: agricultural content
- ▶ Provides relevant, geo-localized information, multiple formats, tailored to the needs of small scale farmers
- ▶ Number of applications accessible via portal ("Agricultural Dashboard"), games, radio issue packs, SMS/Interactive Voice Response systems
- ▶ Dashboard easy to modify, customize and scale. Information traceability.
- ▶ Guatemala/Belize: Q'eqchi maize/bean farmers; Costa Rica: AgroMensajes program
- ▶ Serves information providers – extension agents, NGOs, academia, students
- ▶ IICA leveraging investment by the Gates Foundation in Africa and Asia.



www.totogeo.org

Lessons learned and challenges

Lessons learned:

- ▶ Extension requires pluralistic systems and a range of methods, ICT are important component
- ▶ Farmer organizations must be supported to drive the process and have a central role- farmers are experts
- ▶ Partnerships are key
- ▶ Leverage what has worked for others and apply to local context
- ▶ Create sustainability through linkages with governments and private sector.

Challenges

- ▶ Increase capacity in smallholders and farmers organizations requires long and sustained commitment
- ▶ Gender, ensuring that women not only participate but benefit from interventions
- ▶ Funding is always limited

iGracias!