

FLAGSHIP PROJECT

Competitiveness and sustainability of agricultural chains

for food security and economic development



PROGRESS **2015**

➤ Our commitment : Results

Through the flagship project entitled *Competitiveness and sustainability of agricultural chains for food security and economic development*, the Inter-American Institute for Cooperation on Agriculture (IICA) is working to improve the competitive and sustainable performance of agricultural chains through the management of policies, institutional strengthening and public-private capabilities, as well as support for processes relating to technological, business, institutional and commercial innovation.

Under the slogan "Our commitment: results", we are sharing the progress achieved in the implementation of the project in 2015.



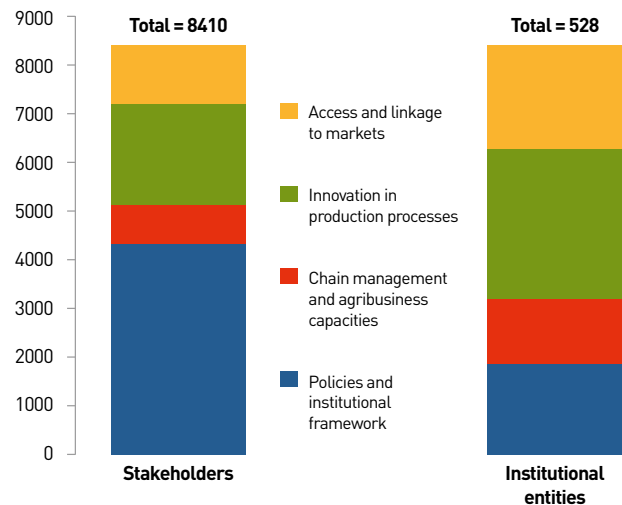
21
participating
countries

20
agricultural
chains

10 priority countries	4 countries with specific actions	7 partner countries
Honduras El Salvador Costa Rica Panama Peru Venezuela Argentina Paraguay Uruguay Trinidad and Tobago	Ecuador Guatemala Jamaica Nicaragua	Brazil Canada Chile United States Colombia Mexico Spain

8410
persons
trained

528
institutional
entities
strengthened *



* As a result of diverse activities under the different components, an entity or institution may be represented on more than one occasion.





> Products of technical cooperation

195



90

Training events
or exchanges



22

Studies and
reports

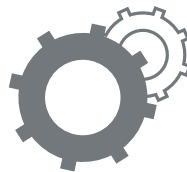


13

Methodologies

29

Proposals for
policies, strategies,
or projects



10

Technological
options for
innovation

21

Consensus-building
processes or strategic
partnerships

10

Baselines for the
priority chains



> Policies and institutional framework

The project generated national or international public goods in order to improve the competitive and sustainable performance of the agricultural chains through:

11

Studies

2

Methodologies

16

Proposals for policies, plans, or strategies

3

Capacity development activities

11

Activities for exchange of information, strategic partnerships, horizontal cooperation or knowledge management

These activities involved or directly benefited at least:

6

agricultural chains (coffee, cacao, flower, meat, sugar, fruit)

120

Institutions

4500

Stakeholders from the public and private sectors

17

Countries

Specific actions involved Argentina, Brazil, Canada, Costa Rica, Chile, Ecuador, El Salvador, Honduras, Guatemala, Mexico, Panama, Paraguay, Peru, Colombia, Spain, United States and Venezuela. Their scope extended to the 34 member countries of IICA and to other countries in Europe, Africa and Asia that reported similarities or were beneficiaries.

The topics dealt with include:

- Marketing standards
- Requirements for access to markets
- Price stabilization mechanisms
- Trade facilitation
- Agricultural trade liberalization
- Facilitation of agribusiness and value-adding
- Public policies for agriculture and its instruments for implementation, monitoring and evaluation
- Agricultural chain outlook
- Health and food safety standards, their application and international standardization
- Instruments for competitiveness of products and chains
- Technical and managerial boards for agricultural chains
- Actions to mitigate climate change
- Commitments within the multilateral framework on topics related to Agricultural Health and Food Safety (AHFS) and agricultural trade
- Standards and international trade regulation

Capacity development activities:



2

training processes directed toward stakeholders in the public and private sectors to support competitiveness of the chains in marketing standards for sugar and requirements for granting access by small farmers to institutional markets.

1



process for strengthening the capacities of public-institutional management for the competitiveness and sustainability of chains in Peru.

579



stakeholders from three countries in Central America benefited from the cycle of face to face conferences on the topic of trade and international agricultural trade regulation, within the framework of the IICA-WTO work plan.

Processes for exchange of information, horizontal cooperation, and knowledge management:

4

technical forums on monitoring of trends and innovations in policy management in agriculture, in view of the post-2015 development agenda.

1

space for dialogue created in Peru to facilitate the process of public policy management in agriculture.

3

strategic partnerships on issues relating to Agricultural Health and Food Safety (AHFS), Fund for the Application of Standards and Trade Promotion (STDF), World Organization for Animal Health (OIE), and Codex Alimentarius.

2

strategic partnerships, signed and in force, with regional forums on issues relating to AHFS regulations.

10

chains with accessible, up-to-date information through the IICA Observatory of the Agriculture and Forestry Sectors for stakeholders in Paraguay.

460

technical consultancies conducted on topics relating to trade and agricultural trade regulation through the Reference Center of the World Trade Organization (WTO) for Latin America.

3

horizontal cooperation sessions from Peru, with Chile and Costa Rica, on specific instruments for implementing agricultural policies (design of nationally appropriate mitigation actions - NAMAS, rust, price stabilization).

Studies, methodologies and proposals:

1

Documentation of cases and experiences in policy monitoring and management based on 22 interviews involving 20 institutions in six countries around the region.

2

countries validate a tool to evaluate the impact of the application of the PVS instrument (Performance, Vision and Strategy) for strengthening Food Safety.

1

Methodology to evaluate the regulatory framework and status of standardization with international regulation and AHFS requirements.

4

reports on the validation process for the PVS in 5 countries.

3

strategies designed that are geared toward strengthening the AHFS systems, and managed within the framework of joint work plans with regional and international organizations.

1

Proposal presented at international forums on international regulations for Paraguay and the region.

Proposals for policies, strategies and plans:



Costa Rica

Rubber-stamped by the national authorities of Costa Rica:

- Policy for the agriculture sector and development of rural territories.
- Sectoral plan that guides the Institute's work with respect to agricultural and rural development.
- Plan for competitiveness of protected agriculture.
- Validated proposal for a National Center for the Promotion of Added Value.



Honduras

- Proposal for a Risk Plan presented to the government of Honduras (includes project profile) for international financing.
- National strategy for trade liberalization.
- Plan for facilitating agribusiness and added value.



Paraguay

- Resolution for implementation of the inter-institutional work plan for development of the flower and meat chains in Paraguay.



Perú

- National Food Safety Policy presented to government authorities in Peru.



Hemispheric

- Report to the Committee on Agriculture of the WTO on IICA's contribution to Food Security.



➤ Management of chains and agribusiness capabilities

There has been progress in the design of international public goods that will strengthen and renew the supply of IICA cooperation instruments which, by being implemented in priority chains, will contribute to achieving the objectives of the component throughout the life of the project.

Activities have been carried out that have a hemispheric, regional (Southern, Andean and Caribbean), and national (Costa Rica, Argentina and Uruguay) scope.

Specific chains in which technical cooperation actions were carried out within the framework of Component 2	
Chains	Countries
Coffee	Honduras, Panama, Peru
Cacao	Honduras, Panama, Peru
Cashew	Honduras
Poultry	Venezuela
Sweet Potato	Jamaica
Flowers	Paraguay
Ovine	Paraguay
Small ruminants	Trinidad and Tobago
Vegetables	Argentina
Livestock	Uruguay
Beans	Costa Rica

15

Specific chains

10

Countries

24

Technical cooperation products

745

Agents of development and agricultural producers in capacity building processes.

91

public and private institutions strengthened their capabilities in competitive, sustainable and inclusive management of agricultural chains and in entrepreneurship, associative and value-adding capabilities.

Consensus-building and coordination processes in chains:

6

Countries

8

agricultural chains provided with institutional strengthening initiatives

Creation of boards and chain committees or support for existing initiatives:



Paraguay

2 Flower and Ovine Chain Committees, established and functioning through Ministerial Resolution to ensure institutionalization and sustainability



Venezuela

1 Committee for competitiveness of the poultry chain



Honduras

1 Cashew chain committee



Jamaica

1 Sweet potato chain committee



Panama

2 Committees for the coffee and cacao chains



Trinidad and Tobago

1 Committee for the goat chain

Opportunities for international exchange:

- **Platform for Promotion, Knowledge Management and Commercial Outlook for Agribusinesses in South America**, validated and launched at an international seminar-workshop, with the participation of 26 public, private and academic institutions from the 10 countries of the Southern and Andean regions.
- **A Regional Exchange** between Caribbean countries with regard to financing and cooperation funds, with participation from 80 leaders and stakeholders in the agricultural and financial sectors of six countries in the region.

Studies, methodologies and proposals:

1

- Methodology for the management of agricultural chains with a multidimensional focus on competitiveness, environmental sustainability, inclusion, equity and institutional structure, with preliminary application in the poultry chain of Venezuela.
- Study of the institutional framework and innovative models of cooperative and associative arrangements, in partnership with the International Cooperative Association.
- Methodology for the design of agrotourism projects, within the framework of the construction of the Coffee Route in Western Honduras.
- Methodology for conducting the Poultry Census in Venezuela, which will contribute strategic information for decision-making by the stakeholders in the chain.
- Project for the promotion of sustainable and inclusive trade relations in the cacao chain of the San Martin Region of Peru.
- Documentation of good practices for competitive and sustainable management of the coffee chain in Peru, with support from the Canadian counterparts.

Capacity building processes:

1 Design of a Hemispheric Institutional Capacity Building Program in Associative and Agro-entrepreneurial Management, including implementation in Uruguay and Paraguay.

3 Training programs in Honduras:

- Value-adding strategies for groups of small producers of cashew, potato, roses, onions, and other products, including the development of two new products, of brand name registration for eight products and differentiation mechanisms.
- Agrotourism for members of the Coffee Route, with preparation and presentation of nine agrotourism projects.
- Financial analysis for decision-making that resulted in preparation of business projects and plans, and in some cases, in financing processes.

2 groups of the virtual course entitled Value-adding in Products of Agricultural Origin.

1 Development of capabilities geared toward educating facilitators and managers of associative processes, and cooperatives of family farmers and small producers in Argentina.

1 Training workshop on focus and management of chains, for public and private stakeholders in the poultry chain, which resulted in the formation of a Chain Committee in Venezuela.

1 Complete process of capacity building in project profile formulation and management of agricultural value adding in Costa Rica.

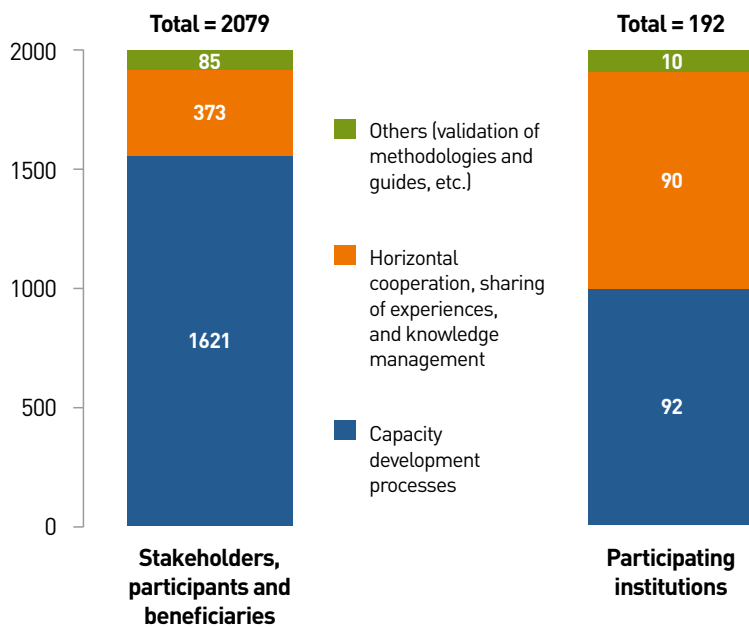
1 Training for young people from the member institutions of the Federation of Rural Associations of MERCOSUR in Uruguay, in associative management, management of chains, and international inclusion, in order to strengthen their family businesses.





> Innovation

Actions were carried out at both the multinational and hemispheric levels, as well as in the countries prioritized by the Project: El Salvador, Honduras, Costa Rica, Panama, Trinidad and Tobago, Jamaica, Venezuela, Peru, Paraguay, and Argentina, with emphasis on the priority chains in each country.



10

Countries

2079

Stakeholders



192

Participating institutions

45

Events for strengthening capacities, sharing of experiences, or horizontal cooperation.

Capacity development processes:

Good agricultural practices (GAP) in:

- The fruit and horticulture chain in Argentina
- The poultry chain in Venezuela
- Fruits and vegetables in Paraguay
- Agricultural, livestock and forestry production in Paraguay
- The coffee chain in Peru, with sharing of experiences with Colombia
- The sweet potato chain in Jamaica (GAP and postharvest management)

Implementation of innovations:

- Composting processes using farm waste and introduction of the use of bioinputs (beneficial fungi for pest and disease control) in the flower chain in Paraguay.
- Quality assurance of milk and production of cheeses and yogurt in the small ruminant chain in Trinidad and Tobago.
- Bioinputs in Peru.
- Sustainable forest management (water, mitigation, value chain and territorial planning) in the Andean Region.
- Organic and agroecological production in Paraguay.
- Establishment of a silvopastoral forage bank for the small ruminant chain in Jamaica.
- Methodology geared toward reduction of food losses in the value chains of Latin America and the Caribbean (LAC).
- Quality assurance throughout the poultry chain in Venezuela.
- Sanitary and safety issues in Peru (management of lepidopterous in cacao).
- Priority topics for LAC in the Codex Committee on Veterinary Drug Residues.
- Diagnoses of retrotranscription polymerase chain reaction (RT-PCR) of *Brucella* and *mycobacterium*, rate of bovine procreation and plant health inspection in Paraguay.
- Transborder diseases in Costa Rica.



Processes for sharing of experiences, horizontal cooperation and knowledge management:

- Experiences of Chile, Colombia, and Ecuador in good poultry practices.
- Horizontal cooperation on competitiveness and health of sheep in Paraguay.
- Horizontal cooperation on lepidopterans in cacao in Peru.
- Experiences in measurement of the water footprint in LAC.
- Linkages and management of information relating to Central American regulation of dairy terminology.
- Experiences and network creation on control and eradication of Newcastle in Venezuela.
- Information system at infoagro.net to share information on priority chains.

Processes for validation of methodologies and guides:

- Guidelines for the design of sanitary programs for animal health in Paraguay.
- Guidelines for the design of programs relating to coffee rust in Peru.

Studies, methodologies, and proposals:



2
Guides for the design of sanitary programs for coffee rust and animal health, validated in Peru and Paraguay.



1
Value-added production strategy for the fruit chain in El Salvador: the case for industrialization of mango in Zacatecoluca.



2
Identification of alternatives for innovation in feed for poultry production in Venezuela and for the production of vegetables and potatoes in Honduras.

1

1
Systematization of indicators and case studies on efficient use of energy in the agricultural food chains.



1
Document on mitigation measures for the priority production chains (rice, cashew and cacao) in Honduras.

1

1
Methodology for measurement of greenhouse gas effects aimed at organizations of small producers in Costa Rica, validated in the bean chain.



1

1
Strategic plan and investment program for the competitive and sustainable development of the rice value chain in Honduras (PEP-rice).



2

2
Project profiles in Panama:

- Promotion of the competitiveness and income of producers in the export cacao chain and implementation of the technical cooperation model for improving technology management on farms, value-adding and business management.
- Implementation of a model of technological extension to improve the competitiveness and income of the producers in the coffee chain, through a change in technology management on farms, value-adding and business management.

1

1
Research internship report "Diagnosis of Nosema ceranae and Deformed Wing Virus (DWV) in overwintering honey bee colonies", by a Uruguayan student in Canada.



➤ Access to markets

Actions at the hemispheric, regional (Andean and Caribbean), and national levels (Honduras, Venezuela, Trinidad and Tobago, Panama, Costa Rica, Peru and Jamaica) were carried out.

At the hemispheric levels, activities were conducted on innovative marketing models and with respect to Agricultural Health and Food Safety (AHFS) on topics related to Codex Alimentarius and Sanitary and Phytosanitary Measures.

In the Andean Region, actions were carried out on the topic of market information, while in the Caribbean the Agribusiness Forum and agrotourism initiatives were supported.

Consensus-building and coordination activities:



1

Agreement on project portfolio among the members of the Committee for the Cashew Chain in Honduras.

20

Countries

8

Chains

1096

Stakeholders



125

Participating institutions

30

Events relating to consensus-building bodies, capacity development activities, sharing of experiences, or horizontal cooperation.

Capacity development activities:

1 Workshop on Innovative Marketing Models with the participation of IICA specialists and others from 11 countries, conducted in Lima, Peru.

1 Workshop for strengthening the information and communication technologies of the market information systems with support from the Market Information Organization of the Americas (MIOA) in the Andean Region.

1 Products fair in Changuinola, Bocas del Toro.

1 Workshop on the principles of Fair Trade applied to the domestic markets of Panama.

1 Technical Forum on regulation and technical aspects related to Veterinary Drug Residues, conducted in collaboration with the Codex Coordination Committee for Latin America and the Caribbean.

1 Agribusinesses Forum in the Caribbean with participation from 10 countries, held in Barbados at The Technical Center for Agricultural and Rural Cooperation (CTA)

12 Networks and virtual forums related to food safety and thematic areas within Codex Alimentarius. Under the SPS Project in the Caribbean, supported the participation of 12 countries to attend a workshop on transparency and the SPS Committee in Geneva, events in Brazil (rabies and RISNSAIA), Tennessee (RPPO, plant health), Mexico, Nicaragua (CAC), and Paraguay (national SPS).

Studies, methodologies and proposals:

3

Projects to improve the competitiveness of the different links of the cashew chain in Honduras. The critical aspects underscored are access to financing, creation of added-value, and marketing.

1

Document on innovative marketing models.

1

Basic scheme for updating the processes of the Institutional Supply Program (ISP) in order to improve the income of small producers in Costa Rica.

1

Strategy "One Village One Product" (OVOP) in Costa Rica and local economic development.

1

Proposal to manage and strengthen support services for developing agroexport capabilities, in general terms, and by priority product lines in Peru, underscoring the case of coffee and cacao in the Agroexport Route.

1

Route for updating the market information system of the National Production Board (CNP) of Costa Rica.

1

Report of surveys for the creation of a practicing agrotourism community in the Caribbean.

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