

Success factors for the commercialization of agricultural products

COSTA RICA, COLOMBIA, NICARAGUA



Webstory



Technological solution

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



Technological 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.



Impacts and 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

Thesis



8

Thesis

MAIN DONORS



PARTICIPATING ORGANIZATIONS

