

Innovation Management Model in Rural Agroindustry

COLOMBIA, ECUADOR



Webstory



Technological solution

Establish innovation and market models for the development of the blackberry, lulo and other andean fruits value chain in Ecuador and Colombia.



Technological description

The Rural Agroindustry Innovation Managers (CGIAR) methodology includes recognition and market analysis to improve processes within the production chain, which includes production, agribusiness and the sale of fresh fruit or raw material.



Impacts and results

- The methodology was validated in Ecuador and Colombia.
- Three CGIAR groups successfully completed the entire innovation process.
- Self-management and co-innovation processes were generated between the actors and the producers' association in Colombia and Ecuador.



+ 1713
Trained people



33
Training events



20
Publications

PARTICIPATING ORGANIZATIONS

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