

Actions on behalf of the Flower Chain in Paraguay

FIRST, WE IDENTIFIED THE NEED TO:

- 1 Strengthen management of the chain.
- 2 Create mechanisms for training and technical assistance, in order to improve production conditions, post-harvest management and marketing.
- 3 Promote a training program for producers dealing with technological and management issues such as leadership, aspects of production and management, pest control, marketing and associative enterprises, among others.
- 4 Promote the strengthening of organizations of small-scale flower growers.
- 5 Create incentives and training mechanisms to motivate women and foster the insertion and consolidation of new producers and leaders who promote quality.
- 6 Promote, encourage and support public-private partnerships of producers' organizations, the public sector, florists, input suppliers, marketers, carriers and others chain stakeholders.

THEN WE DECIDED TO FOCUS OUR EFFORTS ON:

- 7 Strengthening:
 - Management of the chain.
 - Technological and innovation issues in the flower industry.
 - Good production and market access practices.
- 8 Financial education and financing.

ACHIEVING THE FOLLOWING RESULTS

- 9 We established the baseline of flower producers.
- 10 We promoted the institutionalization of the coordination group for the flower chain, incorporating representatives of the public and private sectors, whose legal status was officially recognized in a ministerial resolution.
- 11 We facilitated a public-private agreement to consolidate the coordination group for the flower chain by providing access to services that promote competitiveness and trade.
- 12 We initiated implementation of the plan for the chain's development and strengthening.
- 13 We devised the strategic plan for improving the chain's competitiveness during the period 2017-2021.
- 14 We created a registry of producers and an inventory of flowers.
- 15 We supported the management of financial cooperation by developing a financing and investment guide for the financial sector.
- 16 We conducted a study of the innovation capacities of public, private and academic stakeholders in the chain, focusing on aspects of organization, management, production, value added and markets.
- 17 We implemented a health program for the flower industry via a partnership involving SENAPE, FCA and IICA.
- 18 We carried out a capacity building process on good practices in the production of flowers and bioinputs.
- 19 We produced and applied the Handbook of Good Practices and posters on pest control, as well as the [Manual de Floricultura](#).
- 20 We implemented a capacity building plan focused on production technology, innovation processes and the adoption of technology in key components of the chain.
- 21 We facilitated a trip to participate in the World Flower Summit, which made it possible to identify innovations used in intensive, high-yield production, market-oriented harvest management practices, maintenance of quality and vase life, as well as marketing strategies for cut flowers.
- 22 We strengthened marketing capabilities by developing a product catalogue, promoting the use of the Family Farming seal and consolidating the flower industry chain in watersheds in the departments of Cabañas and Cordillera.

