

FIRST, WE IDENTIFIED THE NEED TO:

- 1** Create an entity tasked with organizing, interlinking and coordinating the fruit sector; and a committee to represent the sector and facilitate the integration of productive efforts.
- 2** Institute a public policy aimed at providing comprehensive support for the chain.
- 3** Have reliable, healthy and high-quality genetic material available; underpinned by a legal framework and robust institutions.
- 4** Consolidate the production of larger supplies of quality produce to ensure that sufficient quantities are always available in markets.
- 5** Strengthen a collaborative information system that integrates technical and commercial data and content; and facilitate dissemination of the data among producers.
- 6** Invest in the training of technical staff specializing in fruit-growing whose main function is to disseminate innovations designed to increase the competitiveness of the chain.

ACHIEVING THE FOLLOWING RESULTS

- 10** We devised a development strategy for the fruit sector.
- 11** We initiated the process of establishing the Federation of Fruit Producers of El Salvador (FECOFRUT), whose members now include 9 cooperatives and 386 individual producers.
- 12** We developed a business plan for the cooperatives interested in joining FECOFRUT, as well as a communication plan and promotional materials for the Federation's member organizations.
- 13** We supported the establishment of the "Fraterna" a collective brand, underpinned by quality and safety standards and social and environmental commitments.
- 14** We boosted the capacity to implement Good Agricultural Practices (GAP), including a pre-audit and a short-term plan, for the gradual implementation of GAP until compliance with the Salvadoran Technical Regulations is achieved.
- 15** We enhanced producers' expertise in the management of innovation.



THEN WE DECIDED TO FOCUS OUR EFFORTS ON:

- 7** Creating an entity to interlink and coordinate the sector.
- 8** Promoting the creation of an institutional policy designed to provide comprehensive support for fruit chain.
- 9** Strengthening organizations in order to build technical and commercial capacities.

- 17** We trained fruit producers to process the paperwork involved in meeting the plant health and legal requirements for exports, and enhanced their agribusiness skills.
- 16** We improved the technical and business capacities of producers' organizations in order to increase production and promote associative enterprises and position them in the market.
- 18** We promoted the exchange of information and drafted a document on the status and outlook for financing and financial inclusion within the chain, and proposals for improving the situation.
- 19** We supported the preparation of a profile for a project aimed at creating an agroindustrial technological park, as a first step toward the creation of the Zacatecoluca Local Innovation Ecosystem.
- 20** We prepared a profile for a project designed to continue strengthening the group of fruit cooperatives by supporting their further administrative, technical and commercial development once the project ends.