

The Flower Chain in Paraguay

FIRST, WE IDENTIFIED THE NEED TO:

- 1 Strengthen chain management, with extensive stakeholders participation
- 2 Generate training and technical assistance mechanisms in order to improve conditions for production, post-harvest management and marketing
- 3 Promote a training program for producers on topics related to technology and management, such as leadership, flower production and handling, pest control, marketing and collaboration via associations, among others
- 4 Foster the strengthening of organizations of small-scale flower producers
- 5 Create incentives and training mechanisms to motivate women as well as drive the incorporation and consolidation of new flower producers and quality leaders and managers
- 6 Promote, encourage and support public-private associations between producer organizations, the public sector, flower shops, input suppliers, marketers, carriers and other chain stakeholders

NEXT, WE AGREED TO FOCUS OUR EFFORTS ON:

- 7 Strengthening chain management
- 8 Strengthening technological and innovation aspects related to trade in flowers
- 9 Strengthening best practices for production and market access
- 10 Strengthening the associative capabilities of producers
- 11 Driving financial education and funding



- 20 Implementing a plan aimed at strengthening and supporting management of the committee, by means of a strategy and action plan
- 21 Implementing a plan aimed at strengthening capabilities related to production technologies, the family farming seal, and strengthening of commerce
- 22 Supporting the management of financial cooperation provided by state banks, by means of financial products that are suitable for the various chain stakeholders
- 23 Organizing a technical tour abroad for producers, technical personnel and authorities

IN 2017 WE ARE FOCUSING ON:

- 16 We implemented a flower health program through a partnership between the National Service for Plant and Seed Quality and Health (SENAVE), the School of Agricultural Sciences (FCA) of the National University of Asunción, and IICA
- 17 We implemented a capacity-building process geared toward fostering good practices for flower and bio-input production. A total of 200 producers received training
- 18 We developed and implemented a Manual on Good Practices and posters on pest control
- 19 We promoted information exchange and drafted a document on the status, outlook, and proposals for improving funding and financial inclusion in the chain

- 12 We developed the baseline
- 13 We promoted the institutionalization of the horticulture chain committee with public and private stakeholders, which received recognition through a ministerial resolution
- 14 We established a strategic plan for improving the chain's competitiveness for the 2017-2021 period
- 15 By means of a census, we created a registry of producers and a flower inventory

AND THEN, WE BEGAN TO ACHIEVE RESULTS: