

## The Fruit Chain in El Salvador

### FIRST, WE IDENTIFIED THE NEED TO:

- 1 Create an entity that organizes and coordinates matters in the fruit production sector, and a commission or a group of producer organizations that represents the sector and encourages the integration of production efforts
- 2 Establish public policies on comprehensive support to the chain
- 3 Have access to reliable, healthy, and high-quality genetic material that is supported by a legal framework and solid institutions
- 4 Produce greater supplies of quality products in order to keep the markets permanently stocked
- 5 Strengthen a collaborative information system that includes data as well as technical and commercial content, and disseminate it among the producers
- 6 Invest in the training of technical experts on fruit production, whose main function is to disseminate information on innovations that can increase the competitiveness of the chain

### NEXT, WE AGREED TO FOCUS OUR EFFORTS ON:

- 7 Organizing the fruit sector and creating a coordinating entity
- 8 Creating an institutional policy for integrated support to the fruit chains
- 9 Strengthening of organizations to develop technical and commercial capacities (market management)



- 18 Strengthening the capabilities of fruit producers in innovation management

- 17 Training and technical assistance to implement Good Agricultural Practices, including a pre-audit and a short-term plan that seeks to gradually implement good agricultural practices until the Salvadorian Regulations are fully met

- 16 Creating a collective brand to market the fruit produced by FECOFRUT, which will be supported by a set of agreed standards for commitments on quality and food safety, as well as on social and environmental issues

### IN 2017 WE ARE FOCUSING ON:

- 15 We promoted information exchange and drafted a document on the status, outlook, and proposals for improving funding and financial inclusion in the chain
- 14 We trained fruit producers in procedures related to phytosanitary and legal requirements for exporting products, as well as in agribusiness skills
- 12 We drafted a development strategy for the fruit sector
- 13 We developed a business plan for the cooperatives interested in joining the FECOFRUT

- 11 We strengthened the technical and business capabilities of the stakeholders in order to increase production, promote associativity, and boost access to stable and profitable markets
- 10 We started the process for the creation of the Fruit Producers Federation of El Salvador (FECOFRUT), which brings together nine cooperatives, representing 994 hectares (1420 mz) and 386 stakeholders

### AND THEN, WE BEGAN TO ACHIEVE RESULTS: