Rural territories and some value added strategies: rural agro-industry and agrotourism

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What is IICA?

Inter- American Institute for Cooperation on Agriculture

...an international technical cooperation organization on agriculture in the Americas
The agriculture that we promote: competitive, inclusive and sustainable

1. Improve the productivity and competitiveness of the agricultural sector

2. Strengthen agriculture’s contribution to the development of rural areas and the well-being of the rural population

3. Improve agriculture’s capacity to mitigate and adapt to climate change and make better use of natural resources

4. Improve agriculture’s contribution to food security
What does IICA do?

• Institutional strengthening
• Capacity building and development of human talent
• Development and strengthening of public policies
• Management and use of knowledge
• Project management
• Consensus building and coordination of stakeholders
• Horizontal cooperation
• Corporate management
Area-based rural development and family farming systems: Concepts and cases

Concepts
Central American Dry Corridor Initiative
Garifuna regional area-based development initiative
The Trifinio region
Multiple, interrelated dimensions of area-based rural development

- Stewardship & sustainable use of natural resources
- Quality of life in rural areas, ecosystems and people
- Agricultural and non-agricultural activities
- Area-based value chains
- Location matters
- Networks and social capital for development
- Local initiatives and national development
- Governance, involvement and concerted action
- Shared, historically constructed identity
Area-based family farming systems

- Multiple linkages among individual farms
- Value chains based on localized farming systems
- Social ties & cohesion
- Location, proximity & clusters
- Productivity
- Value added
- Environmental, economic, social, institutional and cultural aspects
- Private revenues and public benefits
Family farms and rural dynamics areas

Tangible contributions:
- Agricultural employment
- Food & other agricultural production
- Non-agricultural employment
- Public works, infrastructure & services

Intangible contributions:
- On-farm biodiversity
- Local agricultural knowledge
- Cultural identity & social institutions
- Area-based environmental services
Central American Dry Corridor Initiative
Regional relevance of the Central America Dry Corridor Initiative

• Multiple territories in 6 countries, including most of the region’s population

• Water management as a critical issue
  - for agricultural production (food and exports)
  – for human consumption within and without the Dry Corridor
  – for hydroelectric energy

• Need for concerted action for mitigation of and adaptation to climate change, greater variability and increased vulnerability

• Need for institutional development and multi-level area-based governance to comprehensively address inter—related issues at the regional, national and local levels.
Garifuna Regional Area-based Development Initiative

- Preparted by the Regional Garifuna Coordination network
- Approved by the ECADERT Regional Commission in 2013
General Objective:
To promote comprehensive sustainable development of the Garifuna people of Belize, Guatemala, Honduras and Nicaragua

Components of the initiative:

1. Political institutionalization
2. Territorial component
3. Management of territory (environment)
4. Cultural identity
5. Economic empowerment
6. Social component
The Trifinio region and Plan

It is constituted as an indivisible ecological unit through a treaty signed by the governments of El Salvador, Guatemala and Honduras for executing a Trinational Border Development Plan called "Trifinio Plan".
Tri-National Organization
Guatemala-Honduras-El Salvador

Comisión Trinacional del Plan Trifinio
Vicepresidentes (as) de El Salvador y Guatemala
y Primer Designado (a) a la Presidencia Honduras

Secretaría Ejecutiva Trinacional
Secretario (a) Ejecutivo (a) Trinacional

Director(a) Ejecutivo Nacional El Salvador
Director(a) Ejecutivo Nacional Guatemala
Director(a) Ejecutivo Nacional Honduras

Unidad Técnica Trinacional
OT-ELS OT-GUA OT-HON

Unidad Administrativa Trinacional

Programas, Proyectos e Iniciativas Trinacionales:
PROTCAFES, Bosques y Agua, Bosques Tropicales y Manejo de Cuencas,
Cadenas de Hortalizas, FINNFOR y PROTUR
Rural Agro-industry

Concept
Lacandona Jungle
Network of rural cheese factories
North East Brasil
Activities that allow the added value to be increased and retained in rural areas, by carrying out post-harvest work.

- **An idea**: New production model that benefits small-scale family farming
- **A tool for development**: Capacity-building for local stakeholders
- **A network**: Cooperative Rural Agroindustrial Development Program (PRODAR)
  - 15 national networks and a webpage: www.prodarnet.org
  - Funds: research, commercialization and training
  - Courses, technical events and publications

**IICA’S ROLE AND CONTRIBUTIONS**
LACANDONA JUNGLE, CHIAPAS

• PRODESIS Project (2007 -2008)

• Support for 15 AIR projects
  – Training
  – Commercialization
    ▪ Collective trademark
    ▪ Annual fair
  – Organization
    ▪ AIR Jungle Partnership

  Available at: https://www.youtube.com/watch?v=8viHAHj1CKU
Grupo Nich Capel – (SPOSEL), Selva Lacandona
Network of Rural Cheese Factories

- Mar del Plata Conference, 2008
- Toluca Workshop, 2009
- Electronic directory: 85 members
- Book: “De la Leche al Queso: Queserías Rurales en América Latina” (From Milk to Cheese: Rural Cheese Factories in Latin America)
Cooperativa Agropecuária Familiar de Canudos
Bahia - Northeast Brasil
Agrotourism as a value-adding strategy for agricultural production

- Agriculture
  - Landscape
  - Agricultural activity
  - Agro-industry
  - Tradition
  - Know-how
  - Craftwork

- Agrotourism
  - Tourism
  - Product Design
  - Accomodation
  - Food
  - Activities
  - Tour operators

- Tourism
Overview of some of the actions supported by IICA in Latin American countries

Honduras: Coffee Route
   Garífuna Route
Costa Rica: Turrialba Cheese Route

Caribbean countries: Jamaica,
   Trinidad and Tobago
   Bahamas
Map of the route with the tourism products you can visit during the tour.
Honduras

Copan Ruinas

Lago de Yojoa

Desayuno Típico

Café de Honduras
Garifuna Route in Honduras

Laguna de Guaymoreto

Fortaleza de Santa Bárbara

Santa Rosa de Aguán

comunidad de Limón
Our commitment: results