

USAID FARMER-TO-FARMER

OCTOBER 2018 - SEPTEMBER 2023



AT A GLANCE

FUNDED BY:
USAID
\$6,250,000

People Trained Over 5 Years
(Anticipated):
41,4000

Volunteer Days (Anticipated):
4,968

WHAT IS FARMER-TO-FARMER?

NCBA CLUSA's USAID-funded Farmer-to-Farmer program sends American farmers and business professionals on 2-4 week agricultural development assignments, promoting sustainable economic growth and agricultural development worldwide. Some volunteers work with smallholder farmers to improve production techniques or help better market their crops. Others might work with an agricultural processor to solve a production bottleneck or to increase their level of food safety. Farmer-to-Farmer volunteers also work in the areas of cooperative development, business planning and agricultural lending, as well as many others. As of 2019 we are operating, for the remainder of the 5 year cycle, in Peru, Ecuador and Honduras. This program will serve the following subsectors:

- Co-op development
- Sustainable coffee/cacao development
- Horticulture enterprise

HOW DOES THIS WORK?

NCBA CLUSA partners with Engineers Without Borders and National Peace Corps Association to recruit volunteers. NCBA CLUSA identifies host organizations, develops technical assistance plans, coordinates logistics, offers translation services when needed and provides travel coverage for skilled volunteers from the US. Technical assistance from US farmers, businesses, cooperatives and universities helps small holder farmers in developing countries improve productivity, access new markets, and conserve natural resources and the environment.



Bill Zimmerman (right) conducts field trainings with members of the APROECO coffee cooperative in Peru.



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Peru- Mollie Moisan and the APROSELVANOR team sorting coffee for a cupping session in the warehouse.

ASSISTING REMOTE COFFEE PRODUCTION IN THE PERUVIAN AMAZON

Moyobamba is the center of operations for multiple coffee producers, including the Northeastern Jungle Producers' Association (in Spanish, Asociación de Productores Selva Nororiental), or APROSELVANOR by its Spanish abbreviation.

Moyobamba has drawn the attention of several international NGOs, which share the objective of improving the quality and marketability of the region's coffee sector. Meanwhile, some local cooperatives and producer associations, such as APROSELVANOR, are working towards benefiting the small coffee producers that live in the surrounding area by buying their coffee at competitive prices and providing them with access to critical post-harvest technology as members.

NCBA CLUSA joins Solidaridad International, Technoserve, and Root Capital in partnership with APROSELVANOR to promote its growth in the coffee sector. The women-led association has already had some successes in the production and sale of green coffee since its establishment in 2015, and it has even secured a US-based client, Sustainable Harvest, to whom it exported coffee in 2019.

Its General Manager, Maricely Guevara Sanchez, has her

eyes set on widening the association's market base globally, reducing its reliance on middlemen, and diversifying its products to include roasted coffee, all in the year 2020.

APROSELVANOR is also in a position to leverage its Fair Trade, Organic, UTZ, and C.A.F.E. Practices certifications to interested buyers, however these buyer-seller relationships need to be established with importers and roasters abroad. NCBA CLUSA, through the US Agency for International Development (USAID)-funded Farmer-to-Farmer program, is providing APROSELVANOR with volunteer technical assistance to support the association in achieving the goals developed under Maricely's leadership and vision.

While NCBA CLUSA has previous experience implementing the Farmer-to-Farmer program in Senegal, Zambia, Honduras, and El Salvador, its assignment with APROSELVANOR in February 2020 was its first in Peru and set the organization off to a great start in country. Mollie Moisan, a veteran volunteer of the Farmer-to-Farmer program, returned to NCBA CLUSA a third time to lend her time and expertise to assist APROSELVANOR on the Marketing Strategy Project assignment.

Mollie is a licensed Q grader, coffee enthusiast, and farm advocate, as well as a consultant with over 10 years of experience in the cooperative sector. She was excited to bring her experience with coffee cooperatives, market access, and business planning to Peru to meet the needs of the association. "[APROSELVANOR members] were motivated, as was I, to get as much quality work done as we could," she said of the assignment.

Mollie assisted APROSELVANOR to bolster its online presence by creating two Instagram accounts with tailored content for potential international and regional buyers (Instagram handles [@aproselvanor](#) and [@cafe8valles](#), respectively). Together, Mollie and APROSELVANOR also established a dedicated team for the sale and delivery of roasted coffee domestically, as well as developed an export strategy that included training Maricely to pitch her product to industry professionals at the Specialty Coffee Expo in Portland, which she planned to attend. While the Expo has since been canceled due to health and safety concerns related to COVID-19, Maricely remains optimistic about her ability to connect to buyers through Mollie's professional network, as well as through the association's revamped social media pages.

NCBA CLUSA was founded in 1916 and is the primary voice in the United States for people who use cooperatives to build a better world. We currently work in Africa, Asia and Latin America building resilient communities, creating economic opportunities and strengthening cooperatives and producer groups.

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