

USDA COFFEE REHABILITATION AND AGRICULTURAL DIVERSIFICATION

SEPTEMBER 2014 – SEPTEMBER 2019

FUNDED BY:

USDA \$12,645,875



TARGETS

PRODUCERS RECEIVING EXTENSION SERVICES: **5,000**

COFFEE SOLD (TONS): **590,000**

ACRES USING IMPROVED TECHNOLOGIES: **62,000**

SUMMARY

To combat the coffee rust fungus that has caused up to 80 percent harvest losses in El Salvador, NCBA CLUSA is working with our local partner CLUSA El Salvador to rehabilitate the coffee sector through two main priorities:

- **Increasing the productivity of the coffee value chain** through improving agricultural techniques and technologies for coffee and diversified products, building the capacity of government institutions and producer organizations and cooperatives, and increasing access to financing and improved inputs; and
- **Expanding trade** of agricultural products by increasing the value of post-harvest products and access to markets through improved marketing and market linkages.

With CLUSA El Salvador as primary sub-recipient, the project will work with 5,000 coffee producers, 50 producer organizations and cooperatives, and government agencies and the private sector.



A member of Las Lajas Co-op in El Salvador moves coffee seedlings



PUBLIC-PRIVATE PARTNERSHIPS SUPPORT THE COFFEE SECTOR

In partnership with local public, private and cooperative organizations, NCBA CLUSA signed ten Memorandums of Understanding (MOUs) in Autumn 2015 to work with organizations stem the losses from coffee rust. The organizations included exporters, quality experts, local coffee co-ops and others interested in supporting the sector in El Salvador.

“Our project will not make political or economic distinctions when giving support to growers. We will work with anyone willing to face and overcome this crisis of the coffee sector in El Salvador,” said Stanley Kuehn, NCBA CLUSA’s project Chief of Party, during his opening remarks at the MOU signing ceremony. Partnerships include supporting local co-ops and trainings with the International Women’s Coffee Alliance. “We cannot allow coffee to lose the quality that has characterized El Salvador for so many years.”

Kuehn also underlined the Project’s commitment to respect the Salvadoran Environmental Law in order to protect, preserve, and recover the forest ecosystem.

“This commitment to the environment encourages us to promote organic practices for crops. We will work to ensure that growers learn to incorporate environmentally friendly practices through the manufacture and use of organic inputs in their farms,” Kuehn said. After the ceremony, attendees were invited to tour the organic input factory of Las Lajas cooperative to see first hand some of the best practices in organic processing.

Also in attendance were Miguel Herrera, USDA representative in El Salvador, and Orestes Ortez, El Salvador’s Minister of Agriculture and Livestock as well as current partners including Banco Hipotecario



Women from Las Lajas Co-op tend to coffee seedlings. Las Lajas was one of 10 organizations to sign MOUs with the project last year.

and CENTA-Café, with which NCBA CLUSA is currently working in order to build partnerships for the benefit of the sector.

Minister Ortez also addressed the event attendees and committed to working hand-in-hand with NCBA CLUSA in order to join efforts and continue supporting growers across the country. Working with the private sector, government and international partners, the El Salvador coffee sector has real potential to bounce back.

NCBA CLUSA was founded in 1916 and has worked in over 85 countries building democratic institutions and providing technical assistance to cooperative businesses and local organizations. We currently work in Africa, Asia and Latin America providing expertise in co-op development, food security, youth development, governance and natural resource management.

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