

Actions on behalf of the Horticulture Chain of the Corrientes Green Belt, Argentina

FIRST, WE IDENTIFIED THE NEED TO:

- 1 Promote coordination and consensus-building entities at two levels: a) the institutional framework in support of the chain; b) the chain level.
- 2 Strengthen the development of associative enterprises, particularly in the primary link in the chain.
- 3 Undertake capacity building in the areas of extension and agribusiness, associative and commercial management (for both technical personnel and producers).
- 4 Reduce post-harvest losses across the chain.
- 5 Improve sanitary and bromatological management.
- 6 Strengthen the marketing systems that exist within the chain and broaden the range of commercial options.

THEN WE DECIDED TO FOCUS OUR EFFORTS ON:

- 7 Raising awareness and supporting the creation of coordination and collaboration mechanisms.
- 8 Implementing capacity building processes for technical teams working in the territory in the areas of:
 - Leadership and extension.
 - Business and commercial management and management of associative enterprises and value added.
 - Management of post-harvest losses.
 - Management of Good Agricultural Practices (GAP).
- 9 Providing technical support for the development and improvement of commercial processes and channels across the chain.

ACHIEVING THE FOLLOWING RESULTS

- 10 We developed the baseline for the chain.
- 11 We laid the groundwork for the creation of the Interinstitutional Coordination Body to Support to the Chain of the Corrientes Green Belt by disseminating tools for establishing coordination entities.
- 12 We conducted assessments and drew up proposals for strengthening the chain's marketing channels, and carried out processes and technical exchange visits with Brazil and Chile to learn about innovative channels, experiences and support tools for the marketing of horticultural products.
- 13 We implemented institutional and technical capacity building processes focusing on subjects such as leadership, extension, value added, associative enterprise management, commercial innovation, chain management, loss appraisal and food waste, among others.
- 14 We designed and implemented a training program on GAP for educators working in agricultural technical schools, working in tandem with the ministries of production and education in the Province of Corrientes.
- 15 We improved the capacity of teachers and students in at least 11 Family Agriculture schools to communicate and implement GAP, under a joint effort with the Ministry of Production of the Province of Corrientes.
- 16 We disseminated the "Methodology for evaluating agrifood chains to identify problems and projects: a first step towards food loss reduction" (MECA) and enhanced the expertise of 25 technicians who will be using it.
- 17 We drafted the document "Integrated approach to food losses in the leafy green vegetables chain of the Green Belt of the city of Corrientes" and oversaw the integration of provincial and national programs on the subject. These efforts were carried out in tandem with the Ministry of Production of the Province of Corrientes.
- 18 We built trade management capacities through the Program for Commercial Facilitators in Northeast Argentina, implemented jointly with the INTA, the ArgenINTA Foundation and the Incluir Foundation. It was targeted at extension workers and development agents in the provinces of Corrientes, Chaco, Formosa and Misiones.
- 19 We enhanced the capacity to facilitate associative processes of technical personnel and facilitators engaged in the promotion and management of associative enterprises among family farmers in the chain, in cooperation with the Ministry of Production of the Province of Corrientes, the Municipality of the City of Corrientes, and the INTA.
- 20 We improved the capacity to use micro-marketing tools for rural economic initiatives. The activity was organized by IICA, INTA and Department of Family Farming, and targeted at technical staff and producers' organizations in the Humedal Norte region of Corrientes.
- 21 We strengthened the socio-organizational capacities of stakeholders in the horticultural chain and the supporting institutional framework.
- 22 We promoted links to ensure the support of institutions on specific critical issues within the chain, including MINAGRO's National Food Loss Program, INTA-PROHUERTA and the ArgenINTA Foundation.
- 23 We prepared a profile for the competitive and sustainable development of the chain to ensure the sustainability of the areas in which progress has been made under the project.

