

# Purchase for Progress - P4P Guatemala



## QUICK FACTS

**Project start date:**  
February 2009

**Number of farmers' organizations (FOs):** 64

**Number of members:**  
8,229 (37% women)

**Sales to WFP:**  
US\$ 6,896,269 (14,350 mt)

**Sales to other markets:**  
An estimated US\$ 4,718,429 (9,818 mt)

**Main commodities:**  
Maize and beans

### Main P4P activities

- Technical assistance and capacity development
- Quality testing in the field
- Marketing and group sales
- Fostering gender equality
- Smallholder-friendly procurement practices

### Funding

P4P's technical and administrative costs in Guatemala are primarily sponsored by the Howard G. Buffett Foundation, the European Union Food Facility and the Government of Canada. All food purchases are financed by donations to WFP's regular operations and by the Government of Canada.

Figures as of March 2014

## P4P in Guatemala

In Guatemala, P4P focuses on strengthening farmers' organizations (FOs) by providing technical assistance and capacity development in areas such as pre- and post-harvest management, adequate storage, and quality analysis carried out in the field. Capacity development in quality control is accompanied by the provision of [Blue Box](#) testing equipment. P4P has also promoted the use of inputs through demonstration plots and soil sampling. In partnership with key actors, P4P has identified ways to link FOs to alternative markets, and facilitated marketing and group sales through the analysis of crop production costs, business plans, negotiation rounds, price information and market analyses. P4P promotes the participation of women and rural youth through capacity development in organization, administration, finance and gender.

### Background

Only 20 percent of Guatemala's land is arable, most of which (70 percent) is devoted to basic food crops such as maize and black beans. In Guatemala, the majority of farmers (59 percent) take part in subsistence agriculture. 70 percent of maize is produced by small-scale farmers cultivating less than 7 hectares.

## Learning and sharing

P4P has emphasized an honest and transparent examination of what works and does not. After five years of testing various approaches on the ground, the pilot is currently being evaluated. Key lessons are being compiled and will be shared widely.

## Achievements

- **Crop Quality:** P4P was instrumental in the development of an innovative field laboratory, known as the Blue Box, which is used to analyse grain quality at the farm level. The Blue Box enables farmers to preselect grain according to quality, saving them from incurring transport and other transaction costs if their crop does not meet quality standards.
- **Gender:** In 2011, Guatemala became the first P4P country to design and formulate a gender strategy. This strategy is based on analyses carried out within individual FOs to determine quotas for the number of women participating in P4P activities. It also emphasizes women's capacity development in the production and commercialization of certain staple grains, and provides women with strategies to balance work with family life. Training has also been carried out to demonstrate the benefits of women's participation to both men and women, and P4P technical staff have been trained in gender sensitization.
- **Government ownership:** In August 2012, the Ministry of Agriculture launched the "Triangulo de Dignidad" programme as its leading effort in the Zero Hunger Challenge. This programme was inspired by P4P's work supporting FOs to market their surplus crops.
- **Partnerships with other UN Agencies:** Due to P4P's work with rural women, WFP is the lead agency in Guatemala in a global joint programme called Accelerating Progress Towards the Economic Empowerment of Rural Women (RWEE). This programme is being carried out in collaboration with FAO, IFAD and UN Women.



World Food Programme

For more information  
[wfp.p4p@wfp.org](mailto:wfp.p4p@wfp.org)

Last update: May 2014



Raúl Contreras (left) is a staple grain producer from the Jalapa department. He is the president of the Productores Agrícolas de La Laguna del Hoyo (APALH) farmers' organization, which has 110 members.

"Thanks to P4P, my organization could access credit from the Rural Development Bank -BANRURAL- with favourable conditions, obtaining a guaranteed loan for US\$ 23,500 at an annual interest rate of 14% for the commercialization phase. This allowed us to purchase 54 metric tons of white maize from our members."

## KEY PARTNERS

- Disagro
- European Union Food Facility (EUFF)
- Food and Agriculture Organization of United Nations (FAO)
- Fund for Land (FONTIERRAS)
- Government of Canada
- Institute for Agricultural Science and Technology (ICTA)
- Inter-American Institute for Agricultural Cooperation (IICA)
- Ministry of Agriculture (MAGA)
- National Institute for Agricultural Commercialization (INDECA)
- Rural Development Bank (BANRURAL)

- **Access to credit:** P4P helped catalyse commercial relations between smallholders and the financial sector. Today, FOs partner with banks and credit institutions at each step of the value chain. Access to credit for P4P-supported farmers' organizations is made available through BANRURAL.

## Challenges

- **Gender:** Great strides have been made involving women in P4P activities. However, ensuring that they not only participate, but also benefit economically, is challenging. This is especially true in cases where women are not the head of households.
- **Equipment:** A lack of adequate capital for technological innovation continues to restrict productivity, limiting yields of maize and beans.
- **Capacity development:** Despite capacity development provided to FOs by P4P and partners, technical knowledge is still limited among smallholder farmers. Further training on best practices, such as zero tillage to protect soils, adequate fertilization and the use of improved seeds, is needed in order to improve production.

## Partnerships

The Inter-American Institute for Agricultural Cooperation (IICA) has been a main partner for project implementation, providing smallholders with technical and agricultural assistance. The European Union Food Facility Mechanism (EUFF) funded P4P over the 2009-2011 period in northern Guatemala, and provided opportunities for WFP and FAO to work together in the field. During this time, FAO was responsible for the agricultural production phase, while WFP assumed the post-harvest management and marketing phases to procure the commodities produced.



## Read more about

[P4P Guatemala](#)

[Smallholders support improved nutrition](#)

[Better seeds for farmers](#)

[Blue Box](#)

[Women to the forefront](#)

[Aflatoxin management](#)

## WFP ACTIVITIES IN GUATEMALA

WFP Guatemala aims to reduce chronic under-nutrition and food insecurity among households living in poverty and extreme poverty, particularly indigenous people, in targeted provinces. Given the alarming under-nutrition rates in Guatemala, WFP interventions address its immediate and underlying causes which include food insecurity, inadequate maternal and childcare, poor water and sanitation and insufficient health services. The current Country Programme (CP) has four components: reducing chronic malnutrition, improving the livelihoods of subsistence farmers, P4P and strengthening the capacities of government institutions. The Country Office is currently working on a new Country Programme for 2015-2019, designed to address food and nutrition insecurity, which builds on lessons learned through work on nutrition, Food For Assets (FFA) and P4P interventions.