Linking Small Producers to High Value Agri-food Markets: The Experience of Asian Vegetables Produced in Honduras
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1. OBJECTIVE
To examine how small producers of Asian vegetables in Honduras have connected to high value agri-food markets and which have been the outcomes.

Small producers’ connection to the market has been reached through linkages with agro-exporters to whom they sell the product based on contractual arrangements which define resources access.

2. RESEARCH METHODS
Data collection strategies included visual materials, structured observations at the research site, documents review and sixty expert interviews with different actors in the chain of Asian vegetables produced in Honduras and exported to the US.

The outcomes of linking small producers to high value agri-food markets are mixed and turn out complex:

3. RESULTS
The linkage was initially established by the private sector initiative influenced by the confluence of several distinctive elements but without direct intervention of the government and other third parties.

The perspectives to secure continued participation of these small producers in high value agri-food markets are similar to the outcomes of entering these markets which are mixed and complex.

4. CONCLUSIONS
Small producers of Asian vegetables produced in Honduras have connected to high value agri-food markets through their insertion in an evolving network of contrasting relations and influenced by particular economic, social, political and environmental conditions.

The perspectives to secure continued participation of these small producers in high value agri-food markets are similar to the outcomes of entering these markets which are mixed and complex.