

# Linking Small Producers to High Value Agri-food Markets:

## The Experience of Asian Vegetables Produced in Honduras

Napoleón Molina Galeas, Fachgebiet Ökonomik der Gärtnerischen Produktion



### 1. OBJECTIVE

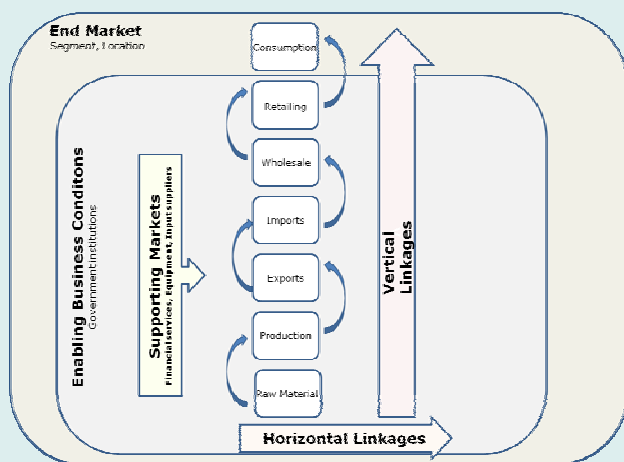
To examine how small producers of Asian vegetables in Honduras have connected to high value agri-food markets and which have been the outcomes.



Eggplant *Solanum melongena* Long Squash *Lagenaria siceraria* Fuzzy Squash *Benincasa hispida* Bitter Melon *Momordica charantia*

### 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.

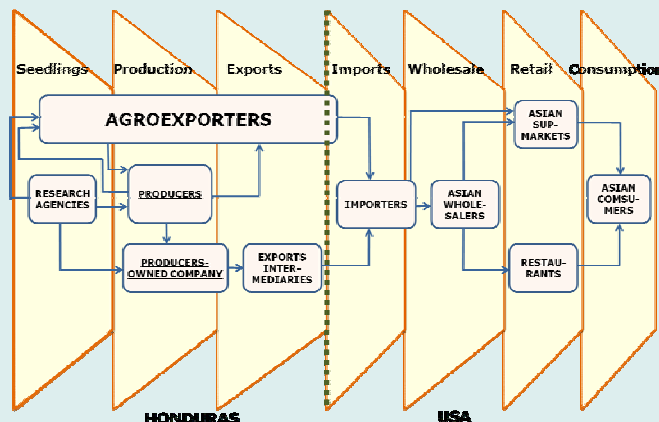


### 3. RESULTS

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.



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.



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