



## “Brewing” Success for Small Farmholders

### *A Public Private Partnership Brings Small Coffee Producers in Southern Ecuador to World Stage*



*A new public-private partnership between a local farmers group (APECAM), a private sector coffee federation (Fapecafes), and the local Municipality in Olmedo is working together to reinvigorate the coffee sector in Yamalaca.*

*PRODEL and its follow-on PRODEL II are cooperative agreements under the FIELD-Support LWA. They were designed to improve livelihoods for families in the northern and southern border regions of Ecuador by supporting the expansion of private enterprises that have the greatest potential to rapidly generate income and employment. Find out more about PRODEL and FIELD-Support at [www.kdid.org/projects/field-support/prodel](http://www.kdid.org/projects/field-support/prodel)*

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The neighborhood of Yamalaca in Olmedo, in Ecuador’s southern-most province of Loja, is historically known for its high quality coffee production. However, a range of factors, including aging plantations, soil erosion, strong winds, pests and diseases, low coffee prices, and limited technological renewal, have left the coffee farmers unmotivated when faced with the prospect of maintaining an unproductive coffee farm. As a result, many of the local farmers have abandoned coffee farming over the years. In 2010, USAID’s PRODEL program began working there and has supported a shifting of the tides and the Yamalaca community is motivated to reclaim their historical standing as high quality coffee growers.

On December 18, 2010, the community inaugurated the newly established nursery, belonging to the Pre-Association of Yamalaca Coffee Growers (APECAM), which is comprised of 22 member farmers who are committed to reigniting coffee production in the region. This community-based organization has set its sights on producing coffee that meets national and international standards and demands in order to generate income that will benefit individuals all along the coffee value chain in Yamalaca.

With USAID and PRODEL’s support, APECAM is now benefiting from a public private partnership with the Municipal Government of Olmedo and Fapecafes, a private sector coffee federation that serves as a lead “anchor” firm for PRODEL. USAID and PRODEL have provided financial and infrastructure support that enabled the coffee growers to install an organic fertilizer production center and an irrigation system for the nursery. They also provided technical assistance through the Farmer Field School (FFS) initiative. With the tools and knowledge the farmers gained through the FFS, they carried out an assessment of their farms and developed action plans to improve productivity. The Mayor of Olmedo, Mr. Jorge Márquez, complemented these contributions with important inputs of his own: materials for building the nursery, vehicles for transporting the materials, and labor and materials for creating a reservoir to store water for irrigating the plants. Finally, Fapecafes is a key buyer that is now sourcing from this otherwise disenfranchised community.



**The new USAID-funded nursery now houses 50,000 saplings grown from high quality, selected seeds that are expected to produce excellent coffee.**

During the inauguration of the nursery, the Mayor of Olmedo reaffirmed his municipality’s support for the local coffee growers: **“We are proud to have supported this nursery and this initiative; we hope it marks new beginnings for coffee production in our region!”** Mr. Arturo Ortiz, President of APECAM, which is a member of Fapecafes, and current buyers of Yamalaca coffee beans, emphasized the great potential that lies ahead as a result of Yamalaca’s linkage to Fapecafes: **“Our partnership with Fapecafes has been very positive. This last year, Fapecafes purchased 3,000 lbs of coffee from local growers and sold them to the US-based fair trade coffee company, Equal Exchange, at a very favorable price, which helps us all.”**