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PRODUCERS TO MARKETS ALLIANCE (PMA)

Strengthening legal economies through increased product competitiveness and value.

OVERVIEW

USAID's Producers to Markets Alliance (PMA) strengthens legal economies in conflict-affected territories. It does this by improving rural producers and enterprises' capacities to respond to quality standards and volume requirements established by licit markets. PMA is being implemented in the departments of Antioquia, Bolívar, Caquetá, Cauca, Córdoba, Meta, Nariño and Valle del Cauca, and it runs from March 2017 – March 2022.

PMA operates in conflict-affected areas where the success of licit markets is key to advancing Colombia's peace process. Precarious government institutions and armed conflict have given rise to illicit crops, illegal mining, and human, arms and drug trafficking in Colombia. The existence of these illicit industries threatens stability, security and the country's transition to peace.

PMA improves coordination between producers and buyers to increase income and employment opportunities for smallholder farmers, including those owned by women and minority groups. PMA supports high-potential value chains, including cacao, coffee, latex, tropical fruits and vegetables, and sustainable dairy. In so doing, PMA is contributing to Colombia's efforts to reduce coca crops.

COMPONENTS

IMPROVING EXPORT SALES BY CONNECTING PRODUCERS TO MARKETS

PMA facilitates agricultural and other value chain product sales to maximize value for producers while expanding export and trade opportunities for rural producers and businesses. The activity ensures the financial, technical, and managerial sustainability of producers by linking them to buyers, and by providing them with assistance to close business deals that meet market requirements.

INCREASING PRODUCTION THAT RESPONDS TO MARKET DEMAND

PMA supports new planting, crop renewal, improved postharvest handling, and other value-adding efforts. PMA also reduces production costs, increases yields, improves product quality, develops handling and delivery schedules for selling goods. Through farm demonstration sites, PMA showcases good agricultural practices and improved technologies for smallholder producers.

ENHANCING INVESTMENT IN RURAL INFRASTRUCTURE

PMA mobilizes financial resources to facilitate rural infrastructure investments needed for key value chains and business deals. PMA also develops assessments, feasibility and technical studies, environmental analyses, and engineering designs to support productive infrastructure investment. This includes helping communities maintain and repair tertiary roads.

RESULTS

- Helped PMA producers earn USD \$167.7 million through local sales and USD \$21.9 million through international sales;
- Facilitated USD \$21.8 million in coffee and cacao export sales through interventions focused on volume consolidation, quality improvements, and promotion of differentiated products;
- Provided technical assistance and training to 84,225 citizens through demonstration sites and individual farm visits;
- Helped producers organize to offer higher quality products at competitive market prices and produce greater volumes; and
- Improved 1,801 kilometers of tertiary road, reducing regional travel times by 35 percent and facilitating market access for more than 12,966 rural producers.