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About MEDA

Technology Linkages

Competitive Agriculture Technology Program

technology linkages

for sustainable agriculture

BENEFICIARY PROJECTS

2011/2014

Competitive Agriculture Technology Program
What is Techno-Links?

Techno-Links is an innovative project launched in Peru and Nicaragua in August 2011 by MEDA (Manitoba Economic Development Association), with the support of the USAID (United American Development Agency) and CIDA (Canadian International Development Agency). Valued at approximately $10 million, Techno-Links responds to the challenges agriculture technology suppliers face in serving the small farmer market. Over the three years of the project, Techno-Links is building the capacity of twenty agriculture technology suppliers in Peru and Nicaragua so they are better able to provide appropriate and affordable agriculture technology (versus a project goal of 5,000).

Techno-Links business consultants. This includes sales and marketing strategies that specifically target small farmers as the appropriate and affordable agriculture technology (versus a project goal of 5,000).

5,733 small farmers (of which 28% are women producers) in Peru and Nicaragua will benefit from access to more appropriate low-pressure drip irrigation technology centers.

In April 2013, a sample of 26 rural, small-scale Nicaraguan farmers who accessed technology from two Techno-Links grant recipients, were interviewed. These findings confirmed the success of Techno-Links to date:

- 50% time savings
- 54% better market access & negotiation
- 58% increased income

Techno-Links in Numbers

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Technology Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAC Divisoria</td>
<td>Production of bio-fertilizers made with efficient micro-organisms to improve the productivity of smallholder crops</td>
</tr>
<tr>
<td>CAC Perene</td>
<td>In vitro micropropagation for improving the productivity of banana crops</td>
</tr>
<tr>
<td>La Florida</td>
<td>Introduction of “Novo Suelo”, a comprehensive strategy for sustainable production of amaranth, a traditional Andean grain</td>
</tr>
<tr>
<td>Biocafe</td>
<td>Processing and/or heating related respiratory diseases, which largely affect women. The company’s marketing campaign did not initially focus on these women health and gender related benefits, but they now plan to orient marketing strategies to more effectively target women and increase sales.</td>
</tr>
</tbody>
</table>

Results to Date

To date, 41 business plans were submitted (26 in Peru and 15 in Nicaragua). From these plans, business plans were selected for funding:

- 1,770 small farmers (of which 38% are women producers) in Peru and Nicaragua will benefit from access to more appropriate and affordable agriculture technology (versus a project goal of 5,000)
- 12% of ideas submitted were for women-owned businesses (versus a project goal of 50%)
- 62% of proposals aimed at production issues and 38% aimed at post-harvest issues and added value.
- 52% were presented by producer's associations, 22% by Non-Governmental organizations, 19% by suppliers or buyers and 5% by various actors.
- 59% were from Peru and 41% from Nicaragua.
- A total of 160 business ideas were initially submitted. This number was divided as follows:
  - 115 business ideas were submitted in the second call. 44 business plans were submitted (26 in Peru and 19 in Nicaragua). From these plans, business plans were selected for funding:
  - 2,100 small farmers from the northern departments of San Martin, Amazonas, Lambayeque and Cajamarca will benefit from access to drip irrigation technology centers.

- Strong partnerships developed between matching grant recipients and sector specific organizations (MFIs, farmer cooperatives, government institutions etc.) reflect the sustainability of the initiatives
What is Techno-Links?
Techno-Links is an innovative project launched in Nicaragua and Peru in August 2011 by MEDA (Monterrey Economic Development Association), with the support of the RBED (Latin American Development Bank) and CIDA (Canadian International Development Agency). Valued at approximately US$10 million, Techno-Links responds to the challenges agriculture technology suppliers face in getting the small farmer market. Over the course of the project, the Techno-Links business consultants are building the capacity of 20 agriculture technology suppliers in Peru and Nicaragua so they are better able to provide improved and diversified technology to small farmers.

How is Techno-Links achieving its Goal of Improving Access to Agriculture Technology?
Techno-Links is using smart incentives to make small scale agriculture technology more accessible to smallholder farmers. The Techno-Links Agriculture Technology Matching Grant Fund requires investment from technology suppliers—one dollar for every dollar invested up to a maximum of US$60,000, with the best business proposals supported through a competitive and transparent process.

The selection process for choosing twenty technology suppliers consisted in two calls for business proposals. The successful proposals submitted to MEDA by interested technology suppliers were selected for funding:

During the first call in August 2011, 45 business plans were submitted (26 in Peru and 19 in Nicaragua). From this process, 41 business plans were developed and 20 were implemented thus benefiting nearly 5,000 small producers.

Now in Year 3, Techno-Links has achieved the following notable results in Peru and Nicaragua:

• 92% aware of technology and benefits
• 65% of farmers were satisfied with the technology
• 54% improved health
• 50% increased yields and product quality

Results to Date

The second call in June 2012, 115 business plans were submitted (68 in Peru and 47 in Nicaragua). From this process, 41 business plans suppliers were selected for funding:

Techno-Links Matching Grant Recipients

Agriculture Technology Matching Grant Fund

Now in Year 3, Techno-Links has achieved the following notable results in Peru and Nicaragua:

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• 65% of farmers were satisfied with the technology
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Results to Date

In the second call in June 2012, 115 business plans were submitted (68 in Peru and 47 in Nicaragua). From this process, business technology suppliers were selected for funding:

Reporting

Devising a system of incentives to make small farmers more productive for producers of fruit and vegetables.

New businesses were created.

New businesses were created.
What is Techno-Links?
Techno-Links is an innovative project launched in Nicaragua and Peru in August 2011 by MEDA (Manitoba Economic Development Association), with the support of the IADB (Inter-American Development Bank) and CIDA (Canadian International Development Agency). Valued at approximately US$100 million, Techno-Links responds to the challenges agriculture technologies face in setting off the small farmer market. Over the three years of the project, Techno-Links is building the capacity of twenty agriculture technology suppliers in Peru and Nicaragua so they are better able to provide much needed technologies to small farmers that are both commercially viable and environmentally sustainable.

Selection Process
The selection process for choosing twenty technology suppliers consisted in two calls for business proposals. The successful applicants submitted their business plans to MEDA by interested technology suppliers. The Techno-Links Agriculture Technology Matching Grant Fund requires investment from technology suppliers – one dollar for every dollar invested up to a maximum of US$60,000, with the best business proposals supported through a competitive and transparent process.

Results to Date
In the second call in June 2012, 51 business plans were submitted (48 in Peru and 3 in Nicaragua). From this process, business technologies were selected for funding:

Techno-Links in Numbers
- 5,733 small farmers (of which 28% are women producers) in Peru and Nicaragua will benefit from access to more improved linkages to markets.
- Small farmers working with matching grant recipients are enjoying high demand for agriculture products and improved linkages to markets.
- 65% of farmers were satisfied with the technology.
- 92% aware of technology and benefits.
- 58% increased income.
- 50% increased yields and product quality.
- 50% time savings.
- 54% better market access & negotiation.
- 54% improved health.
- 52% were presented by producer's associations.
- 22% by Non-Governmental organizations.
- 19% by suppliers or buyers.
- 38% aimed at post-harvest issues and added value.
- 62% of proposals aimed at production issues.
- 54% better market access & negotiation.
- 52% awareness of new technologies.

Solar Power Generation in Peru
One of the winners in Peru is PRONATUR. Located in the city of Chiccay, PRONATUR is among the 10 leading coffee exporters in Peru and among the first at biggest fruit exporters. Its social mission is to promote the sustainable development of smallholder coffee farmers by setting up solar powered irrigation systems that are appropriate for the dry climatic conditions in the region. The use of solar panels is promising for farmers that can use them, because this would otherwise be too expensive to purchase.

Evaluation of business plans by Selection Committee
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Results to Date
Now in Year 3, Techno-Links has achieved the following outstanding results in Peru and Nicaragua:
- 4,721 small farmers (of which 18% are women produced) in Peru and Nicaragua will benefit from access to more appropriate and affordable agriculture technologies (reach a project target of 5,000).
- US$6.7 million invested by matching grant recipients, leveraging US$1.1 million donor contribution.
- 63% of proposals aimed at production issues and 38% aimed at post-harvest issues and added value.
- 52% were presented by producer’s associations.
- 22% by Non-Governmental organizations.
- 19% by suppliers or buyers.
- 62% of proposals aimed at production issues.
- 38% aimed at post-harvest issues and added value.
- 54% better market access & negotiation.
- 54% improved health.
- 58% increased income.
- 50% increased yields and product quality.
- 50% time savings.
- 52% awareness of new technologies.

BENEFITS
- 92% aware of technology and benefits
- 65% of farmers were satisfied with the technology
- 58% increased income
- 50% increased yields and product quality
- 50% time savings
- 54% better market access & negotiation
- 54% improved health
- 52% awareness of new technologies

SATISFACTION
- 92% of small farmers were satisfied with the technology
- 65% of farmers were satisfied with the technology
- 58% increased income
- 50% increased yields and product quality
- 50% time savings
- 54% better market access & negotiation
- 54% improved health
- 52% awareness of new technologies

Technology Uptake in Nicaragua
In April 2013, a number of small scale Nicaragua farmers who accessed technology from two Techno-Links partners, were interviewed. These findings confirmed the success of Techno-Links in Urban Life 

Successful implementation of Techno-Links through the promotion of new technologies.

Technology Uptake in Nicaragua
In April 2013, a number of small scale Nicaragua farmers who accessed technology from two Techno-Links partners, were interviewed. These findings confirmed the success of Techno-Links in Urban Life.

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**BENEFICIARY PROJECTS 2011/2014**

Technology Linkages for Sustainable Agriculture

**Technology Linkages**
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technology linkages for sustainable agriculture