



February Newsletter

2026 SAG-ProOccidente Project



February brought concrete progress in the field: families adopting new technologies, groups strengthening their production and post-harvest practices, businesses becoming formalized and linked to financial opportunities, and communities protecting their micro-watersheds. These are firm steps that originate in local organization and translate into real opportunities for the region.

SAG-ProOccidente closely accompanied these processes, delivering 2,511 Climate-Smart Technologies (CST), representing an investment of L 8,167,953.07 in the period reported up to February 27.

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Territories move forward: February reaffirms the impact of technical support

February ended with measurable results on the ground: families incorporated Climate-Smart Technologies (CSTs), groups strengthened their production and post-harvest practices, and businesses continue to advance in formalization and financial integration. We also reinforced the care of critical micro-watersheds for water supply for consumption and production in the communities – a balance that translates into real opportunities arising from local organization. SAG-ProOccidente closely supports these processes with the delivery and adoption of 2,511 CSTs, representing an investment of L. 8,167,953.07 in the period up to February 27, 2026.

Investment by department:

- Intibucá: L 1,882,950 | 37,989 CST.
- La Paz: L 2,059,924 | 3,775 CST.
- Lempira: L 3,225,270 | 6,898 CST.
- Ocotepeque: L 80,058.37 | 16 CST.
- Santa Barbara: L 824,750.70 | 62 CST.
- Copán: L 95,000 | one CST delivered

The combination of comprehensive technical assistance, adoption of integrated crop management practices, and coordination with local stakeholders resulted in greater efficiency in the field, improved product quality, and practices that protect the soil, water, and land. Community efforts and technical support have sustained rural development throughout the month.



Components 1 & 2: An integrated pathway connecting capabilities with funding

In February, the SAG-ProOccidente Component-2 team strengthened the pathway connecting financial literacy with access to rural credit through a tour of Intibucá, Copán, and Santa Bárbara. During this tour, the Component-2 fund was presented, and direct dialogue was held with producer groups and financial institutions. This progress builds upon the training provided by Component-1, which has trained 2,048 producers in financial literacy, requirements, guarantees, interest rates, and repayment terms, thus improving their ability to access financial services.

More tools, better decisions. This is how financial education is progressing.



As a result of the financial training, 2,156 people have contacted us to learn about their ability to take out loans, and 696 expressed interest in moving toward formal financing to strengthen their productive activities. The articulation between both components allows for aligning expectations between Intermediary Financial Institutions (IFIs) and producer groups, improving the eligibility profile of families and opening a clearer path to invest, diversify, and increase income sustainably. Information on the conditions of the Component-2 credit fund, guarantee mechanisms, and deadlines is now available to those who already have technical support, which reduces barriers to entry and accelerates the time to manage credit according to their investment plans.



The end result is a cycle of continuous improvement. Training consolidates a solid financial profile, facilitates access to suitable credit products, and enables responsible investment decisions, with direct effects on productivity, competitiveness, and sustained income generation in rural communities.



Technical preparation that drives the adoption of CST and better results

February strengthened the technical preparation of producers to incorporate Climate-Smart Technologies (CST) and translate them into better incomes. In coffee, work focused on tissue management, seedbeds, integrated pest management, and mountain microorganisms on farms, while in post-harvest, the use and adjustment of equipment to improve quality and consistency was reinforced.

In horticulture, comprehensive technical assistance consolidated key practices for receiving CST effectively: mesh houses, raised beds, drip irrigation, appropriate planting densities, and fertilization programs according to phenological stage, ensuring responsible use of each investment.

Cases like Armando Rodríguez (EMSEMSA, San Agustín), who is making progress in quality micro-lots and boosting the strawberry chain in Yamaranguila with suitable vegetative material and technical support, show the shared objective: to be ready for the adoption of CST to produce better, reduce losses and access better prices.

With applied knowledge and close guidance, each group strengthens its productive base to receive technology, use it well, and turn it into sustainable income.



“This is the first time a project has come to support me.”
—Testimony of Francisca Mejía after receiving CST in Marcala

“It helps us save time and show that women can do it too.”
—Alejandra González, a young strawberry producer, on the impact of receiving support from SAG-ProOccidente



Comprehensive Technical Assistance: The driving force behind February's progress

Behind every advance is the Comprehensive Technical Assistance of SAG-ProOccidente. This ongoing and close support combines field practices, adoption of Integrated Technical Assistance, market access, mitigation of socio-environmental impact, organizational strengthening, and collaboration with local stakeholders, ensuring that each group moves forward with confidence, best practices, and the right tools.



Thanks to comprehensive technical assistance and the continuous presence of the technical team on farms, in businesses, in communities and in municipal coordination spaces, the project develops capacities, opens doors, and connects rural families with real opportunities for sustainable growth.



Each action in February reaffirmed the project's commitment: to walk alongside producers, facilitate practical learning, promote responsible innovation, and strengthen water and land management.



The work of the month demonstrated that, when community effort is combined with quality technical support, local organization and relevant solutions, rural development advances steadily and sustainably.



Voluntary agreements and the strengthening of intermunicipal associations continue to generate results in communities



During February, organized groups made progress in community actions aimed at protecting their water sources and the sustainable management of the territory. These actions included promoting clean-up days and responsible waste management, as well as establishing living barriers, planting fruit and timber trees, and setting up a monthly recycling system that delivers materials to an authorized center, as part of voluntary agreements with producer groups.



In Chinacla, practices were promoted for the safe disposal of agrochemical containers, preventing these residues from reaching the soil or nearby bodies of water.

At the institutional level, the project continues to strengthen water management by providing specialized equipment to MAMLESIP to improve water quality monitoring in prioritized micro-watersheds, and by providing equipment to the CAFEG consortium for fire prevention and control. Coordination was also maintained with MAMCEPAZ regarding land-use planning instruments that guide sustainable interventions in its area of influence.

The support also assists families in actions to improve access to and management of water, strengthening local resilience and the sustainability of their production systems.



More tools, better decisions. This is how financial education is progressing.

Productive groups continue to strengthen their ties with financial institutions, expanding their options for boosting productive initiatives. They are engaging with financial entities to learn about products tailored to their needs, receiving guidance on available funds, and using the Financial App, a tool that simplifies the organization of requirements and the management of credit processes. SAG-ProOccidente promotes new skills through financial education programs, developing the ABCs of Finance, focused on planning and basic administration. Workshops have also been held on budgeting and understanding the requirements for accessing credit. These actions strengthen economic decision-making, encourage responsible investments, and prepare groups for the adoption of Climate Smart Technologies and to manage their growth opportunities with greater confidence.

Trade links that anticipate the harvest



In terms of market access, trade links remain active even before the harvest, reflecting the trust generated by the organization and the quality of the product. At the Rincón del Buey Production Group in Copán Ruinas, buyers inquired about availability and estimated production dates, ensuring advance demand for the group's crops. In Ocotepeque and Lempira, producers of coffee, pear tomatoes, and bell peppers have also been connected with local markets. Advances in post-harvest handling, with the incorporation of TCI (Technical Composition Interface) and more organized product management, along with quality standardization, continue to open doors to specialized markets for coffee, vegetables, and other value chains, allowing for better sales conditions. These improvements enable production groups to reach the market with greater consistency, better presentation, and more favorable income opportunities.



Shared responsibility that transforms

The Gender Toolbox continues to open spaces for reflection and leadership: co-responsible masculinities in productive groups and MSMEs; developing booklets to analyze family time and responsibilities and topics directly aimed at young people, to enhance their capabilities and motivate them to generate sustainable income.

Women continue to lead the way in technology adoption and production management. The voice of Alejandra González, a young strawberry producer, sums up the spirit of the month: “Technology makes work easier, opens up opportunities, and strengthens economic autonomy,” she said.

Foods that strengthen the table and the territory



Families continue to improve their nutrition through simple and sustainable practices that begin at home. They participate in food preparation workshops using local products, reinforcing hygiene habits, safe handling, and nutritious food combinations. Participants create adapted traditional recipes, linking household organization with a more varied and healthy diet.



Promoting the establishment of family gardens in coordination with the project's production team, to contribute to a diverse and accessible diet year-round. These actions are complemented by the use of compost and the preparation of mountain microorganisms, practices that allow for closed cycles, reduce waste, and return nutrients to the soil that supports the crops.



The combination of local cuisine, family production, and responsible soil management strengthens both the nutrition and resilience of rural communities and the family bond, while addressing gender issues and shared responsibilities.

IDB highlights SAG-ProOccidente's route to strengthen MSMEs We-Fi

Published on February 4, the Inter-American Development Bank (IDB) study highlights the challenges faced by MSMEs, such as informality and limited access to credit, and recognizes the leadership and innovation of rural businesswomen supported by SAG-ProOccidente with diagnoses, technical assistance, and adoption of Climate-Smart Technologies (CST).

The IDB study highlights that rural MSMEs led by women face gaps in formalization, financing and specialized training, but also exhibit high potential for growth and innovation in the territory.

In response to this problem, the SAG-ProOccidente Project implements a comprehensive route that combines business diagnosis, comprehensive technical assistance, investment plans and adoption of ICT, linking production, market access and financing to increase productivity, quality, added value, combined with cross-cutting themes such as gender and environment.



The prioritization of female leadership, job creation, and proven economic activity guides the selection of We-Fi MSMEs, while territorial teams apply learning-by-doing methodologies and support schedules to ensure measurable and sustainable results.

Furthermore, the project provides specialized training tailored to each sector to further strengthen local MSMEs. This approach translates evidence into operational action and fosters inclusive business ecosystems in the region.



Business strengthening underway: MSMEs ready to move forward

Business strengthening progressed steadily during February. The project supports rural MSMEs through diagnostic, validation, and technical assistance processes, promoting initiatives primarily led by women and young people. As part of the outreach efforts, support is provided to businesses in the food, poultry, dairy, coffee, and small rural industries sectors, among others, identifying opportunities for improvement and verifying eligibility criteria for the We-Fi Initiative.

Businesses such as Lácteos El Sombrerito, Granja El Padrino, Industrias Jazmín, Tortillería La Bendición, MEDESAJ, Pollo Los Ángeles, Café Tía Marta, as well as new ventures such as Mujeres Buscando un Mejor Futuro and Granja Avícola Buena Vista—led by young returned migrants—strengthened their organization, reviewed their processes, and expanded their knowledge of financing and business growth.

Youth and female leadership drives We-Fi MSMEs in the territory



In parallel, the technical team continues to apply diagnostic tools and assessment forms to MSMEs with female leadership, promoting formalization, youth inclusion, and local job creation in accordance with the guidelines of the We-Fi fund. In Yamaranguila and San Pedro Copán, collaborative work with the Municipal Women's Office made it possible to identify women entrepreneurs with scaling potential and support them in their first steps toward formalization and investment.



This comprehensive process, which combines technical assistance, validation, financial guidance, and institutional coordination, encourages more rural MSMEs to strengthen their management, improve their competitiveness and prepare to access funds and technologies that promote sustainable growth in the territory.

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Adoption of Climate-Smart Technologies in Lempira

SAG-ProOccidente is a project implemented by the Ministry of Agriculture and Livestock (SAG), with financing from the Inter-American Development Bank (IDB) and the Spanish Agency for International Cooperation for Development (AECID), through the Fund for the Promotion of Development (FONPRODE).

The Government of Honduras, through the SAG, contracted ACDI/VOCA as the sub-implementer entity of Component 1: Strengthening Productive Development, aimed at strengthening the competitiveness and sustainability of value chains with a market focus and climate considerations.

Goals:

- 15,000 households rising above the poverty line of US\$3.20 per person per day
- 10,000 producers with plans for the adoption of Climate Smart technologies
- 243 SMEs that increase revenue
- 25,000 hectares under protection with 25 micro-watershed management plans

Thanks to the comprehensive approach of the SAG-ProOccidente project, at the start of Phase IB, 2,033 organized producers are receiving comprehensive technical assistance and will benefit from climate-smart technologies such as drip irrigation systems, shade houses, tillers, solar dryers, and geomembrane-lined reservoirs, among others. These actions not only improve productivity but also strengthen climate resilience and the sustainability of rural areas.

SAG-ProOccidente works in six departments in the western part of the country: La Paz, Intibucá, Lempira, Ocotepeque, Copán, and Santa Bárbara. The prioritized value chains include horticulture, fruit, coffee, basic grains, dairy farming, processing, and those related to cultural products of ethnic origin.

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