

B3-P

IPM LABEL DEVELOPMENT FOR VEGETABLE PRODUCED BY SMALL-SCALE FARMERS USING
IPM NICARAGUA AND EL SALVADOR

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The Integrated Pest Management Program for Farmers in Central America (PROMIPAC) is a SDC project executed by Zamorano University with the collaboration of more of 80 partner institutions. Since 2000, PROMIPAC is implementing the Farmers Field Schools (FFS) methodology in El Salvador and Nicaragua to teach IPM to small-scale farmers. Earlier results of the program demonstrated that farmers using FFS IPM could produce basic grains and vegetables reducing the number of pesticide applications without sacrificing the quantity and quality of their products. Participating farmers have been interested to market their products with an IPM label. PROMIPAC and collaborators are exploring the differential markets for IPM products in the region. Initially a marketing study was conducted to housewife and supermarket managers in El Salvador and Nicaragua. The results suggested that consumers are willing to pay 20% overprice for vegetables that are produced with less toxic substances if the quality is good. Supermarkets are interested in add store space for this type of products if the farmers can keep vegetables in their shells all year around. Two pilot studies were conducted to accompany and teach farmers how to market their IPM products in the market. The results suggest that farmers can increase their revenue up to 50% adding a certified IPM label and by direct product marketing in regional farmers markets and supermarket chains.