



**USAID**  
FROM THE AMERICAN PEOPLE

# ALLIANCES IN ACTION

## INCLUSIVE MARKET ALLIANCE FOR RURAL ENTREPRENEURS

### DEVELOPMENT CHALLENGE

Poverty remains a severe and persistent problem in Guatemala. Fifty-one percent of Guatemalans live below the poverty line, and nearly three-quarters of the poor live in rural areas. Most of the rural poor depend upon agriculture for their livelihoods and work as either subsistence farmers or agricultural day laborers. Many of these farmers are uneducated and lack access to updated market information and credible buyers or food traders. Crop diversification, better processing and harvesting techniques, access to credit, and linkages to the global supply chain are the keys to improving the lives of Guatemala's rural farmers.

### BUSINESS CHALLENGE

Walmart, Central America's largest retailer, is increasing its competitiveness by investing in local farmers and producers in Guatemala. By investing in these groups, the company is increasing the availability of high quality, locally-produced agricultural goods and able to better diversify its selection of products available.

### APPROACH

Through the Inclusive Market Alliance for Rural Entrepreneurs (IMARE), USAID, Walmart, Mercy Corps and local partners have joined together to improve agricultural market opportunities. Partners work together to collaborate closely with Fundación AGIL, a local NGO, to provide technical assistance to 25 groups of farmers in three regions of Guatemala. AMANCO and Fundación Crysol will provide farmers with access to credit to enable the development of much-needed irrigation and greenhouse systems, while Hortifruti, a buying agent for Walmart Centroamérica, will supply participating groups with crucial market information for better farm planning and quality control of targeted crops including tomatoes, peppers, potatoes and onions. This integrated approach lowers barriers to entry to the global marketplace, allowing rural small-scale farmers to earn higher incomes and improve their livelihoods.

### PARTNERS



### RESULTS

- To date, this alliance has reached over 600 small-scale farmers and provided direct access to the region's largest retailer — Walmart Centroamérica.
- Over 50 women are participating in IMARE and the partnership actively promotes women's participation in the program.

### FAST FACTS

START: 2007

END: 2010

PARTNER CONTRIBUTIONS:  
\$2.2 MILLION