



# EMPOWERING FARMERS WITH PRECISION AGRICULTURE TO STRENGTHEN PRODUCTIVITY AND SUSTAINABILITY, AND IMPROVE MARKET LINKAGES IN COSTA RICA AND GUATEMALA

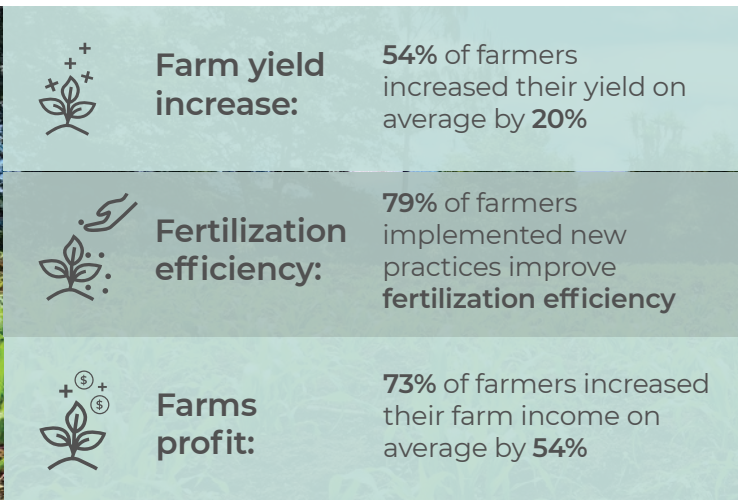
**EARTH University** launched a two-year program beginning in January 2020, with support from the **Walmart Foundation**, to help hundreds of small farmers from farmer producer organizations (FPOs) produce in a more sustainable way and have access to new markets.

## GENERAL RESULTS



**Objective 1.** Equip farmers with the knowledge and technological tools necessary to improve the productivity and environmental sustainability of their farms.

Project staff gathered information using precision mapping technology, analyzed soil and crop samples, and provided ongoing mentoring for each farmer and FPO. Results included:





**Objective 2.** Increase access to local markets as a means of strengthening overall livelihoods for participating farmers, their families, and communities

EARTH's support to FPOs at a commercial and organizational level helped improve:

**Marketing strategies:**

**100%** of the organizations improved their communication and marketing strategies

**External investment with assistance from EARTH:**

**80%** of FPOs received additional external investment with **50%** of the FPOs receiving over **\$10,000 USD**

**Internal processes:**

**7 out of 10 FPOs confirmed** the project staff helped them improve internal processes and communication

**Sales increase:**

**60 new clients** were acquired from a pool of 364 contacts exchanged (**17% of sales conversion rate**)



**Product pricing:**

**7 out of 10** organizations reported that the project helped them increase the price of their product or service

**Objective 3.** Encourage more women and youth farmers to participate in value chains and support them in becoming leaders and experts in agriculture and business

**Youth:** The project worked with two youth groups– those in agricultural high schools and those working in agriculture within their communities.

**108 youth from high schools** received training focused on the use of precision agriculture technologies

**15** continued their studies in agricultural careers

**90 participating teachers** now using precision agriculture tools in courses



**117 youth from communities** received training program on entrepreneurship, soft skills and sustainable agricultural practices

**92%** of them reported a **positive change** at a personal level

**12** of them received **seed funding of \$1,000** to be invested in equipment or tools for their businesses

**Women:** EARTH led training sessions for women to help them feel empowered to lead and make decisions within their FPOs and on their own farms

**60%** of them implemented actions to improve their farm production systems and incorporated innovation into their crop management



**Over 80%** agreed to have a better understanding of financial management and more confidence in managing their businesses.