

## Factsheet

**iDE** Powering  
entrepreneurs  
to end poverty.

# Catalyzing Productivity and Resilience Honduran Farmers in the Dry Corridor

APRIL 2024

[ideglobal.org](http://ideglobal.org)

Walmart  [org](http://walmart.org)



## Key Issues

### Market Failures:

In rural communities, market failures, worsened by climate change and water scarcity, restrict farmers' access to agricultural supplies and markets. This limits small-scale farmers' participation, hindering their efforts to improve family health and well-being.

### Agricultural Dependency:

Approximately one-third of Hondurans rely on agriculture for their livelihood, yet many small-scale farmers lack access to essential resources and markets, hindering their income generation and keeping them in a cycle of poverty.

## iDE's Approach

In Honduras, iDE has enhanced the economic and climate resilience of 122,000 farming families through demonstration farms and local Rural Advisors who promote climate-smart technologies and regenerative agriculture practices.

### The Opportunity in Partnership:

The Walmart Foundation funded iDE to support farmers in achieving prosperity. By boosting farmers' participation in groups, we aim to strengthen rural communities, empower farming families economically, and create lasting opportunities for future generations.

## Short-term Outcomes

- Deploy a unique GESI-Design study aligned with market landscape analysis to ensure value and supply chain mapping meets community needs, inclusive for women farmers, and co-create business plans with farmer groups.
- Train 2,500 farmers in climate-smart technologies, enhance their financial literacy and facilitate market connections for 60 farmer groups.

## Primary Objectives

**Equip Farmer Groups:** Co-create business plans with farmer groups to identify high-value markets and map out the knowledge, investment, and organizational strengthening they need to capitalize on these opportunities.

**Create Market Opportunities:** Connect farmer groups with sustainable, reliable market opportunities by leveraging iDE's market-based model.

## Short-term Outcomes

- Deploy a unique GESI-Design study aligned with market landscape analysis to ensure value and supply chain mapping meets community needs, inclusive for women farmers, and co-create business plans with farmer groups.
- Train 2,500 farmers in climate-smart technologies, enhance their financial literacy and facilitate market connections for 60 farmer groups.

**Provide Resources and Training:** Provide training and resources for climate-smart practices, technologies, and regenerative agricultural practices that will build farmers' resilience and long-term productivity.

**Enhance Financial Literacy:** Improve financial literacy and access to capital for farmers and groups in order to grow their economic opportunities.



## Organizational Strengths

- iDE has a successful track record of improving the livelihoods of farming families globally, with specific experience increasing incomes in Honduras, where farmers we support are earning \$145 more per year.
- Expertise in increasing the adoption of climate-smart solutions, resource-smart technologies, and regenerative agricultural practices.
- Proven market-based approach that addresses the supply and demand failures of local and regional markets that prevent small-scale farmers from turning their subsistence farms into farm businesses.
- Experience facilitating access to capital and improving financial literacy, enhancing their ability to invest in their farms and communities.

## Women in Agriculture

- Incorporate and embed GESI lenses and activities across our programming.
- Conduct a human-centered GESI assessment to understand women-centric value chains, women's preferences, and gender and social dynamics.
- Analyze the impact on individual farmers and groups.



Sobeida Lara  
iDE Honduras  
Country Director

[slara@ideglobal.org](mailto:slara@ideglobal.org)