





A family, who takes care of small producers and the land

Agroindustrial and Rural Handcrafted Alliance



Alianza Agroindustrial y Artesanal Rural

It's a Federation that was constituted on September 21st of 2003 as a civil organization, non-profit, private, social, non-religious and without partisan political purpose.



All of the associates are small producers with limited economic resources.





The alliance was established with the purpose of gather efforts, consolidate production volumes and obtain higher income through the **direct export of their products**, as well as improve the quality of life of small producers in the region, who initially belonged to four founding organizations.



Quality Products to Export

Snow peas

Blackberry

Baby Carrot

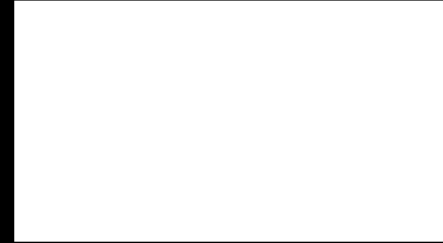
Patty Pan

Green Zucchini

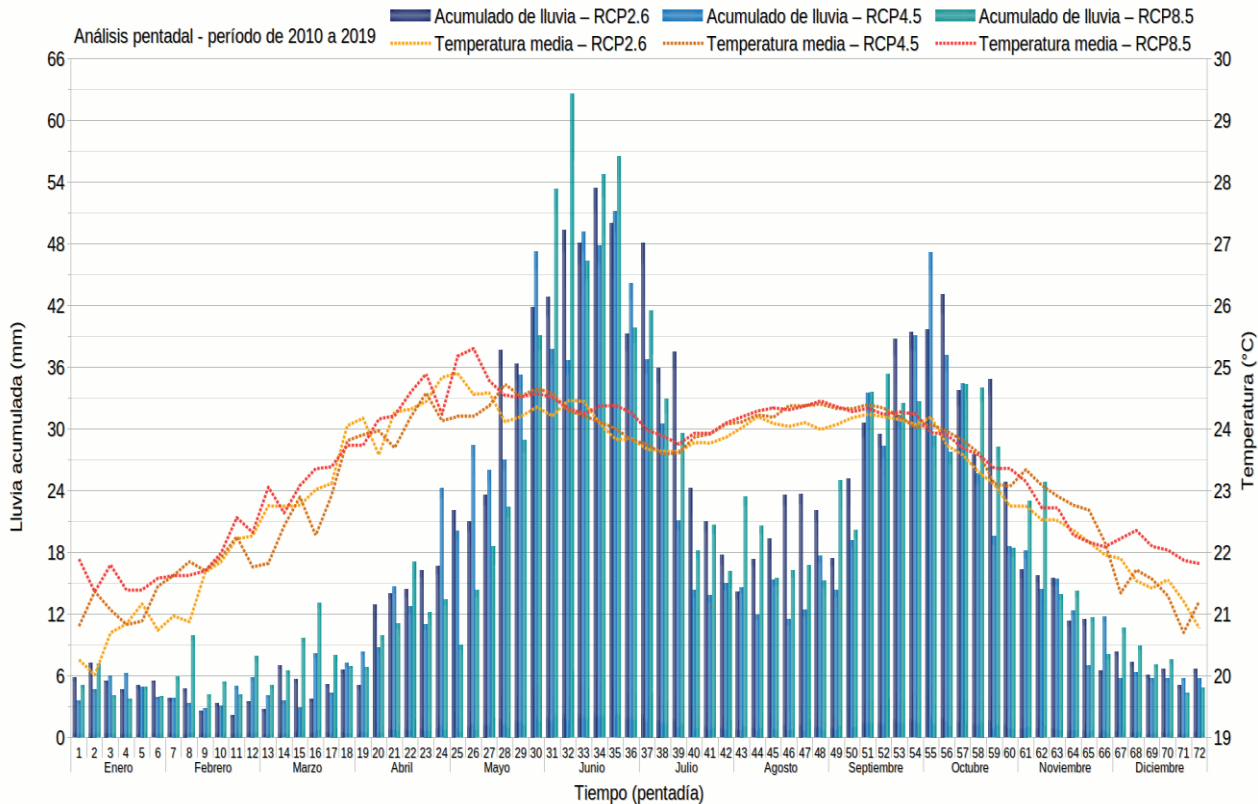
Green bean



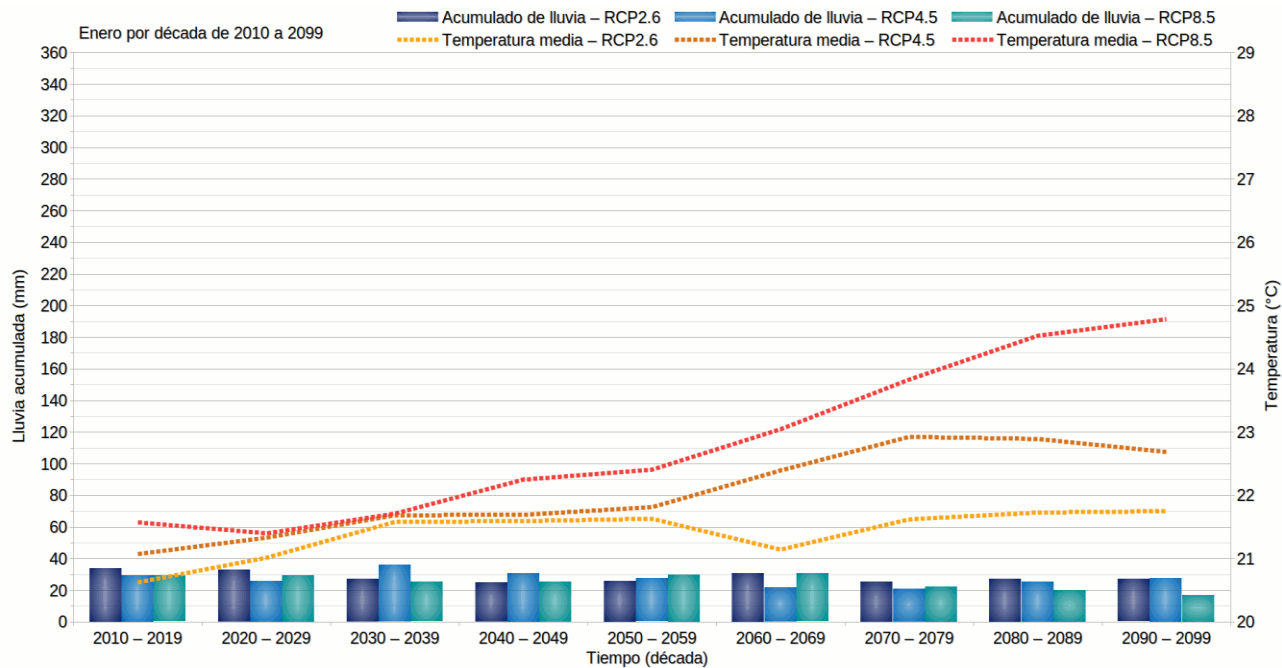
Strategies of resilience and adaptation to climate change



Pentadal analysis by decade – Period 2010-2019



Internal analysis - Annual monthly per decade



Traceability System

Introduction of technology to production



Sustainable and Friendly to the Environment

Organic Crop

Diversification to Selling Channels

Diversification to Minimize Risk

Crop Genetic Improvement

Profitability Efficiency

Improve Field Management

Sanitation



Diversification of Products



Introduction with Improved Varieties
Diversification of Crops
Diversification of Markets





Diversification of Markets



Improvement of Profitability Efficiency



Editar Cosecha de Producto

[Volver al Estado Cosecha de Producto](#)

1

Huerta *	123123123
Sector *	Sector 1
Fecha Siembra *	2020-07-05
Evento Siembra *	Evento Siembra 1
Producto Cosechar *	Producto Cosechar 1
Variedad *	variedad 1

Use of sustainable infrastructure
Apply Traceability System
Improve the Adaptability of Crops



Implementation of Crops Traceability System



More information to make better decisions

Plataforma de **trazabilidad**

Super Productor

Editar Cosecha de Producto

[Volver al Estado Cosecha de Producto](#)

1

Huerta * 12312321123

Sector * Sector 1

Fecha Siembra * 2020-07-05

Evento Siembra * Evento Siembra 1

Producto Cosechar * Producto Cosechar 1

Variedad * variedad 1

Fecha Cosecha * 2020-07-02

Hora Cosecha * 15:30:30

Metodo Cosecha * Manual

Cosecha de Producto

[Mostrar](#) [Añadir](#) Principal - Cosecha de Producto

Acciones Masivas Filtros y Orden 20

<input type="checkbox"/>	Huerta	Productor	Sector	Fecha Siembra	Evento Siembra	Producto Cosechar	Variedad	Acción
<input type="checkbox"/>	12312321123	Super Productor	Sector 1	2020-07-05	Evento Siembra 1	Producto Cosechar 1	variedad 1	
	Huerta	Productor	Sector	Fecha Siembra	Evento Siembra	Producto Cosechar	Variedad	-

Total de registros : 1 a 1 de 1

Establishment of Experimental Plots

*With adaptable crops to climate change
and subsistence of local livelihoods*



It has been sought to implement locally new crops for local farmers with the objective of diversifying productive plots and increase family income.



Sustainable and Friendly to the Environment



Promote Organic Agriculture.
Implement a cleaner Production
Process in the Packinghouse





Application of Organic Fertilizers for Soil Reduction and Conservation

Organic fertilizers have the advantage of reducing production costs, since with their composition it may be possible to be elements that used of producers having for their need.



Plan for COVID-19

- ✓ Implementation of security and measurement control in the Packing Area
- ✓ Installation of chlorination systems
- ✓ Personal Protection Equipment (PPE)
- ✓ Temperature control to personnel





Plan for COVID-19

Currently, ALIAR exports its production to trading partners of Central America. Due to the economic recession to international export markets (USA and Europe) stopped.

Likewise, strategies of selling for local market were established.



Thanks for your attention

Josh I. Raxtun Gonzalez.

Gerente General

josuealiar@gmail.com

