

# Promesa Coffee and Cacao Program

The Promesa Café-Cacao program is a regional initiative in the Americas that will be implemented in Mexico, Guatemala, Honduras and Ecuador.

In Honduras, the coffee and cacao value chains are of great social, economic and environmental importance. Coffee is Honduras' main export product, which, depending on the volumes exported and the commercial prices, generates between 1.2 and 1.5 billion dollars in foreign currency annually. In the case of cacao, exports in recent years have reached 5 million dollars annually.

The Promesa Café – Cacao program will contribute to reducing family poverty by strengthening income generation through improved productivity and product quality, strengthening partnerships and business relationships, under a focus on resilience and climate adaptability, promoting the participation of women and young people.

## Objective

Strengthen the competitiveness and profitability of businesses at the level of smallholders producers and organizations, through adequate coordination (win-win) of supply and demand and the development of alliances between different direct and indirect actors in both value chains.

## Components

- 1: Strengthen productivity under a climate resilience approach.
- 2: Improve quality.
- 3: Strengthened producer organizations.
- 4: Strengthened trade relations that allow access to differentiated markets and develop more competitive businesses.

## Beneficiary families

**33 thousand**

**Café**

**Cacao**

11 thousand direct    1 thousand direct  
22 thousand indirect    2 thousand indirect

## Budget

**USD \$ \$2,765,628.00**

## Area of influence

## Transversal components

- Gender
- Youth
- Resilience
- Knowledge management



