

## PPROGRAM NAME | POC NAM: MANGO

	Sector/ landscape governance		Business practices		Field-level	
<b>Output</b>	<ul style="list-style-type: none"> <li>Convening of the different stakeholders responsible for the development of the strategy.</li> <li>Articulation with initiatives involving sustainable agriculture development.</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b> # working group meetings held</li> <li># of private, public institutions and NGOs that are part of the initiative.</li> <li>% volume of total production participating in working group</li> </ul>	<ul style="list-style-type: none"> <li>Market information for domestic demand.</li> <li>Market information on sustainable practices for domestic and external demand.</li> <li>Identify and align with relevant research partners locally.</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b> # of markets / countries with the admissibility approval for the Colombian Mango</li> <li># of identified markets with their respective certification requirements.</li> <li># of domestic markets identified.</li> </ul>	<ul style="list-style-type: none"> <li>Agree on a technical curriculum for farmer's training.</li> <li>Make visible the current small holder finance tools/Systems</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b> #of producers receiving the agreed curriculum</li> </ul>
	<b>V</b>		<b>V</b>		<b>V</b>	
<b>Outcome</b>	<ul style="list-style-type: none"> <li>Clear strategy for the improvement of the access for small and medium size producers to Good Agricultural Practices Certifications (EU, US)</li> <li>Adoption of sustainable variables for sustainability</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b> Developed strategy.</li> <li># of variables included for sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>A higher number of farmers and associations linked with domestic markets.</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b></li> <li># of farmers "formally" linked with the domestic</li> <li># of farmers trained on good practices</li> </ul>	<ul style="list-style-type: none"> <li>A higher number of farmers with access to finance tools.</li> <li>A higher number of farmers with access to training</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b></li> <li># of farmers accessing to the financing for the improvement of the productive system.</li> </ul>

<p>(e.g: water footprint, climate change resilience / adaptation, Carbon Sequestration and restoration of degraded land).</p>		<ul style="list-style-type: none"> <li>• A higher number of farmers associated and integrated at a jurisdictional level.</li> </ul>			<ul style="list-style-type: none"> <li>• # of trained farmers on the basics of product certification.</li> </ul>	
	<p><b>Projects:</b></p>	<ul style="list-style-type: none"> <li>• A higher number of farmers trained on better practices.</li> <li>• Business model for companies to invest.</li> </ul>	<p><b>Projects:</b></p> <ul style="list-style-type: none"> <li>• Contracting of advisory services for the compliance of the Certification process.</li> <li>• Contracting of Auditing firms for individual / grouped certifications</li> </ul>		<p><b>Projects:</b></p>	
<b>V</b>		<b>V</b>		<b>V</b>		
<b>Impact</b>	<ul style="list-style-type: none"> <li>• Improvement of policies aiming at supporting sustainable development, exports and international competitiveness of the sector.</li> <li>• Ongoing constructive dialogue between public and private sector stakeholders regarding the sustainable and competitive development of the sector</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> # of programs and projects created / improved</li> <li>• Indicators for performance Measurement on sustainability (water, deforestation, etc) developed for the sector.</li> </ul>	<p>Increased number of producers and Farmer's Associations directly linked with domestic and export markets.</p>	<p><b>KPI:</b></p> <ul style="list-style-type: none"> <li>• # of new farmers linked with domestic and Export Markets</li> <li>• # of associations linked both markets.</li> <li>• # Supply contracts</li> </ul>	<p>Producers with the adequate level of quality and production volume.</p>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> # of producers that complied with the quality / productivity standards.</li> </ul>
	<p><b>Projects:</b></p>			<p><b>Projects</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>		<p><b>Projects:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>
<b>V</b>		<b>V</b>		<b>V</b>		



**PROGRAM NAME | POC NAM: AVOCADO HASS**

	Sector/ landscape governance		Business practices		Field-level	
<b>Output</b>	<ul style="list-style-type: none"> <li>Convening of the different stakeholders responsible for the development of the strategy.</li> <li>Articulation with initiatives involving sustainable agriculture development.</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI: #</b> working group meetings held</li> <li># of private, public institutions and NGOs that are part of the initiative.</li> <li>% volume of total production participating in working group</li> </ul>	<ul style="list-style-type: none"> <li>Market information on certification and on competitiveness regarding main exporting countries.</li> <li>Clearly establish a Measurable, verifiable and stable avocado hass supply.</li> <li>Identify and align with relevant research partners locally.</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI: #</b></li> <li>% increase of export volume of participants</li> <li>% increase of certification volume of participants</li> <li># of identified markets with their respective certification requirements.</li> </ul>	<ul style="list-style-type: none"> <li>Agree on a technical curriculum for avocado growers training.</li> <li>Make visible current small holder finance tools/Systems</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI: #</b>of producers receiving the agreed curriculum</li> </ul>
		<p><b>Projects:</b></p> <ul style="list-style-type: none"> <li>Working group evaluation and guidance of technical assistance results</li> <li>Active participation on initiatives with common purposes (TFA, Productive Alliances, WRI 20x20 initiative, amongst others)</li> </ul>		<p><b>Projects:</b></p> <ul style="list-style-type: none"> <li>Alignment with the Ministry of Trade, Industry and Tourism and the ICA (Ministry of Agriculture)</li> <li>Active engagement of demand side (MVO/CBI alignment; Nature’s Pride)</li> </ul>		<p><b>Projects:</b></p> <ul style="list-style-type: none"> <li>The working group leverage with Sena for Farmer’s training.</li> </ul>

**Outcome**

<b>V</b>			<b>V</b>			<b>V</b>		
<ul style="list-style-type: none"> <li>• Clear strategy for access improvement of small and medium size avocado growers to Good Agricultural Practices Certifications (EU, US)</li> <li>• Adoption of sustainable variables for sustainability (e.g.: water footprint, climate change resilience / adaptation, Carbon Capture, definition of the Agriculture frontier, forest protection and restoration of degraded land).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> a jointly agreed, supported and monitored sector plan for avocado.</li> <li>• # of measurable sustainability variables adopted within the sector.</li> <li>• # of Additional (or improved) supportive government policies implemented</li> </ul>	<b>Projects:</b>	<ul style="list-style-type: none"> <li>• A higher number of farmers certified to access the EU &amp; USA? markets.</li> <li>• A higher number of farmers certified on better practices.</li> <li>• Business model for companies to invest.</li> </ul>	<b>KPI:</b> <ul style="list-style-type: none"> <li>• # of markets / countries with the admissibility approval for the Colombian Avocado</li> <li>• % increase of total export volume</li> <li>• % increase of total certification volume</li> <li>• # of initiatives accessing Global Gap / Primus labs, BASC, GRASP, Smeta among other certifications.</li> </ul>	<b>Projects:</b>	<ul style="list-style-type: none"> <li>• A higher number of farmers with access to finance tools.</li> <li>• A higher number of farmers with access to basic agriculture practices, harvest and postharvest training.</li> </ul>	<b>KPI:</b> <ul style="list-style-type: none"> <li>• # of farmers accessing to the financing for the improvement of the productive system.</li> <li>• # of trained farmers on the basics of product certification.</li> </ul>	<b>Projects:</b>
<b>V</b>			<b>V</b>			<b>V</b>		

**Impact**

<ul style="list-style-type: none"> <li>Improvement of policies aiming at supporting sustainable development, exports and international competitiveness of the sector.</li> <li>Ongoing constructive dialogue between public and private sector stakeholders regarding the sustainable and competitive development of the sector</li> </ul>	<ul style="list-style-type: none"> <li><b>KPI:</b> Colombia positioned as a top three preferred source of sustainable avocado.</li> <li>Indicators for performance Measurement on sustainability (water, deforestation, etc) developed for the sector</li> </ul>	<p>Increased number of avocado growers and Producer's Associations (directly) linked with the export markets.</p>	<p><b>KPI:</b></p> <ul style="list-style-type: none"> <li># of new farmers linked with Export Markets</li> <li># of associations linked with export markets.</li> <li># Supply contracts</li> </ul>	<p>Territories / jurisdictions with the adequate level of quality and production volume generating sustainable income</p>	<ul style="list-style-type: none"> <li><b>KPI:</b> # of producers that earn a sustainable income with avocado farming</li> <li>. # of producers certified and/or applying sustainable practices</li> </ul>
	<p><b>Projects:</b></p>		<p><b>Projects</b></p> <ul style="list-style-type: none"> <li>.</li> </ul>		<p><b>Projects:</b></p> <ul style="list-style-type: none"> <li>.</li> </ul>
<b>V</b>		<b>V</b>		<b>V</b>	
<p><b>Comments</b></p>		<p><b>Comments</b></p>		<p><b>Comments</b></p>	