

The Honorable Luis Rivero Cubano

Secretary

Puerto Rico Dept of Agriculture

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Base Grant: \$1,000,000

Total Grant: \$1,000,000



New Markets in Spain and the U.K.:

Martex Farms. SE, \$50,000.

An exporter of mangos, avocados and ornamental plants to Europe. The grant was to match funds to conduct an international promotion in Spain and the United Kingdom. In return for the grant, the exporter will sign Memorandum of Understanding with the Department under which they will provide exports technical assistance and mentorship to smaller, rural areas producers that have requested assistance to the Department.

Specialty Crop Promotion:

Puerto Rico Farm Bureau, \$247,500.

Producer's association to be used for the promotion of specialty crops through the local media, particularly local produce. This promotion was a preamble to the inception of a local brand, Del País, under which local produce will be marketed and distributed under different channels.

Programs initiated by the Commonwealth's Department with the use of Specialty Crops Funds:

AgriTourism Development:

Puerto Rico Department of Agriculture.

Elaboration of a plan for agritourism development in partnership with the Puerto Rico Tourism Company with the aim of creating new distribution channels for local specialty crops as well as to creating awareness of local produce to visitors. A proposal to USDA-Marketing Improvement Program was submitted to fund the program design.

International Marketing Plan:

Puerto Rico Department of Agriculture.

The sponsorship of a study and strategic plan to support international marketing for local specialty crops.

Specialty Crop Promotion:

Puerto Rico Department of Agriculture, \$400,000.

Direct promotion of Specialty crops through trade fairs and other local promotions, participation in trade fairs in:

Barcelona, Spain, - Feria Alimentaria

San Juan, Puerto Rico - Tierra de la Paz

Philadelphia, Pennsylvania - Produce Marketing Association, Mango Promotion Board, proposed

New Orleans - Annual Convention, Produce Marketing Association, as exhibitors.

Export Assistance Program:

Puerto Rico Department of Agriculture.

Design of an export assistance program for local producers with export potential, particularly those located in distressed rural areas to be implemented with a requested USDA-RBO grant.

Farmers' Market Development:

Puerto Rico Department of Agriculture.

Technical assistance to the Municipality of Culebra, an off shore tourism oriented island-municipality to obtain funds from USDA-RD to construct and establish a farmers' market and related businesses as a means to distribute their local produce to visitors and thus increase sales of local producers.

Farmers' Market

Rehabilitation and Expansion:

Puerto Rico Department of Agriculture, \$24,000.

Development plan for a farmers' market rehabilitation and expansion at a cost of approximately \$3 million. The expansion will assist 300 local farmers and an estimated 150 new agribusinesses.

Specialty Crop

Transportation Logistics:

Puerto Rico Department of Agriculture.

Development plan and feasibility study for a cross-docking facility for the centralized distribution of local specialty crops.

Continued...

Specialty Crop Processing Plant Development:

[Puerto Rico Department of Agriculture.](#)

Technical assistance to producers clusters for the establishments of further processing plants of fruits and vegetables. An estimated 50 local farmers will benefit from the program.

Specialty Crop Processing Plant Development:

[Puerto Rico Department of Agriculture.](#)

Technical assistance to producers clusters to obtain Work Investment Act funds in order to finance payroll at the initial stages of their processing plants.