

# Agribusiness and Commercialization Program (PAC)



# THE IICA

The Inter-American Institute for Cooperation on Agriculture is the specialized agency of the Inter-American System for the promotion of agriculture and rural well-being.

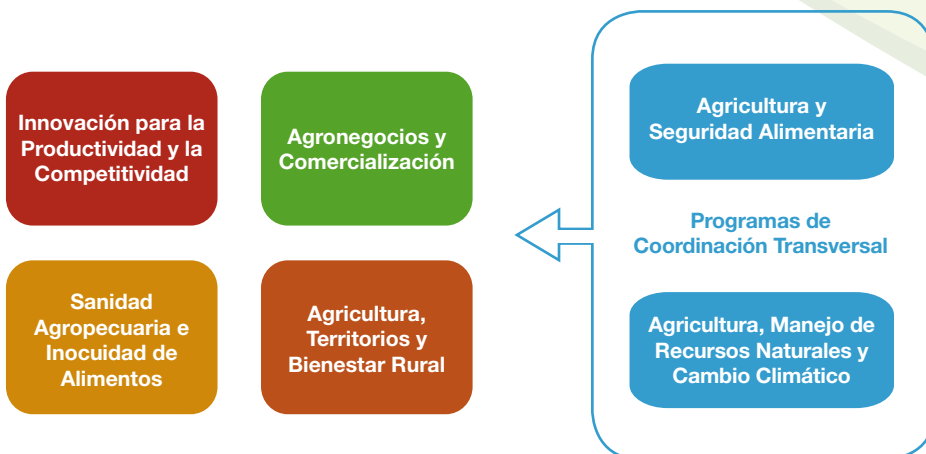
We focus our entire efforts towards achieving a **competitive and sustainable agriculture for the Americas**.

Since our founding, in 1942, we have accumulated a vast experience in technical cooperation in areas such as technology and innovation for agriculture, agricultural health and food safety, agribusinesses, agricultural commerce, rural development and capacity building.

Today, we initiate a new era of cooperation by focusing in areas of critical importance, such as food security and the relation of agriculture with natural resources and climate change. In addition, we support our member countries to respond to new challenges in areas such as biotechnology and biosecurity, bioenergy, agritourism, organic agriculture, rural agroindustry, agricultural insurance and rural development with territorial focus, among other areas.

We work closely with the ministries of agriculture in each of our **34 Member States** and provide cooperation under the authority of the **Inter-American Board of Agriculture (IBA)**, the forum for agricultural ministers. Dr. Víctor Villalobos, from Mexico, is the Director General for the 2010-2014 period.

## TECHNICAL CONCENTRATION PROGRAMS



# THE AGRIBUSINESS AND COMMERCIALIZATION PROGRAM (PAC)

IICA assists the countries through the PAC in the development of policies, institutional frameworks and capabilities required to create enabling environments for agribusinesses. The PAC also promotes the strengthening of individual and collective capacities of producers and agribusiness to promote successful market access.

## ► PAC Objectives

To develop competitive and inclusive agribusinesses by enhancing entrepreneurial and organizational capabilities and thereby improving producers' management skills.

## LINES OF ACTION



**1.** Linking producers to markets, including small-scale producers



**2.** Adding value to agricultural production and keeping value in production zones



**3.** Modernization of markets and marketing systems



**4.** Risk management and reduction



**5.** Prospection and agribusiness innovation management

## PAC TOOLS



Design, analysis and evaluation of public policies and strategies



Strengthening and development of a modern and integrated institutional architecture



Development and strengthening of public and private capacities



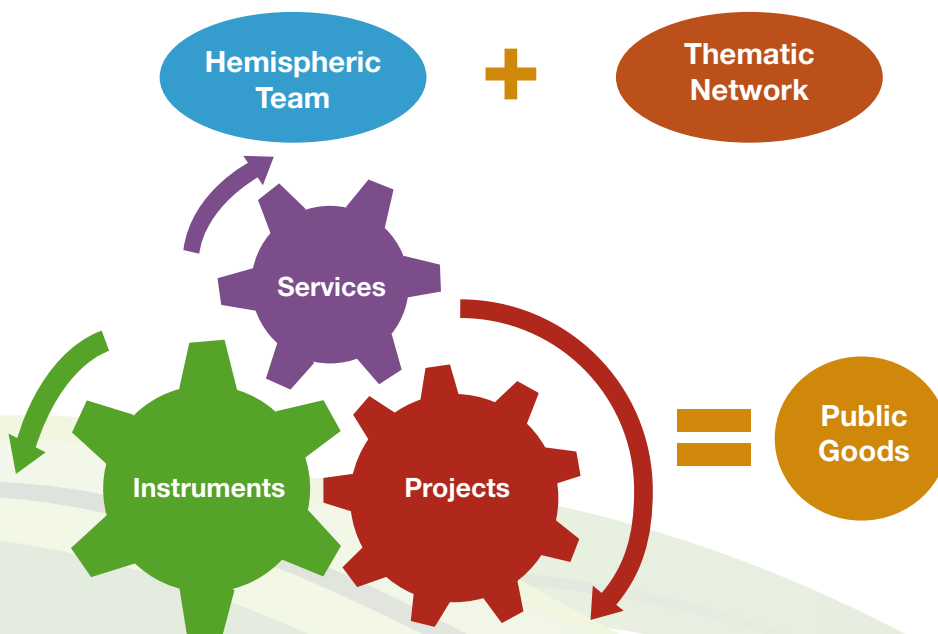
Knowledge management



Providing support in the implementation of public policies and investment projects

## PAC STRATEGY

The PAC provides technical cooperation through the coordination by its **Hemispheric Specialists** in conjunction with a **Thematic Network of Experts and Local Specialists** in Agribusiness. The program features a portfolio of **Technical Support Services**, **Hemispheric Projects** and **Cooperation Instruments** to fulfill the needs of its member countries.



## HEMISPHERIC AND LOCAL SPECIALISTS

The PAC coordinates and carries out its activities by a team of 10 **hemispheric specialists** strategically stationed in Miami, Argentina, Costa Rica, El Salvador, Peru and Trinidad y Tobago, to respond to immediate needs in the countries and regions. In addition, the PAC integrates the support of more than 50 professionals in agribusiness and commercialization distributed around the hemisphere, operating as an **Agribusiness Thematic Network** to facilitate the application of PAC initiatives at the country level.

## PAC TECHNICAL SUPPORT SERVICES

- Design and implementation of public policies and strategies.
- Development and evaluation of projects and other initiatives.
- Support in the implementation of investment projects and public policies.
- Capacity building courses, workshops and seminars.
- Design, coordination and execution of studies and other cooperation initiatives.
- Direct technical assistance.

## PAC PROJECTS

The PAC also coordinates a series of hemispheric projects in conjunction with IICA member country offices designed to support the long term fulfillment of the programs lines of action, among others:

1. Strengthening institutions for the development of agribusiness and organizational capacities in the Americas.
2. Promotion of political instruments and good practices to support value addition to agricultural products and value-retention in rural areas.
3. Improving agribusiness competitiveness and market transparency in the CARICOM Region.

## PAC COOPERATION INSTRUMENTS

Finally, the PAC features a series of cooperation instruments that have been previously validated and executed in different countries, these instruments are consolidated in the following categories:

1. Support to value addition and income diversification
2. Development and strengthening of chain-based organizations
3. Economic management of rural territories
4. Facilitating access and linkage to markets
5. Strengthening of agribusiness management

### HOW TO ACCESS PAC SERVICES?

To receive more information about the PAC services, instruments and projects, we recommend you to contact the local IICA office in your country or contact the program's offices directly at:

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Phone: 1 (305) 260-9010 • Fax: 1 (305) 260-9020

e-mail: [iica.mi@iica.int](mailto:iica.mi@iica.int)

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