

# Market opportunities and impacts of COVID-19 on short supply chains of agroforestry products in Nicaragua and Costa Rica

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# What did we want to know?

## COVID 19 context

Changes in the interaction between *offer - demand* and the *consumer behavior* in the Agri-food value chain (global markets)

However, *local fresh food markets* still largely unknown

Agroforestry systems offer an opportunity to *strengthen short agri-food supply chain*

## Short food supply chains

“It’s a mechanism to satisfy the demands of proximity markets. Key features: sustainability, trust, equality and growth in agricultural, food, business, social and health”  
(F.Galli, G. Brunori (eds.) (2013) ; FAO 2015)



# What did we do?

## Main objective

Identify market opportunities and impacts of the COVID-19 pandemic on short supply chains of agroforestry products in Nicaragua and Costa Rica.



### 1 Offer and demand analysis

20 AFS farms / 40  
Local business

Local connection offer and demand / markets opportunities

### 2 Consumer trends

2.738 responses  
(58.8% women)

Consumer buying behavior of fresh products / requirements

### 3 COVID-19 impacts

Same actors

Affected by regulations, consequences

# What did we find?

The purpose was not to compare countries, but both countries are similar in...

## Offer / supply -AFS Farms



- *High diversification* at AFS farms (around 22 – 64 agroforestry products)
- Roughly half the production is *for sale* (NIC: 61% - CR: 57.4%)
- *High variability* between farms (yields, cost, prices, channels markets) = lower competitiveness

## Demand -Local business-



- *Disconnection* between products demanded and local production
- *Markets opportunities* for unsatisfied demand and for new products (fresh and value added)
- Requirements: hygiene, quality, freshness, and low pesticide use (or none)

# What did we find?

## Consumer trends



- Higher buying preference from local producers (NIC: 79.4% ; CR: 86%)
- Family income ( $p < 0.0001$ ) in CR and residency ( $p < 0.0008$ ) in NIC were good predictors of buying behavior
- Same fresh products – different marketplaces

*“ I don't know where they can buy or how I can buy local products ”*

## COVID-19 impacts



- **Regulations:** mobility restriction, border closures, biosecurity, and business closed
- **Consequences**
  - **Farms:** sales decreased (+30%) and supply costs increased (+30%)
  - **Local business:** sales decreased (+30%) and fresh products' prices increased (+30%).

# What did we learn?



Real connection between local production (AFS products) with local demand



Improve financial culture (producer families)



Improve quality of AFS products

**We have a lot of challenges (old and new) in our new context**



Develop innovative and efficient mechanisms to connect offer and demand (TICs)



Responsible use of natural resources



Consumer awareness campaigns

# Thank you

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