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# RURAL AND ECONOMIC DEVELOPMENT OFFICE (RED)

Supporting peacebuilding efforts through economic development and inclusion.

## OVERVIEW

USAID's Rural and Economic Development Office (RED) brings new economic opportunities to rural regions in Colombia. RED addresses key challenges related to economic growth like strengthening rural producer associations and value chains; increasing access to financial services; promoting equitable and secure land tenure; and helping community organizations participate in regional decision making and development. RED also partners public and private organizations to leverage new investments in rural communities, address the causes of conflict, and create participatory solutions to regional challenges.

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## COMPONENTS

### DEVELOPING RURAL AGRICULTURE AND LICIT VALUE CHAINS

RED facilitates linkages between markets and rural producers. It does this by improving farm-to-market infrastructure, strengthening farming practices, promoting business and cooperative development, and increasing rural producers' access to finance.

### PROMOTING RURAL FINANCIAL INCLUSION

RED develops programs to raise and channel private capital into conflict-afflicted regions. It helps financial institutions expand services into rural regions; provides equity investments for rural agribusinesses; and incentivizes financial services and credits to support rural agriculture and businesses.

### CREATING EQUITABLE AND SECURE LAND TENURE

RED supports the development of tools, systems, and skills which enable the GOC to resolve land restitution and titling issues. It supports GOC institutions in achieving their 10-year targets, which include issuing titles to 500,000 rural families, and restituting land to 360,000 conflict victim households.

### STRENGTHENING COMMUNITIES

RED works with community-based organizations in conflict-affected rural areas to strengthen citizen engagement. This includes strengthening local organizations' abilities to advocate for their developmental priorities; increasing citizen engagement in public service provision; and helping community groups become effective partners in the implementation of GOC peace-building activities.

## RESULTS

- Distributed USD \$4.8 million in loans to milk and cassava farmers;
- Trained over 1,219 people through 63 workshops on land formalization culture;
- Implemented 170 small-scale infrastructure projects to support economic growth;
- Reached 928,628 new financial clients in 210 target municipalities, 49% of whom were women;
- Helped Producers to Market Alliance (PMA) producers earn USD \$195.1 million through local and international sales;
- Supported 35 entrepreneurship initiatives for cacao producing families, generating new revenue and focusing on gender inclusion;
- Transferred 580,000 property registration files from eight registration offices for public records and began digitizing more than 260,000 land files;
- Facilitated financial service access for 25,454 Venezuelan migrants, Colombian returnees, and receptor communities, 53% of whom were women; and
- Invested in socially, economically and environmentally oriented companies. For example, invested USD \$2.2 million in ECOFLORA, a Colombian bio-technology company that sustainably extracts, processes, and commercializes organic colorants and biotechnology products;