Program to eradicate the fruit fly plague in the coastal areas of Peru

**Type of Evaluation**
Geographic Regression Discontinuity Database

615 producers = 307 beneficiaries and 308 controls

**WHY ARE WE DOING THIS EVALUATION?**
To identify and measure the causal short-term effects of the program on farmers’ agricultural outcomes and knowledge.

**INTERVENTION**
Farmers were offered a comprehensive package that included:
- Training in pest prevention and control
- Release of sterile male fruit flies to stop the flies reproductive cycle
- Application of species-specific insecticides
- Installation of quarantine centers

**RESULTS**
Compared to the control group, program beneficiaries...

- Increased their knowledge about the pest & prevention by 10%
- Increased productivity (value of production of fruit per plant) by 15%
- Increased their probability of implementing pest prevention and control measures by 35%
- Increased value of fruit sales by 370%
- Increased total fruit production (in kilos) by 65%

**CONCLUSIONS**
Pest eradication programs work when they combine the provision of control measures in specific geographic areas with intensive training to farmers in pest prevention and control.