



Flor Idalia Meléndez

El Salvador



STORIES OF CHANGE



Flor Idalia Meléndez, is a 38 years old entrepreneur from the community of El Almendral in La Libertad Costa, El Salvador, strengthened her poultry farming business thanks to the support of the Energizing Women's Power project, implemented by CORDES. Through technical training, leadership development, and a gender-focused approach, Flor transformed her business into a sustainable, organized venture with a clear vision for growth.

Some Context

During the pandemic, with limited resources and no stable internet connection, Flor found a way to train herself in poultry farming to generate income. She would climb a hill and connect from a rock where she could find signal—determined to learn despite adversity. Her community, which is difficult to access, lacks sufficient local stores, creating an opportunity for local self-sufficiency.

Knowledge and entrepreneurship improvements

In 2023, Flor joined the project led by CORDES, where she participated in trainings on food management, women's leadership, gender roles, and business models.



She learned how to record income and expenses, set fair prices, reduce losses in poultry production, and improve her farming practices. She was also introduced to environmentally friendly options for her business, such as the use of solar energy.

Transformation and new opportunities

Thanks to the project's support, Flor has strengthened her business management, implemented proper controls, organized her work more efficiently, and improved product quality.

Her vision has expanded: she participated in the Latin American Impact Investment Forum in Costa Rica and learned from similar experiences in Honduras, which inspired her to envision her business beyond the local level. She has also embraced self-care practices and recognizes her role as a community leader.

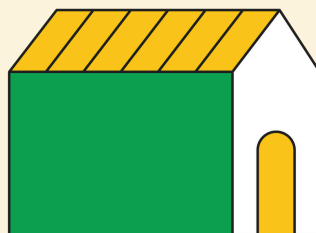


Key enabling factors

- Personal determination and an eye for opportunity
- Comprehensive training (business, gender, emotional well-being)
- Ongoing support from CORDES
- Regional experience-sharing opportunities

Sustainability and next steps

Flor hopes to implement renewable energy in her business, access seed funding, and continue expanding her venture with an ecological and community-oriented vision. Her story shows how knowledge, organization, and collective support can drive the economic autonomy of rural women.





In her own words

"Today I have new ideas, more confidence, and the tools to keep growing. I know my business can go further than I ever imagined."

-Flor Idalia Meléndez-



**Energizando
el Poder de las
Mujeres**



In partnership with
Canada

