Abstract
This paper offers a prioritisation of primary and secondary factors that critically affect the implementation of a programme of good agricultural practices (GAP) among small fruit and coffee producers working in the department of Huila in Colombia. The paper uses the methodology of Analytic Hierarchy Process (AHP) with two decision-making groups; it reveals that the main obstacle in implementing a GAP programme is the lack of necessary investments in infrastructure with a relative importance of 21.8%, supported by the secondary critical factor 'high costs in investment', with a relative importance of 10.7% - which is without a doubt indicative of how far behind small producers are.

Keywords
Good Agricultural Practices (GAP), Analytic Hierarchy Process (AHP), Agriculture, technical standards, food production, small farms, Huila (Colombia).