

2014-02-21 Meeting Notes

CRS Call - Karen Cobos

- USAID aspect of visit
 - Eric (education & health, plus project lead) wants to brief us on their program
 - Association of Exporters in Guatemala (Ag Export Guatemala)
 - has grant from USAID to support local farmers in connecting to markets (coffee, vegetables, handicrafts)
 - interested in supporting new value chain (nutrition?) → could help all USAID partners in Guatemala to make something that is scalable
 - she will send us a link to their website
- Design thinking
 - Dan has taken the CRS design thinking courses, only seen it a bit
 - saw the Stanford Design School
 - they could find households that would be open to us visiting with the families
 - some hesitation on their end, but they said they think it is doable
 - they asked about doing focus groups with community leaders, etc.
 - TIP: separate genders →
 - females control internal family implementation, cooking, etc.
 - males control contact with external markets
 - structuring the visit to include time with both farmers who haven't used amaranth and those who are organizing for amaranth
- Itinerary notes
 - get into Guatemala City Saturday
 - Antigua on Sunday (hotbed for 'organic' foods)
 - ATM's are reliable in Guatemala City
 - do not exchange at the airport
 - temp can get down to 30's and 40's at night
 - it's the dry season now; shouldn't get rain
 - food budget: \$10-15/meal
 - bugs won't be a big deal
 - bring sunscreen
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To Do

- Build interview protocols for in-country from work plan
 - CRS national staff
 - CRS/Caritas local staff
 - ICARIS
 - Retail stores, etc.
 - Local farmers

