

## 2014-02-04 Meeting Notes

### Issue Tree review with Emily

- Getting people to switch to using amaranth
  - even if they are 100% sure they will switch, we can add value by shortening that cycle
  - how might marketing help with this adoption?
  - both top down and bottom up: both can we sell this and can we create demand for it
  - even if they're working on something, are they doing it as well as they could be?
  - hellz yes to working on this topic
- over and over: what could go wrong?
- how can we convince schools to include amaranth in school feeding programs?
  - get \$\$ from gov't and donors
- use amaranth flour in communion wafers (talk to the bishop)
- we haven't seen a value chain
  - we need to be open to the possibility that this is not economically viable at all for local farmers
  - what is the value chain for corn? → needs to be our day 1 on the ground if we don't have this
- Book: The Last Hunger Season
- disagree with the term "cash crop" - need to think about all uses of production, not just selling
- make sure we're connected to CRS strategy in Guatemala
  - download CRS agency strategy
  - read about their strategic priorities

### Karla Skype

- amaranth sold everywhere in all the markets in Mexico
- all the farmers they met with spoke Spanish so indigenous languages were not an issue
  - SM has a lot more indigenous languages though
- for trip: keep it fairly close because you'll be exhausted and want the break
- her travel plans: fly in Sunday night and leave Wednesday night (if not needed for final presentation on Thursday)
- goal of the time in country
  - psychology of how people are making food decisions
- we will connect her in for our country presentation on 2/25
- what level of CRS contact did you have beforehand?
  - talked to Luis about 3 times (doesn't speak any English)
  - she recommends that we do talk to Luis - he will organize our entire trip
  - Anne good to know theory/strategy, but Luis is the one for the technical info
- also count on her has a resource for future questions
- she has big deadlines on 2/19 and 2/25 (avoid days before this)

### Next Steps

- another Q&A with CRS
- more expert info on amaranth
- Anna McKeever coming Thursday morning
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### Action Items

- Jess
  - schedule call with Luis
- Adam
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- Carolyn
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- Kerri
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- David
  - finalize possible Panama travel plans
- Matthew
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- All
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