

From Karen's email:

1) You identified a need to address behavioral barriers to local adoption of amaranth as a dietary staple. Do you know of any research about or any other organizations which have expertise in these types of behavioral economics, surrounding food and culture? Unfortunately, our team is unaware of any organizations that specifically work in behavioral economics in Guatemala. Are there best practices or success stories we should look into? The most successful and recognized group commercializing amaranth locally is Chikash, here is a link to their website. We can try to set up a meeting with them in the City before you go to San Marcos. http://chikach.com/?page_id=88

2) Your team mentioned a women's group, in Mexico, who has had success with promoting amaranth. What is the name of this organization? Does your office have a contact person thereto whom we could reach out? The organization is Centéotl in Oaxaca. The contact person is Jorge Luis Pedro and his contact is jlpedroma@gmail.com.

3) You also mentioned an NGO which failed in a similar effort to introduce Amaranth in Guatemala, about 5-10 years ago. Do you recall which organization it was? Intervida is the organization that had the experience in Amaranth in San Marcos. This is an interesting account from an American that worked on an Amaranth project in the 70's and visited Intervida's project in 2005 http://newfarm.rodaleinstitute.org/international/pan-am_don/may05/index.shtml . I know Intervida had a leadership and potential funding mismanagement issue which may have contributed to the project not being a priority. How can we learn more about the reasons for their failure (i.e. do you have a contact we can speak to, or are you aware of any written accounting of the project? We can also set up a meeting with them in Quetzaltenango during your visit and we are looking into any possible documents that can be shared.

4) Our faculty advisor Christine Cervenak mentioned working closely with a man named Luis, during the 2012 Guatemalan immersion. Will Luis be involved with this project? Yes, Luis Rohr is currently our Program's Agriculture Coordinator and will definitely be involved with the project.

5) Whom on your team should we speak to about obtaining information about the USAID Title 2 program? The best person is me as I am the one who supervises the overall program management of the Title II program.