

## 3/3/14 – Initial CRS Meeting

### People

- John (deputy head of Guatemala programs; with CRS 5 years)
- Karen
- Luis (works with the most impoverished/malnourished in the western part of the country)
- Karla
- Dan McQuillan (CRS Guatemala Ag program manager)

### Agenda Notes

- 3/3
  - this afternoon will meet with Shanilá and Laila of Lula's Oven at CRS offices (made the snacks we had); been in business ~1 year
  - Erik Janowski USAID (need IDs, no cell phones)
- 3/4
  - AGEXPORT – to learn how they link small farmers to export markets
  - Purchase for Progress; purchasing food from small farmers for World Food Program aid (instead of importing); have worked with corn/beans already
- 3/5
  - Ash Wednesday Mass 8:00 a.m.
  - Chicakh – nutritional/commercialization of amaranth
  - afternoon is free; to research corn value chain
- 3/6 – Rabinal
  - co-op with diversified business plan; produce/sell amaranth (one source that Chicakh uses), eco lodge, etc.;
- 3/7 – Rabinal
  - with the co-op
- 3/8 – Aticlan
- 3/9
  - Group 1 leaves for San Marcos (90 min drive)
- 3/10
  - Group 2 leaves for Nebaj (50 min drive) – source of amaranth
- 3/11
- 3/12 – Back to Guatemala City
- 3/13 – presentation to CRS
- 3/14 – Panama
- 3/15 – ND

### Discussion Notes

- Units (from Luis)
  - 1 manzana = 0.7 hectares

- avg. adult eats 4 quintals of corn/year
- 1 quintale = 100 lb
- Q&A discussion after agenda follows:
- Are SM farmers our first priority (Jess)? We would like to know, in a difficult community such as this, can we reach them for local consumption. Food security applies to the western highlands: availability, income, behavior change/consumer choices. Export markets only to the extent that it increases income. What is faster/more probable?: local market/consumption vs. export (similar to quinoa). If they're never going to eat it here, is there the export potential?
- They want recommendations that can be taken to scale.
- Well-developed private sector in GC, run by about a dozen families. There is a movement in the private sector to deal with malnutrition --> how can we take advantage of this? Recently signed a pact with the gov't saying they want to be part of the solution. Not legally binding but very strong commitment: about 16 companies/families have claimed their project. Have a national monitoring system to coordinate.
- "three governments ago"
- Does CRS work with the government? Works more on the local level. Communicate to department/states. Try to keep all involvement as politically neutral as possible.
- Who is Quiche funded by: a foundation. Grow enough for local consumption, and sell less than they used to
- Organization of co-ops is complicated; can be the broken link in an otherwise functioning value chain
- Farmers do not currently sell much into markets, correct? Poorest/most vulnerable, most don't sell much (apart from coffee producers). Everyone needs income of some sort (even if just local markets). Business is very informal apart from coffee markets --> zero business skills.

#### Overview presentation – John

- Program areas
  - Food Security and Nutrition
  - Ag & Natural Resource Management
  - Education
  - Emergency Response & Disaster Risk Reduction
  - HIV Programming
  - Priority Policies (Migration)
- bulk of programming is in the western region (as well as USAID, etc.)
- Segamil – food security in western highlands focused on the first 1,000 days
- USDA food for education – focus on literacy

- Disaster – family, local, and organizational levels
- Ag programs in the east
  - Bridges – diversify income, savings groups
  - Green Coffee – response to Coffee Rust crisis, technical assistance
- Human rights/migration – transit point for north-bound migrants
- HIV – focus on key transit areas; mostly training

#### Security – Anne

- don't walk around in public places with anything of value exposed
- leave passport at hotel
- don't walk around anywhere with a computer
- walk in pairs/groups, especially at night
- don't talk on phones in public

#### SEGAMIL – Karen

- San Marcos (Comitancillo) and Totonicapan, four municipalities each
- ECADI – Escuela de Campo para el Desarrollo Integral (Farmer field school for integrated development)
  - agricultura
  - manejo de especies pecuarias
  - salud, nutrición e higiene
  - manejo de recursos naturales
  - model made in the last year; operational in the last 4–5 months
- ECADI objectives
  - mejoramiento de disponibilidad de alimentos (food availability)
  - reducción de la desnutrición crónica (reducing chronic malnutrition)
  - mejoramiento de sistemas locales y municipales de resiliencia (local organizations)
- Organization: Familia --> ECADI --> Comunidad --> Municipio
  - ECADI: agricultura, recursos naturales, salud/nutrición, auto ahorro, (would provide seeds, etc.)
  - Comunidad:
    - cocosan – cocode commission for food security
    - colred – cocode commission for disaster response;
    - cocode – legally mandated structure, local community council for development; leaders elected by community for 2-yr terms; contains different committees/commissions
- 10,500 families with children under 2yo
- national secretariat for food security (also departmental)

## Lula's Oven

- Laila – nutritionist; lifestyle center in the US
- Shaila – in charge of clients/design
- wanted to make something healthy and tasty
- May is 1 year anniversary
- chose amaranth because it's just beginning again
- nutrition: pseudo-cereal; gluten free (no GMO required), and mostly organically produced in Guatemala; high protein (15–18%); high lysine (like legumes); has methunine (legumes are deficient here); corn 9–10% protein; Calcium 153 mg amaranth vs. 3 mg rice and 7 mg corn (connection with what our driver told us yesterday...?); also higher in iron (tabulate notes from others)
- can use the leaves also --> what for (soups, etc.)? have we considered this?
- has an "earthy" taste
- customer focus on protein, fiber, low calories/fat; like the design
- started with homemade recipes
- started with oats, wanted something different, suggested quinoa, but don't have in Guatemala, so they chose amaranth
- have 7 different tastes; use fruits from Guatemala (bananas, figs, other didn't catch name, etc.)
- bought an oven and run near their house
- design: colors go with the fruit
- don't necessarily encourage people to snack between meals, but provide this since it's healthier than alternatives; wanted something different than granola bars so went with squares
- lasts about 7 months if packed in the bag; no preservatives
- customer: started at yoga center (wanted health), fresco, fresh vegetables/fruits, gyms, etc.
- prices: amaranth is more expensive than oats; price is between; same price as an individual nature valley bar; some granolas at fresco are much more expensive than theirs
- 2 weeks credit to stores that sell
- supply: from Chicakh (big bags), from Super (1 lb bags),
- future ideas: snacks without amaranth or oats; sauces/spreads (problem now is how to preserve with out additives); looking toward south america exports
- products from the US are really expensive, allows them to compete
- they think people would really appreciate the historical aspects of amaranth, but they just don't really know at all about that
- Chicakh and Artisanos are the only other amaranth producers they know of
- moms say that their children like it; also pets
- 50–100 pounds amaranth/month

## USAID – notes in notebook

### Synthesis

- pretty on target for 2 prongs: behavior change, and value chain mapping
- how communities in Guatemala operate: we need to strengthen this in implementation of our recommendations
  - go through the community leadership structure: how can we include community leaders in our interviews in community?
- surprised that Guatemala imports the majority of its corn
- from yesterday: surprised by the corn field when we watched the volcano erupting
- from Jess and Christian Aid person: all ag programs are for diversification; also what Dan told us today about coffee rust, we need to be diversified
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- Takeaways from CRS
  - how the private sector is becoming involved in malnutrition
  - understanding the local community organization
  - amaranth needs to be integrated into their overall program
- Takeaways from Lula's Oven
  - difference in cost of inputs for Lula's oven
  - earthy taste
  - what is the impact of the leaves/husks of amaranth? additional value?
  - niche market
  - Mayan story could be a benefit
- Takeaways from Restaurant/Store
  - 7th day adventists (tie into niche markets)
  - prices from Carolyn
- Takeaways from USAID
  - magnitude of the malnutrition issues --> "nutrition dense value chain"
  - private companies
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- From Karla
  - importance of explaining to rural farmers who we are, what we want from them, and what we can offer them
  - need to start thinking about financing

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- From the Moringa
  - 1/2 lb popped is 38Q
  - 1/4 lb popped is 20Q
  - 1/2 lb granola is 38Q
  - 3 little bars are 15Q
- List of websites
  - Lula's oven
  - Moringa
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- For AGEXPORT Tomorrow
  - can you take us through a small scale example of how this works?
  - how small scale do they get?
  - what's the supply/demand balance? will people really buy whatever can be produced?
  - who are they buying from?
  - get at the intermediaries
  - do they help provide the small producers with financing?
  - do they help with marketing?
  - do they help with connecting to domestic markets?
  - who are the exporters? the customers?
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#### Actions

- remind Dan to send us UC Berkeley study
- get Karen to forward the price list from Lula's oven
- remind USAID to send us nutrition website
- Can we see the pact that private companies made with the gov't?