Value Chain for

Very small market for Amaranth, don’t have info on pricing

* Half a pound of amaranth in flour or grain form in Guatemala City is 30-35 cosetas (~4.50/lb or ½ kilogram)
* Manzana is 7000 m2, 16 cuerdas in a manzana

What is the process for buying seeds?

* Corn
* Most families save their seed from previous harvests
* Amaranth
* Not very available, this will be a large part of the study… finding about how available it is.
* Lot of trade of Amaranth in S. Mexico and a lot of trade that goes across the border between San Marcos and Chiapas
* Under 5% of famers in San Marcos are growing Amaranth

Growth

* Planting in April/May
* Harvesting in late Fall – October/November
* Labor intensive
* Agronomically, similar time-frame, harvesting, upkeep, harvesting, yields
* Corn is slightly more susceptible
* Use basically the same equipment
* Only difference is there would be threshing the seed heads (Amaranth is more like wheat)

Post-harvest processes

* Will cook/grill it on and it will blow up a little, pop out of the seed shell, and that’s when they will store it like this
* Grind it into a flour

Storage

* Not sure if post-processing helps prevent spoilage (guesses yes)
* For coin, there’s a wide range of silos
* Ministry of Ag trying to push Zinc silos (component of Title II project, of which Amaranth is a part)

Success Story

* Solola (area), Aguabeja (indigenous name) for group success story.
* Funded by a Japanese

Transportation

* Most farmers keep the corn they grow
* Rest is stored for seed or saved to consume later
* Participate in markets if there’s a good yield
* Would likely sell through an intermediary
* Would come to town in a pickup truck and take it to market

Farmers

* Avg. adult consumes 400lbs/year
* Not high yields
* Farmers are very much focused on farming to survive
* Some may have a little bit of coffee they’re selling
* Avg. land size is between a ¼ and ½ a hectare
* Some farmers grow poppy to sell
* US govt. is trying to crack down on this
* Many get money from remittances

Compared with Africa, local markets are fairly advanced.

* A lot of the food available at market is *not* healthy
* Extra money goes to Coke
* Day laboring work goes to sugar, oil, onions, tomatoes

Potential money to put through something like this

* ECADI, could do a pilot with some of them
* Mechanism would be through ECADI
* Would want it to be sustainable
* Could set up a revolving fund (with ECADI?)
* If they have a strong savings and lendings group (not all have them set-up)
* Would have to check with the partners to see what is the best model
* Maybe a Amaranth-specific group

ECADI farmer field school

* Demonstration farmer
* Mini-board of directors (not paid)
* Decide what next steps are
* Feedback going both ways
* Some have created savings and lending groups
* All are separate, started last year between August and October
* Independent, internal regulations
* Do have exchange visits
* Could form a second level, federation level?
* Has worked in Africa
* 6 year project started in 2012, but only started field operations in July 2013
* Provide trainings, food rations
* Families receive rations, of beans, rice, corn soyplants (porridge), oil
* Get imported from the US, this is what Title II

Title II in Guatemala used to be monetized, but now it’s cash—fairly recent shift

* $42 million, half is in food that’s being distributed and the other half in cash

CRS works through local partners

* CRS specialists trains and works with Caritas
* Caritas then trains community volunteers (with ECADI), and then
* Community volunteers train others
* This is how they reach 20,000 people

Chickpea model from Tanzania

Their points

How to best use our time

* Would it be more effective to create agendas for 2 teams?

Export association

* One of the larger feed the future awards from USAID