



GEF-Satoyama Subgrantee Highlights Report

Organization Name:	FIDES
Country:	Ecuador
Reporting Quarter:	FY17 Q4 (April to June 2017)
Person submitting Report:	María Dolores Vera

<Highlight 1>: MARKET RESEARCH FOR SALT AND COCOA PRODUCTS

A market prospecting tour was conducted for salt and cocoa, following the following project activities:

- 2.1.1.1 Build-up of a business plan to diversify the supply of gourmet salt for human consumption, by processing naturally flavored salt (currently only sold in bulk for animal consumption and as supply for cheese making).
- 2.1.1.7 Support for market entry (marketing)
- 2.1.3 Strengthening of agro-ecological farms and marketing of cocoa in the community of Playa de Oro.

In response to these planned activities, an observation roadshow was developed to different companies located in the city of Quito, on June 6, 7 and 8, 2017, with the following organizations: Association of Artisan Salt Producers (ASPROSAL) from the Gilces community and the Playa de Oro Commune..

The objective of this activity was to scan the various opportunities and the feasibility to establish future commercial agreements, to know the raw material process offered by the communities, preferably for salt and cocoa products.

Below is a summary of the places visited and the opportunities to establish business relationships:

VISITAS REALIZADAS	OPORTUNIDADES
<p>Super Food Store. Own by Nathalia Green</p> <p>It is a store dedicated to the sale of handicraft products, with territorial identity, directed to a selected market since its values are: responsible consumption and fair trade. This shop offers the opportunity for small producers, community entrepreneurs and local initiatives to have a space to promote and market their products from producer to consumer, without intermediaries, respecting their identity, and their relationship with nature.</p>	<ul style="list-style-type: none"> • It has a kitchen (vegetarian - vegan). Where you can conduct cooking courses, in addition to marketing and advertising workshops, where you could use and recommend products from the farms of the families of the organizations. • We could promote our products in its store as Sea salt, maintain their policy of identity and origin preservation. • They could also help us to organize trading fairs.
<p>Chemical Engineer Jorge Camacho</p> <p>It is a new company in the market, which dehydrates and extracts natural products, which are offer to other transformers of the food chain, among the products that are dehydrated are: fruits (passion fruit, apple, macadamia, mango) and are in the search of exotic products to transform. They produce products with raw materials free of pesticides.</p>	<ul style="list-style-type: none"> • It has shown openness about the possibility to serve as a bridge to help open the market for salt in the chemical industry (thickeners and viscosity) • It would be possible to start working in the elaboration of innovative products, those that can be extracted from natural resources (raw material) i.e. Carob tree
<p>Chocolatera Pacari Company</p> <p>It is a company that supports community initiatives and</p>	<ul style="list-style-type: none"> • A cocoa sample has been handed over to them to be analyzed. We could enter into a commercial agreement to provide raw material

<p>gives opportunities to entrepreneurial organizations, especially in the production of purely organic cocoa, provides technical assistance to producers especially in order to ensure homogeneity in the quality of cocoa. It offers new products and quality, so it is always in constant innovation, promoting healthy production, and fair trade, payment to suppliers (small farmers) are done under fair prices policies, taking into account their work, quality and commitment to the care of the nature.</p>	<p>(cocoa) depending on the results of the samples as their interest is to have suppliers of fine cocoa fragrance obtain without the use of chemicals and with no heavy materials.</p>
<p>Chez Matilde Store</p> <p>It is a family store, where natural products are sold, with a territorial identity (History, Process, tradition, current situation, etc.), having also environmental approaches, protection of ecosystems, their vision and productive projection goes beyond a simple product. In the case of salt, they currently have some products, such as Gourmet salt, (mixtures of herbs). Its main clients are foreigners and families committed to the care of the environment who are always looking for organic products</p>	<ul style="list-style-type: none"> • They offered their store to exhibit out products (salt and cocoa derivatives) as well as to organize fairs to hand out samples and to sell the products, to an exclusive market, as their location can be used to our advantage, since a lot of foreigners live in the neighborhood and are constantly looking for organic products, also they see the benefit of working together and growing together.
<p>El Salinerito</p> <p>It is a company of small producers with many years of experience, started in the parish of Salinas de Guaranda in the Province of Bolivar, currently it has some stores and companies, and has diversified its production to: cheeses, dehydrated herbs, chocolates and tourism</p>	<ul style="list-style-type: none"> • El Salinerito is a group of companies established by cheese, chocolate, dehydrated mushroom, herbs infusions, candies, tourism, lamb's wool sewing. It is by far the most exciting experience that exist in Ecuador about entrepreneurship, with a focus in the popular and solidarity economy. • A partnership could be arranged to promote salt for their products. • A sample of cocoa has been handed over for their analysis.

Participated 10 members of the community organizations and one official of the Fides Foundation

Photos



Foto 1: Visiting "Super Food Store".



Foto 2: Meeting to promote “Super Food Store” Products.



Photo 3: Meeting with “Pacari” Company to sell cocoa and salt for the communities.