



# Valores

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- ▣ **Dignity**
- ▣ **Equity**
- ▣ **Integrity**
- ▣ **Respect**
- ▣ **Responsibility**
- ▣ **Solidarity**
- ▣ **Transparency**



# Vision Statement

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We envision a world where families and communities live with dignity and exercise their food sovereignty through the sustainable cultivation, consumption, exchange and commercialization of local healthy food sources. We believe **amaranth is a strategic crop for achieving this vision** owed to its pertinence with the local customs and adaptation to the local environment.

# Mission Statement

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**Puente a la Salud Comunitaria** contributes to food sovereignty and advances the health and well-being of rural communities in Mexico by promoting the consumption, production, and commercialization of amaranth.

# Puente's team:

**11 full-time employees**  
**US-based Board of Directors**  
**Oaxaca-Based Advisory Board**  
**12 Community Promoters**

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History: 1999 -2002

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- In 1999, two former Amigos de la Americas' supervisors return to Oaxaca.
- These two woman promoted amaranth in communities for two months in 2001
  - 1 to 2 workshops per community
  - Limited follow-up
  - Enthusiasm for amaranth

Summer 2003

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- Kate and Katherine return to Oaxaca
- Visit Amigos communities from 2002
- Focus 100% work on amaranth
- Start giving amaranth workshops
- Soon became Amigos Primary Partner Agency and the Oaxaca Project became the Community Nutrition Project

**PUENTE BECOMES AN OFFICIAL 501 C 3**

History continues 2004-13

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This year, we will celebrate our 10-year anniversary



# ¿Why amaranth?

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# Amaranth is one of Mesoamerica's oldest crops.

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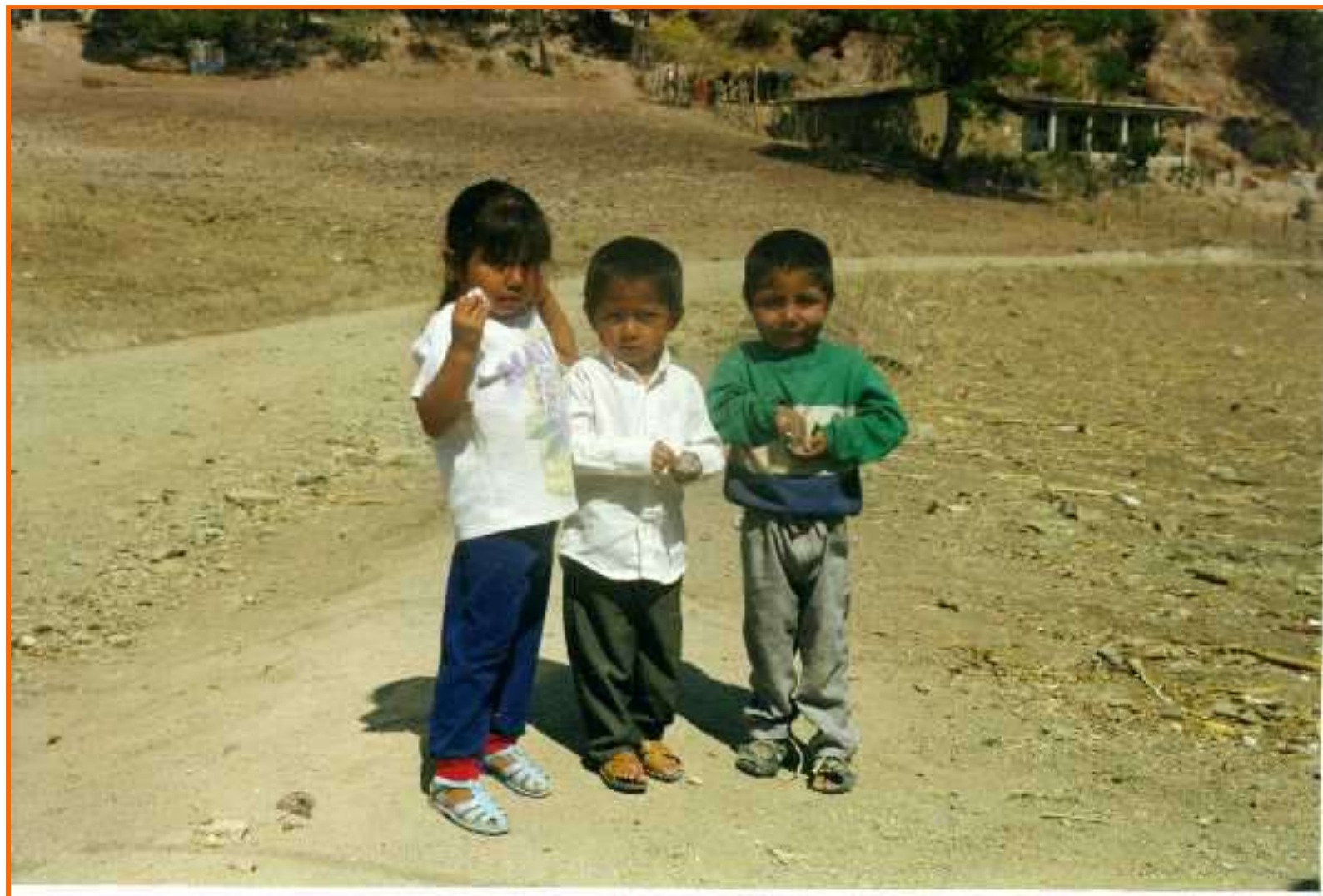


# Oaxaca is strife with malnutrition.



# Guess their ages?

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# What are they eating?

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**Some  
might  
call  
this  
the  
Oaxac  
a food  
pyrami  
d!**

# 100 grams of amaranth grain is loaded with nutritional value.

	<b>Amaranth</b>	<b>Brown Rice</b>	<b>Wheat</b>	<b>Corn</b>	<b>Oats</b>
<b>Protein (g)</b>	14.5	6.5	10.7	9.4	16.9
<b>Fiber (g)</b>	9.3	2.8	12.7	7.3	10.6
<b>Fat (g)</b>	6.5	0.5	2.0	4.7	6.9
<b>Carbs (g)</b>	66.2	79.2	75.4	74.3	66.3
<b>Calcium (mg)</b>	153.0	3.0	34.0	7.0	54.0
<b>Iron (mg)</b>	7.6	4.23	5.4	2.7	4.7
<b>Calories (kal)</b>	374.0	358.0	340.0	365.0	389.0
<b>Folate (mcg)</b>	49	231	41	19	56
<b>Zinc (mg)</b>	3.2	1.1	3.5	2.2	4.0

· Source: USDA ([www.nutrition.gov](http://www.nutrition.gov))

# The leaves (100 grams) are highly nutritional, too.

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	<b>Amaranth, boiled</b>	<b>Swiss Chard, boiled</b>	<b>Spinach, boiled</b>
<b>Calories (kcal)</b>	21.0	20.0	23.0
<b>Carbohydrates (g)</b>	4.1	4.1	3.8
<b>Protein (g)</b>	2.1	1.9	3.0
<b>Calcium (mg)</b>	<b>209.0</b>	58.0	136.0
<b>Phosphorous (mg)</b>	<b>72.0</b>	33.0	56.0
<b>Iron (mg)</b>	2.3	2.3	3.6
<b>Vitamin C (mg)</b>	<b>41.1</b>	18.0	9.8
<b>Fiber</b>	n/a	2.1	2.4
<b>Folate (mcg)</b>	57.0	9.0	146.0
<b>Zinc (mg)</b>	0.9	0.3	0.8

# What is the key to the success of our projects?

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Community promoters are extensively involved in our three primary projects:

- Healthy Families
- Ecoamaranth
- Amaranth for Community Well-being



# Healthy Families empowers women to improve the health of their families with amaranth.

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“The health of a population is most precisely reflected in the growth of its children.”

- ❑ Cooking workshops
- ❑ Summer nutrition camp
- ❑ Community radio and diffusion campaign
- ❑ Sale and promotion of amaranth
- ❑ School activities aimed at children and youth

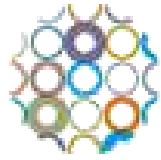


# Ecoamaranth assists subsistence farmers earn more and live healthier with amaranth.

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- ❑ 150 amaranth farmers
- ❑ 2 Agronomists
- ❑ 3 Local Agricultural Technicians
- ❑ Purchase of harvesting equipment
- ❑ 6 technical trainings





# FORDFOUNDATION

In 2012, we received a grant to allow us to expand our work into two additional regions. The main focus is the generation of income for small farmer and their families.



# Children and underdeveloped communities should be the first to benefit.

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- Food sovereignty would lead to stronger family and community
- Creating local markets will lead to more income generation
- Economic opportunities would curb mass emigration
- Diversifying the diet is proven to reduce undernourished children





**iGracias!**



## Break out session

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Cleaning and popping  
Other