



# Community Agroecology Network

annual report  
2013-2014

**AGROECOLOGY, FOOD SECURITY & SOVEREIGNTY, YOUTH  
LEADERSHIP, WOMEN'S EMPOWERMENT, AGROECO® COFFEE**

# Community Agroecology Network

## From the Executive Director



CAN has been using an agroecological approach to food systems change for 12 years. Our strategy is driven by community-based action research partnerships. At CAN, agroecology brings together scientists and farmers to produce knowledge and develop practices for a more sustainable food system. While ecologically-sound production practices are at the core of agroecology, they are not viable without vibrant local food economies that foster fair market channels and farmer control of seeds. It is not an easy task, but we have made important strides this year. This report highlights our major accomplishments.

During 2013-2014, we reached over 2,000 families through our Food Security and Sovereignty projects in Mexico and Nicaragua. We worked with farmers to diversify crop production and build soil fertility. A wider range of vegetable crops has improved household nutrition and created an alternate source of income generation. Extra food and cash has proved crucial among coffee-producing farmers devastated by la roya, a fungal disease that more than halved their coffee production. Better soil fertility is the best defense to raising healthy coffee plants that can stave off another epidemic without depending on agrochemical inputs. CAN has supported capacity-building and farmer-to-farmer exchanges to promote the production of home-made fertilizers, rich in local microorganisms. This effort to enhance farmers' control over agricultural resources is strengthened through the development of community seed banks and cooperative-run food storage and distribution centers that keep staple crops like corn and beans produced by the community in the community.

Our focus on women's empowerment has led to the creation of local rural enterprises — from a women-owned and operated café to selling homegarden produce at regional farmers markets. Furthermore, we piloted our Fund to Support Women's Unpaid Labor, generated through the purchase of nearly 25,000 lbs of AgroEco® Coffee. Beyond recognizing women's work in coffee production, AgroEco® is CAN's alternative trade model that supports farmers' transition to agroecological production methods and builds solidarity between producer and consumer communities. Finally, through our work on youth empowerment, CAN trained 56 youth leaders, organized three youth exchanges, including our 4th Annual Youth Exchange in Veracruz (Mexico), and reached 750 young people through our educational events and collaborations with student organizations.

It is with deep gratitude that I share the impact of CAN's work with the many individuals, organizations, and foundations that make our work possible. With your partnership, we can continue to help shape a more just and sustainable world.

Best wishes,

Roseann Cohen, PhD.

# 750

Youth participants in  
CAN intercultural  
exchange events



## The Annual International Youth Exchange for Food Security & Sovereignty

In May 2014, 33 youth leaders from four of CAN's partner communities as well as students from the University of Chapingo, Veracruz gathered for the Annual Youth Exchange. This year focused on an evaluation of the advances of the youth network, and a planning session to identify skill needs and plans for including them in the annual youth network training plan for 2014-15; a collective evaluation of experiences in alternative market and rural enterprise initiatives; workshops in agroecological egg production and water catchment systems; exchange meetings with participants in CAN's Youth Leadership & Food Sovereignty Project in Veracruz; and intercultural exchange activities.

## Cultivating the Next Generation of Food Systems Leaders

### International Field Courses

Eight university students and alumni participated in Alternative Spring Break 2014. By engaging in the day-to-day life of a small community in Mexico, students learned about Maya culture and community food security.

In July 2013, six U.S. students participated in the Agroecology and Sustainable Development field course in Agua Buena, Costa Rica.



### Beyond Organic: Narratives from Our Local Food System

Friends of CAN (FoCAN), a student organization at UC Santa Cruz, brought together migrant youth, farmworkers, a farm owner, and a restaurant owner to discuss fair labor practices and transparency in our local food system.

# 132

Agroecology workshops  
conducted for rural  
farmers, women, and  
youth leaders

### 14th Annual International Agroecology Shortcourse

The Shortcourse, held in Burlington, Vermont, attracted 32 participants from across the U.S. and from several countries. All had come together to learn about agroecology and its role in transforming global food systems to sustainability. From agroecology's foundations in ecological science, Shortcourse participants explored a wide range of approaches including ecological economics, environmental services, participatory methods, food security & sovereignty, gender & food systems, multifunctionality, labor & food systems, climate change & agriculture, and alternative markets. They came into the Shortcourse with many questions about agroecology and how to apply it. They went away motivated to be active food system change agents.



# 25,840

Pounds of AgroEco® Coffee purchased from farmers in CAN partner communities in Nicaragua and Mexico

## Developing Alternative Marketing Strategies

Youth leaders and women beneficiaries from Quintana Roo attended a three-day workshop in the village of Tabasco, Quintana Roo, Mexico. The workshop focused on developing production and business plans for rural enterprise initiatives for the UIAM women’s group in Tabasco, and women gardeners in Veracruz. The results were detailed plans that included production calendars, market studies and marketing plans, logistical plans for transport and delivery of products to possible markets, marketing tools like logos, and budgets.



## Building Just Food Economies and Women-Led Rural Enterprises



# 15

Farmers markets held in four partner regions

# 104

Women involved in rural enterprises supported by CAN

*“When CAN first came to us, they told us we had everything in our own hands to move ahead. We’ve found out that we really do.”*

— Don Pedro García, farmer, Denis Gutierrez Cooperative

## San Ramón, Nicaragua

Over the last year, the monthly farmers markets have continued during the growing season, offering a critical outlet to the 45 women gardeners in the project to sell their excess garden produce and prepared food. In 2014, CAN collaborated with the UCA San Ramón to establish a second market channel — a café. For the past two years, the women’s group in the Danilo Gonzalez Cooperative has been developing a business plan for a café in San Ramón where they could sell coffee grown and roasted by another women’s group, as well as prepared food made from locally grown produce and dairy products. In January 2014, CAN agreed to extend to the group a three-year, no-interest loan from revolving funds available through the Food Security & Food Sovereignty (FSS) project funded by Keurig Green Mountain, Inc. These funds will make it possible to complete the necessary investments in the café so that it could open, with the stipulation that the café would source its produce from the home gardens in the FSS project, thus creating a second stable market channel for the 45 women gardeners.

# 10

Community seedbanks operating, guaranteeing access to heirloom and adapted corn, beans, and other seeds



## Increasing Agroecological Management Practices

### AgroEco® Coffee's Fund for the Unpaid Work of Women

The women's group in the Denis Gutierrez Cooperative (another cooperative participating in the Food Security & Food Sovereignty project, and where CAN buys its AgroEco® Coffee) has undertaken a collective rural enterprise initiative using the 10 cent premium for the Unpaid Work of Women that is part of the AgroEco® Coffee price. Their collective initiative aims to address a critical and immediate problem of needing to renovate coffee fields lost to a devastating fungal disease, La Roya. The Fund for the Unpaid Work of Women will help cover the costs of renovation. Meanwhile, the women's group is leading the way in building soil fertility by using materials (flour, minerals, molasses) purchased with the Sustainable Agriculture Fund to make home-made fertilizers rich in nutrients and local micro-organisms.



### Healthy Soil, Healthy Coffee

Denis Gutierrez Cooperative members identified improving soil fertility as critical to rebuilding coffee production and increasing coffee plant resistance to the ongoing threat of la roya and related plagues. First, they determined what the soil needs, and then they produced organic fertilizers that addressed mineral deficiencies found in the soil.

# 177

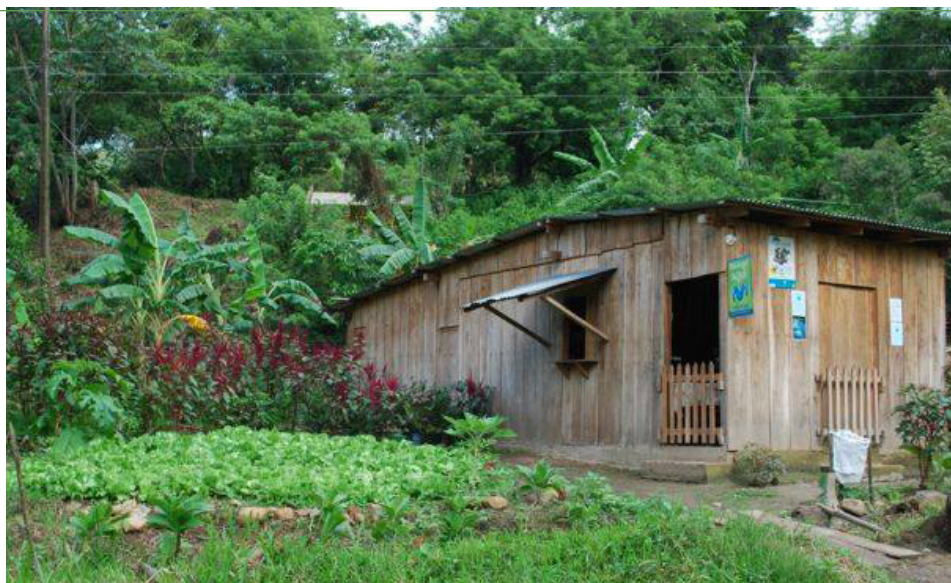
Home gardens producing year-round in CAN partner communities

# 1679

Households with reduced seasonal hunger

*When we were here in February 2013 there were no home gardens in La Pita. As part of CAN's collaboration with UCA San Ramón and the families of La Pita there are now seven home gardens in La Pita plus a garden at the school.*

— Roberta Jaffe, co-founder of CAN, Board member



## Improving Food Security and Nutrition

### Published Cookbook and Guide

The Manual de Alimentación con Seguridad y Soberanía Alimentaria (Food Security and Sovereignty Cookbook and Guide) was developed as part of a year-long process of capturing traditional recipes that use locally available plants and products. The aim of the project is to promote food security & sovereignty and healthy families in San Ramón through production diversification in home gardens, nutrition education, and the revitalization of local and traditional food production and consumption cultures.

# 1734

Households with improved nutrition



# 590

Women beneficiaries in Food Security and Food Sovereignty projects

### Increasing Protein Consumption

For the past three years, the Youth Leadership & Food Sovereignty Project in the Central Highlands of Veracruz, CAN, and VIDA AC, CAN's local partner organization there, have worked with 125 families in four rural communities. The aim of this work has been to improve household nutrition and access to locally-produced foods. This year we worked with families to develop ways to increase the amount of protein in their diets by increasing the availability of eggs for household consumption and income generation.

# 66

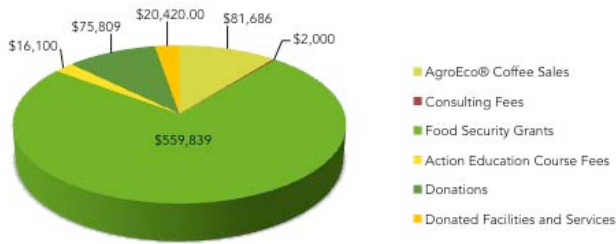
Families with more income as a result of AgroEco® Coffee's higher price given to farmers

### Improved Nutrition During the "Thin Months"

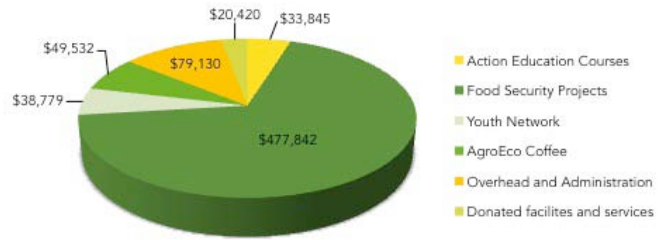
There are now seven cooperative-run food storage and distribution centers operating in Nicaragua. The result is an increase in local access to staple foods during the thin months, when coffee farmers struggle to feed their families.

# Financial Report FY 2013-14

**Revenues 2013-2014**  
Total: \$755,854

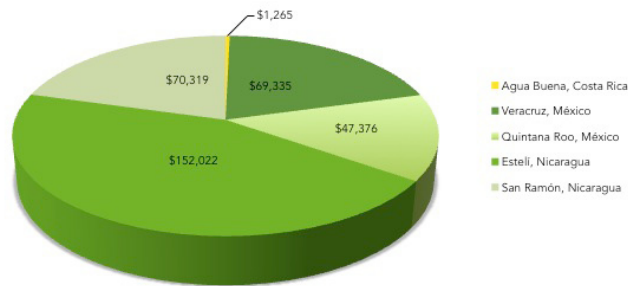


**Expenditures 2013-14**  
Total: \$699,548



86% of expenditures directly support programs

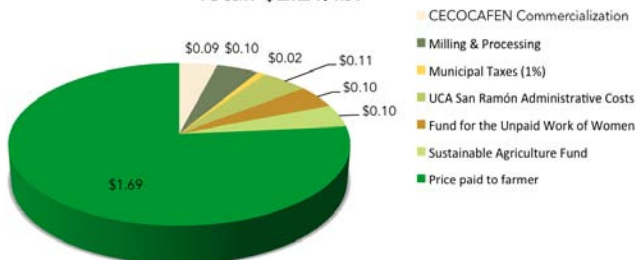
**Direct Investments in Partner Regions**  
Total: \$340,317



Nearly 50% of expenditures support direct investments in partner regions

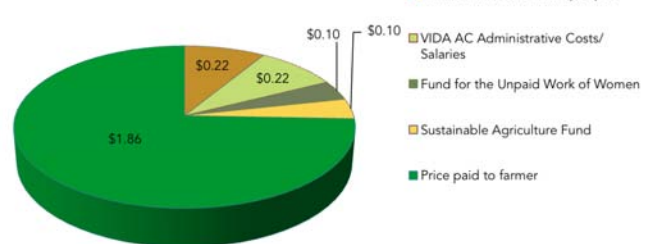
## AgroEco® Coffee

**San Ramón Price Breakdown**  
2014 Purchase  
Total: \$2.21/lb.



76% of green bean purchase price goes directly to farmer

**Veracruz Price Breakdown**  
2014 Purchase  
Total: \$2.50/lb.



74% of green bean purchase price goes directly to farmer

## Board of Directors 2013–14

**Stephen Gliessman, Chair**  
Professor Emeritus  
Environmental Studies Dept.  
University of California, Santa Cruz

**Roberta Jaffe, Treasurer**  
Founding Director  
Community Agroecology Network  
Santa Cruz, California

**John Crary**  
Crary Enterprises & Arceo/  
Community Foundation  
San Mateo, California

**Ariane de Bremond**  
Research Assistant Professor,  
Geographical Sciences  
Affiliate, Joint Global Change  
Research Institute  
University of Maryland  
College Park, Maryland

**G. Richard Fletcher**  
Executive Vice President  
One PacificCoast Bank  
Oakland, California

**Jonathan Fox**  
Professor  
Latino & Latin American Studies  
Department  
University of California, Santa Cruz

**Christopher Musselwhite**  
President and CEO  
Discovery Learning  
Greensboro, North Carolina

Supporters: • Diane and Elaine Aldrich • John Ambrey • Jenny Anderson • Ruth Antolini • Marina Bethlenfalvay • John Boesch • Bonnie Braun • Arianne De Bremond • George Brown • Rashda Buttar • Franchesca Callejo • Center for Agroecology and Sustainable Food Systems • Larry Coben-SPI/C Carl Foundation Inc. • James Cochran • Beatriz Cohen • Dianne Cole • Margo Crabtree • John Crary • Crary Family Foundation • Shane Crary-Ross • Susan Dunn • Scott Evans Foundation • G. Richard Fletcher • Jonathan Fox • Robbie and Steve Gliessman • Mathew Gregory • Mary Gries • Ruth and Alfred Heller • Felice Hubbard • Hope and Laurence Jaffe • Jaffe Family Foundation • W. K. Kellogg Foundation • Keurig Green Mountain • Rachel Kriegsmann • Thomas Lumsden • Jan and Steve Miles • Patty Moore • Chris Musselwhite • Harriet J. Neely • New Leaf Community Market • Robert & Margaret Phillips • Mark & Marsha Rasmussen/Sandhill Farm • Barbara Rogoff • Diane Rothman • One PacificCoast Bank • Donald Routh • James Sandler • Santa Cruz Coffee Roasting Company • Gabrielle Stocker • Monika Thomas • Bibit Traut • Robert and Sandra Underwood • Deborah Walker • Kathryn J. Wheatley • Bruce Willock • Campus Support for University of California, Santa Cruz Students: Agroecology Endowed Chair, Professor Stacy Philpot • Campus Sustainability Council • College 9/10 • Merrill College • UCSC Dining Halls

## Staff 2013–14

**Roseann Cohen, Ph.D.**  
Executive Director  
rose@canunite.org

**Heather Putnam, Ph.D.**  
Associate Director  
heather@canunite.org

**Pete Rasmussen**  
Director of Action Education  
actioned@canunite.org

**Maria Eugenia Flores**  
Consultant — Project Manager,  
Las Segovias project

**Candice Rebollo**  
Action Education Program Asst.  
fieldstudy@canunite.org

**Victor Castro**  
Office Manager  
marketing@canunite.org

## Steve Gliessman Named to Panel of Experts on Sustainable Food Systems (IPES-Food)

CAN's co-founder and chair of the Board of Directors, Dr. Stephen Gliessman has been appointed to an international panel of experts on sustainable food systems. The panel is co-chaired by Dr. Olivia Yambi, nutritionist and former UNICEF representative to Kenya, and Prof. Olivier De Schutter, former U.N. Special Rapporteur on the Right to Food. The IPES-Food initiative addresses evidence-based advocacy on sustainable food systems and diets.

## CAN Network

Region	Partner Organization	Affiliated Researcher	Project Manager
Veracruz, Mexico	VIDA AC	Carlos Guadarrama, Ph.D. Laura Trujillo, PhD	Clara Palma Martinez Claudia Nallely Illescas
Quintana Roo, Mexico	Universidad Intercultural Maya de Quintana Roo	Francisco Rosado May, Ph.D.	Susanne Kissman
Yucatán, Mexico	Universidad Autónoma de Yucatán	Juan José Jiménez, Ph.D.	
Chiapas, Mexico	ECOSUR, CIESAS	Helda Morales, Ph.D. Ronald Nigh, Ph.D. Bruce Ferguson, Ph.D. Katherine Nigh	
San Ramón, Nicaragua	Unión de Cooperativas Agrícolas San Ramón	Heather Putnam, Ph.D.	Yadira Montenegro
Las Segovias, Nicaragua	PRODECOOP ciiASDENIC	Christopher Bacon, Ph.D.	Misael Rivas
Tacuba, El Salvador	ACOES	V. Ernesto Mendez, Ph.D.	
Agua Buena, Costa Rica	Programa de Desarrollo Comunitario	Nicholas Babin, Ph.D.	Julieta Mendez

U.S. Partner Organizations: Santa Cruz Coffee Roasting Company • Center for Agroecology and Sustainable Food Systems, UCSC • UCSC Dining Halls • FoCAN student group, UCSC • Agroecology and Rural Livelihoods Group, University of Vermont • Santa Clara University • Bon Appetit Management Company • Fair Trade Club, Cal Poly University, San Luis Obispo • JoeBella Coffee Roasters



community agroecology network  
po box 7653, santa cruz, ca, 95061-7653  
831.459.3619 [www.facebook.com/CANunite](http://www.facebook.com/CANunite)  
[www.canunite.org](http://www.canunite.org)