

# GLOBAL TASTES AND EMPTY STOMACHS: CARDAMOM IN GUATEMALA

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OUR

WE WORK WITH COMMUNITIES  
TO END HUNGER AND POVERTY,  
WHILE CARING FOR THE EARTH.

MISSION



*“Not a cup,  
but a cow.”*

*-Dan West*

# OUR HISTORY



# The 12 Cornerstones acronym spells out “PASSING GIFTS.”



Passing  
on the Gift



Accountability



Sharing  
and Caring



Sustainability  
and Self-  
reliance



Improved  
Animal  
Management



Nutrition  
and Income



Gender and  
Family Focus



Genuine  
Need and  
Justice



Improving the  
Environment



Full  
Participation

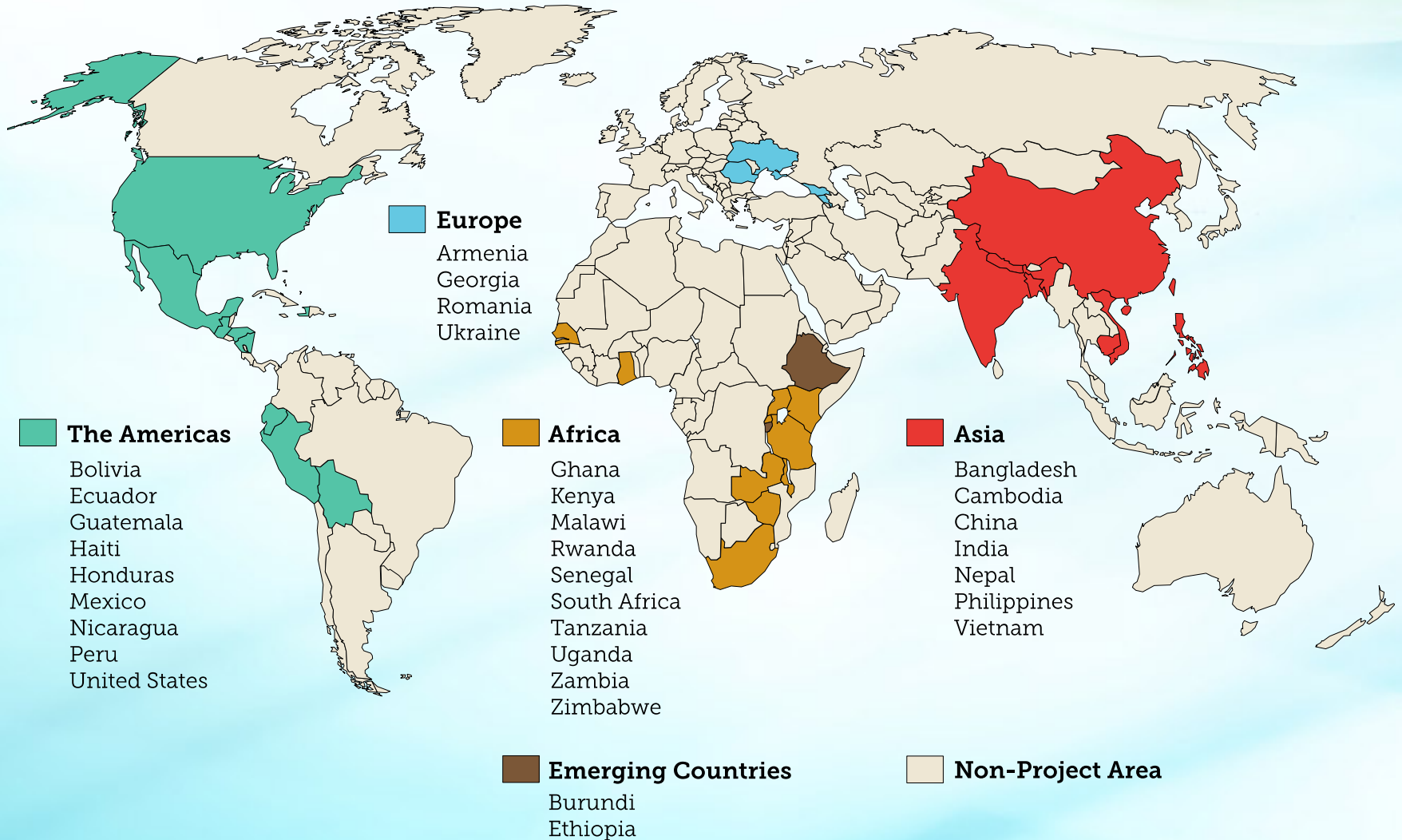


Training and  
Education



Spirituality

Since 1944, Heifer has supported more than 18 million families in more than 125 countries. Currently, Heifer works in 40 countries.



# Guatemala basic information

## 16 million population

Multiethnic, multilingual and multicultural country

- ☞ 22 language communities of Mayan origin
- ☞ Xinca
- ☞ Garifuna
- ☞ Ladino
- ☞ indigenous population largely concentrated in the Western Highlands and Alta Verapaz.
- ☞ 50% chronic malnutrition highest in L.A.
- ☞ Poverty 53% (14% extreme)

# CARDAMOM IN GUATEMALA



# CARDAMOM

## Cardamom

- aromatic and medicinal plant.
- It is the largest natural source of cineol

Its seeds help with:

Digestive processes and stimulating appetite

Stimulating the secretion of saliva

Stomach pain and gastritis

Fighting cavities

Halitosis

Skin infections



# GUATEMALA CARDAMOM

- Principal producer of cardamom in the world.
- Cultivated in the country for 101 years (1914).
- **350,000 families produce it (subsistence).**
- **Exported only by 10 – 12 persons - company**
- In 2014, exports totaled \$240 million.
- In 2014, production totaled 40,000 metric tons.
- 40 percent of cardamom is affected by thrips.
- Principal buyers: 80 percent to the Middle East (especially UAE, Syria, Saudi Arabia); others include India and the U.S.



# CHALLENGES

# CHALLENGES OF CARDAMOM

- Loss of genetic quality,
- Inadequate management of crop.
- Thrips.
- Production in direct sun,
- Low levels of organization (unorganized producers).
- Intermediaries (coyotes).
- 8 links in the productive chain.
- Environmental degradation: drying process
- Raw material without value added
- Families suffer from poverty and food insecurity.
- High conflict and vulnerability because of a variety of factors.



# Cardamom drying process





**OPPORTUNITIES**

# OPPORTUNITIES

- Productive potential
- Research, development and innovation
- Improve crop management
- Agroforestry systems (cultivate other species).
- Spice diversification: black pepper, mace, nutmeg
- Renewable energy
- Develop social capital).
- Innovations
- Food security and nutrition
- Development of beekeeping.

# STRATEGIC ALLIANCES



MAGA, COOP, TEXAS A&M, USAC, PRIVATE SECTOR AND HPI

# CARDAMIEL PROJECT





# COMPONENTS CARDAMIEL

## LOCAL PARTNER APODIP

**1,000 Families Alta Verapaz**

**1. Research, development and innovation**

**2. Development of Value chain**

**3. Social capital**

**4. Strengthening livelihoods**

- **Food and nutrition security**
- **Agroforestry**
- **Income generation (Beekeeping)**

Strengthening  
Livelihoods  
in  
Alta Verapaz



MANY THANKS  
SUZANNE AND MCKINLEY



# OPEN INVITATION - PARTNERSHIPS



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