

Wiñak

ECUADOR



Wiñak is a non-profit agricultural association, the first to be fully Kichwa-owned and operated. Based in the Napo Region of Ecuador, they work to preserve Amazonian cultural and conservation practices, while establishing food security and economic viability for the Kichwa people.

Wiñak sells plantains, cacao, guayusa, and cassava sustainably grown by 57 separate Kichwa communities. Their work involves managing agro-forestry nurseries, extending microloans to *socios*, aggregating produce for delivery, and managing commercial customers.

Wiñak is run solely for the benefit of its members and aims to show only a very modest surplus every year. For the first half of 2020, two-thirds of revenue went directly back to the *socios* as payment for their produce. This translates to USD 267 per family per month – a meaningful amount in a region where almost half live in extreme poverty.

IMPACT OVERVIEW

Promotion of sustainable agricultural practices and improvement of income of small holder Kichwa farmers of Ecuador.

No. of beneficiaries	257 (66% women)
No. of indigenous communities	57

COMMUNITY



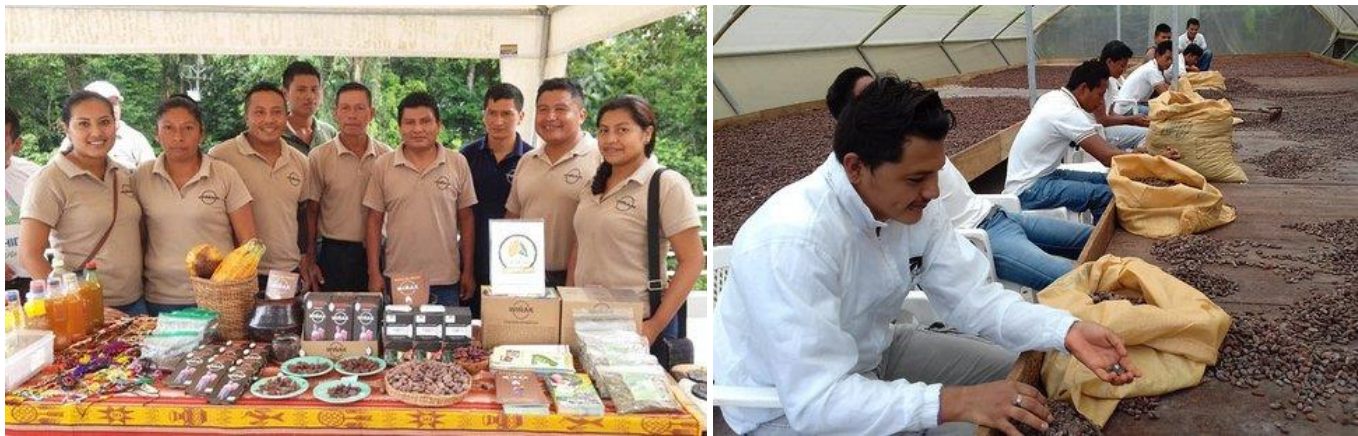
<b>Country</b>	Ecuador
<b>Municipalities</b>	Tena, Archidona and Arosemena Tola
<b>Indigenous communities</b>	Kichwa

## Impact Background

The Napo Province, located in the northwest of the Ecuadorian Amazon region, has one of the highest poverty rates in the country with 77% of the population living in poverty, and 43% living in extreme poverty. It is also the Province with the highest concentration of indigenous people.

Fifty-four percent of people in Napo belong to the Kichwa tribe and most are engaged in agriculture under the traditional production system called 'chakra'. Primary crops include cassava, bananas, cocoa, guayusa and palm hearts. Forest species and plants for medicinal or artisanal use are also cultivated. Many chakra products have no market connection and have been affected by monoculture which has led to an increase in planting areas, causing pressure on protected natural areas and forests.

Wiñak aims to preserve the Amazonian culture and environment, while meaningfully improving the lives of the Kichwa people.



## Impact Delivery

Wiñak promotes sustainable agricultural production that contribute to conservation and proper use of natural resources, while connecting sustainable produce of their Kichwa farmers to the market. They do this through through their commitment to:

### Outcome

- |                                   |  |
|-----------------------------------|--|
| <i>Improvement of livelihood</i>  | <ul style="list-style-type: none"> <li>▪ Strengthen the capacities of community decision-makers to manage and administer their natural resources</li> <li>▪ Strengthen market links for sustainable crops as well as providing producers access to niche markets with premium prices that recognize the chakra ecosystem services</li> </ul>   |
| <i>Environmental preservation</i> | <ul style="list-style-type: none"> <li>▪ Provide communities with various services, including training, technical assistance, and microcredit options, to enhance their technical capabilities to adapt to sustainable agricultural practices and improve productivity</li> <li>▪ Promote intergenerational learning and reproduction of ancestral knowledge of traditional agroforestry systems (chakra)</li> <li>▪ Provides incentives to recover degraded or intervened areas.</li> </ul> |