

# Waykana

ECUADOR



Waykana is an exporter of guayusa, a caffeine-rich leaf native to the Ecuadorian parts of the Amazon rainforest. They work with over 100 small-scale indigenous Quechua farmers to grow the leaf using ancestral and sustainable practices. Company sales are primarily derived from bulk orders from extract companies which, in turn, sell to food and beverage companies who use guayusa as a key ingredient in their products such as energy drinks, energy bars and cosmetics. Waykana also sells tea and energy drinks under the Waykana brand primarily in Ecuador.

## Impact Background

According to data from the World Bank, while poverty in Ecuador has declined, economic improvement has not been evenly distributed. As of September 2019, Ecuador’s National Institute of Statistics and Census (INEC) reports that compared to the 24% national poverty rate, 40% of its rural population is poor, and 17% are deemed to be living in extreme poverty. This is an increase in incidence of 5%

## IMPACT OVERVIEW

Promotion of sustainable agricultural practices and improvement of income of Quechua farmers in the Amazon

No. of beneficiaries	100+ families
Average increase in income	USD 400/month

## COMMUNITY

<b>Country</b>	Ecuador
<b>Cities</b>	Chimaltenango, Huehuetenango, Quiché, Sololá, San Marcos, Quetzaltenango
<b>Indigenous communities</b>	K’iche’, Kaqchikel, Mam, Q’eqchi’, among others



and 3%, respectively, since 2014. The statistics are significantly worse for its indigenous population 88% of which, according to the UN, are poor. This is more than 2x the incidence of poverty of its rural population and nearly 4x the national rate.

Waykana’s supply chain ensures preservation of ancestral traditions and lands. It trades directly with farmers incentivizing them to sustainably grow guayusa by providing them the support to achieve organic certification and the opportunity to earn a better livelihood.

This results to an increase in income to Quechua farmers that is meaningful. Waykana’s network of farmers, while currently small, earn 15% higher than fair trade standards.



**Impact Delivery**

Waykana creates significant impact in its work to improve small-holder coffee farmers’ livelihoods, as well as its promotion of organic, value-added agriculture and projects that promote gender equality and food security in the Western Highlands of Guatemala. Its subsidiaries include:

Name	Role
Exportadora De Café Especial De Guatemala (ECEG)	Packages and exports members’ coffee to the United States (90%), Spain, Australia, France, Germany, Belgium and Japan where the beans command premium prices.
Kishé Foods USA	Retailers Kishé, Waykana’s own roasted coffee brand, that focuses on improving the welfare of their farmers and connecting them directly with consumers