



TERRAFERTIL GOLDENBERRY PLAN

IMPACT REPORT 2019



Raul and David

LETTER FROM THE BERMEO BROTHERS

2019 witnessed an exciting evolution of the work we've been doing with goldenberry farmers in Ecuador and Colombia since 2006. Historically we've been focused on working directly with farmers, adding as much value as possible to their farms and associations, and then selling as many goldenberries as we can. Our approach has been driven by a desire to generate as much income as possible for the incredible families we partner with, and to share the benefits of this amazing fruit with more and more people. In 2019 we partnered with Aliados, a non-profit organization that specializes in building value chains for unique ingredients and supporting community enterprises. Our partnership has allowed us to formalize the many components of our work into structured programs, standards, and communications platforms as we aim to constantly improve and create more impact.

In 2020 we will expand upon this new foundation by adding new specialized training modules for farmers, and investing more heavily in improving on-farm productivity and profitability.

We're honored to continue to support each and every farming family that believes in Terrafertil as much as we believe in them.

RAUL & DAVID

Founders

Raul Bermeo and Magdi Batato visiting a Goldenberry farm together in La Calera, Colombia



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Producing world-class goldenberries starts with investing in the farming families that carry on this rich tradition.

AN INTRODUCTION TO GOLDENBERRIES

FROM SMALLHOLDER FARMERS IN THE ANDES TO YOU



Considered the “natural multivitamin of the Andes”, the goldenberry (also known as the “Gooseberry”, “Physalis” and the “Inca Berry”) is a smooth berry that resembles a small, yellow-orange tomato. The Goldenberry was cultivated by the Incan civilization as a noble plant and used for its longevity properties in the Sacred Valley of the Incas. When dehydrated, the fruit has a sweet and tart citrusy flavor that adds brightness and texture to a wide variety of products and recipes.

Terrafertil works exclusively with independent, family farmers to grow goldenberries. We help build more resilient and stable livelihoods for these families who live in regions where more than 40% of people live below the poverty line.



Over the last ten years, Terrafertil has supported the creation of 13 farmer associations. Today, Terrafertil works with 1,470 smallholder farming families producing delicious and nutritious goldenberry in Ecuador and Colombia.

INTRODUCING THE GOLDENBERRY PLAN



The Goldenberry Plan is the responsible sourcing program of Terrafertil, through which we generate sustainable income and provide hands-on training to family farms, while promoting sustainable farming practices that respect the environment.



Supporting farmers has been infused into Terrafertil's mission since its founding, even though no formal program or platform was created to encompass these impact-focused activities. With the launch of the Goldenberry Plan in 2019, Terrafertil is building upon its strong history of work and deepening its commitment to both farmers and the environment. In 2020, we will be working more closely with farmers to improve farm economics and strengthen inclusive development for women and youth. We will also implement new sustainability training modules to further develop farming practices that are good for soils, biodiversity, and local watersheds.

The Goldenberry Plan aims to implement best practices to generate, measure, monitor, evaluate, and share the impacts of our work.

BENEFITS OF GOLDENBERRY FARMING

Goldenberry farms are sown in agricultural areas, no deforestation involved

Responsible and minimal use of pesticides and fertilizers

No need for farm irrigation systems, energy use is minimal

Over half of goldenberry farmers are women

Smallholder farms are less than 1 hectare

Grown in crop rotation cycles to build and maintain healthy soils

Generates consistent, stable income with a short production cycle and guaranteed prices

THE GOLDENBERRY PLAN COMMITMENTS



We value long-term partnerships and are fully committed to enabling farmers to run profitable farms and improve social conditions.

OUR COMMITMENT TO FARMERS

A core pillar of this relationship is providing more stable income through agreed prices and volumes. In Ecuador, we guarantee the purchase of all goldenberry production at fixed prices. In Colombia, we agree upon fixed prices and guaranteed volumes with farmers before each harvest.

We also provide farmers with year-round agricultural training to support the production of high-quality goldenberries.

Terrafertil is committed to a goldenberry supply chain free of child labor. In 2020, we are actively working with farmers and farmer associations to implement locally-appropriate child-labor free policies and practices across the supply chain.

And we commit to fostering inclusive development by strengthening women and youth participation and leadership in the goldenberry value chain

OUR COMMITMENT TO THE ENVIRONMENT

With goldenberry production, we offer an alternative to pesticide-heavy crops and prioritize the health of the farmers and their land.

In Ecuador, 100% of our goldenberry production is organic, supporting farmers to move away from very pesticide-intensive flower production, to healthy employment and sustainable water use.

In Colombia, goldenberry production also provides farmers with a real opportunity to move to safer economic pathways. For example, the company has supported 126 farmers in the Nariño province to replace poppy production with goldenberry production. This transition has significantly reduced farmer risk from participation in the dangerous and illegal opium drug trade.



We are committed to boosting environmental sustainability and supporting farmers to transition to healthier farming practices.

OUR IMPACT IN 2019

NUMBER OF
PLANTS
DISTRIBUTED IN
2019:
836,931

ADDITIONAL
FARMER INCOME
2019:
\$1,944,428
USD

HECTARES
CERTIFIED
ORGANIC:
272.12

Men
48.4%

Farmers we
work with:
1,470

Women
51.6%

Men
52.4%

Farmer
association
leadership

Women
47.6%



NUMBER OF HANDS-ON
FARMER TRAININGS:



TECHNICAL VISITS: 2,053



FARMER FIELD DAYS: 182



FARMER FIELD SCHOOLS: 7

OUR FARMER PARTNERS

MARTA

GUALSAQUI

INVESTING

GOLDENBERRY

INCOME IN EDUCATION

Marta Gualsaqui was one of the first farmers in the Cumbas community to farm goldenberry eight years ago, and is now well established as her family's main income source. Before goldenberry, Marta made a very meager income from crafting bracelets, earning \$5-\$10 every now and then, but with no regularity. When she started with only 250 goldenberry plants, she was so impressed by the regular income of around \$150 a week, that now she has expanded her plot to 900 plants.



"Transportation to send my five children by bus to school every day is expensive (\$5). Without my income from goldenberry, it would simply not be possible."

Although Marta was unable to attend school as a child, she prioritizes education for her six children, five of whom are still in primary and high school in neighboring Quiroga. But Marta says that it's absolutely worth it as she is aware that a good education is essential today. Her eldest child, Elena, is a case in point - having recently graduated from high school has found her first job working at a reputable hotel close by in Cuicocha!



LURDES PINEDA

FROM PART-TIME HARVESTER TO GOLDENBERRY ENTREPRENEUR

Lurdes Pineda is a goldenberry farmer in Ventaquemada, Colombia, and has been working with Terrafertil for 6 years. Lurdes' first contact with goldenberry came several years before that, working first as a goldenberry harvester. Seeing the benefits from those who she was working for, Lurdes decided to invest in goldenberry herself. She remembers that "I started with a small plot of 700 plants (less than half a hectare), and it has gone so well that today I have three plots totaling 2.5 hectares to maintain a constant production of goldenberry income year-round."

"It has gone so well that today I have three plots totaling 2.5 hectares to maintain a constant flow of goldenberry income year-round."

– Lurdes Pineda

Lurdes affirms, that "...what I like about working with Terrafertil is the stability of the price. This means I know how much I can earn. On top of that, the quality requirements by Terrafertil for the fruit are clearer and easier to manage compared to complex classification systems for other fresh goldenberry exporters. The income from Terrafertil goes directly to a savings fund for important occasions, or for other investments that require capital. For example, I used savings from goldenberry to fix my house, as well as buy tools for goldenberry cultivation."



“We want to continue to grow, and a next step will be to expand the collection center further for larger production volumes.”

– Maria Cristina Andrango



MARIA CRISTINA AND JOSÉ RAFAEL

LOCAL
ENTREPRENEURIAL
LEADERSHIP AROUND
GOLDENBERRY

Maria Cristina is the president of Azama association, and her partner, José, is a star goldenberry farmer in charge of the weekly reception and weighing of goldenberry at the collection center. It was five years ago when Maria Cristina and José, both frustrated by the lack of consistent prices and buyers for other crops, set up a goldenberry association in partnership with Terrafertil. Maria Cristina remembers “...it was not easy, and we had to invest time and money in constructing the collection center, buying plastic crates, and opening a bank account...”. But they wholeheartedly agree that it has been worth it!

AZAMA, which started with only five members, has grown to 120 members, and is one of Terrafertil’s outstanding producer associations, regularly selling over 3,000 kg’s per week to the company. From these endeavors, Maria Cristina has grown into a respected woman leader in the community with the association providing the most reliable and lucrative form of income for local families.

FARMER COOPERATIVE QUINOFRUTALES

NARIÑO, Colombia



“Goldenberry has been a blessing for this community helping us move away from the illicit poppy trade. We have found a product that suits the conditions of our lands and, with Terrafertil, a partner who guarantees the purchase of the fruit for an agreed-upon price, generating real income for our farmers.”

- Artemio Burbano, President of the Quinofrutas association.

Quinofrutas is a Colombian farmer association nestled in the mountains of the southern province of Nariño. The association was created after the government eradicated poppy cultivation in the drug conflict and farmers were searching for alternatives. At first, 12 farmers joined forces and experimented with a variety of other crops, including blackberry, quinoa and achira. However, none of these found a stable market or generated profit for farmers.

In 2014, Terrafertil set up a partnership with Quinofrutas; the company committing to buy all the goldenberry the association could produce. This partnership has grown into a resounding success for both the association and the company. Quinofrutas produces and transports an average of seven tons of goldenberry per week to Terrafertil. This is generating significant income for the association’s 126 farmers, and Quinofrutas has become Terrafertil’s most important producer.

According to Artemio Burbano - president of Quinofrutas - before goldenberry, farmers had no other option but to grow illicit crops. Artemio believes that the success of this partnership has been the transparency and fulfillment of commitments between both parties and resulting trust.

LOOKING AHEAD

THE GOLDENBERRY PLAN IN 2020

FRAMING OUR WORK IN LINE WITH GLOBAL PRIORITIES

In 2020, Terrafertil is framing local actions within four of the UN Sustainable Development Goal's, aligning the Goldenberry Plan with globally recognized sustainability priorities. As a result, we will be monitoring a wider set of indicators that reflect new efforts to eradicate child labor, strengthen women leadership, and diversify farmer income and farm economics.



SUSTAINABLE DEVELOPMENT GOALS

We support the Sustainable Development Goals

PARTNERSHIP WITH ALIADOS FOUNDATION: Farm Economics and Association Profitability

The logo for Aliados, featuring the word 'ALIADOS' in a bold, orange, sans-serif font. The letter 'A' has a small yellow dot above it, and the letter 'I' has a small yellow dot to its right.

After assessing the results of a holistic evaluation undertaken in 2018 of the company's sustainability performance, Terrafertil decided to partner with Aliados Foundation in 2019 to help incubate the Goldenberry Plan and support its implementation. Aliados has direct experience building and scaling value chains and building community enterprise in tropical ecosystems, including guayusa tea, and Andean blue agave.

Aliados Foundation is responsible for formalizing the Goldenberry Plan and designing and implementing a Monitoring & Evaluation program. Aliados is also working with 50 farmers and four associations in Ecuador, and 20 farmers and one association in Colombia to implement a farm economics and association profitability program. The goal is to generate high-quality data to understand farmer needs and conditions better and support farmers to improve local livelihoods by strengthening farm production and profitability.



For more information visit:

www.goldenberryplan.com

