



## NON TECHNICAL SOLUTIONS

# Fruits of our Earth: rehabilitating women’s ancestral knowledge for food sovereignty

### Description of the project

The Aya Hatariy Foundation promotes intercultural dialogue, rehabilitates native gastronomy and supports food sovereignty via a yearly trade fair and the distribution of healthy food baskets at fair prices. Since 2014, the Fruits of Our Earth Fair has connected over 50 Kichwa Indigenous farming communities with citizens of Carcelén, a northern suburb of Quito, Ecuador. Women farmers share their ancestral knowledge on ecological farming and connect to the needs of urban consumers while they sell their organic fresh food. During the Covid lockdown, the Foundation started distributing Agroecological Solidarity Baskets to families at affordable but fair prices. Today this initiative has spread to over 200 families.



### Transformative outcomes

#### Climate impact



Promotes sustainable agricultural methods adapted to local ecosystems and climate impacts.



Reduces the use of fertilizers and pesticides by promoting an alternative farming model.



Contributes to curb climate induced urban migration from the participating Indigenous communities.

#### Gender impact



Raises awareness about gender roles and time poverty in the Indigenous farming communities.



Promotes fair prices for women farmers in the distribution chain, which directly increases their revenues.



Women farmers receive training in entrepreneurial ventures, including artisanal products.

#### Scalability / replicability



The business model builds on fair trade and solidarity principles and can be extended to further neighborhoods or cities.



Intercultural exchanges between Kichwa Indigenous People and Carcelén inhabitants contribute to peacebuilding.



### CONTACT



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