



## Heifer International

Heifer International is a global development organization on a mission to end hunger and poverty in a sustainable way. Working with farmers and their communities to identify and invest in business opportunities that deliver living incomes, Heifer International creates solutions to local challenges designed to build inclusive, resilient economies. Since launching in 1944, Heifer International has assisted more than 35 million people, with millions more now on a pathway to living incomes.

## Heifer Guatemala

Heifer International started work in Guatemala in 1970, distributing livestock to rural farmers to reduce poverty during the country's civil war. Today, Heifer Guatemala has supported more than 498,000 families, working with them to build sustainable food and farming businesses.

Heifer Guatemala works with local farmers in protected areas to develop sustainable businesses, enabling local people to generate incomes, without damaging the forests. It has strong experience strengthening value chains at the community level in the spices sector, supporting local producers to deliver cardamom, black pepper, allspice, cloves, cinnamon, annatto and vanilla to local and international spice markets.

Working closely with farmers and rural entrepreneurs, Heifer Guatemala identifies the best opportunities to increase incomes and provides a range of technical assistance and business management training, partnering with cooperatives, NGOs, universities and research centers, as well as local, national and international associations.

As a result of these partnerships, farmers are implementing agroforestry systems, reducing soil erosion, and increasing biodiversity. They have also diversified their farms and businesses, with Heifer Guatemala's strong gender component focusing on income-generating opportunities for women that include beekeeping, textile production, vegetable production and managing animal feed. Disaster risk reduction training also prepares communities to mitigate and respond to natural disasters.



Beans



Cocoa



Coffee



Honey



Maize



Potatoes



Poultry



Small Ruminants



Vegetables



**Green Business Belt Project (GBBG)**  
**(2020-2025)**

**Total Value:**  
**\$8.9 million\***

\* For Phase 1

This project aims to support 6,250 spice producers in Alta Verapaz in three phases, enabling them to close the living income gap by 2025. Heifer Guatemala will promote the development of six spice value chains including cardamom, black pepper, allspice, cinnamon, cloves and annatto, encouraging agroforestry systems and product diversification based on national and international market demand. Through the project, spice producers' organizations will be strengthened as production associations are developed and producers scale their businesses with reliable production and sales processes. As part of the Green Business Belt project, Heifer Impact Capital has invested in Nueva Kerala, a new spice processing and distribution company, selling directly to spice importers in the United States and around the world, opening new markets to farmers. Sales of over \$21 million are projected by the end of this project.

**Women's Empowerment and Entrepreneurship Project (WEE)**  
**(2017-2020)**

**Total Value:**  
**\$2.5 million**

Implemented in Sololá, Alta Verapaz and Baja Verapaz, this project was developed to economically empower 5,959 women as they launch and grow textile, organic vegetable and free-range poultry businesses. Women are joining savings and self-help groups, collectively building savings and learning skills to scale their businesses and increase incomes. In partnership with the Institute of Education for Sustainable Development, Heifer Guatemala is providing technical assistance to implement improved production techniques in textiles, dyes, handicrafts, poultry, livestock and vegetables. Women's groups are developing profitable and inclusive business models as they receive business advice on market, production and financing. By the end of the project, women farmers are projected to save more than \$1 million in group savings through cooperatives and 40 new businesses will be formed, generating an estimated annual profit of \$80,576.

**Forest and Biodiversity Conservation**  
**Project Phase 2**  
**(2016-2019)**

**Donors include:**  
**BMZ (Germany)**

**Total Value:**  
**\$566,746**

This project supported 1,520 families in Alta Verapaz as they regenerated and conserved forests, reducing environmental and social risks such as landslides and land conflicts. It established 210 hectares of energy forests and restored 426 hectares of forest with improved agroforestry systems. A total of 93 hectares were registered to forestry incentives promoted by the National Institute of Forests. Families received technical assistance and resources to generate income from fish, bees, poultry and fruit trees. They also received stoves and eco-filters, strengthening their resilience to climate change, with energy forests reducing the use of firewood. Some project activities were undertaken in coordination with the Ministry of Public Health including training for midwives, workshops for making shampoos and soaps and baking workshops that enabled women to sell bread in their communities.

**Development of Business Models**  
**for Ecological Forest Recovery**  
**(2018-2020)**

**Donors include:**  
**International Climate Initiative**

**Total Value:**  
**\$1.4 million**

This project was implemented to support 2,000 families in Alta Verapaz and Petén as they develop business ventures and strategies in partnership with private investors and other actors to ensure forest recovery through ecologically and socially appropriate practices. In partnership with OroVerde – Tropical Forest Foundation, Heifer Guatemala is working with families involved in beekeeping, cocoa, Ramón seeds and agroforestry. Ten processes of cocoa collection have yielded an income of \$12,984 for farmers. Alongside representatives from each value chain, this project has engaged in promotional events such as AGRITRADE to promote products and establish future business opportunities. Project participants have also learned about impact investments and entrepreneurship through the USAC-BOTOCAMP, developed by the Department of Veterinary Medicine at San Carlos University of Guatemala.