

Fairtrade: a World of Difference

Producer Group Profile: ANAPQUI page 1 of 2

Anapqui, Bolivia, Quinoa



Anapqui

The quinoa used in Traidcraft's Fairtrade pasta is a traditional cereal grain which has been grown on the high slopes of the Andes in Bolivia for more than 5,000 years. Now, many quinoa farmers are members of The National Association of Quinoa Farmers (ANAPQUI) an umbrella organisation of seven regional cooperatives founded in 1983. It's hard to earn a living in this remote area of the Andes and the good price paid by Anapqui -plus other support - helps farmers to stay in their home area. Others have to migrate in search of a better income.

The south of the Altiplano, where Anapqui farmers live, is characterised by extreme temperatures, which can reach -30°C in the winter. Nor is there much rain (less than 8 inches/20cm per year). Most producers also cultivate potatoes and beans for their own families and keep llamas or sheep.



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Producer Group Profile: ANAPQUI page 2 of 2

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Through Anapqui, farmers not only find new markets, they benefit from a range of training opportunities, including organic production and quality control.

The quinoa Traidcraft imports is organic so there is a challenge to find organic fertilizers to help to improve the soil.



The main variety of quinoa sold by Anapqui is called Quinoa Real. It is cultivated at an altitude of 12,000 feet, near the Uyuni Salt Lake (the largest salt lake in the world) and an old cone volcano, Uturuncu, which influences the conditions of the soil in the region. These soil properties together with the altitude and sunshine give the quinoa a high nutritional value but the process of farming in these harsh conditions can be difficult. Seeds must be replanted every year and there is one annual harvest which takes place in March at the end of the summer.



Traidcraft's pasta with Anapqui's quinoa is the UK's first Fairtrade pasta.

