

THE GROUP OF SOCIAL ENTERPRISES AND COOPERATIVES *QUALI* SUPPORTS THE SOCIAL-BASED VALUE CHAIN OF AMARANTH IN MEXICO

In Mexico, the Group of Social Enterprises and Cooperatives *Quali* supports growers of the States of Puebla, Oaxaca and Hidalgo in planting, processing and marketing of amaranth grain. More than 1,100 families are involved in the production and marketing of amaranth and derivate products such as snacks, beverages, cereals, biscuits, sweets and starches. Amaranth cultivated by *Quali Group* is produced with natural and organic methods, without using toxic chemicals.

The production chain implemented by *Quali Group* is articulated at various [levels and functions](#): families of farmers, who produce on their land organic grains of high protein value; cooperatives, which associate families and allow organizing the necessary technical assistance, purchasing tools and machinery, and commercializing the crop at a fair price; the union of cooperatives that collects and processes crops, producing food of high nutritional quality. The union commercializes the products under the brand *Quali*, providing a unique corporate image to the whole group and promoting fair trade.

Thanks to this activity aimed at promoting social enterprises, creating job opportunities and producing food of good nutritional quality, *Quali Group* received, since 1998, 13 official awards granted by national and international institutions.

Amaranth is a grain native to Mexico, of high nutritional value. Along with corn and beans, it was the basis of the diet of the ancient Mexicans. Amaranth survived and continued to be cultivated in some small regions of the country thanks to indigenous peoples and farmers who preserved the richness of their culture. Today, *Quali Group* is contributing to the rescue and dissemination of this crop. On *Quali Group's* website it is possible to download the document [Amaranto, historia y promesa](#), a very interesting study on the history and potential of amaranth in Mexico.

Implementing articulated production chains such as the Group of Social Enterprises and Cooperatives *Quali* allows to rescue a wide variety of traditional alimentary products, improving the economy of the territories, protecting and enhancing environmental resources and biodiversity.

To know more

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