

# SAFE-World Project/Initiative Summary

**Country: Mexico**

Project/Initiative Title: XINA – Sabileros Mayas Ecologicas - Oxkutzcab, Yucatan  
[And year] 1996

Scale: many communities      Nos. farmers: 30      Hectares: 10

Agro-Ecological Zone: V

Improvement types

1x	2	3	4	5x	6	7	8	9x
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Success and Limits to spread

Success	Limits
	3c

## A. Key Impacts

### **A2 – Impacts on natural capital**

?? Biodiversity and tree cover greatly enhanced

?? Soil fertility beginning to improve

### **A3 – Impacts on local community (social capital)**

Farmers groups and womens groups organised and established as farmers export companies, annual turnover \$20,000 and perspective towards high increase  
Increased value of fruit

### **A4 – Impacts on households and individuals (human capital)**

Leadership and farmer experimentation is seen as very important

### **A5 – Key changes in farm / regional system**

Trees for People has been working on the development of sustainable agri-culture initiatives with Mayan smallholders in the Yucatán for over 20 years. Located at Oxkutzcab, 100 kms south of Mérida.

After a long period of research and training activities we have come to the conclusion that the best help we could provide lies in the areas of:

1. product development
2. marketing support
3. logistic development and
- 4 producer-client communication.

Trees for People has since developed new product with Mayan smallholders. We have helped those farmers to organize as formally recognized producer and export organisations. Trees for People itself has become a marketing and sales organisation without changing its

philosophy of collaboration with Mayan smallholders and development strategy work.

So far concrete success has been experienced with Aloe vera. With a group of nine Mayan smallholders organized as Sabileros Mayas Ecológicos S.P.R. de R.L. de C.V. a new Aloe vera product was introduced to the German market and has during the past 2 years achieved some 30% of the overall market share. This is basically due to the excellent quality that has been produced by a locally designed production setup.

Presently we are supporting the development of a second organisation dealing with the introduction of new orange juice contraction technologies and marketing. An orange juice product is already on the market.

Other developments have been planned, amongst them papaya and lemon products.

We have managed to obtain prices with allow the farmers an income about 5 times as high as under normal market conditions. They have taken over the management of their own company.

Key successes have been high quality market share of 30% in Germany and built up confidence and trust in Mexico

### ***B. Types of Sustainable Agriculture Improvements***

- Type 1: Better use of available renewable natural capital
- Type 2: Intensification of single sub-component of farm system
- Type 3: Diversify by adding new productive natural capital and regenerative components
- Type 4: Better use of non-renewable inputs and technologies
- Type 5: Social and participatory processes leading to group action for making better use of natural capital
- Type 6: Human capital building through training-learning programmes
- Type 7: Access to Finance
- Type 8: Add value by processing to reduce losses and increase returns
- Type 9: Add value by direct or organised marketing of produce to consumers

	Yes/No	Narrative
Type 1	x	Cover crops, green manures, agroforestry based on Mayan traditions
Type 2		
Type 3		
Type 4		
Type 5	x	Participatory methods Formation of farmers' groups
Type 6		
Type 7		

Type 8		
Type 9	x	Processing Organised Mexico to Germany direct marketing

### **C. Key Lessons: Success, Spread and Constraints**

#### ***C1 – Key Lessons Learned***

Consider the end outcomes, work market oriented, perceive farmers (peasants) as business partners

#### ***C3 – Limitations preventing spread***

Bad experiences with development projects and with the Government plans

#### ***C4 – Policy issues***

Economic interests – there is a change towards open attitudes and possible support

#### ***C5 – Scaling-up***

More capital needed

### **D. Contact Point for Project/Initiative**

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