



CANOPY
BRIDGE

CANOPY SUR

Products from Amazonian farms to leading restaurants



KEY FACTS AND FIGURES



Consistently serving Amazon foods in over a dozen top restaurants in Quito



Weekly purchasing natural products from three indigenous groups of the Ecuadorian Amazon, following our principle: from rainforest to table



First-year sales of USD18,700



Supporting conservation of more than 800,000 hectares

WHAT IS CANOPY SUR?

Canopy Sur is our restaurant and gourmet supply business, introducing rainforest ingredients like paiche, neapia, and fruits and vegetables to chefs and new urban eaters in Ecuador.

Working with Kichwa, Secoya and Kofan communities we identified products of great interest and potential for chefs and restaurants and began to provide them on a regular basis in 2016.

A network of chefs is introducing interesting products to new urban audiences and creating basic supply chains to connect rainforest communities to distant markets. These new products are now poised for expansion in specialty food markets as well as culinary schools and hotels.



PRODUCTION CONTEXT

Agroforestry systems have been promoted by indigenous communities in the Amazon for millennia. These agricultural practices have insured the effective management of cultivated areas, where useful species have been domesticated for medicinal and nutritional use.

Women are key players in these production systems (also known as chakras) and are interested in producing and selling their surplus. With small improvements in water access, best management practices and processing, surpluses can be marketed in urban centers beginning with the capital, Quito, and expanding to other cities in the country.

Access to new markets is not only creating a new source of income for these indigenous women and communities, but has also led to a resurgence of indigenous culture and traditions.



POTENTIAL FOR IMPACT

With proper demand and price signals, chakra sales have the potential to include up to 350 families from 5 communities in the Archidona area, representing an important corridor of forests and agroforestry, connecting 3 protected areas totaling more than 400,000 hectares.

By reaffirming traditional culture, sustainable agricultural practices and providing alternatives to unsustainable hunting and logging, chakra products can become a significant source of income for the communities.

For the Kofan indigenous people, fish farming has been vital to recover an important source of nutrition and generate income in a way that relieves pressures from their 400,000 hectares of land. Canopy Sur piloted sales of fresh paiche, a giant river fish, to Quito restaurants in 2017.



RAMPING UP

Currently, we are selling products from 3 communities in around 12 restaurants. We are evaluating promising new products, like macambo (*Theobroma bicolor*), in order to make it available all year round to consumers, in the restaurant and bakery sectors. There is potential to do the same with other products, insuring the profitability of our distribution center and increasing income of producer communities significantly.





CANOPY BRIDGE'S ROLE

Activities developed by Canopy Sur in partnership with international and government agencies, like UNEP and Ecuador's Ministry of Agriculture, include but are not limited to:

- Creating a network of leading Ecuadorian chefs, interested in sustainable and innovative products.
- Supporting community engagement to deliver products in an effective and timely fashion.
- Promoting and disseminating the benefits of these Amazonian products to restaurants, chefs, and culinary schools in Quito and other cities in Ecuador.
- Designing brand and business models to sustainably provide products over time.
- Promoting alliances with universities, researchers and experts, to study various challenges such as production problems, nutritional analysis, and social and environmental issues.

CHALLENGES AND OPPORTUNITIES

- Creating excitement and market demand for new products from Amazonian chakras
- Helping producers improve their market skills and product presentation.
- Improving best management practices and hygiene for artisanal production.
- Improving technology for clean water supply and refrigeration to secure the value chain quality.

IN PARTNERSHIP WITH:



WITH SUPPORT FROM:



Special recognition to all the local communities and chefs, whose participation has been essential in this process.