



# Heifer International

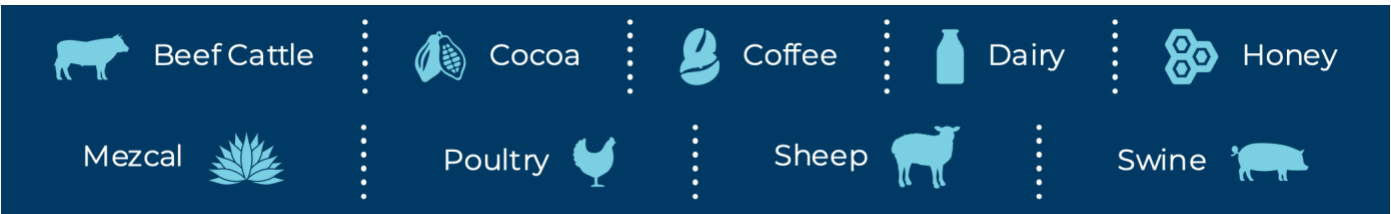
Heifer International is a global development organization on a mission to end hunger and poverty in a sustainable way. Working with farmers and their communities to identify and invest in business opportunities that deliver living incomes, Heifer International creates solutions to local challenges designed 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 Mexico

In 1977, Heifer International started work in Mexico, providing farmers with resources and technical assistance to improve their agricultural production. Today, Heifer Mexico has supported more than 366,000 families to increase food security and incomes. Families have been able to improve their nutrition and incomes by increasing production, processing and entrepreneurial management skills and practices.

Poultry farmers are now using incubators and improved production techniques to scale up their farms. Women farmers are establishing profitable relationships with restaurants and other private sector companies for the sale of eggs and meat. Family nutrition is improving with increased consumption of poultry products. Cooperatives working with Heifer Mexico are increasing profits with business-focused support, access to finance and connections to market.

Partnerships with local, national and international governments and organizations such as the Mexican Mezcal Quality Regulatory Council, TOKS Restaurants, the Walmart Foundation and Cargill are important for increasing market access and farmer incomes.



**Beyond Coffee  
(2018-2021)**

**Donors include:  
Walmart Foundation**

**Total Value:  
\$2 million**

Developed to support families in Nicaragua, Mexico and Honduras, this project will increase the adoption of sustainable coffee farming practices and household incomes by connecting farmers direct to buyers, enabling them to sell quality coffee at higher prices. In Mexico, the project plans to work with 3,000 families in Chiapas, Oaxaca and Puebla. Workshops have been organized to improve coffee quality and productivity and to increase adoption of sustainable farming practices to strengthen community resilience to climate change, focusing on areas including coffee genetics, shade management in coffee groves, integrated pest and disease management, quality assurance in the supply chain and climate-smart agriculture. A total of 156 families are now using solar dryers to prepare their coffee for sale to differentiated markets. A group of 20 women growers from Oaxaca are working with a local coffee shop chain under a minimum-price mechanism, meeting quality standards set by coffee shops. Families are also diversifying their incomes by producing cage and stress-free eggs and honey. As of April 2020, 1,197 families reported increased incomes from beekeeping, poultry and specialty coffee, with net household income from these activities increasing from 9% to 16%.

**Rural Entrepreneurs  
(2018-2019)**

**Donors include:  
Walmart Foundation**

**Total Value:  
\$7 million**

This project supported 6,269 families in Chiapas, Oaxaca, Puebla and Yucatán to increase and diversify their incomes from beef, free-range eggs and honey. Heifer Mexico worked with farmers to increase production and productivity, strengthen their business and management skills and link them to companies providing new markets for their products. A total of 17% of poultry producers that were part of the project were connected to formal markets, with more than 104,000 free-range eggs sold, yielding \$12,457 in profits. Using new techniques to improve their herds' diet, farmers saw average cow weight gains of 59%, resulting in improved yields, better quality meat and reduced production costs. A total of 97% of honey producers implemented at least two sustainable production techniques in 2019 compared to 77% the previous year. Climate-smart practices include the preservation of genetic resources, integrated and diversified food and energy systems and resource and production management.

**Hatching Hope Mexico  
(2019-2021)**

**Donors include:  
Cargill**

**Total Value:  
\$1.9 million**

Hatching Hope Mexico is part of a multi-country program developed to improve the nutrition and economic livelihoods of 100 million people by 2030. In Mexico, the project will support families in Chiapas, Oaxaca and Puebla, improving access to finance, markets, inputs and technical expertise to maximize productivity, improve sustainability and biosecurity. Building on a previous project connecting farmers with private sector buyers, Heifer Mexico will work with Cargill's feed distribution network to provide quality inputs by mapping suppliers and technical support to farmers. Cargill and Heifer Mexico have identified reliable suppliers of Rhode Island birds, providing farmers with access to chicks for flock renewal and scale-up. As of February 2020, the project has completed an assessment of farmers' financing needs to renew and scale up their flocks. A production model accounting for the current financial, infrastructure and capacity limitations of farmers has been developed, enabling them to increase flock sizes. Through community outreach and local media, the project will promote the nutritional benefits of poultry products, increasing demand for eggs.