



ANNUAL REPORT Educampo

2021

Por Una Nueva Solución FOUNDATION,
AC. Filadelfia 119-501, Col. Nápoles,
CDMX

Sustainability is our fuel!

May what we sow today, remain for tomorrow.

It gives us great satisfaction to work for the development of independent people, strong finances and a healthy environment.

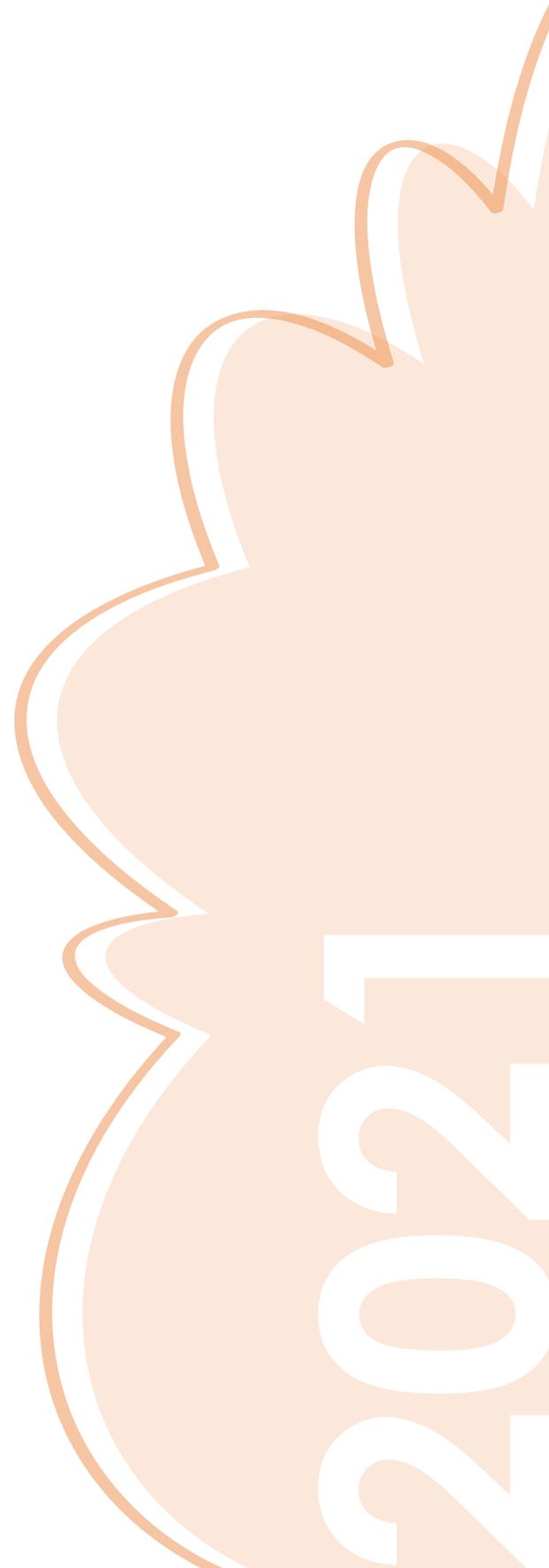
Thanks to your support we are able to...!

- **Incorporate sustainable practices** in each of our programs.
- We expanded our attention from **7 to 9 states of Mexico**
- We implemented **two new programs:**
 - **Territorios cafetaleros** in Chiapas
 - **Fortalecimiento Social y Humano**, complementary regenerative agriculture in Jalisco, Sonora and Sinaloa
 - **Replicated** the program **En Pro de la Mujer** in State of México.



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Institutional Message

2021 is meant rebirth for many.

Educampo thanks the rural producers and their families who have believed in us and maintain their commitment, demonstrating once again their value and importance by continuing to work with impetus to provide food and irreplaceable products for our subsistence on the planet. We owe it to you.

To the entire Educampo team, your dedication and conviction in the relevance of our work fills us with enthusiasm to continue.

Like many other organizations, we have had to restructure and reorganize, but thanks to you, the social investors and donors who trust us, you make it possible for us to continue working for the sustainable development of the rural population participating in our programs.

With the trust and support of all of you, Educampo's commitment is consolidated, striving to continue improving living conditions in the Mexican countryside and thus continue **¡Sembrando trabajo!**

We would like to reiterate our condolences to the collaborators, rural producers and donors who lost a family member or loved one. Although we have seen that conditions have improved, we cannot lose sight of the fact that the presence of COVID 19 continues on our planet.

At Educampo we are excited and hopeful for a better future.

With the economic recovery from 2020 to 2021, we managed to **increase our project income by 60%**. Aware of the situation we are experiencing worldwide, we made a great effort to reorganize and restructure Educampo internally, achieving a 30% reduction in our expenses. To this end, in February we held our annual virtual meeting, in which we presented a new plan, updating our mission, vision, principles and strategic lines.

From 2020 to 2021, **we increased the number of participants from 1,900 to 2,500, of which 1,093 are women and 309 are young people.** We provided assistance to **7,500** indirect beneficiaries.

The area served in agricultural programs increased from 1,400 to 2,500 hectares, of which 12% were integrated into the use of sustainable practices.

Maintaining contact with the participants in our programs is a priority, so we made use of all available digital technology, holding mixed meetings (virtual and face-to-face) to continue advancing in training, organization and development.

100% of our field personnel use tablets or smartphones to download weather and market price information, geo-referencing plots and maintaining permanent communication with the produce-res.

In collaboration with Bayer, our technological ally, and convinced of the importance of technological updating in agriculture and of our role in training, in September we organized a Virtual Forum called PuntoAgtech, in which more than 700 students, producers and agricultural entrepreneurs participated, and agricultural entrepreneurs, with the participation of a number of major sponsoring companies.

In 2021, we have made progress in focusing on the future of agriculture by introducing innovative practices and new technologies to improve productivity and resilience in food production, which is why we incorporated two new programs: "Coffee-growing Territories" and "Social and Human Strengthening to complement Regenerative Agriculture", and replicated the "In favor of Women" model in the State of Mexico and expanded our attention from 6 to 9 Mexican states.

We have decided to focus on sustainability, which is why we have included sustainable practices in all our programs, since we cannot lose sight of what the present reveals to us in order to reach the future.

Rosa María Gómez Sosa
CEO



Our purpose

Promote the human development of low-income families through a sustainable model of education, organization and the formation of competitive enterprises with a cooperative spirit.

Our dream

Rural families with low-income achieve a decent, sustainable and independent standar of living.

Our roots

- Respect for the individual
- Solidarity
- Ethics and integrity
- Effectiveness, efficiency and innovaction
- Sostainability and resilience
- Subsidiarity

SDGs

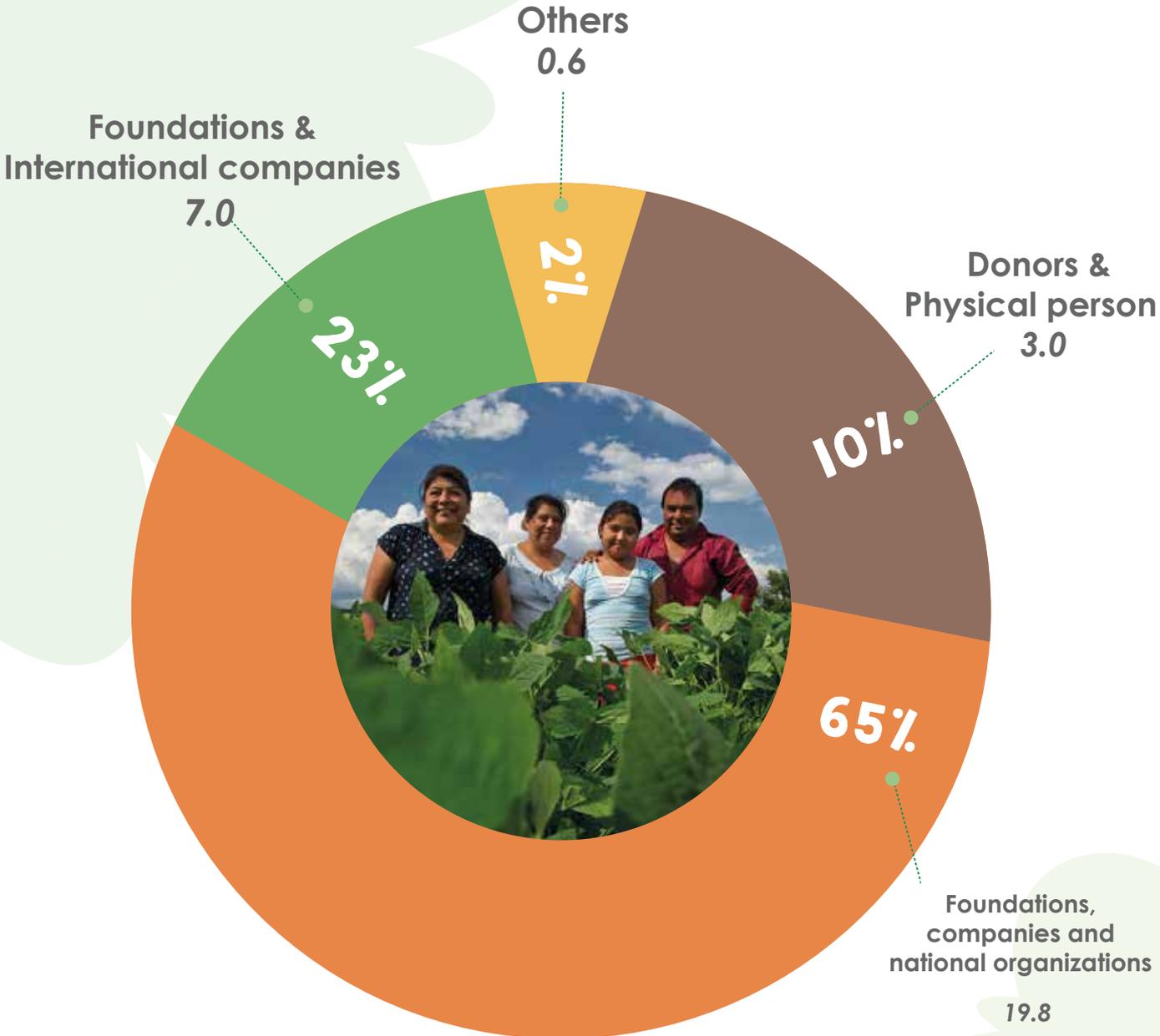
(Sustainable Development Goals/UN)



[Click here for more info about SDG's](#)

Social investment 2021

30.4 Million MXN



*Financial statements audited by Salles Sainz Grant Thornton
Click to know financial statements

Educampo in numbers



• **2,518**
Direct beneficiaries

• **7,554**
Indirect beneficiaries



• **2,544**
Hectares with technical assistance

• **309**
Hectares with sustainable practices



• **1,093**
women participating in all programs



• **309**
Young participants



• **5**
Legally constituted groups



• **3**
Use of apps and ICT's in the agricultural sector

You can find us in...





Our Programs



Educampo Granos 2021

Chiapas y Campeche



"The biggest problem is marketing. I've seen it too, when the harvest is won, all those companies are there doing their circling, but since people have to pay their credits, they sell at the first one, at a low price. That's why we need the organization to sell the product at a fair price."

Educampo Granos

	PV Cicle 21-22
Participant producers	427
Constituted groups	4
Inclusion of women	37
Inclusion of youth	41
Surface (ha)	1,709
Hectares with sustainable practices	115
Performance ton/ha (corn)	5.0
Grosprofit in pesos (corn)	11,000
Performance ton/ha (soybean)	2.4
Grosprofit in pesos (soybean)	9,169
Number of women in decisionmaking positions	16

*Resultados a diciembre de 2021.

Achievements 2021

Workshops

Implementation of 60 workshops in the responsible use and handling agrochemicals, nutritional management of corn and conservative agrivulture, to promote a sustainable agriculture.

Demostrative modules and extension areas

Establishment of three demonstration modules and three areas in partnership with CIMMYT, contributing to the process of gradual adoption of the best practices

Financing

For purchase of supplies for more than **12 million MXN**

↓ 35% Reduction of production cost

Community savings funds

Creation and operation of 7 community savings funds

Committees established

Of marketing and operating production in the groups

2022 challenges

Educampo granos

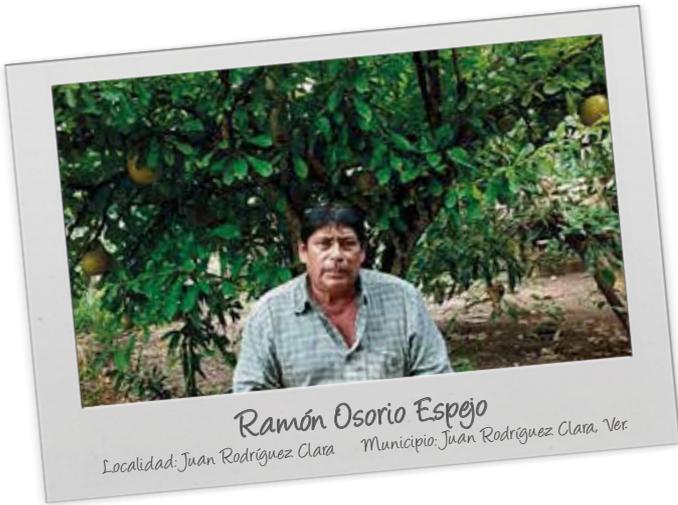
• **Reduce the effects of** rising fertilizer and agrochemical prices, as well as inflation in general.

• **Low the impact of** rainfed agriculture due to the effects of climate change (increase in temperature and changes in rainfall patterns)



Agricultura Inclusiva

Veracruz



"The problem we have in the countryside is mainly the lack of capital, the lack of support for small producers. We lack financing to have pineapple, good pineapple of good size. We cannot go directly to the buyer because the coyote (middleman) comes first.

Agricultura Inclusiva Veracruz

PV Cicle
21-22

Participating producers	216
Groups created	17
Inclusion of women	61
Inclusion of youth	31
Surface provided (ha)	244
Hectares with sustainable practices	8
Average performance ton/ha (piña)	47
Average grossprofit in pesos/ha	119,000

*Results from Diciembre 2021.

Achievements 2021

Needs identification

Investment of material resources related to productivity, quality and commercial capacity.

Financing

Initiation of procedures for financing the activity

2022 challenges

Agricultura Inclusiva

Getting **more producers** to adopt good practices towards **sustainability**

Commit to the **financing** in a timely manner, so that it can continue to be granted to more producers.

Promote organization pMainly for joint purchasing and cost reduction.



Territorios Cafetaleros

Chiapas



"Before participating in the project, I felt isolated, unmotivated to participate, without interest; I felt as if I were locked up in a house; sometimes, my acquaintances asked me for help with their doubts or problems in coffee production and I could not help them to solve those problems, since I did not have enough knowledge or information, therefore, I felt sad, unwilling to participate in the community, I felt that I could not do anything.

Now I feel happy, since I arrived and started to participate in the Educampo Foundation and I started to organize the community, the work group and I was able to integrate myself in this organization and in the community, so now I feel happy."

Territorios Cafetaleros

PV Cicle
21-22

Participating producers	268
Groups created	10
Constituted groups	1
Inclusion of women	100
Inclusion of youth	106
Surface (ha)	591
Hectares with sustainable practices	117
# of incorporated local promoters	4
# of women in decisionmaking positions .	20

*Results from Diciembre 2021.

Achievements 2021

18 thousand plants

Delivery of plants of high quality and resistant varieties in accordance with the productive potential of the regions. As well as the community installation of 3 community garden center to guarantee the continuous renewal of plants.

2 Groups

Initiated process for certification in fair trade and organic production

Training

Producers are being trained in value chain and specialized coffee shops in addition to technical assistance, productive training and promotion of the organization

2022 Challenges

Territorios cafetaleros

- Permeate the **culture of data** in the producers, so that they keep a logbook to record their activities and costs, in order to make decisions based on the information.
- Empower women** through their active participation in the transformation of coffee, so that they become leaders of part of their own project.
- Continue with the **commercial alliances** to achieve buying and selling agreements that improve the marketing conditions of the producers.



Agricultura Regenerativa

Sonora y Sinaloa



Jalisco

Jalisco

Progress
2021

Number of producers

22

*Results from Diciembre 2021.

2021 Achievements

22 Producers who want to strengthen their knowledge in administration and organization participated.

Baseline

The baseline was collected to obtain socioeconomic data and a diagnosis of human and organizational development.

2022 Challenges Agricultura Regenerativa

Incorporate **more producers** into the project.

Based on the diagnosis, carry out the **training plan** to strengthen producers.

Strengthen the relationship with CIMMYT.

Strengthen the organization and producer's abilities

New project

Sonora

Avances
2021

Numero de productores

37

Número de mujeres

8

*Resultados a diciembre de 2021.

Sinaloa

Avances
2021

Numero de productores

101

Número de mujeres

28

*Resultados a diciembre de 2021.

Achievements 2021

2 Organization

2 large organizations in sonora and sinaloa participated.

Organizational Diagnosis

An organizational diagnosis was carried out

Training plan

The training and improvement plan was carried out in a participatory manner with the organizations.

2022 Challenges

Agricultura Regenerativa

Incorporate **more producers** into the project.

Based on the diagnosis, carry out the **training plan** for the missing organizations and also in a group way for the base producers of the organizations

Raise the socio-economic baseline and the diagnosis of human and organizational development individually with all producers.



En Pro de la Mujer

Yucatán, Campeche
Jalisco, State of
México



"We are very grateful for all the support that Educampo has given us, for all the training we have received. Before we were a little afraid to work alone and now we are growing and we will continue to make divisions to increase the number of bees."

En Pro de la Mujer

PV Cycle
21-22

Participant women	530
Inclusion of youth	96
Participants with sustainable practices	140
Number of women in decisionmaking positions	53

*Results from December 2021.

2021 Achievements

Equiped workshops

Equipment of the workshops for the transformation and standardization of the production process of seven products derived from melipona honey and adoption in all groups.

Internal regulations

Updated internal regulations that helped improve the resolution of internal problems and strengthened its accountability processes.

100% Production units

100% of the production units have better health and safety practices in their work areas.

Technical assistance

100% of the projects have technical assistance.

Empowered women

Women increased their level of empowerment..

100% of improvement

100% have improved their records and now have daily logs and have updated their internal regulations, improved the resolution of internal problems and strengthened their accountability processes.



Trinidad Berenice Blanco Encis
Comunidad: Los Gallos, Jalisco

"We are few communities that have the benefit of being taken into account to carry out productive projects to help women. Our project is not for a single month, but for many years or for a long time so that it can help us in our personal improvement and our relationship with other people."

2022 Challenges

En Pro de la Mujer Yucatán y Campeche

- **Strengthen the organization** to raise the rates of active participation in their projects.

- **Training of local promoters** to contribute in the permanence and sustainability of the changes promoted by the project.

- Establish a **strategy of commercialization**, capitalization and reinvestment with the women to improve the administration and productivity of the small enterprises.

- **Reduce production costs**, by using innovative techniques and productive practices.

- **Encourage saving processes** to have funds for investment in the project.



Alimentos para Siempre

Guanajuato



Norma Maria Morales Salazar
Comunidad del Berla de San Luis de la Paz

"We learned different techniques to produce vegetables, prepare the soil, its nutrition, we learned how to make the boscashi, we started to improve the biols and fertilizers using fertilizers that we prepared with backyard weeds".

Alimentos para siempre

Ciclo PV
21-22

Participant women	103
New groups created	10
Inclusion of youth	24
Participants with sustainable practices	85
Number of women in decision-making positions.	20

*Results from Diciembre de 2021.

2021 Achievements

Production practices

Adoption of intensive and agrochemical-free production practices. Production of organic fertilizers to replace the use of chemical fertilizers, making them environmentally sustainable products.

85 Backyard vegetable gardens

Rehabilitation of infrastructure in 85 backyard gardens with installation of water collection systems and implementation in 11 individual hothouses.

Awareness

Of producers on the need to have a regional group for the integration of local allies, to support the marketing of vegetables at the local and/or regional level and in key processes such as: production, administration, sale and visualization.

2022 Challenges

Alimentos para siempre

Production of plants with free-pollinated seed to favor the sustainability of the project.

Make **efficient use of economic resources**, stablishing savings and investment systems for the implementation of greenhouses and backyard gardens. Define the **value of the product** for its characteristics and properties based on the quality demanded by the market.

Inclusion of local young people with interest and capabilities for the use of information and communication technologies to serve as **local allies** in production, marketing and / or technology.



Sostenibilidad Hídrica

Yucatán



"There are four of us in my family, my wife and children. In the town of Xlapak we get drinking water every three days for one hour. Previously we stored the water we brought from the well, only in jars, water tanks, gallons, although sometimes it gave us diarrhea and stomach ache. The cistern benefits me a lot, for my activities in my house, my plants and my animals. It is a great help for my family."

Sostenibilidad Hídrica

PV Cicle 21-22

Direct participants	662
Inclusion of women	125
Inclusion of youth	11
Inclusion of people with disabilities	15
Liters of rainwater captured	860,000
Households with access to drinking water	130
households with sanitation system	2

*Results from Diciembre 2021.

2021 achievements

6 Days of reforestation 1,120 planted trees

From native species.

145 Workshops

Development of training workshops for the construction and maintenance of eco-technologies.

16 localities attended

Expansion of localities of attention from 8 to 16, reaching localities with more severe conditions of marginalization.

2 Entrepreneurial groups

Identification of two working groups

2022 Challenges

Sostenibilidad Hídrica

Start up two water purification plants in

strategic locations to supply potable water at low cost to localities in conditions of high and very high marginalization

Train participants in the maintenance and proper use of the eco-techniques, with the objective that the infra structure remains in use and in good condition.

Continue the **construction of eco-techniques** under a solidarity scheme to reach more than 200 families during 2022.



Virtual Classroom

Educational offer	Period of work 2021	Enrolled students	Women	Men	% of efficiency
Intervención Pedagógica para el Desarrollo Rural	26 may - 18 july	7	7	-	71%
	22 sep. - 14 nov	5	5	-	
Diplomado en Desarrollo Rural	19 april - 31 oct	9	2	7	39%
	02 june - 12 dic	6	3	3	
Diplomado en Desarrollo Rural ADO	06 january - 15 ago.	100	65	35	50%
Course Educación para la Sustentabilidad	04 may - 11 june	25	19	6	40%

From the basic educational offer that Educampo has, **four terms of work were opened**, two for the course of Intervención Pedagógica para el Desarrollo Rural (IPDR) and two more for el Diplomado en desarrollo rural: Alternativa de negocio para la transformación social (D DR).

We also worked on **Special projects** with **Fundación ADO y la Secretaría de Desarrollo Sustentable del estado de Yucatán**. Next, the list of enrolled students will be shown.



"The Diplomado helped me learn about new methodologies for developing projects, as well as allowing me to interact with colleagues who also carry out activities in rural communities and to share our life lessons, work methods and experiences. I am proud of myself and living in Oaxaca and of my roots, which drive me to develop activities and acquire knowledge that allow me to contribute to my community and state."

2021 Achievements

Virtual classroom Active even in a pandemic situation, the virtual classroom remained active opening courses and diploma courses to the general public, as well as generating collaborative work with institutions such as ADO Foundation and the Secretaría de desarrollo sustentable of the state of Yucatan.

Updates

After the updates made to the "Diplomado en Desarrollo rural", this training was aligned to the Estandar de competencias EC0020 "Formulación del diseño de proyectos de inversión del sector rural", registered with Consejo Nacional de Normalización y Certificación de Competencias Laborales. (CONOCER).

Continuous training

On the other hand, the virtual platform continued training contributors and new members in the next topics:

- Course "Inducción a Educampo" to new members
- Induction course to projects such as: Sostenibilidad Hídrica, Rio Arronte, Engie, Territorios Cafetaleros y En Pro de la mujer.
- Use of apps: Planner for coordination and central offices

Punto.AgTech 2021 Forum



Punto.AgTech

Innovación para alimentar al mundo

- Durante dos días, **más de 700** estudiantes, pequeños y medianos productores, así como empresarios de la industria agroalimentaria, se dieron cita en **Punto.AgTech**, encuentro digital para compartir experiencias e información en innovación y tendencias tecnológicas que están revolucionando la agricultura mundial.



10 Speakers of high level

- Manuel Bravo** - CEO of BAYER México
- Rosa María Gómez Sosa** - General manager of Educampo
- Matías Corradi** - Leader of FieldView in Climate
- Gilberto Lozano** - Strategy partner in EY
- Martín Aquerreta** - Technical Specialist in Connecterra
- Pablo Merino** - Technical leader in AgroSat
- Julio López** - CEO of Luxelare
- Emma Arreola** - Drone Venture head of Bayer Crop Science
- Francisco Olivares** - Consumer industry leader for EY
- Marcelo Pereira** - Co-Founder AgTech Garage

769
Assistants

12 Countries

- **United States**
- **Guatemala**
- **Honduras**
- **México**
- **Nicaragua**
- **Polonia**
- **Argentina**
- **Bolivia**
- **Chile**
- **Colombia**
- **Costa Rica**
- **El Salvador**

CEO's

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Balleza Arias Gabriela

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García Gómez Liliana Susana
García Bazán Nadia

Ops management

Sánchez Guzmán Hadzel
Cruz Barragán Daniel
Alba Zapata Janet
García Alcantar Maricruz

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Esquivel López Laura
Carrillo Hernández Aida Araceli
González Ahumada Brenda Abigail
Villalón Sánchez Brenda Fernanda

TI

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State of Mexico

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Flores Pineda Rubén

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Southern Veracruz

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Campeche

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Blanco Mena David Isau
Del Rocío Ayala Ileana Guadalupe
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Fernández Santillán Nayeli Paola
Vera Moreno Karla Patricia

Educampo's Friends

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- Juan Blanco Fortes
- Lorenzo Sendra Mata
- María Ariza García Miyoga
- Nicolás Mariscal Servitje
- Rafael Arozarena Correa
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Experts

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- Carlos Carpi Morales ● César de la Parra Bello
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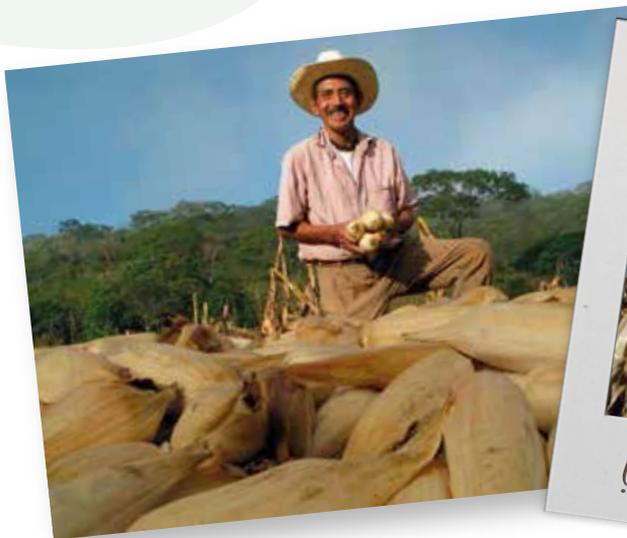
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