



VISION/DREAM AND OVERALL IMPACT

LET'S COOK A HEALTHY FUTURE TOGETHER!

Its overall impact consists small holders and young people having better (decent) job perspectives, gaining more self-confidence, able to generate their own sustainable income and conscious of the importance of healthy, local food

Manq'a contributes to new market / food trend where consumers are proud again of their local delicious, healthy food, prepared with local organic products bought from local peasants organizations.

Manq'a envisions a roll out of the Manq'a philosophy and schools to other regions and a regional Manq'a movement that gains visibility across the globe.



IMPACT

Economic empowerment of local farmers, based on fair prices and recognition for their traditional products



OUTCOME

Organized small holders (>50% women) have channels to supply their fresh, organic and good quality products to Manq'a cooking schools, restaurants, local retailers and culinary markets



OUTPUT

Organized small holders linked to Manq'a value chain and new markets



STRATEGY

IMPACT

Chef-students trained feel empowered, obtain a stable source of income, are able to create their own project in life



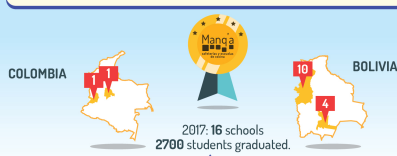
OUTCOME

Young People are able to promote traditional, local, healthy cuisine and are hired as chefs by restaurants, they start their own business or initiate other income generating activities



OUTPUT

Manq'a schools constructed, in full operation, putting into practice Manq'a philosophy and offering certified diplomas. Student-chefs (>50% women) trained, graduated and offered tailor made Business Development Services and/or career guidance



STRATEGY

FOOD AS A WAY TO INITIATE DEVELOPMENT:



Generate economic opportunities for disadvantaged young people and small holders in the growing agro-food and hospitality market and increase the demand for locally, environmental friendly, healthy produced food by promoting local cuisine

CONTEXT

Limited access to markets
Low (organic) production
Little income, mostly self-subsistence



SMALL PRODUCERS

CONTEXT

Low education level and self-esteem
Context of crime
Few income generating opportunities
Little contact with rural roots



DEPRIVED YOUNG PEOPLE

IMPACT

Increased awareness and knowledge of local and affordable, healthy and tasty food, leading to new demand for local dishes and revival of traditional sustainable food.



OUTCOME

(Manq'a) restaurants are hiring students using recipes designed in collaboration with Manq'a cooking schools and/or products from small holders



OUTPUT

Growing number of local restaurants, food related businesses and consumers are informed about qualifications of Manq'a cooking school students and its philosophy



STRATEGY

CONTEXT

Unhealthy (fast) food habits, low diversity food intakes
Not aware of importance of value of nutritious, local crops
Lack of healthy, tasty, affordable food



CONSUMERS