Strategy of Regional Sustainable Rural Development in Mexico
Case: Water forever Program and Quali Cooperative Group
-experience and analysis-

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The departure point for this development process is the ethical choice, as a moral repudiation of the gravely inhuman conditions of poverty, marginalization, inequality and injustice.
Alimentary poverty and Hunger

80% of indigenous people are poor.
Indigenous child malnutrition = 50%

102,000 Silent deaths by hunger (2000 – 2011)
Higher than drug-trafficking related violence
Strategy: Insertion and long-term permanence, entailed:
1) To establish a regional sustainable development civil agency, for permanent dialogue that helps social trust to thrive;
2) Adopt the perspective of the least-favored – as demanded by the principles of political ethics.

Key: Praxis of an inter-disciplinary professional team committed to promote cooperative social participation to face their problems.
Methodology: Participatory Research -Action
Identify the axis- problem: water scarcity
And strive to develop feasible and adequate solutions.

Related to water scarcity, also are:
Food + Income + Health
These are all vital values based on the fundamental value of human life. Are basic needs to assure a dignified life for people.
**Strategy:** *Watershed approach*, allows to harmonize:

- **Territory where natural phenomena occur, and where**
- **social life, culture and economy of peoples enrich and flourish.**

Integrated natural resources management: soils, vegetation and water. Organic practices to avoid soil and water contamination.

**Key:** Being a civil development agency with citizens’ participation allows to overreach political and administrative boundaries.
Sustainable Development Strategy

Ecological Regeneration of Watersheds

Economic Flow through Employment

In-Action Organization and Education

Adequate Technology Development and Utilization

R+D+i+E

Research & development, innovation, entrepreneur adoption

Environment Regeneration

Social Organization for production

Institutional Human Resources Development

Geographic Information System

Human Resources development in the Rural Areas

Development Finance adequate instrument

Organic Amaranth nutritious food

AGUA para SIEMPRE
Museo del Agua Water Museum

Visibility and reach:
187,000 visitors
40,000 people trained

Educational focus for social promotion
UN Decade for education for sustainable development - 2005 – 2014
and Millenium Development Goals - 1990 - 2015
Strategy: revival of indigenous culture’s richness
Amaranth recovery, together with maize and beans
Strategy:
Regional Cooperative: integrated agro-industrial chain
Aggregate Value allows formal employment generation

Appropriate technology Center:
Investment in innovation

Restless commitment to quality and food safety:
Strategy: Tasty and highly-nutritious Amaranth-food

Three national food quality awards
Outstanding results in children nutrition recovery: 2007 – 2013

Formula: 25 g of amaranth food complement during 9 to 12 months = 78% improved and 54% total recovery of children

“The best amino acid combination to synthesize ideal protein -i.e. breast milk- is achieved with maize, beans and amaranth”

Essential Amino acid Balance
Amino acid grams / 100 protein grams
Social confidence impels sustained growth, both from producers and consumers.

Amaranth food sales increase 1998 - 2014

Average annual growth rate

Quali 24.7 % annual 1998 -2014
GP Agriculture 1.8 % annual 2000-2012
GNP Mexico 2.5 % annual 1994 – 2013
Results have proven that regional sustainable development is really possible, even in the worse conditions of poverty, and limited natural natural resources.
Winner
Mexico Iniciative
Bicentennial

Cumulative positive results -> increase social confidence. Maximum visibility achieved should help us to expand this sustainable development model to other regions.
This is really in our hands!

Mexico Initiative Bicentennial

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