

Fairtrade: a World of Difference

Producer Stories: Vitalicano

Anapqui, Bolivia, Quinoa



Vitalicano Ayaviri Huayllani

Vitalicano Ayaviri Huayllani has been working with Anapqui since 2001. Like many of the people working at the quinoa processing plant in Challapata, he is a quinoa farmer and member of one of the seven regional co-operatives which make up Anapqui. He is in charge of transforming the basic quinoa into other forms, such as flakes, pops and flour.

"If you want to have a guarantee that you are buying organic quinoa, that is Anapqui."



Vitalicano's wife, Daria Nina Apala, also works for Anapqui as the caretaker of the old Anapqui plant. Vitalicano and Daria live here as well with their son, Lorenzo, who wants to go to university to study anthropology in Cochabamba or La Paz, and their youngest daughter, Tatiana Mirabel. Their two elder daughters now have children of their own.

"Daria has a permanent contract with Anapqui and that gives us security. Mainly this has been the facilities: that we can live here and do not have to pay rent, water or electricity.

"Before 1983 we did not have this operation and we had to sell the quinoa at a very low price to the local market. We are very grateful Anapqui was created and started to explore the export market for the product, which means that the price for the quinoa is much higher."



Photos: Traidcraft/Carlos Grantham
Anapqui supplies pasta to Traidcraft.

Information taken from interviews in October 2008

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Producer Stories: Luciano and Fisser

Anapqui, Bolivia, Quinoa



Luciano Ayauri Huayllani

Luciano farms quinoa and has been involved in Anapqui for several years, working at its plant in Challapata for three years in the 1990s. He is president of one of the seven regional cooperatives.



“Anapqui opens new opportunities in terms of selling our product. The most important thing is that the co-op can pull together all the production of its members and give it to Anapqui so they can sell it to the domestic market and to the export market.”



Fisser Garcia

Fisser is a member of the COPROQUIRC coop which has 122 members and is based in Irpani village.

“[Before Anapqui] we were selling to middle traders and there were three local ones in the area. The quinoa did not have the value that it has now and also we were producing more, so we were getting a lower price. Sometimes we did not sell it for money, we only bartered it for other products like sugar and flour.

“The difference, especially with the private companies, is that when we sell our products to Anapqui, at the end of the year, if Anapqui has profits they share them with all the members. If a private company has profits they keep them for themselves, they do not share anything.”

“We are very happy that you are using quinoa as an ingredient in the pasta. It is a very nutritious food.”

