

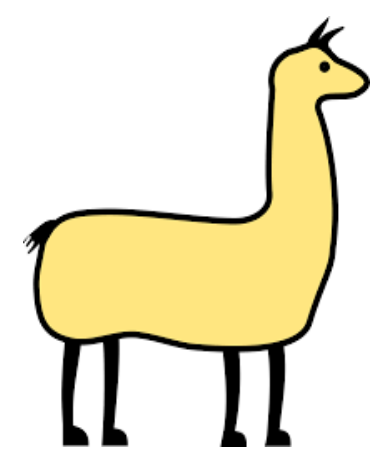
CONTEXT

- Total population 10.7 million ⁽¹⁾
- Population living below the national poverty line 39.1% ⁽²⁾
- Spanish official language; over 30 other indigenous languages
- Largest (70%) llama population in the world ⁽³⁾
- Llamas part of subsistence smallholdings in Andean region
- Low agricultural activity in high plains region



OBJECTIVES

Cotopaxi: What can we reasonably achieve within our llama product supply chain that would enable us to make better product development decisions, communicate social and environmental impact to our community, and create a system that empowers local llama farming communities to evolve their operations to meet and exceed best practices?



COTOPAXI



Source: cotopaxi.com

METHODS



FINDINGS

Rural llama farmers live in vast areas and remote locations around Oruro

Limited access to markets and transport for farmers

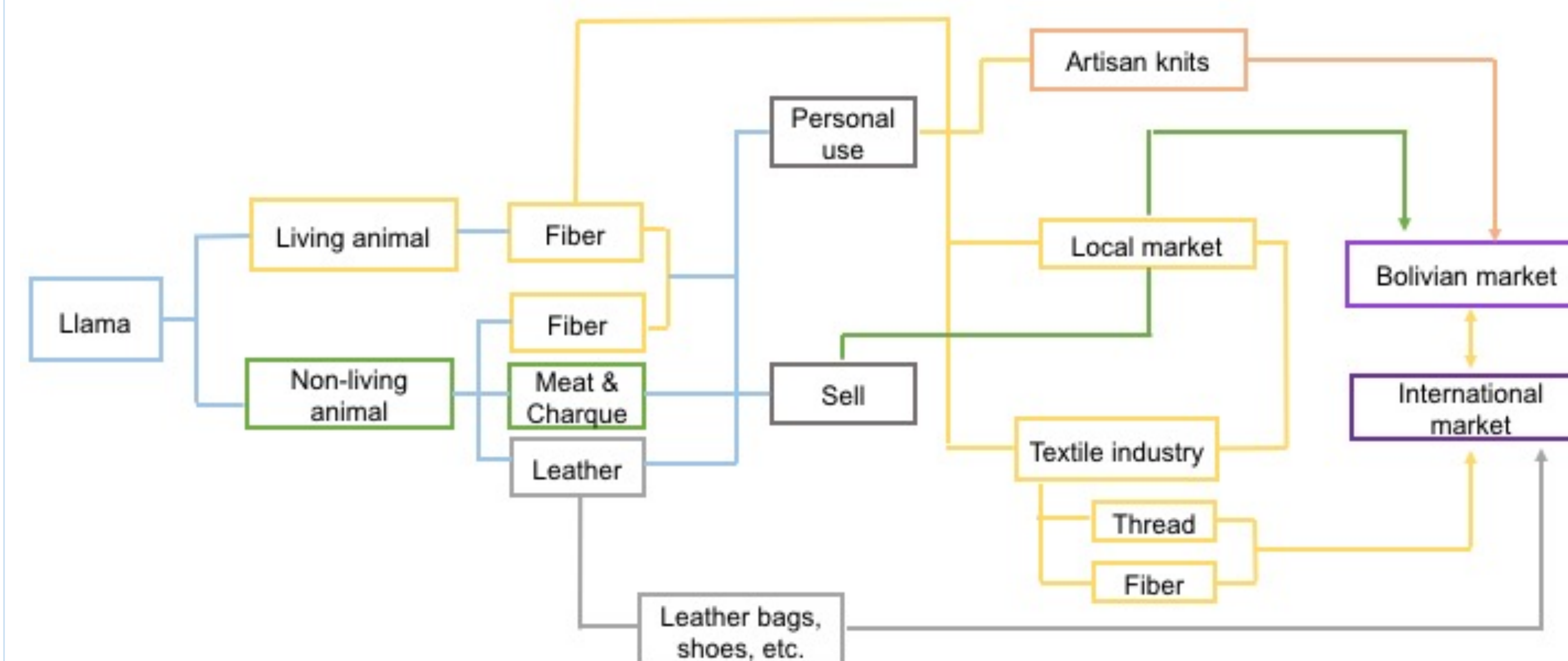
Llama meat has higher price in Oruro markets; hair mainly sold as a meat by-product

Intermediaries link llama farmers and Cotopaxi's factory supplier (Altifibers)

Llama hair value-added product: gains value once it is refined through Altifibers' manufacturing process

There is interest in promoting llama fiber as a high quality product in international markets ⁽⁴⁾⁽⁵⁾

RESEARCH



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