Enhanced growth and greater autonomy for farmers

Better farming practices to increase production

Business skills to secure the financial robustness of farms

Regenerative Agriculture ensures farms’s sustainability

Money improves farmers' livelihoods and is reinvested into farms to further enhance growth

Smallholder farmers join Margarita and receive comprehensive support

Training

Securing farmers’ revenues

Financing

Technical Support

21 hours of training in animal care

Regenerative Agriculture and entrepreneurship

Access to market

Long-term contracts

Government support

Credit services

Supplies and procurement

Monitoring system

Connected cow collars provided

Collection center trucks pick up milk from hundreds of participating farms
daily

Milk collection

Milk transformation

Milk delivered to two collection centers

Administrative support and quality assurance provided

Milk sold to food producers: Danone, Mondelez...

Stable channel to sell milk without limits on volumes

Milk transformed by food producers

Margarita project

Mexico's milk market

smallholder farmers face challenges

That's why a group of public and private partners joined forces to find solutions and empower smallholder farmers

And the Margarita project was born

of Mexico's milk is produced by local family farms

leading to...

yet...

Insufficient market access due to milk quality

Inadequate infrastructure and financing

Difficulty staying up to date with best practices

Lack of skills to succeed as entrepreneurs

1 3

which play a fundamental role in delivering a sustainable food system

Mainly as powdered milk

How it works

Partners & roles

TECHNOSERVE

Recruits Farmers

Project monitoring & evaluation

Manages project micro-finance activities

Farmers training & technical assistance

DANONE DE MEXICO

Manages milk collection & leads overall project

Recruits farmers

DANONE Ecosystem

Brings co-creation spirits

Provides expertise & guidance

Brings systemic and sustainable approach

Strategic support

Project funding

FARMER UNION OF JALISCO

Runs milk collection centers

Responsible for farmers payments

UNAM (UNIVERSITY)

Deploys training programs for farmers & technicians

FIRA, INAES, SAGARPA

Government institutions

Co-funding & input support

Technical assistance

CAJA SMG

Financial intermediary

Loan support

MADERO

Supplier & financial intermediary

Cooling tank

NUUP

Technology provider

Data collection & activity planning support

IDB LAB

Project funding

Provides guidance & expertise

Jaime became a farmer “the day he was born.” He’s followed proudly in the footsteps of his grandfather and father - and yet he’s also made his own way in the dairy world by surmounting challenges.

In 2014 he lost his sole milk buyer and “got kind of desperate.” It was while searching for new milk buyers that he crossed paths with the Margarita Project.

$34

Leading to a positive impact on the whole ecosystem in incremental farmer income for every $1 spent on project activities

small scale producers empowered

reduction in Margarita’s carbon emissions from 2018 to 2020 of Margarita farms assessed

“Today I can say that Margarita saved my life in milk production,” Jaime says.

How to transform the food system by empowering smallholder farmers

Margarita project

LinkedIn https://www.linkedin.com/company/danone-ecosystem-fund

Website http://ecosysteme.danone.com/

Contact ecosystem@danone.com

Sources:
National Agricultural Census (INEGI, Instituto Nacional de Estadística, Geografía et Informática)
Unidad de Inteligencia de Mercado de la Comisión Ejecutiva Bovinos Leche (Market Intelligence Unit of the Milk Executive Commission)