



Self Managed Development (AUGE)

Based in the state of Veracruz, Mexico, AUGE works with coffee-growing communities to develop programs that combat poverty in some of the poorest areas of the state.

Over the past 14 years, the Coffee Kids/AUGE partnership has helped promote an interest in personal entrepreneurship and has created a culture of savings. In 2005, AUGE constructed an educational center with support from Coffee Kids. The space is used for training in microcredit and savings techniques, medicinal plant usage, health education programs and more.

Community Need

Communities in the regions of Coatepec and Huatusco where AUGE works are dependent on coffee as their primary source of income. The uncertainty of coffee prices coupled with insufficient income from the annual harvest creates widespread poverty. Given the scarce resources, few families attempt to save money or access credit, and emigration in search of work is widespread. Another effect of the over reliance on coffee is limited time to spend on subsistence agriculture, which results in an over reliance processed foods.

Coffee Kids and AUGE

In 1995, Coffee Kids helped create AUGE and Groups of Women Saving in Solidarity Project (GMAS), a women's savings program that promotes savings accounts, and a microcredit program that provides access to small, low-interest loans.

GMAS savings groups promote savings accounts and microcredit as a way of alleviating dependence on income from coffee. The program also builds solidarity among community members, increases gender awareness and helps families meet immediate needs.

Last year, AUGE initiated a comprehensive program on Food Sovereignty. The program provided training on nutrition, herbal medicines, family gardens and the promotion of local, natural foods versus processed food. Using a combination of radio broadcasts and workshops, AUGE reached thousands in the state of Veracruz.

2009 Results

- The Food Sovereignty Project attracted 2,817 people (1562 women, 479 men, 447 girls and 329 boys) for workshops in seven communities.
- 17 workshops were conducted in seven communities on topics, including: the meaning of food security; identification of genetically modified corn; construction of family gardens; elaboration of organic fertilizers; preparation of herbal medicines. Local groups conducted additional workshops throughout the year.
- Weekly radio broadcasts spread additional lessons to an audience of nearly 300,000.



Teachers and students created organic gardens on school grounds and used proceeds from selling the goods to fund an extracurricular trip.