

**Strengthening impact of the Healthy Food Consumption Campaign:  
“250,000 Families in Ecuador”**

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Consortium Research

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## **Synthesis**

From 2016 through mid 2019, the Ekomer Consortium Research Program developed a unique research approach (Responsible Consumption Index). By means of continual sharing of information based on research of household-level food practice and anthropometrics and experimentation with marketing strategies, Ekomer supported actors involved in the QueRicoEs! Campaign, in particular from the Colectivo Agroecológico and the Movimiento de Economía Social y Solidaria (MESSE) to directly and more strategically contribute to a number of policy interventions, in particular in the sphere of family and network level practices in agriculture and food.

In addition, Ekomer enabled and strengthened civil-society contributions to formal level policy, in particular through involvement in the development and debate over a number of state-based legislative initiatives, including: the Seeds Law bill (exclusion of GMO/transgenic seeds and crops), the Inter-sectoral Plan on Food and Nutrition (PIANE) for the period of 2018-2025, the Health Code bill (defense of breast feeding and ‘traffic-light’ and GMO product labeling) transition from a nutrition-based to a food-based food guide (or GABA in Spanish), and the creation of Quito’s ordinance on sustainable, healthy food. This work raised public awareness and led to substantial consolidation of the Campaign, which both intensified in its activity as well as grew in numbers from about 1,500 to about 16,000 active participants, as determined through participation in public events and enlistment in social media. At the close of the program, at least 50,000 people were reached by the Campaign’s activities.

Ability to substantially shift food practice away from the constitution of chronic disease, while promising, was arguably limited. Ekomer and its collaborators in the Ministry of Health, PAHO and the alternative food movements continually faced substantial challenges from the agents of modern food, organized for the purposes of advancing short-term financial interests. The social research in Ecuador shows that modernization makes possible (rather than causes) epidemic overweight/obesity. Nevertheless, many actors from modern networks of food activism, academia, food industry and the state continued to view chronic disease as part of a natural order, rather than an aesthetic phenomenon. As such, these agents radically organized around highly rational and instrumental approaches to describing, analyzing and solving chronic disease. People working in the state and food industry called for the “rights” from burdensome regulations, such as food labeling, and free market. For academics, the common call was for more research. For families participating in the Campaign, the call was access to health, fresh whole foods and protection of their children from the aggressive commercial activity of the food industry and its representatives in research and the state.

Keywords: agroecology, food, Alternative Food Networks, communicable disease, overweight/obesity, Ecuador

## **The research problem**

Following a growing body of evidence based on nearly two decades of collaborative research in Ecuador and elsewhere, the Consortium, referred to here as “Ekomer”, has found that industrial-based production, long-distance circulation and over-consumption of ultra-processed foods (a phenomenon we summarize here as “modern food”) has geographically,

economically and socially “distanced” people from their primary source of energy and socio-biological organization: food. Through the industrialization of a “good” (i.e., cheap food and foodstuffs), people in the country have created a series of unwanted “bads”: mass destruction of soils and water systems, erosion of agrobiodiversity, mass pesticide poisoning, and, more recently, wide-scale arrival and rise of chronic, non-communicable diseases tied to a global pandemic of overweight/obesity (OW/OB). Particularly concerning is the increased prevalence of diabetes mellitus (DM), from 63 to 488 per 100,000 inhabitants between 1999 and 2009 (Freire et al., 2014) as well as the increase in high blood pressure during the same period from 142 to 1,084 per 100,000 inhabitants. Presently, six of the top seven causes of death in Ecuador are associated with or influenced by poor quality diets and obesity (ischemic heart disease, hypertensive diseases, DM, cerebrovascular diseases, and other heart diseases), and 23.7 percent of all deaths in Ecuador are associated with NCDs. Based on data from 2014, CEPAL and WFP (2017) showed that the combined double burden of malnutrition cost Ecuador about USD 4.3 billion/year, of which diseased tied to overweight/obesity represented at least USD 1.7 billion/year. While Ecuador’s groundbreaking 2008 Constitution and ensuing legislation has sought to address this situation, there is no evidence to date that such state-based initiatives have addressed this situation adequately (Kleinert and Horton, 2015). Despite seemingly well-informed and ambitious laws on the books, there is a sense that promising legislation, on its own, is insufficient to enact meaningful, household-level change at a broad scale.

Rather than rely on substantial new investment from the government or international cooperation—which arguably is not realistic provided the present and expected financial environments (in particular the recent plummet in oil prices), Ekomer’s focus on citizen action uniquely sought to creatively utilize the already extensive cultural, social and financial resources that families already committed to food purchases and procurement for greater social purposes, in particular what we sought to enable as a strategic response to the rising rates of disease, environmental disturbance and social disparity generated through modern food.

## **Objectives and methodology**

*(The general and specific objectives of the project specified in the MGC should be re-mentioned followed by an analysis of whether they were achieved or not. If the objectives had not been achieved, it should be noted why and the subsequent impact this has on the project. The objectives may have evolved, in which case the reasons and learning involved will have to be described. The degree of compliance with any new objective must also be assessed.)*

Working within the context of an exciting civic-led “250 Thousand Families” responsible consumption campaign, we pursue the following **general objective**: to strengthen an innovative, civil society-based marketing strategy for responsible food consumption that enables improved food policy interventions, adoption of healthier, more sustainable diets that curb and prevent food-related chronic illness. In light of our interest in understanding how a more scientifically informed marketing strategy can be utilized to address concerns over OW/OB, our **specific objectives** are to work with civil society actors to:

1. advance understanding on how families in Ecuador appropriate and utilize government policy recommendations (food labeling, direct purchasing, consumption of local foods and traditional Andean diets) for promoting responsible food consumption in their families, neighborhoods, businesses and social networks;

2. assess ways, reasons and purposes of people reached by the campaign in adopting healthier and responsible food consumption practices;
3. develop and implement monitoring and impact assessment strategies for determining impact of the campaign on diets and well-being among participants, and estimate potential impact on food-related chronic illness; and,
4. assess and strengthen scientific backstopping of civil society-led marketing strategies in public policy and civil society efforts for promoting healthier diets and preventing chronic, non-communicable diseases.

### **Highlights**

Tables 1 through 4 summarize the experience of each research team, though in the practice of its daily work, the boundaries between research objectives generally was porous.

The consortium research program, Ekomer, constructed a “Responsible Consumption Index” (RCI) built on criteria of food source (Andean), food acquisition (direct producer-consumer exchange) and production (agroecological or organic). The RCI has been applied to study a population of over 3,200 families distributed across three city-based foodsheds in the highland Andes of Ecuador: Ibarra, Quito and Riobamba. In addition to food surveys, the research included anthropometric measurements to explore possible relations between food consumption and health, as very roughly assessed through Body Mass Index. Currently, the consortium is conducting selected homestays to perform ethnographic research intended to more rigorously test findings and to qualitatively explore nuances, in particular with regard to inner-family dietary dynamics as well as the relational processes involved in the production of family food consumption styles and their popularization. In continuation, we present a list of summary highlights:

- Our research found that over 65% of the adult population is overweight or obese, in general concurrence with earlier studies of others.
- Agroecological farmers not only support environmental well-being through their production practices, but they also have healthier diets in a context where family-level malnutrition proliferates. By obtaining nutrient-dense food from their own production and through trade with other farmers, they create the possibility of healthy diet in the context of an otherwise adverse food context.
- The direct acquisition of food is associated with a healthier diet in Ecuador, consistent with studies conducted in very different contexts in other countries.
- The consumers of agroecological products tend to have a better quality of diet than others. Thus, agroecology is not only beneficial for those who use it as a mode of production, as emphasized in the rural activist literature, but also for those who purchase and utilize its products. It appears that the relations between people’s dietary habits and agroecological food acquisition are similar to those observed in higher-income countries with the purchase of organic products.
- Heterogeneity studies in family-level food acquisition, preparation and eating (“consumption”) have identified six dominant patterns: 1) responsible consumers, 2) the traditionals, 3) direct buyers, 4) the moderns, 5) the marginalized and 6) the alternatives. Today’s ‘responsible consumer’ tends to be wealthier and more highly educated than the rest of the population and based in the capital city of Quito. The ‘traditionals’ and the ‘direct buyers’ largely purchase, prepare and eat whole grains, fruits and vegetables in their diet, with the former purchasing in anonymous resale markets and the latter more directly from growers. The ‘moderns’ are made up of well

educated, urban-based youth (19-49 years of age) distributed evenly across the three research sites and that feed on a disproportionate quantity of salts, sugars, and highly processed food derivatives. The ‘marginalized’ were made up of financially poor and vulnerable populations, in particular the elderly (50% over 60 years of age), that eat mixed diets and who were not well informed of the existence of agroecological markets or public policies favoring healthy eating. The alternatives were highly active in Alternative Food Networks, but this activity was not reflected in their family’s diet.

- About 50% of families surveyed tend towards responsible consumption, a population that for the purpose of this research is being mined as a ‘positive deviant’ resource (-- i.e., in the context of adversity, in this case growing overweight/obesity and non-communicable disease, families that manage to exemplify relatively healthy practice) for informing more effective, promising public policy. In each site, we’ve found that family-level food practice is strongly concomitant with agroecological farmer markets, fairs and stores. The ethnographic research suggests that family diet and the offer of healthy food are not isolated or linear but rather relational, co-emergent and co-determinate.
- The production, consumption and exchange of food is not commonly the product of highly rational, deliberative decision-making or strategic human pursuit, for example, to maximize utility or nutrition or to advance purposes of social equity or environmental sustainability. Rather, food relationships also are brought forth and forged through pre-economic, non-wage ‘affective labor’, achieved through the highly residual, but contingent embodiment of food flavor, taste, identity, and culture. This largely contingent, pre-representational activity is not always ‘positive’, and in fact, in recent time the outcomes of affective labor in agriculture and food has tended towards self-harmful and self-destructive activity, even when knowable and highly predictable. This is not unlike other worrisome modern trends, such as those associated with the mass destruction of soil and aquatic systems, erosion of genetic resources or seeds, the mass self-poisoning by means of tobacco, alcohol and pesticides, or more broadly, the systematic, anthropocentric heating up of the planet and rising climate variability.
- Provided an uncontrollable rise in chronic, non-communicable diseases in Ecuador, which have become a leading cause of morbidity and mortality in the country, the research consortium has sought to not just passively inform the public and decision-makers, but to actively contribute scientific insight to shape thinking, organizing and doing in favor of more promising, evidence-based, publicly vetted health policy. This has been done through continual support to daily information campaigns via social media (WhatsApp, Facebook, and Twitter) and a bimonthly ebulletin, a series of public debates in every major city of the country, in particular over the legislation governing seeds, food processing, products and their certification and the national health code, with regard to product labeling of salts, sugars and fats and the control of milk products and baby formulas. This has included the the organization of public fora, participation in special sessions in the National Assembly and the presentation of *Amicus Curiae* at the Constitutional Court. As a result of the introduction of new communication strategies, the *Colectivo Agroecológico’s* Campaign grew tenfold: from 1,500 to 16,000 active participants in daily discussions and over 50,000 connected to weekly activity via social media. We feel that the Campaign now is on a solid foundation for growth towards its goal of articulating 250 thousand families or 10% of the Ecuadorian population. In multiple instances, researchers have been confronted by food industry representatives, who arrived to place into question the scientific evidence. In multiple instances, the influence of private interests has led

officials in government to sometimes act against the public consensus. This experience has heightened our appreciation for instability of government and the difficulty of state-based ameliorative measures against powerful private interests. As a result, we have redoubled efforts to support democratic governance of agriculture, food and nutrition.

- In the absence of highly rational, strategic organization in and through food, the pressing scientific question becomes, how can healthier, more socially equitable and sustainable food become increasingly ‘tasteful’?

**Table 1-4.** Summary of experience in Research Questions 1, 2, 3 and 4

RQ1:	How have people in Ecuador appropriated and utilized government policy recommendations (food labelling, direct purchasing, consumption of local foods and traditional Andean diets) for promoting responsible food consumption in their families, neighbourhoods, businesses and social networks?
Lead researcher:	M.C. Paredes
Collaborators:	D. Cole, P. López, S. Sherwood
Disciplines:	Food anthropology and sociology, epidemiology, economics, agronomy
<p><u>Problem statement:</u> Families practice Responsible Consumption, or not, in part, in response to individual and cultural preference and needs, but also as a result of the activity of influential actors, such as government. Families appropriate ‘nudges’ by the campaign and government programs in different ways. Understanding the variety of ways in which nudges interact and inform food practices is important for understanding how the Responsible Consumption campaign does (or can) influence food-related disease and health.</p> <p><u>Methods:</u> For the purpose of this project, the farming styles approach will be adapted for understanding the multiple utilizations involved in household- and organizational-level production, circulation and consumption of food. Calle et. al. (2012) also have adapted the term agrifood styles (estilos agroalimentarios) in a similar way for a case in Spain. Paredes applied this approach in potato production (Paredes, 2010), as well as food consumption in northern Ecuador (Sherwood et al., 2015), it was also adapted for quinoa and lupine production and consumption in Cotopaxi (Paredes et al. 2013). Through application in case study sites, the research will simplify and test integrated quantitative and qualitative analyses of local nuances to determine distinct modes of food practices, useful for quickly understanding networked socio-technical dynamics and in explaining nutritionally, socially and environmentally promising regimes of practice. Initial work will focus on Participatory Appraisals and Positive Deviance Inquiry (CORE, 2003). Quantitative production/circulation/consumption analysis will involve self-registries of food production, acquisition and consumption, data entry, and cluster analysis on factor scores to reveal subtle patterns embedded in daily practice. Results will generate a rough, but systematic description of local patterns of co-production, with special emphasis on how relationships between certain production, consumption, and other relevant parameters shape the diversity of livelihood strategies. Emergent patterns will undergo in-depth participant observation and ethnographic analysis as means of explaining distinctions, as well as conceptually and normatively unpacking inter-pattern distinctions and dynamics. Our sample will be statistically representative of those families from whom we will have electronic or printed registries in each study site. For comparison purposes regarding the effects of the campaign we will take a smaller sample of people who are in the network of those participating in the campaign but not directly involved (not registered in the campaign and with diverse and unknown levels of involvement or information about the target policies. We will reach them through snowball methods). Finally, we will also include a small sample of people who declare that they are not participating in the campaign and are not in the networks of those participating either. The sample of people in the network or outside the network of the families participating in the campaign will help us understand the possible differences and thus effects of the campaign.</p> <p><u>Changes to the objective and methods:</u></p> <p>Gabriel April-Lalonde (PhD candidate, Human Nutrition, Univ. Montreal) explored means of evaluating diet</p>	

quality in a context where the ultra-processed food products infiltrate quickly on the market, and he conducted field work on the knowledge and use of food nutrition labels by different types of consumers as well as associations with health status. Empirical evidence contributed to the exploration of strategies to address the obesity epidemic.

The research team tested and finalized a methodology for conducting 24-hour recalls in selected populations of families, leading to the need and opportunity of creating a Responsible Consumption Index (RCI) based on a series of criteria associated with indicators of health, culture, economy and sustainability. Paredes, Cole et al. produced a book chapter (to appear in 2019), which describes the development of the RCI, the heterogeneous distribution of its dimensions and overall score across different populations and cantons, and presents analyses of its positive relationship with daily fruit and vegetable consumption and lack of association with body mass index. This work led us to explore the context and nature of responsible consumption in high RCI and low RCI households, leading to new insights on the implications for the campaign and the larger challenge of strengthening more sustainable and healthier food regimes in city-regions.

Products: Identification, description and analysis of deviances in food practices generated by processes of self-organization and their interactions with the campaign.

- Food deserts: We invested substantial time in the exploration of the influence of “food deserts” on poor/harmful consumption practices in poor urban environments.
- Responsible Food Index: Enabled a characterization of populations based on survey data and the exploration of populations across different agri-food contexts.

Findings and results:

- The approach to establishing a Responsible Consumption Index has attracted substantial attention from researchers
- We’ve found strong heterogeneity that needs description and unpacking. We need to complete the analysis of the diet so that we can utilize emergent index, which in turn enabled a factorial analysis on consumption practices at each locality, in particular with regard to the constitution of responsible consumption.

RQ2:	Under what circumstances (ways, reasons and purposes) and to what extent do people reached by the campaign adopt healthier, more responsible food consumption practices?
Lead researcher:	M.C. Paredes
Collaborators:	R. Borja, P. Oyarzun P. Berti, M. Batal, P. Lopez, S. Sherwood
Disciplines:	Sociology, anthropology, nutrition, epidemiology, economics
<p><u>Problem statement:</u> As an entry point in one of its main strategies, the Responsible Consumption campaign poses five ‘challenges’: eat a locally-produced food, buy directly from a farmer, decrease sugar and salt consumption by 50% in one month, grow some food of your own, and inform a new family. The goal is to have 250,000 participating households in five years (2015-2019), but the ultimate purpose is that Responsible Consumption (e.g., the five challenges practiced continually, not just once) become the norm in Ecuador. In order to effectively and efficiently expand and deepen the impact, we need to understand why and how participating households did so, and why non-participating households did not as well as sociodemographic, food security and diet quality profiles associated with adoption.</p> <p><u>Methods:</u> Part 1. As per our consultations with the <i>Colectivo</i>, focus group studies will be carried out in three city-centred foodsheds (rural-urban production chains anchored in Ibarra/North, Quito and/or Riobamba/Center, Cuenca and/or Loja/South) with well-established Responsible Consumption campaigns. At each location, there will be one focus group with adopters (from the different groups of adopters we will identify in RQ1) and one with non-adopters from which we will learn about key factors associated with adoption of Responsible Consumption practices, such as exposure to the campaign messages, access to farmers markets, etc. Findings will be used to develop a survey (Part 2, below).</p> <p>Part 2. In each city-centred foodshed, at least 100 Responsible Consumption participating households and 100 non-participating households (initially categorized by household composition, neighbourhood and social-</p>	

economic status) will be surveyed in order to quantify the relationship between the key factors identified in Part 1 and Responsible Consumption practice. Sample size will need to be large enough to detect medium sized effects in each city-centred foodshed and small effects across city-centred foodsheds combined (Cohen, 1991). The individual in the household with primary or co-responsibility for food procurement and preparation will be queried about food intake and related dietary practices (dietary diversity, consumption of ultra-processed foods through food frequency questionnaires) as well as food security at the household level (using a modified and validated US Household Food Security Survey Module (HFSSM)), demographics, exposure to the Responsible Consumption campaign, and factors identified in Part 1.

Changes to the objective and methods: Early findings led us to shift the emphasis from the Campaign in general to Alternative Food Networks in particular.

Products: 1) A better understanding of factors encouraging and limiting adoption of Responsible Consumption practices; 2) quantitative models (multiple variable regressions) that predict specific Responsible Consumption practices; 3) a description of diet quality and the association with adoption of responsible consumption; 4) Description of association between food security at the household level and adoption of the program.

Findings/results: The research of Ana Deaconu's (PhD candidate, Human Nutrition, Univ. Montreal) highlight that agroecology among rural families in Imbabura may impact household dietary practice through multiple pathways: (1) increased agricultural diversity as part of agroecological production practice provides increased access to dietary diversity; (2) agroecological markets develop food literacy that promotes diversified diets and the consumption of fruits, vegetables, whole grains, leafy greens and traditional products; (3) barter in agroecological markets also provides increased access to dietary diversity; (4) agroecological markets place income in women's hands; and, (5) agroecological associations generate social capital that empowers women by placing them in positions of leadership and contributing to their self-efficacy. Quantitative results find that these farmers have higher dietary diversity than their neighbors, meaning that they are more likely to have micronutrient adequacy. Agroecological farmers also have higher production diversity, grow and consume more traditional foods, and obtain more of their dietary diversity from own production. The two groups perform equally on household income and related socioeconomic variables.

RQ3:	How many Ecuadorians have adopted new responsible consumption practices as a result of the marketing intervention? What potential impact will the campaign have on NCDs at city-centered foodshed, regional, and national levels?
Lead researcher:	P. Lopez
Collaborators:	P. Oyarzun, P. Berti, M. Batal, D. Cole
Disciplines:	Nutrition, demography, epidemiology
<p><u>Problem statement:</u> The Responsible Consumption campaign is ongoing, and there is a stated goal of achieving participation from 250,000 households. Nevertheless, there are no existing plans to monitor the number of participants and no scientific consideration of the health benefits arising, and thus no means to critically measure the actual reach and impact of the campaign.</p> <p><u>Methods:</u> This Research Question employs database analysis:  Part 1. The quantitative model developed in RQ2 will be populated with national data about Ecuadorian demographics, social and economic indicators as well as campaign coverage data to estimate the number of Ecuadorian households that have adopted Responsible Consumption practices.  Part 2. A review of the literature will inform the current best estimates of the quantitative relationship between dietary improvement and reduction in risk of OW/OB and NCDs. These estimates will then be integrated with the Part 1 estimates of the numbers that have adopted Responsible Consumption practices to generate estimations of the changes in Disability Adjusted Life Years (DALYs) that have been achieved and can be expected from the campaign.</p> <p><u>Changes to the objective and methods:</u> As a result of the first meetings with leader of the Campaign and reported in our semester reports, we quickly learned that it operated on the assumption that a critical mass of</p>	

250,000 families of “responsible consumers” already existed in the country, but that this group largely existed and operated in isolation. As a result, the priority of the campaign was not necessarily the recruitment and training of 250,000 families, but rather the identification existing practitioners and their articulation through Campaign events and, in particular, its utilization of social media as a means of continual interaction, support and political action. Consequently, this led to a change in our approach to this research question, in hopes of capturing the Campaigns socio-technical organization through food and its impact on practice among food networks in Ecuador. This adjustment led to a strategic focus in households that practiced ‘responsible consumption’, as defined in RQ1 and RQ2, as a means of knowing their unique dietary practices and of explaining associated levels of overweight/obesity.

Gabriel April-Lalonde (PhD candidate, Human Nutrition, Univ. Montreal) introduced an observational survey on food consumption practices and their associations with nutritional health status. His investigations applied innovative methods for collecting data on food acquisition. Also, various methods were used for the analyses of the quality of the diet and its predictive value of health status. He compared the assessment of diet quality based on ultra-processed food consumption, traditional food consumption, and nutrient adequacy as well as the degree, nature and purpose of the processing of foods in the diet. Final results won't be available until the end of 2019.

Products: An estimate of the number of participants in the Responsible Consumption campaign and an estimate of the local, regional and national health impacts of their participation.

Findings/results: The levels of obesity found in the studied populations of Ibarra, Quito and Riobamba were consistent with the national statistics. The consumption of healthy foods, such as fruits and vegetables, was significantly higher in the three cantons in households that acquired their food in agroecological spaces, in contrast to households that purchased their food to other locations (restaurants, supermarkets, neighborhood stores, popular markets, etc.). In Quito, exclusively, obesity was lower among consumers of products of agroecological origin, compared to other shopping establishments.

Lessons learned and other commentary: At the beginning of this research, the 250 Thousand Families Campaign had limited participation and marginal presence with little level of interaction and political action. Over time, however, the research results helped to inform and strengthen campaign activities, leading to heightened interaction among urban-based consumers and rural based producers. This occurred through the introduction of strategic interventions, such as the sensorial workshops and the training of legions of university students, the mobilization of information and experiences through the activation of social networks and the consolidation of alternative food networks, such as agroecological markets, sales points and restaurants.

RQ4	How has the project’s scientific backstopping influenced marketing strategies in public policy and civil society efforts for promoting healthier diets and preventing non-communicable diseases?
Lead researcher:	S.G. Sherwood
Collaborators:	M.C. Paredes, M. Batal, D. Cole
Disciplines:	Sociology of change, anthropology of development, community health, public policy.

Problem statement: Provided the limited ability of the state to influence household level food practices, self-organization is a neglected, if paradoxical policy resource. Following a series of social marketing experiments, the question is: how has scientific expertise contributed to strengthening promising patterns of practice without weakening or displacing it?

Methods: This component will critically integrate the findings of the other research questions to examine the institutional implications of endogenous counter-tendencies. It synthesizes evidences of the existing potential in the spontaneous processes of food production and family nutrition as well as attempts at strengthening these experiences through interactive government-civic approaches. In particular, the project explores the challenging (and problematic) proposal of scientific backstopping in enabling self-organization endogenous potential, with special attention placed on needed mediation and management of competing power interests as well as the

conflicting methods, norms, and processes between present and proposed institutional designs. This will be achieved through historical analysis of on-going interventions, direct observation of real time activities, stakeholder consultations, and integrated analysis among the three focused research studies to determine key principles governing salutogenic practice. The research will assess the on-going public debate over the “Food Sovereignty” law in Ecuador and will include critical review, at different levels of practice and social aggregation, of their actual and potential contributions. It will generate methods and evidences as well as actor and stakeholder specific perspective in response to growing international calls for institutional transition in agriculture and food.

Changes to the objective and methods: We generally stuck to the action-research approach. Originally, we felt that the policy advocacy would begin at year two of the project, following initial research outcomes. Nevertheless, we found demands immediately, in particular with regard to helping the social movements to understand the relationships between the Seeds Law, highly processed foods and overweight/obesity and chronic disease. The agroecology community embraced the information on nutrition and health and made continual demands on the research team, in particular as the movements sought to collapse the dichotomies between production and consumption, rural and urban, agriculture and food.

Products: Early in the project, we published an article that characterizes the institutional challenges of overcoming modernization in agriculture and food (see Shewood, Paredes and van Bommel, 2017). Knowledge of salutogenic practices informs policy proposals; a revised policy model based on practice-based approaches inserted into local, national and international policy debates. As reported in our Rural Studies article (see Sherwood et al., 2018), we conceptually unpack the social controversies over context in the establishment of alternative food fairs and markets and provide a concrete example of how rural-urban migrant create space and organize to advance their agenda in seemingly hostile urban environments.

Key events and activities (QueRicoEs!):

Sectoral Nutrition Plan - a private meeting with the Ministers of Agriculture and Health to discuss child nutrition and food provision.

- Guide to agri-food enterprises -- We’ve begun to promote the Guide and increase the self-registry of enterprises.
- We continued to provide scientific support to the national debates over the ban on GMO seeds and crops, as per our preoccupation with food-based nutrition, health and sustainability.
- We continued to play a support role to the development of the National Health Code, leading to a revised version for the second and final debate in the National Assembly. A vote is expected at the end of March/beginning of April, 2019.
- Quito City AgriFood Pact -- Since 2017, we have been involved in debates with competing actors in the determination of Quito’s agri-food policy guidelines. Late in the process, CONQUITO invited the National Association of Beverage and Grocers (ANFAB) to join the process, which led to the withdrawal of civil society representatives, including members of MESSE and the Colectivo Agroecológico.
- National Food-based Food Guide (GABA) -- We worked with partners at the Ministry of Health, the FAO and the PAHO/WHO to finalize and publicly present and promote the GABA. Once again, the food industry stepped in to undermine the public consensus, in particular due to concerns raised over ultra-processed foodstuffs.
- Agroecology Journeys -- We teamed up with SENSECYT to introduce “responsible consumption” and “health” to the 2018 Agroecology Journey and the ensuing national agenda.
- University training PUCE, FLACSO, UPS, EPN
- “Distributed University”/Slow Food: We sent a dozen representatives from the Colectivo, MESSE and universities to the biannual “Terra Madre” encounter in Turin, Italy (Sept 2018)

Findings/results:

- It became increasingly clear that research contributions needed to view “scientific backstopping” as not just the provision to the Campaign of high-quality information, but also insight from the social politics of public policy decision-making and implementation. This finding was summarized in the Consortium’s 2016 article in the Journal of Agriculture, “Self-organization and the bypass: Re-imagining institutions for more sustainable development in agriculture and food”,
- The National Science Secretariat (SENESCYT) co-financed a series of public debates on agriculture, food and health in five major cities of Ecuador: Ibarra, Quito, Riobamba, Cuenca and Guayaquil. This enabled us to insert nutrition and health in the national (and to a limited degree) international agroecology agenda.
- We supported the training of nutrition students from five universities as part of the public service training

program.

- Provided changes in the Presidential Administration in Ecuador, the Ministry of Industries eliminated civil society oversight groups, which removed the formal government support to the “Comite de Usuarios del Mercado”, a collection of academics and other experts involved in defending consumer rights.

Lessons learned and other commentary: Overall, we may have under-estimated the influence of the modern food community, be it from university scientists, government officials, industry professionals or farmers and consumers themselves. These actors went to great lengths to defend their belief systems. Despite substantial evidence in favor of fresh foods and fruits, for example, proponents of modern food were quick to defend their knowledge and technology, and actors in industry commonly sought to utilize science and government to justify their positions. In practice, state-based regulation ended up making the “bads” (i.e., the “externalities” or unwanted health, environmental and social outcomes) of modern food possible.

## Communication initiatives

Provided the particular call for the Consortium Research Program: enabling of market-based initiatives to address chronic disease, Ekomer emphasized the strengthening of public communications and the marketing of research, in this case for the purpose of enabling the “250 Thousand Families” Campaign as a citizen-based policy response through both practice and legislation. The emphasis was salutogenic, in the sense that the Consortium did not just seek to understand problems. We also sought to identify and explain locally existing, time-proven solutions in families and on the streets in neighborhoods, especially those that survive and thrive in adverse, obesogenic contexts.

### Media development

The communication of Consortium’s research was continually mobilized by means of the following media:

- Bimonthly Campaign Newsletter
- Continual updating of the campaign’s webpage: [www.quericoes.org](http://www.quericoes.org)
- Social networks – WhatsApp, Twitter and Facebook
- Live Facebook and YouTube transmission of public events, commonly reaching into thousands of viewers in the region

In continue, we provide highlight that activity:

### Public radio

Through a strategic alliance with the communication activists based at *Minga por la Pachmama*, Ekomer produced weekly live and pre-recorded radio programs to share technical content related to the arrival and proliferation of NCDs and responsible consumption. Through this collaboration, hundreds of programs were produced and broadcast via 11 radio stations, distributed across the country and with sharing of contact between a network of like-minded stations in the region (in particular, through the CORAPE network):

Radio Antena libre	105.9 FM	Esmeraldas
Radio Alfaro	96.1 FM	Manabí
Radio Ideal Tena	98.9 FM	Napo
Radio Sucumbios	105.3 FM	Sucumbios
Radio Buen Pastor	92.9 FM	Loja
Radio ERPE	91.7 FM	Chimborazo
Radio Voz de Guamote	1520 AM	Chimborazo

Radio Runakunapak	1510 AM	Bolívar
Radio Salinerito	89.9 FM	Bolívar
Radio Frontera	93.3 FM	Tulcán
Radio Irfeyal	1090 AM	Pichincha

### **Involvement in the formulation and lobbying of national legislation**

Throughout the research program, the Consortium worked with colleagues in the Ministry of Health and Agriculture as well as at the FAO and PAHO to directly inform and shape a series of political debates and policy initiatives relevant to the control of NCDs and the promotion of healthier living and being. In particular, these included: efforts to prevent the introduction of GMOs and processed foods, National Health Code, the Quito-city AgriFood Pact, the National Food-based Food Guide. In addition, in January 2019, we supported the application of two outstanding Consortium collaborators and participants from the *Comite de Usuarios de Mercado*, Virginia Vallejo y Andrea Sánchez, to the Conferencia Plurinacional de Seguridad y Soberanía Alimentaria (COPIA) – an entity created by the National Assembly to facilitate and lead public consultations on agriculture, food and health policy.

On 13 July 2018, the Ministry of Public Health selected the 250 Thousand Families Campaign and in particular Marcelo Aizaga as the civil society delegate of the launching of the Inter-sectoral Plan on Food and Nutrition (PIANE) for the period of 2018-2025. Based on the framework of intersectoral interventions to address the social determinants of health, the fundamental objective of the PIANE is to achieve adequate nutrition throughout people's life cycle, based on the provision of comprehensive care and generating mechanisms of co-responsibility between all levels of government, citizens and the private sector. For more information: <https://www.salud.gob.ec/msp-presento-el-plan-intersectorial-de-alimentacion-y-nutricion-ecuador-2018-2025/>

In October 2018, Quito is one of the few cities in Latin America to sign a food strategy that promotes sustainability, diversification, resilience, inclusiveness, and alignment in the face of global challenges against hunger and malnutrition. The “Agri-Food Pact” of Quito arises from a multistakeholder platform made up of representatives of civil society, private enterprise, academia, international cooperation, local, provincial and national government who drafted and proposed the City's Food Charter and designed the action plan for its implementation.

The multi-sectoral committee is made up of: RUAF Foundation, RIKOLTO, RIMISP, Chamber of Agriculture, The Campaign QuéRicoEs! Campaign, National Association of Food and Beverage Manufacturers (ANFAB), Agroecological Collective, MESSE, Metropolitan Council of Social Responsibility, CONQUITO, Secretary of Productive Development and Competitiveness, Secretariat of Environment, Planning Secretariat - Directorate of Resilience, Metropolitan Institute of Urban Planning, Secretary of Social Inclusion, Secretariat of Education, Agency of Regulation and Control Phyto- and Zoo-sanitario (AGROCALIDAD), MAG Commercial Networks, FAO, Central University of Ecuador, Users Committee of Mercado, Pichincha Autonomous Decentralized Government, Food Bank of Quito (National Polytechnic School), Higher Institute of Technology, College of Engineers Agronomists of Pichincha.

The Consortium partners found a serious conflict of interest on the part of the food industry, as represented by ANFAB. ANFAB intervened to re-define degrees of processed food. In addition, it insisted on eliminating the term of “food sovereignty”, “culturally appropriate food” and the organization of responsible consumers. For further information:

<http://www.conquito.org.ec/quito-plantea-el-fortalecimiento-de-su-sistema-agroalimentario/>

### **National Health Code**

<https://www.asambleanacional.gob.ec/sites/default/files/private/asambleanacional/filesasambleanacionalnameuid-29/Leyes%202013-2017/234%20cod-salud-wgarzon-28-03-2016/inf-2d-cod-salud.pdf>

The National Code of Health (COS) is established by the National Assembly and the Ministry of Public Health. It articulates the present state of health in Ecuador and sets priorities for public policy with regard to food and nutrition as well as other pressing concerns of the population. While the legislative project began in May 2016, the EKOMER consortium became directly involved in early 2017, in particular through supporting technical and public debates and in particular, in assuring broad representation and participation from “consumers” in civil society. This allowed us to meet more citizen-based organizations such as support groups of nursing mothers. The COS determines how food is defined and how public nutrition is promoted and private interests are controlled and regulated, including with regard to sale, pricing, labeling and advertising. In light of industry pressure to commoditize food products and promote problematic ultra-processing of foodstuffs, EKOMER joined force with colleagues throughout the country and the region in providing the scientific basis for keeping food and its products as a common pool, public resource. In December 2018 a technical report was approved for a second and final debate on the COS in the National Assembly. It was expected that the policy will be voted on in March or April 2019, but ample political pressure forced the National Assembly’s Health Commission to table the bill.

### **Inter-sectoral Plan of Food and Nutrition/Food Based Food Guide**

[http://instituciones.msp.gob.ec/images/Documentos/GABAS\\_Guias\\_Alimentarias\\_Ecuador\\_2018.pdf](http://instituciones.msp.gob.ec/images/Documentos/GABAS_Guias_Alimentarias_Ecuador_2018.pdf)

In 2016, the authorities of the Ministry of Public Health were aware of the challenge of the double burden of malnutrition in the country. In response this and international and national commitments, particularly the United Nations Decade of Action on the Nutrition 2016-2025 and the National Development Plan 2013-2017, EKOMER was invited to take part in the construction of the Intersectoral Food and Nutrition Plan (PIANE 2018-2025), in particular with regard to the establishment of a national nutrition policy based on the Food-Based Food Guide (GABA). Our team of researchers was directly involved in the resulting National Technical Board, composed of representatives from academia, civil society, public and non-governmental organizations as well as relevant agencies of the United Nations. This included the following people from our team and the Campaign:

Ana Deaconu, Universidad de Montreal – PhD student, Ekomer

Gabriel April Lalonde, Universidad de Montreal – PhD student, Ekomer

Andrea Aleaga, Universidad de las Américas - Comité de Usuarios de Mercado QRECS

Ronnie Lizano, Universidad Politécnica Salesiana - Comité de Usuarios de Mercado QRECS

United Nations:

Verónica Vargas, Pan-American Health Agency

State-based agencies:

Esteban Tapia, Ministerio de Cultura y Patrimonio - Comité de Usuarios de Mercado QRECS

Virginia Vallejo, Ministerio de Agricultura y Ganadería - Comité de Usuarios de Mercado QRECS

Civil society:

Marcelo Aizaga, QuéRicoEs!, Research Team, Ekomer

Michelle O’Fried, QuéRicoEs!, Research Team, Ekomer

On 18 October, we participated in the official public launch of the GABA. Since, the food industry has taken exception to the provisions of controlling ultra-processed foodstuffs, and it has lobbied to shelve the GABA.

### **Training of Local Promoters and Champions of Responsible Consumption**

Beginning in Year 3 of EKOMER, we established a number of training agreements with faculties of nutrition, gastronomy and environmental studies at universities located throughout the country. This activity involved workshops for faculty and students on different aspects of the food, agriculture, and health crisis in Ecuador and in particular the utilization of “responsible consumption” as a salutogenic resource for influencing continuation and transition towards healthier, more sustainable and socially equitable food practice.

Student training (name/program/university/thesis title/proposed graduation date):

- Two PhD students began their studies with us prior to the beginning of the Consortium and along the way became tightly associated with our Program. We helped to finance their final field work and supported the production of their dissertations, but largely this work was initiated prior to the IDRC-funded project. Nevertheless, since it contributes to our findings, we wish to include it here:
- Jaqueline Contreras finished her PhD in Agroecology at Universidad de Antioquia in Medellín, Colombia. The title of her thesis is: “Expansión de la Agroecología a través de Mercados Alternativos.” Jaqueline successfully defended in December, 2017. M. Paredes directed this thesis and the methodology served to design some pieces of the IDRC project.
- Potira Preiss successfully defended her PhD in Desarrollo Rural at Universidade Federal Do Rio Grande Do Sul in Porto Alegre, Brazil. The title of her thesis is “*Afetos, conhecimento incorporado e ativismo político: as alianças alimentares colaborativas em uma perspectiva internacional.*” Potira successfully defended her thesis in November 2017. EkoRural supported her Ecuadorian research. S. Sherwood and M. Paredes evaluated different stages of her dissertation development and final defence.

Consortium Program PhD candidates:

- Ana Deaconu (Romania-United States) is a PhD student in Nutrition at the University of Montreal. Her research explores the dietary and agricultural food practices of family farmers living in the rural highlands of Ecuador’s Imbabura province. She completed her comprehensive exams in April and is presently focused on finishing analysis and writing publications. Her proposed graduation is December 2019.
- Gabriel Abril-Lalonde (Canada) is a PhD student in Nutrition at the University of Montreal. The title of his thesis is: Study of relationships between food acquisition

practices, and dietary and health outcomes among adult residents of Riobamba, Quito and Ibarra, Ecuador. He is conducting field work in Ecuador and is beginning analysis of incoming results. His expected graduation is December 2019.

- Priscila Prado (Ecuador) is a PhD student in Rural Development and Environmental Management at the Universidade Federal de Santa Catarina, Brazil. Her thesis is on “The Constitution of Responsible Consumption in Ecuador: An Analysis based on Social Practice Theory”. She is presently conducting in-depth, family-level field research in the Riobamba city-based food-shed, with the objective of unpacking findings in the food survey.
- Yubari Valero (Venezuela) is a PhD student in Development Economics at Facultad Latinoamericana de Ciencias Sociales. The title of her study is “Polycentric Governance Systems and the building of rural development policies. A view from the institutional perspective and the configuration of alternative circuits of commercialization in the highlands of Ecuador. “ Her expected graduation is mid 2019.
- Patric Hollerstein (Austria) is a PhD student in Latin American Studies at Universidad Andina Simón Bolívar in Quito, Ecuador. The title of his study is: “Estado, supermercados y comerciantes populares: La construcción del mercado de alimentos en Ecuador.” Recently the Consortium agreed to finance the field work of the thesis due to the complementarity of his research with our project. He expects to finish his fieldwork in 2018.

#### MSc Thesis:

- Lucille Kok, Que Rico Es! Towards responsible food consumption in Carcelen, Quito MSc Thesis. University of Utrecht, The Netherlands. Defended on August 2017.
- Verena Maas, Observing responsible food consumption in families living in Ecuador. Getting closer to food sovereignty with civil action? MSc Thesis. Faculty of Life Sciences, Humboldt University, Berlin, Germany. Defended on 21st December, 2017.
- Nicholas Fisher. 2018. ¿Que es rico? In Support of the ¡Que Rico Es! 250 mil Familias Campaña: Practice, Ideology, Rica, Sana, y De Nuestra Tierra. MSc Thesis. Applied Anthropology, Oregon State University, Corvallis, OR. Defended on 14 May.

#### The following MSc research is still in process:

- Eliana Estrella is studying an MSc in Education, Universidad Andina Simón Bolívar, Quito, Ecuador. Her research theme focuses on “Waking up subjectivity in Consumers”. She plans to finish in mid-2019.
- Andrea Narváez is studying an MSc in Rural Territorial Development at Facultad Latinoamericana de Ciencias Sociales (FLACSO), Quito, Ecuador. Her research theme focuses on “Factors that influence Andean grains consumption among families in Quito.”
- Sebastián Pillajo is studying an MSc in Rural Territorial Development at Facultad Latinoamericana de Ciencias Sociales (FLACSO), Quito, Ecuador. His research theme focuses on “Foodshed Analysis in Quito.”
- Fernanda Hurtado is studying an MSc in Rural Territorial Development at Facultad Latinoamericana de Ciencias Sociales (FLACSO), Quito, Ecuador. Her research theme focuses on “Factors that influence direct purchasing of fruits and vegetables among families in Quito.”
- Daniela Burbano de Lara is studying an MSc in Rural Territorial Development at Facultad Latinoamericana de Ciencias Sociales (FLACSO), Quito, Ecuador. Her

research theme is “Factores que influyen en el consumo responsable de alimentos de los habitantes urbanos y rurales del Distrito Metropolitano de Quito”.

In addition, the Consortium supported the following internships:

- Chloe Xavier, an MSc student at the University of Toronto’s Community Health Program, spent five months in Ecuador to perfect her Spanish language skills and to conduct a broad literature survey on existing material relevant to establishing the city-based foodshed as a unit of description and analysis. In addition, Chloe helped us conduct tests on our research instruments.
- Inga Petersohn completed an intensive internship during May-August 2018, entitled “Assessing the relationship of responsible consumption and health among the Ecuadorian population. An MSc student in Human Nutrition at Wageningen University, Inga helped fill gaps in the research of our PhD students from Montreal University as well as to conduct field-level training tied to the campaign.
- Sam Vermeulen, BSc graduate in Human Geography at the University of Vancouver, BC, worked at EkoRural between December 2017 and February 2018, in collaboration with an on-going McKnight Foundation project, to produce maps on data in the Riobamba, Salcedo and Quito city-based foodsheds.
- Alegria Robelly (MSc, Knowledge, Technology and Innovation, Wageningen University) completed an internship with Minga por La Pachamama and the QueRicoEs! Campaign during the period of December 2017-July 2018.

#### Publications and presentations:

The Consortium completed a number of publications, presentations, media appearances, and other forms of communication.

#### Cuchicheo Saludable:

In July 2019, the project formally closed with a public forum on: “How to overcome pandemic chronic disease in Ecuador? The experience of agroecology and responsible consumption”. Andre Sánchez and Natacha Lecours, Food, Environment and Health Program, IDRC opened the session, followed by a series of nine presentations organized around three questions. The two-hour session involved over 150 direct participants at FLACSO as well as 72,689 people reached through social media (chiefly, Facebook live and YouTube Live), with 3,498 interactions, 208 shares, and 13,184 reproductions.

#### What is the socio-biological origins of epidemic overweight/obesity?

- Encontrando soluciones desde el consumo: el enfoque salutogénico – *Stephen Sherwood, Fundación EkoRural y la Universidad de Wageningen (Países Bajos)*
- Nuestro pan de cada día: entorno alimentario, dieta y peso de las personas. – *Pablo Lopez, Pontificia Universidad Católica del Ecuador (PUCE)*

#### How is Responsible Consumption practiced?

- Potenciando la agroecología a través del consumo en una pequeña ciudad (Salcedo) – *Ross Mery Borja, Fundación EkoRural*
- Un índice de consumo responsable para promover la salud – *Myriam Paredes, Desarrollo Rural Territorial, Facultad Latinoamericana de Ciencias Sociales (FLACSO)*
- Agroecología y el consumo responsable campesino – *Ana Deaconu, Nutrición Humana, Universidad de Montreal, Canadá*

#### What is being done to influence policy?

- Despertando la conciencia a través de los sentidos – *Eliana Estrella, Minga por la Pachamama y Universidad Andina Simón Bolívar*
- ¡QueRicoEs tejer alianzas entre consumidores responsables! – *Marcelo Aizaga, Minga por la Pachamama*
- El sabor del Cambio: la Guía Alimentaria Basada en Alimentos en Manabí. *Michelle O. Fried, Colectivo Agroecológico y SlowFood*

The event ended with commentary from a number of outstanding national and regional health experts, including: Dr. Ana Paula Bortoletto, Instituto Brasileiro de Defesa do Consumidor (IDEC), São Paulo Brazil, a representative from the Public Health Ministry, Dr. Malek Batal, Human Nutrition, University of Montreal and finally, Dr. Sylvie Bedard, Ambassador of Canada in Ecuador. The Cuchicheo Saludable can be watched in its entirety via YouTube at: <https://www.youtube.com/watch?v=ZfosNYMGr1I>

Highlights of other public presentations include:

April-Lalonde, G. Batal, M. 2017. Impact of responsible food consumption on health and nutrition in Ecuador. Poster presented at the 2017 Canadian Conference on Global Health, Ottawa, Canada.

Boada, L. 2018. Ambiente alimentario en el cantón Quito: sus implicaciones en el consumo responsable. Presented at I Congreso Nacional de Geografía del Ecuador. Territorios en transición: Transformaciones de la Geografía del Ecuador en el siglo XXI. Thematic table Ciudad, consumo responsable y territorio. 16 de Febrero de 2018.

Deaconu, A. Batal, M. 2017. Agroecological farmers mobilizing sustainable production for healthy food practice: a case from Imbabura province, Ecuador. Presented at the 23d Canadian Conference on Global Health. October 31, 2017. Ottawa, Canada.

Deaconu, A. 2017. De la tierra al plato, y de nuestros platos a la tierra. Presented at the Universidad Politécnica Salesiana de Quito. December 15, 2017. Quito, Ecuador.

Deaconu A. Batal, M. 2018. Alternative food production for healthier, more sustainable farming communities. Sustainable Futures Conference of the Society for Applied Anthropology. Philadelphia, Pennsylvania. April 4, 2018.

Deaconu A. Batal, M. 2018. Food, Agriculture, and Social Change: The Everyday Vitality of Latin America, Panelist. Sustainable Futures Conference of the Society for Applied Anthropology. Philadelphia, Pennsylvania. April 4, 2018.

Deaconu A. Batal, M. 2017. Diversity from Farm to Plate: Nutrition and Food Relationships among Agroecological Farmers in Ecuador. Nutrition Department Research Conference (Journée de la Recherche), Montréal, Canada.

Deaconu A. Batal, M. Mercille, G. 2018. *De la production durable à la consommation durable: comment l'agroécologie améliore la diète des agriculteurs équatoriens*. Nutrition Department Research Conference (Journée de la Recherche), Montréal, Canada

Paredes M. y L. Boada. 2017. La cuenca alimentaria del cantón Quito: Los flujos de aprovisionamiento de alimentos en la constitución de la salud. Presented at the I Congreso de Estudios Urbanos del Ecuador. Working group: Mercados y comercio en espacios públicos. Circuitos comerciales, aprovisionamiento y economías populares en la ciudad. FLACSO Ecuador, Quito 23, 24 y 25 de noviembre del 2017.

Paredes M. 2017. El impacto de la investigación con transgénicos en el mandato constitucional del Ecuador. Presented to the Comisión de Soberanía Alimentaria. Asamblea Nacional del Ecuador. Quito, 11 de octubre de 2017.

Paredes M. 2017. Circuitos alimentarios y su impacto en la salud. Presented at the IV Jornadas de Agroecología Ecuador 2017. Seminario sobre Agroecología, Mercados y Consumo Responsable. Escuela Superior Politécnica del Chimborazo, Riobamba, 24 de agosto de 2017.

Paredes M. 2017. Impulso a la agroecología desde la universidad. IV Jornadas de Agroecología Ecuador 2017. Foro de agroecología hacia sistemas alimentarios sostenibles. CONGOPE, Quito, 26 de agosto de 2017.

Paredes M. y S. Sherwood. 2018. “Despertando la subjetividad a través de la comida: Experiencias desde los Movimientos Sociales de Alimentación en Ecuador” presented at I Congreso Nacional de Geografía del Ecuador. Territorios en transición: Transformaciones de la Geografía del Ecuador en el siglo XXI. Thematic table Ciudad, consumo responsable y territorio. 16 de Febrero de 2018.

Paredes, M. 2018. GMOs and family farming. Presented to the Constitutional Court as part of a public demand of unconstitutionality of the 2017 seeds law. 20 May and July 31st.

López, P.; Sherwood, S. y Prado P. Reconectando el campo y la ciudad: Relación entre las prácticas de consumo responsable de alimentos y la salud. Presented at I Seminario de Investigación Permanente, Grupo Tierra-Flacso, June 5 to 7, 2018.

Paredes, M. 2018. La lactancia materna es soberanía alimentaria. Presented at conversatorio “Defendiendo la lactancia materna en Ecuador.” Universidad Andina Simón Bolívar. July 27th, 2018.

Paredes, M. and L. Boada. 2018. La relación entre el ambiente alimentario y el consumo responsable en dos barrios de Quito. Presented at XXXVI Congreso Internacional de la Asociación de Estudios Latinoamericanos (LASA 2018). “Estudios latinoamericanos en un mundo globalizado”. Barcelona, España, 22-26 May.

Prado P., and Paredes, M. 2018. Estado del arte sobre consumo alimentario en el Ecuador. Presented at I Seminario Permanente de Investigación en Territorios, Ruralidades, Ambiente y Alimentación. FLACSO, Ecuador, 7 June.

Sherwood, S. 2018. Affective Labour in Responsible Consumption in the Agroecology Fair of Carcelén, Ecuador. Primer Congreso Nacional de Geografía, Pontificia Universidad Católica del Ecuador (PUCE), Quito, 14-16 February.

Sherwood, S. 2018. GMOs, ultra-processed foodstuffs and Non-communicable Disease. 2018. Presented to the Constitutional Court as part of a public demand of unconstitutionality of the 2017 seeds law. 20 May. (transcription available upon request).

Sherwood, S, A. Deaconu, and M. Paredes. 2018. Despertando la subjetividad a través del sabor y gusto. I Seminario Permanente de Investigación en Territorios, Ruralidades, Ambiente y Alimentación. FLACSO, Quito, 7 June.

Sherwood, S. 2018. The embodiment of healthy food in Ecuador. Presentation for the Symposium on *Transformer les systèmes alimentaires pour la santé des gens et de la planète: discours, recherches et pratiques alternatifs*, University of Montreal, 21 August.

#### Scientific workshops:

Deaconu, A. 2017. Delivery of workshop “Reconociendo el Alimento”. Festival de la Tierra. Escuela Politécnica de Manabí. Calceta, Ecuador. Dec 9 2017.

Deaconu, A. 2017. Organization and delivery of workshop “Reconociendo el Alimento II”. Muisne, Esmeraldas. Muisne, Ecuador. Dec. 29, 2017.

López, P. 2018. Organization of the seminar “Grasas y aceites en la nutrición humana”. PUCE-Comité Usuarios del Mercado (CUM). Quito, July 6th, 2018.

Paredes, M. 2017. Organization of the forum “Presente y futuro de los recursos genéticos agroalimentarios.” Facultad Latinoamericana de Ciencias Sociales. Quito, April 20th, 2017.

Paredes, M. 2017. Organization of the panel “La comida como bien público. Autonomía, ciudadanía y democracia.” Facultad Latinoamericana de Ciencias Sociales. Quito, June 22nd, 2017.

Paredes M. 2018. Organization of I Seminario Permanente de Investigación en Territorios, Ruralidades, Ambiente y Alimentación. UDLA, FLACSO, UCE y UASB, 5-7 June

## **Publications**

### Popular articles:

Bruil, J, E. Pinzón, and S. Sherwood. 2017. The 250 Thousand Families Challenge: Bringing to bear food practice on health, equity and sustainability in Ecuador. FAO’s 52 Profiles on Agroecology. (available at: <http://www.fao.org/agroecology/database/detail/en/c/896196/>)

Sherwood, S., M. Paredes and A. Arce. 2017. The vitality of everyday food. *Farming Matters*, April: 43-47. (available at: <https://www.ileia.org/2017/04/18/vitality-everyday-food/>)

Salcedo, I. 2018. Sin consumo responsable no habrá agroecología: Conversando sobre la vitalidad de la comida y los alimentos con Stephen Sherwood. Observatorio de Cambio Rural, 30 May. <http://ocaru.org.ec/index.php/coyuntura/entrevistas/item/8244-no-habra-agroecologia-familiar-sin-un-consumo-responsable-conversando-sobre-la-vitalidad-de-la-comida-y-los-alimentos-con-stephen-sherwood>

Peer-review journals:

- Contreras J., M. Paredes y S. Turbay. 2017. Circuitos cortos de comercialización agroecológica en el Ecuador. IDESIA. Vol. 35, No 3. pp. 71-80.
- Deaconu, A., Mercille, G. and Batal, M., 2019. The Agroecological Farmer's Pathways from Agriculture to Nutrition: A Practice-Based Case from Ecuador's Highlands. *Ecology of food and nutrition*. Vol. 58(2): 142-165.
- Halperin D., P. Jinez P., D. Castillo., M. Paredes, V. Delgado. 2017. Reintroducción del consumo regular de Quinoa en Riobamba, Ecuador: estudio piloto. Revista científica INSPILIP V. (1), Número 1, Guayaquil, Ecuador. Instituto Nacional de Investigación en Salud Pública (INSPI). ISSN 2588-0551
- López M.F., A. Roberstdotter y M. Paredes. 2017. Space, power, and locality: the contemporary use of territory in Latin American geography. *Journal of Latin American Geography*. Volume 16, Number 1, April 2017. Special Issue: Critical Geographies in Latin America. A.M. Hanson and J. C. Finn (eds). pp. 43-67. DOI: 10.1353/lag.2017.0009.
- Sherwood, S., S. van Bommel, M. Paredes. 2017. Self-organization and the bypass: Re-imagining institutions for more sustainable development in agriculture and food. *Agriculture Journal*. (available at: <http://www.mdpi.com/2077-0472/6/4/66>)
- Sherwood, S., A. Arce, and M. Paredes. 2018. Affective Labor's 'Unruly Edge': The *Pagus* of Carcelén's Solidarity & Agroecology Fair in Ecuador. Special Issue on De/re-agrarianization, *Journal of Rural Studies*, 61(July): 302-313.

Book chapters: Sherwood, Paredes and Arce published an edited book with Routledge that is composed of 16 chapters involving 25 authors and case studies in seven countries. The book is available at: <https://www.routledge.com/Food-Agriculture-and-Social-Change-The-Everyday-Vitality-of-Latin-America/Sherwood-Arce-Paredes/p/book/9781138214989>

This work was largely based on an NWO/WOTRO project on positive deviance in food and agriculture, which preceded this project. Nevertheless, two of the chapters contribute to the conceptual foundation of this project, and one chapter is specifically on the 250 Thousand Families Campaign:

- Arce, A., S. Sherwood and M. Paredes. 2017. Introduction: the embodiments, inter-subjectivities and assemblages of food. In: S. Sherwood, A. Arce and M. Paredes (eds), *Food, Agriculture and Social Change: The Everyday Vitality of Latin America*. Earthscan/Routledge: London, UK.
- Frank, C. J. Duncan and S. Sherwood. 2017. Feeding paradise? Corporeal Food Citizenship in the Galapagos. In: S. Sherwood, A. Arce and M. Paredes (eds), *Food, Agriculture and Social Change: The Everyday Vitality of Latin America*. Earthscan/Routledge: London, UK.
- Sherwood, S. A. Arce and E. Fisher. 2017. Conclusions: Relational being, common sense and public good. In: S. Sherwood, A. Arce and M. Paredes (eds), *Food, Agriculture and Social Change: The Everyday Vitality of Latin America*. Earthscan/Routledge: London, UK.
- Sherwood, S., A. Deaconu, M. Paredes. 2017. The 250 Thousand Families Campaign: the existence of flavor and taste. In: S. Sherwood, A. Arce and M. Paredes (eds). *Food, Agriculture and Social Change: The Everyday Vitality of Latin America*. Earthscan/Routledge: London, UK.

Paredes M and M. Edwards. 2018. Security via Sovereignty. Lessons from the Global South. In: Food and Poverty: Food Insecurity and Food Sovereignty among America's Poor. Leslie Hossfeld Ed. Nashville, TN: Vanderbilt Press, pp. 5-16.

Accepted:

Paredes M, Cole DC, Muñoz F, April-Lalonde G, Valero Y, Prado P, Boada L, Berti P and the Ekomer programe team. Assessing responsible consumption in three Ecuadorian city-regions to inform a social movement. In: Blay-Palmer A, Damien Conaré, Amanda Di Battista, Kenneth A. Meter (eds). *Sustainable Food System Assessment: Lessons from Global Practice (SRA)*

At the end of our Consortium Research Program, we had submitted a proposal for a follow-up book on "Responsible Consumption", to be published by Routledge/Earthscan by the end of 2020.

### **Direct effects of the project**

According to an external evaluation based on an outcome harvesting exercise, over the last three and one-half years, Ekomer and its colleagues in the Campaign had contributed to a number of substantial impacts:

In late 2016-2018, leaders from the Colectivo Nacional Agroecológico (Colectivo) and the the *Movimiento de Economía Social y Solidaria* (MESSE) called attention to two legislative proposals that demanded attention from our team of researchers: 1) seeds law and 2) change to food labeling, in particular with regard to the spotlight system as well as mandatory labeling of foods elaborated with ingredients from genetically modified organisms (GMOs). This led Paredes to organize a series of academic and public debate on seeds, labeling and food policy at FLACSO, which drew hundreds of participants from government and academia as well as civil society. In Semester 5, the Consortium continued to work with the Simon Bolivar University of the Andes and the Food Science/Biotechnology Department at the National Polytechnic School, the University of the Americas, the San Francisco of Quito University as well as regional schools and research institutes to hold public forums on "food citizenry and democracy", which were linked to livestreams that drew thousands of participants and received substantial media coverage in radio, press and television.

In July Paredes and Sherwood met with the National Assembly's Special Committee on Food Security and Sovereignty on the proposed seeds/agro-biodiversity legislation, and he participated in a subsequent National Assembly-wide debate. In addition, Lopez, Paredes and Sherwood participated in a series of national radio programmes on the topic. Through our work with colleagues involved in the Latin American Health Coalition (CLAS), we have been able to share this experience with partners working on similar concerns throughout Central and South America.

According to unpublished government marketing studies, Minga's weekly radio programme, El Poder del Cucharón, is capturing a growing audience in provinces through the country, and it has become a ratings leader in National Public Radio. At this early stage, the project managed to position itself inside the Campaign by placing the three project priorities on the national agenda for the coming year. Through its participation in Campaign priority setting

and planning as well as in national debates on labeling and seeds/agro-biodiversity, the project arguably managed to legitimize the concerns of average consumers, indigenous peoples and *campesinos* vis-à-vis the influence of private business interests. It remains to be seen what contributions our initial conceptual publications will have, but FLACSO, PUCE and the Universidad Andina has expressed interest in developing an inter-university study program on applied practice theory and the salutogenic approach to addressing pressing public policy concerns. The MPS and OPS have expressed interest in directly applying the approach to their NCD prevention initiatives.

Ekomer worked with representatives of SlowFood and Oregon State University to further institutionalize the Bi-national Learning Community, an intensive 6-credit course that includes undergraduate and graduate students involved in different aspects of food activism in Ecuador, the United States, and elsewhere. This biannual course continued in 2017 and 2019, including lectures on the Consortium Programs research by Myriam Paredes and Stephen Sherwood, followed by field trips at both locations..

In the Fall of 2018, the Consortium shifted much of its attention to informing the public of its findings by means of public debate, in particular by means of inserting forums on “agroecology, health and responsible consumption” in 17 events -- part of the yearly *Jornadas Agroecológicas* that took place in every major city of Ecuador between September and December 2018. In all, about 5,000 people took part in those activities (for a video summary, see: <https://youtu.be/UV4rFd2esdE>). Thanks to this activity, the Campaign now has 10,000 active participants in its network, as defined by subscribers to its bimonthly bulletin and WhatsApp debates. In addition, we sought to grow the Campaign by training a cadre of some 150 “promoters” capable of provoking independent learning and critical thinking on food through lively experiential workshops. We also sought to directly influence public policy, chiefly through involvement in three on-going legislative activities: 1) National Health Code, 2) the Inter-sectoral Plan of Food and Nutrition/Food Based Food Guide and 3) Quito’s ambitious “AgriFood Pact”.

In addition, Sherwood has been invited as a Visiting Scholar to give a series of master classes and public lectures on the food studies research in Ecuador at a network of universities working on food studies in Latin America (Cornell, University of Pennsylvania, University of Delaware, Temple University, Ursinus College, and the College of New Jersey) as well as Wageningen in the Netherlands, which will take place during the months of March and April 2019. This work should help call attention to the unique approaches of the research program and its findings in new academic markets.

We had a direct influence in policy through the consolidation of the Food-Based Food Guide and supporting the leaders at the MSP and the FAO in its public release. Since, however, the representatives of the food industry (ANFAB) largely have kept it shelved. Nevertheless, we continue to promote the GABA through the QueRicoEs! Campaign and directly through the volunteer promoter networks.

In addition, the ANFAB representatives intervened at the last minute in Quito’s AgriFood Pact, when the effectively reshaped the proposal by eliminating many aspects of the citizen agenda for keeping food as a common pool, public resource, most notably through its elimination of the concept of “food sovereignty” (despite its profile in the National Constitution and ensuing public policy).

To assure lasting impact, we aim to consolidate the unique conceptual and methodological contributions of our program (highly empirical, practice-based perspective on positive deviant household constitution of responsible consumption) of our program through a series of public interventions: 1) the local devolution of results in each of the city-based foodsheds (April 2019), 2) an International Webinar (July 2019), and 3) the publication of an English language compendium based on our different research findings and commentary (in production).

In addition, we will be linking this conceptual and methodological work with lasting academic programs at the Catholic University (course on Culinary Health), FLACSO (courses in research methodology and food sovereignty) as well as the activity of civil society actors (such as EkoRural and other agencies involved in MESSE and the Colectivo Agroecológico), as articulated and applied in the QueRicoEs! Campaign. In fact, we have already seen new applications of our practice-based approach, applied to questions of soil conservation and fertility management (at Wageningen University and Vibrant Village in Imbabura).

During the period of this research, we observed continual networking activity, in the *Colectivo*, but also in academia, the state and private industry. Diverse camps emerged, organized around competing ideals of the present and future, as articulated and enabled through their private discourses, public narrative and, most significantly, their practice. Each utilized food as a platform for the problematization of production, health and disease, the recruitment of partners and the mobilization of resources.

According to the external evaluations, Ekomer's most strategic contributions were:

- Ekomer supported the Colectivo Agroecológico in developing a proposal for Ecuador's National Science and Technology Secretariat (SENSECYT) and the AgroEcology Fund for the purposes of fomenting a nation-wide public debate on food, health and responsible consumption.
- Cuchicheo saludable: Agroecology and Responsible Consumption as vehicles for address the proliferation of chronic disease in Ecuador. Following a series of public forums in Ibarra, Quito and Riobamba, in July 2019 our team of researchers conducted a regional forum to summarize the research programme's findings and their implications for addressing priority concerns over disease tied to food and agriculture. By means of live feed through social media, the event drew an audience of over 10,000 viewers. Recently, we posted the entire two-hour program at YouTube: <https://www.youtube.com/watch?v=ZfosNYMGr1I>
- Led by Human Nutrition, University of Montreal, Consortium members from EkoRural, FLACSO and PUCE as well as the Ministry of Health and the Ministry of Agriculture came together to develop a follow-up proposal for "Evaluating and bringing to scale alternative food networks to address diabetes mellitus and hypertension". The project for CAD 2.3 million would finance research to evaluate specific attributes of Alternative Food Networks for their measurable contribution to diabetes and hypertension prevention in order to leverage the most effective attributes for a stronger and broader positive impact.

#### Pressing challenges:

Most recently, Ecuador has experienced a series of worrisome policy interventions by private industrial interests at the cost of public interest. As reported in publications, this has included erosion of constitutional articles and legislation tied to food production.

Throughout the research program, but gaining speed in 2017, the food industry's Asociación Nacional de Fabricantes de Alimentos y Bebidas (ANFAB) and the Centro de Industria Lactea (CIL) increased its political activity against Ecuador's food regulatory initiatives. As a result, the Consortium became increasingly active in working with universities, the Ministry of Public Health, the Pan-American Health Organization and other national and regional actors, in particular the Latin American Coalition for Health (CLAS), to bring to bear more rigorous scientific perspective on pressing food, health and environmental concerns.

Our partners at the Ministry of Health and the Ministry of Agriculture as well as the Pan-American Health Organization and we faced substantial challenges and frustrations from the influential lobbying activity of private industry to undermine efforts to strengthen public policy through scientific backstopping and public debate. This occurred with important policy provisions designed to regulate and control processed foodstuffs, promote breastfeeding, and to maintain competitive markets in both the Quito AgriFood Pact and the National Health Code. At the close of the project, Ecuador witnessed an erosion of regulations to control tobacco and alcohol, raising alarms among colleagues in the medical community and the World Health Organization. This experience has inspired us to reach out to partners at CLAS to learn about experiences elsewhere and identify more effective regional level activity.

To the consternation of many, at the end of the project, the President, under pressure from the Food Industry, fired the Minister of Health, who became a close collaborator with Ekomer in defense of the GABA, breastfeeding and labeling of processed foods and beverages. According to an analysis made by our CLAS collaborators: 1) The new minister had no experience in either three technical health concerns of communicable disease or administration, 2) There was a reduction in budget and human resources throughout the government but particularly in the Ministry of Health, which appear to reduce its employees by 5,000 people, including in operational areas of programs such as maternal and child health, vaccinations and other fundamental areas, 3) district health areas were being dismantled in favor of the privatization of healthcare. Meanwhile, the World Bank and IMF were pressuring Ecuador to reduce public spending in health and education. For us, this situation heightened the relevance of our call for strengthening civil-society approaches to lobby and strengthening practice, such as that championed through the social movements and enabled through the Campaign.

## ANNEX 1: PROGRAM LEVEL INDICATORS – FEH Program

**INSTRUCTIONS:**

Please provide answers to the questions below based on actual achievements and outcomes. If this is the first time you are completing this questionnaire, please include all achievements since the inception of the project. If you have submitted this questionnaire in the past, please add any new achievements or progress since your last report.

In some cases, your responses to these questions may repeat achievements mentioned earlier in the technical report. If this is the case, please extract (copy and paste is acceptable) the information here. Please keep your answers brief, limiting to one to two paragraphs per question.

Projects are not expected to document achievements for each of the questions; it is normal that some questions may not apply to your project and remain blank.

*Please provide identifying project information below:*

**Project number:** CR-48490

**Project title:** Strengthening impact of the Healthy Food Consumption Campaign: “250,000 Families” in Ecuador

**Date this report was prepared:** 31 August 2019

**1a. What innovations is your project testing, assessing or adapting to reduce the burden of chronic or infectious diseases? A definition of an innovation is provided in the footnotes for your reference.<sup>1</sup> If your project has been contributing to multiple innovations, please describe them individually. Please describe briefly (limit to 1-2 paragraphs)**

**Final:** The primary conceptual/theoretical innovation is the introduction of a “salutogenic” focus: we studied health in the context of adversity as a policy resource. This opened us up to thousands of existing, time-proven examples of how to produce, circulate, acquire, cook and eat fresh, healthy, culturally and socially adequate fruits and vegetables, in particular in otherwise obesogenic contexts. From a methodological perspective, the creation of a “Responsible Consumption Index” based on food practices and anthropometrics has proven to be a highly useful innovation for characterising households and informing heterogeneity studies, for example with a salutogenic perspective. From a normative perspective, the project was effective in breaking through the identity politics that argue against food studies to other, rich social processes, such as those found in actor networks that seamlessly cross race, social class, gender and other classical boundaries. This “critical perspective” enabled the project to see practices, relations and territories as they were rather than how one might desire them to be organized, thereby revealing actualities not commonly present in the academic and practitioner literature as well as in policy practice.

**1b. Of the innovations described in 1a), have any of them been applied at scale? For example, has the innovation been adopted for wide-scale use by a large population, by government, or applied in different contexts, countries, or markets? Explain how this innovation is being applied at scale and what processes have enabled wide-spread use and/or scale-up. Please describe briefly (limit to 1-2 paragraphs)**

**Final:**

**1c. Approximately how many individuals are benefiting from the innovation? Please indicate the approximate number of beneficiaries, if this information is known**

**Final:**

**2. Is your project assessing policy effectiveness? If yes, please list and briefly describe what policies the project is assessing and briefly comment on the relevance and potential impact.**

*Please describe briefly (limit to 1-2 paragraphs)*

**Final:**

**3a. List and describe the key activities/mechanisms your project engaged in to inform/influence practice or policy (e.g. multi-stakeholder and community processes, participation in policy dialogues or policy-setting processes, engagement in making policy recommendations, or other relevant actions).**

<sup>1</sup> Innovations can be understood as new and significantly improved ways of doing or organizing something, and include the adaptation of existing products or processes to new contexts. They include: products (a market and/or publically distributed good); processes or practises (a new method, skill or behaviour that creates positive change); programs (organizational arrangements or system of services that meets a need for a defined community). Examples of innovations related to reducing the burden of infectious and chronic diseases could include testing: the use of screens in preventing Dengue and other Aedes mosquito transmitted diseases; the potential of community kitchens to provide healthier meals to low-income populations; applying a new methodology to assess food policies and food environments.

Please describe briefly (limit to 1-2 paragraphs)

**Final:**

**3b. Have any of the efforts described in 3a) contributed to new practices or policies *being implemented* or *existing policies/practices being changed* based partly or wholly on the work of the project? How were strategic stakeholders involved in these processes? Please describe briefly (limit to 1-2 paragraphs)**

**Final:**

**3c. What was the level of jurisdiction of the policy/policies implemented or changed?**

	<i>Identify the policy</i> e.g. regulation of TV food advertising to children in Peru	<b>Select level of jurisdiction</b> 1= local/municipal/district 2= provincial/sub-national 3= national 4= multinational/ international
1.	Defence of product labeling and breast feeding in the national health code	3 and 4
2.	Direct support to public debates over GMOs, processed foods, overweight/obesity and communicable disease	3 and 4
3.	Direct support to the publication of the Food-based Food Guide (GABA)	3 and 4
4.	Direct support to the Quito Sustainable Food Pact	1

**4a. Did your project intend to specifically benefit women, men, boys or girls or a marginalized group?**

Please place an x in the box corresponding to the target group:

Intended to benefit mostly men/boys	
Intended to benefit mostly women/girls	X
Intended to equally benefit women/girls and men/boys	
Intended to primarily benefit a marginalized group: first nations and marginalized urban and rural people	X
No intentional focus on gender or a marginalized group	
Not applicable	

**4b. Did you investigate how sex, gender, age, education, income, ethnicity, social standing, or other social determinants impact the health of your target population? What did you do to address these factors (for example: collecting disaggregated data, conducting gendered analyses, considering differential impacts to women, men, girls, and boys, using participatory research approaches, etc.)? How did these approaches influence the results and impacts (e.g. research, policies, and innovations)? Please describe briefly (limit to 1-2 paragraphs)**

**Final:** Yes. All data were gender specific. Attention to gender enabled the project to identify the unique vulnerability of women, and particular mothers, to overweight/obesity as well as their strategic role in family-based nutrition. These findings informed our interventions on behalf of protecting breastfeeding in the National Health Policy as well as the concerns over dependence on highly processed foodstuffs and their relationship with chronic disease in children, girls and mothers. These insights informed our follow-up initiative, which emphasizes the need to engage women in finding and enabling effective solutions.

**5. Did your project include economic analyses/modeling (e.g. costing, cost-benefit analysis, etc.)? If yes, what was the purpose of including these elements and how are they contributing to achieving your project objectives? Please describe briefly (limit to 1-2 paragraphs)**

**Final:** No, the project did not emphasize economic analysis or modeling to describe or make sense of rising rates of overweight/obesity and chronic disease in Ecuador. Instead, it sought to overcome the limitations of an economic perspective on agriculture and food through rigorous, real-time participant observation and ethnography.

**6. List all peer-reviewed articles that your project has published? Please do not include other types of publications here.**

Please list:

	Title	Journal name	Primary author	Open access
1.	Circuitos cortos de comercialización agroecológica en el Ecuador	IDESIA	J. Contreras	No
2.	Reintroducción del consumo regular de Quinoa en Riobamba, Ecuador	<i>Revista Científica Instituto Nacional de Investigación en Salud Pública (INSPI)</i>	D. Halperin	Yes
3.	Space, power, and locality: the contemporary use of territory in Latin American geography	<i>Journal of Latin American Geography</i>	M.F. López	No
4.	Self-organization and the bypass: Re-imagining institutions for more sustainable development in agriculture and food	<i>Journal of Agriculture</i>	S. Sherwood	Yes
5.	Affective Labor's 'Unruly Edge': The <i>Pagus</i> of Carcelén's Solidarity & Agroecology Fair in Ecuador	<i>Journal of Rural Studies</i>	S. Sherwood	No
6.	The agroecological farmers' pathway from agriculture to nutrition: a practice-based case study from Ecuador's Highlands	<i>Ecology of Food and Nutrition</i>	A. Deaconu	No

**7. Have individuals involved in your project accomplished one of the following achievements listed below, due in part to the involvement in this project? Is yes, please list the name and sex of the individual and describe the accomplishment. Indicate if any of these individuals are Canadian placing an 'x' in the box labelled 'CAD'.**

- a) received awards and other honours;
- b) influenced or advised policies;
- c) expanded the adoption of effective practices, including in new settings/populations;
- d) other significant achievements

Please list:

	Name	Fem/Male	CAD	Brief description of accomplishment
1.	Myriam Paredes	F		Myriam won an award for "best presentation" the International Sociology Conference in Montevideo, Uruguay. In addition, Myriam introduced new research methodology and applications in heterogeneity studies and a graduate course on food sovereignty as well as a course on qualitative research methods at FLACSO.
2.	Marcelo Aizaga	M		Blocked industry efforts to change the food labeling law. He also helped to introduce the consumer perspective to food and health policy at the Ministry of Health and <i>Pacto Quito</i> .
3.	Stephen Sherwood	M		Invited to present an <i>Amicus curia</i> to the Constitutional Court on "GMOs, processed food and health" in defense of the Seeds Law.
4.	Stephen Sherwood	M		Awarded 2019 Greater Philadelphia Latin American Studies

			Scholar, leading to guest lectures and Master courses at seven universities
5.	Pablo Lopez	M	Pablo led the introduction of critical social perspective, positive deviance and salutogenics at the Catholic University's nursing training program and in its Medical Faculty
6.	Michelle Fried	F	Already renown for her best-selling cook books based on over four decades of research, nutritionist Michelle Fried led the way in informing and introducing the Food-based Food Guide in Ecuador.

**8. Has your project supported any Masters students, PhD students, or post-doctoral fellows? If yes, please list the name, sex and nationality of the individuals, and their status as Master's students, PhD students or post-docs. Indicate if any of these individuals are Canadian by placing an 'x' in the box labelled 'CAD'.**

*Please list:*

	Name	Female/ Male	CAD	Master/PhD/Post- doc
1.	Ana Deaconu	F		PhD
2.	Gabriel Abril-Lalonde	M	X	PhD
3.	Priscila Prado	F		PhD
4.	Yubari Valero	F		PhD
5.	Patric Hollenstein	M		PhD
6.	Potira Preiss	F		PhD
7.	Jaqueline Contreras	F		PhD
8.	Lucille Kok	F		MSc
9.	Verena Maas	F		MSc
10.	Nicholas Fischer	M		MSc
11.	Eliana Estrella	F		MSc
12.	Andrea Narvaez	F		MSc
13.	Sebastian Pillajo	M		MSc
14.	Fernando Hurtado	M		MSc
15.	Chloe Xavier	F	X	MSc (internship)
16.	Inga Petersohn	F		MSc (internship)
17.	Sam Vermeulen	M	X	BSc (internship)
18.	Alegria Robelly	F		MSc (internship)
19.	Daniela Burbano	F		MSc

**9. Has your project or its findings been cited in the media? Please provide the title of the media citation and an accompany web-links for the most relevant citations linked to important achievements of the project.**

*Please list:*

Title	Description in English (optional)	Website link
		The project generated weekly content throughout its three years, which can be found at the Campaign's website: <a href="https://www.quericoes.org">https://www.quericoes.org</a> . The number of active participants in the website in 2018 was 13,193 and in June 2019 12,153. In continuation, we include some policy highlights
	Videos of a series of daily and weekly radio programs on different aspects of the research as well as on the general campaign	<a href="https://www.facebook.com/pg/corape/videos/?ref=page_internal">https://www.facebook.com/pg/corape/videos/?ref=page_internal</a>
Cuchicheo saludable: ¿Cómo superar la pandemia de las Enfermedades Crónicas No-Transmisibles?	A healthy conversation: How to address the pandemic of chronic disease? Agroecology and responsible consumption (series of 9 presentations from	The Cuchicheo had over 150 direct participants at FLACSO and reached 72,789 people via social media with 3,498 interactions, 208 shares and 13,184 reproductions. You can watch the event in its entirety at: <a href="https://www.youtube.com/watch?v=ZfosNYMGr1I">https://www.youtube.com/watch?v=ZfosNYMGr1I</a>

Agroecología y Consumo Responsable	the project participants)	
La defensa del semáforo nutricional, en la Universidad Andina	In defense of the nutritional traffic light in the Andean University	<a href="https://www.elcomercio.com/actualidad/defensa-semaforo-nutricional-foro-debate.html">https://www.elcomercio.com/actualidad/defensa-semaforo-nutricional-foro-debate.html</a>
Debaten la posible eliminación del semáforo nutricional como política pública de prevención	Debate over the possible elimination of the nutritional traffic light as a preventative public policy	<a href="https://www.redaccionmedica.ec/secciones/salud-publica/defienden-al-semaforo-nutricional-como-politica-publica-de-prevencion--93834">https://www.redaccionmedica.ec/secciones/salud-publica/defienden-al-semaforo-nutricional-como-politica-publica-de-prevencion--93834</a>
Consumidores y academia defienden políticas públicas que permiten tomar decisiones saludables sobre la alimentación	Consumers and academics defend public policies that permit healthy food decisions	<a href="https://www.salud.gob.ec/consumidores-y-academia-defienden-politicas-publicas-que-permiten-tomar-decisiones-saludables-sobre-la-alimentacion/">https://www.salud.gob.ec/consumidores-y-academia-defienden-politicas-publicas-que-permiten-tomar-decisiones-saludables-sobre-la-alimentacion/</a>
El etiquetado tipo semáforo del Ecuador, una política pública que ha servido de ejemplo para otros países	The traffic light labeling in Ecuador: a public policy that serves as an example for other countries	<a href="https://www.paho.org/ecu/index.php?option=com_content&amp;view=article&amp;id=2179:el-etiquetado-tipo-semaforo-del-ecuador-una-politica-publica-que-ha-servido-de-ejemplo-para-otros-paises&amp;Itemid=360">https://www.paho.org/ecu/index.php?option=com_content&amp;view=article&amp;id=2179:el-etiquetado-tipo-semaforo-del-ecuador-una-politica-publica-que-ha-servido-de-ejemplo-para-otros-paises&amp;Itemid=360</a>
MSP presentó el Plan Intersectorial de Alimentación y Nutrición Ecuador 2018-2025	The Ministry of Public Health presented its Inter-sectorial plan of food and nutrition for Ecuador: 2018-2025	<a href="https://www.salud.gob.ec/msp-presento-el-plan-intersectorial-de-alimentacion-y-nutricion-ecuador-2018-2025/">https://www.salud.gob.ec/msp-presento-el-plan-intersectorial-de-alimentacion-y-nutricion-ecuador-2018-2025/</a>
Ecuador impulsa las Guías Alimentarias para generar hábitos saludables de alimentación	Ecuador promotes Food Guides in favor of healthy eating habits	<a href="https://www.salud.gob.ec/ecuador-impulsa-las-guias-alimentarias-para-generar-habitos-saludables-de-alimentacion/">https://www.salud.gob.ec/ecuador-impulsa-las-guias-alimentarias-para-generar-habitos-saludables-de-alimentacion/</a>
El proyecto que propone el ingreso de semillas transgénicas para investigación se debate mañana en la Asamblea	The project to introduce transgenic seeds for research will be debated tomorrow in the National Assembly	<a href="https://www.elcomercio.com/actualidad/proyecto-ley-ingreso-semillastransgenicas-ecuador.html">https://www.elcomercio.com/actualidad/proyecto-ley-ingreso-semillastransgenicas-ecuador.html</a>
“Sin consumo responsable no habrá agroecología”	Without ‘responsible consumption’ there will not be agroecology	<a href="https://ocaru.org.ec/index.php/coyuntura/entrevistas/item/8244-no-habra-agroecologia-familiar-sin-un-consumo-responsable-conversando-sobre-la-vitalidad-de-la-comida-y-los-alimentos-con-stephen-sherwood">https://ocaru.org.ec/index.php/coyuntura/entrevistas/item/8244-no-habra-agroecologia-familiar-sin-un-consumo-responsable-conversando-sobre-la-vitalidad-de-la-comida-y-los-alimentos-con-stephen-sherwood</a>
	The 250 Thousand Families Challenge: Bringing to bear food practice on health, equity and sustainability in Ecuador	<a href="http://www.fao.org/family-farming/detail/en/c/896203/">http://www.fao.org/family-farming/detail/en/c/896203/</a>
	250,000 Families! Reconnecting urban and rural people for healthier, more sustainable living	<a href="https://www.ruaf.org/sites/default/files/UAM29_1.pdf">https://www.ruaf.org/sites/default/files/UAM29_1.pdf</a>
Pronunciamiento por una Ley de Semillas para campesinas y campesinos	Declaration in favor of a farmer-led seeds law	<a href="https://ocaru.org.ec/index.php/comunicamos/noticias/item/7646-pronunciamiento-por-una-ley-de-semillas-para-campesinas-y-campesinos">https://ocaru.org.ec/index.php/comunicamos/noticias/item/7646-pronunciamiento-por-una-ley-de-semillas-para-campesinas-y-campesinos</a>
	The GMO Debate Rages in Ecuador over Constitutionality of Seeds	<a href="https://www.groundswellinternational.org/ecuador/the-gmo-debate-rages-in-ecuador-over-constitutionality-of-seeds/">https://www.groundswellinternational.org/ecuador/the-gmo-debate-rages-in-ecuador-over-constitutionality-of-seeds/</a>

CORAPE Radiorevista Minga por la Pachamama: obesidad y sobrepeso	Radio program with Pablo López on nutritional problems in Ecuador	<a href="https://www.facebook.com/corape/videos/2062396870644596/">https://www.facebook.com/corape/videos/2062396870644596/</a>
CORAPE Hoy en Minga por la Pachamama: Agroecología y Salud.	Gabriel April-Lalonde tell us how Agroecology enables health in Ecuador	<a href="https://www.facebook.com/corape/videos/1164656240350349/">https://www.facebook.com/corape/videos/1164656240350349/</a>
CORAPE Hoy en Minga por la Pachamama: Cocina para el Cambio	Myriam Paredes and Michelle O. Fried prepare nutritious food, live in the studio.	<a href="https://www.facebook.com/corape/videos/299988347397789/">https://www.facebook.com/corape/videos/299988347397789/</a>
CORAPE Minga por la Pachamama: ¿Sabe que son las GABAS? ¿Para qué sirven las guías alimentarias? Conversamos con Pamela Baez del Ministerio de Salud y Ana Deaconu, de la Campaña ¡QueRicoEs!	Ana Diaconu of the QRE Campaign and Pamela Baez, Ministry of health present and discuss the Food Based Food Guide (GABA)	<a href="https://www.facebook.com/corape/videos/2247795422138087/">https://www.facebook.com/corape/videos/2247795422138087/</a>
Quito refleja altos índices de obesidad y desnutrición, radio Pichincha Universal.	Marcelo Aizaga, QRE Campaign, Alfonso Abdo, Executive Director of ConQuito, debate Quito's food practices	<a href="https://www.pichinchauniversal.com.ec/quito-refleja-altos-indices-de-obesidad-y-desnutricion/">https://www.pichinchauniversal.com.ec/quito-refleja-altos-indices-de-obesidad-y-desnutricion/</a>
El paraninfo acogió a académicos, autoridades de Salud y colectivos entorno al semáforo nutricional		<a href="https://www.uasb.edu.ec/contenido?el-paraninfo-acogio-a-academicos-autoridades-de-salud-y-colectivos-entorno-al-semaforo-nutricional">https://www.uasb.edu.ec/contenido?el-paraninfo-acogio-a-academicos-autoridades-de-salud-y-colectivos-entorno-al-semaforo-nutricional</a>
Marcelo Aizaga, miembro de un Comité de Usuario de Mercado	Superintendencia de Control del Poder de Mercado, canal YouTube	<a href="https://www.youtube.com/watch?v=KofillpV-9I">https://www.youtube.com/watch?v=KofillpV-9I</a>
Se cumplió el Video Foro Consumo responsable y comercio justo para una vida saludable	Marcelo Aizaga, QRE Campaign, represented consumer interests vis-à-vis a municipal initiative to create a city-based sustainable food system.	<a href="http://www.conquito.org.ec/se-cumplio-el-video-foro-consumo-responsable-y-comercio-justo-para-una-vida-saludable/">http://www.conquito.org.ec/se-cumplio-el-video-foro-consumo-responsable-y-comercio-justo-para-una-vida-saludable/</a>

**For internal use only: To be completed by IDRC's responsible Program Officer**

<p><b>Please complete the relevant sections and send the questionnaire to <a href="mailto:fehmonitoring@idrc.ca">fehmonitoring@idrc.ca</a></b></p> <p><b>Identify the project as:</b> Gender neutral, Gender sensitive, Gender specific, Gender transformative</p> <ul style="list-style-type: none"> <li>• Gender neutral (not applicable): gender is not an operative variable or concept for this project.</li> <li>• Gender blind: ignored gender variables and did not promote gender equity.</li> <li>• Gender sensitive: considers gender variables, but does not (yet) involve action to address them.</li> <li>• Gender specific: acknowledges gender norms, roles and responsibilities and promotes gender-specific improvements.</li> </ul>
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- Gender transformative: examines, questions and aims to change norms, roles and inequalities toward greater equity

**Transformative organizations:**

From the organizations involved in this project, indicate which ones were supported to build organizational capacity so that they are now in a position to play a more transformative role in their field or community? Place a check in the ‘CAD’ column if they are a Canadian organization.

Name of organization	Brief description of the specific means/activities by which the project supported increased organizational capacity	CAD

**Contribution to IDRC’s development outcomes**

If the project contributes in a significant way to one or more of the 3 development outcomes, provide a short description of its contribution below. There is no need to complete this section for all projects, but only those with the most relevant stories that are of interest for the program to highlight.

Health for all:

Economic empowerment:

Gender empowerment:

Do any of the achievements described in this report or in relation to the development outcomes have the potential as a **communications story**? If so, briefly describe: