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منظمة
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CONFERENCE

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Evaluation of the International Year of Quinoa 2013

Executive Summary

This document explains the main achievements, challenges and opportunities of the International Year of Quinoa 2013 (IYQ), including the role played by the collaborative work between Governments, FAO, UN Organizations, NGOs, producers associations, research institutions, private sector and academia in its implementation. The IYQ accomplished its main objectives and expected results, and highlighted quinoa as an ally in the fight against hunger and malnutrition, within the framework of the Zero Hunger Challenge. Higher visibility and greater scientific knowledge about quinoa, coupled with increased production and consumption not only in the Andean Zone but also in other countries and continents suffering from food insecurity, is the main legacy left to the world by the International Year of Quinoa 2013. The IYQ has served as catalyst for knowledge management and the generation of medium- and long-term programmes worldwide that promote sustainable production and consumption of quinoa, thus contributing to the food and nutritional security of member countries.

Suggested action by the Conference

The Conference is invited to:

- Endorse the evaluation report of the International Year of Quinoa - Recognize the achievements in raising public awareness on quinoa's potential role as an ally in the fight against hunger and malnutrition.
- Recognize the collaborative work of Member Nations, FAO, UN Organizations, NGOs, Producers associations, Research institutions, Private sector and Academia in the implementation of IYQ.

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Overview

1. The United Nations General Assembly, through Resolution 66/221, on 22 December 2011 declared 2013 as the International Year of Quinoa (IYQ) in recognition of the Andean peoples who maintained, controlled and protected quinoa as a food for present and future generations.
2. The purpose of the IYQ was to focus world attention on the role that quinoa could play in contributing to the achievement of food security and the eradication of poverty, in support of reaching the Millennium Development Goals.
3. The FAO Regional Office for Latin America and the Caribbean (RLC) in Santiago, Chile facilitated the IYQ implementation process with the support of FAO Headquarters in Rome.
4. The implementation of IYQ was based on the Master Plan endorsed by the UN Assembly¹ and followed up the policy and technical guidelines of the IYQ International Coordination Committee.
5. At its 149th Session the Council welcomed the achievements of the International Year and recommended that the Conference in 2015 call on Members to continue supporting activities, coordinated by FAO, to promote quinoa food systems, especially in countries suffering from hunger and malnutrition as well as the inclusion in future reports of International Years' financial overview.
6. The IYQ ended on 31 December 2013. However, for the farmers who produce it, the researchers who study it, and the people who choose quinoa as a healthy food, every year is the "year of quinoa". The positive effect of the year's activities will continue to be felt. The arrangements and many of the outputs are listed below.
7. The key arrangements that allowed the implementation of the IYQ were the establishment of an International Coordination Committee, National Committees with identified focal points around the world, and the commitment of the Special Ambassadors of the International Year of Quinoa, the President of the Plurinational State of Bolivia, Mr Evo Morales, and the First Lady of Peru, Ms Nadine Heredia de Humala, who were involved in several initiatives and worked arduously to promote the IYQ.
8. The key message "*Quinoa is an ally in the fight against hunger and malnutrition*" marks the route of the IYQ and was announced by the UN assembly in the launching ceremony in February 2013.

Information and Communication

9. FAO facilitated the organization of promotional events and activities and the development of tools and promotional materials such as:
 - The slogan "*A future sown thousands of years ago*", translated into six languages was promoted around the world.
 - An IYQ website was launched and was available in six languages, which contributed to the visibility of the IYQ in many countries of the world as well as different sectors of society².
 - Dissemination of promotional material in the form of posters, calendars, brochures, concept note, recipe books, photographs, songs, videos, publications, etc. The Government of Peru even launched a coin featuring quinoa. The global travelling exhibition "*Quinoa: A future sown thousands of years ago*" has also served as a great promotional tool for quinoa and the IYQ.
 - Tasting events promoted Quinoa and its nutritional value in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, Dominican Republic, Ecuador, Egypt, France, Honduras, Hungary, Indonesia, Italy, Jamaica, Japan, Lithuania, Luxembourg, Malawi, Morocco, New Zealand, Nicaragua, Niger, Norway, Pakistan, Peru, Spain, Switzerland,

¹ Resolution 66/221. 22 December 2011.

² <http://www.fao.org/quinoa-2013/iyq/en/>

Tajikistan, United States of America and Uruguay. Many chefs from around the globe and Andean indigenous communities participated in presenting quinoa and its benefits through the “*International Recipe Book on Quinoa: Tradition and Innovation*”.

- In addition to awareness-raising activities, a series of thematic press releases were created. Many magazines and newspapers have dedicated special editions or articles to quinoa. Some examples include the July Newsletter of World Farmers Organization (WFO), the Finnish newspaper Helsingin Sanomat, the Chilean magazine Tierra Adentro's November edition, National Geographic magazine, BBC, Capital Press in the United States, among others.
- Civil society around the world was also involved in promoting the message of quinoa as a healthy and sustainable food system, in accordance with the 2013 World Food Day theme “Sustainable Food Systems for Food Security and Nutrition”.

Research, Knowledge Exchange and Technology

10. A series of publications and scientific materials were produced, in collaboration with research centres, academic institutions, NGOs, and others. To mention a few:

- E-book “*The State of the Art of Quinoa in 2013*” (SPA / ENG), was launched in 2014, with articles about quinoa involving over 166 researchers and quinoa experts around the world, in collaboration with CIRAD.
- E-book “*Guide of pests of Quinoa*”, developed by PROINPA in Bolivia, with inputs from Chile and Peru.
- Work document “*Technical recommendations for the implementation of the International Centre of Quinoa*”.
- Study on the “*Tendencies and Perspectives of the International Commerce of Quinoa*” FAO – ALADI.
- A new variety of quinoa, INIA 433 - Santa Ana / AIQ / FAO, named in honour of the International Year of Quinoa.
- “*Descriptors for Quinoa and its Wild Relatives*”. Bioversity International and FAO have released a new list, updated for the first time in 30 years.
- Publication of a variety of catalogues in countries with the greatest quinoa biodiversity in Peru. (SPA / ENG).
- Development of new varieties, particularly in the USA and Europe, for temperate climates.
- International competition on technological innovation in the quinoa sector, Peru.

11. Various exchanges of knowledge activities and events were organized by countries and FAO regional offices to increase the visibility of quinoa beyond the International Year:

- IV Global Congress on Quinoa – Ibarra, Ecuador - 2013
- Scientific technical meeting on food security and quinoa – New York, USA.
- Conference on quinoa at the International Agricultural Show – Paris, France.
- International seminar: “*Quinoa: An Ally in the Fight against Hunger*” (ALADI) – Montevideo, Uruguay.
- International Quinoa Research Symposium; August 12 - 14, 2013 - Washington State University, Pullman, USA.
- International Congress on Quinoa “*Quino@ndo: From the Andes to Milan and from Milan to the World*” – October 30 – 31, 2013. Milan, Italy.
- International Scientific Congress of Quinoa and Andean grains – Lima, Peru.
- International Symposium of Quinoa Producers and Researchers – Oruro, Bolivia.
- Science and Technology Week (Quinoa) – Bogotá, Colombia.
- Promotion of the “*Quinoa Felix*” project – Ercolano, Italy.
- Scientific forum “*The potential of Quinoa in Japan*” – Kyoto, Japan.
- *III International Forum of Quinoa* at La Mar – San Francisco, USA.
- “*Quinoa Week*” – Rome, Italy.
- Second edition on the “*Quinoa route*” in which researchers and other stakeholders visit the production zones and develop plans for the improvement of the sector, Bolivia.

- National seminar “*The role of Quinoa in Food systems*” – Rabat, Morocco.
- 20th Olympic Marathon, “*Running for the Quinoa Year*” – Budapest, Hungary.
- Swup-Med Project Final Conference / Sustainable water use for securing food production in the Mediterranean region under changing climate; 10–15 March 2013 - Agadir, Morocco.

12. FAO alone is giving technical support to projects in over 25 countries in Africa, Asia and the Near East to pilot the introduction of quinoa; and in Latin America, a regional project for the strengthening of Quinoa’s food system is being implemented.

13. After IYQ, the world is continuing with its attention on this crop, which had been left on “stand-by” for years. In this regard, South-South cooperation and the exchange of knowledge are being promoted. An example of this is the study tour of scientists from six countries in the Near-East and North Africa to Peru to learn *in situ* the production system of quinoa and the technical networks that had been created in order to support technical cooperation. Also, several countries have implemented policies and programmes to promote the development of quinoa’ sector in Bolivia, Chad, Egypt and Peru.

Financial Overview

14. The IYQ programme was run with a low budget compared to the impact it made. Investment officially dedicated to the year was of USD100,000 from different donors. On the other hand the mobilization of in-kind contributions from Member Nations and donations from private sector partners as Andean Naturals Inc. was quite successful, and as a result the majority of planned activities were implemented.

Beyond the IYQ 2013

15. Beyond IYQ a set of challenges and opportunities are faced to promote quinoa not just as a valuable crop, but also as a healthy, efficient and inclusive agrifood system that boosts the development of the most vulnerable sectors and where family farming and south-south cooperation plays a key role. The most important of these are the following:

- a) Public policies that encourage sustainable production of quinoa and its food system need to be promoted.
- b) Public policies to create the conditions for fair trade and the equitable sharing of benefits are required.
- c) Social inclusion policies for family farmers who cultivate quinoa and other grains need to be elaborated.
- d) National and international instruments for the protection, sustainable, and sharing of germplasm and seeds of quinoa need to be created and implemented.
- e) Research networks need to continue generating and sharing information about quinoa research in several languages.
- f) Market behaviour needs to be monitored, especially that of foreign markets, in order to foresee imbalances between supply and demand that could eventually have a negative effect on prices.

16. The International Year of Quinoa was the first step of an on-going process and a catalyst for knowledge management and the generation of medium- and long-term programmes that promote sustainable production and local consumption of quinoa, thus contributing to the food and nutritional security of member countries.

17. Even though a positive future for quinoa production and consumption, based on an expanding market, is being anticipated; the huge challenge will be to ensure the inclusion of quinoa in the basic food basket of the most vulnerable sectors, fulfilling its mission of being an ally against hunger and malnutrition.