The countryside is one of Colombia’s economic engines. But it is not always easy to live from it. We are a group of enterprising rural women from the village of La Cabaña, Colombia, and we decided to promote our own brand of guacamole to give an outlet to our crops.

Here in the countryside, in many houses, it is the husband who works to support the family, but we think that women can also have their own sources of income and thus contribute to their home. Even more so now with the extreme conditions of isolation caused by COVID-19 in the countryside. If before it was complicated to find a buyer for our products, now that access to the village is harder, this has become an almost impossible task.

We are looking for a solution that starts with our own work. After trying to sell the avocado we grow for a while we realized that this was very difficult. After the harvest and paying for the transport of the product to the village, which is an hour away, some buyers paid us very little money for it or even, in many cases, did not buy it from us. The avocado would get lost.

That is why we decided to transform the product. Here, we women got together, we put in all the contributions from each harvest and started to try out recipes until we created the "Aguacatal", the brand of guacamole that we invented. It was a way to give an outlet to that product in a creative way. Working together, we produced two varieties of guacamole: a seasoned and a spicy one.
The avocado is elaborated in an artisan way, since we do not have the machines needed to process it. When the avocados we grow are already mature, they are washed with plenty of water. After cleaning and disinfecting them very well, they are processed in the blender and we add rural spices, also grown in our home gardens.

Already prepared, we put them in bags, seal, and label them. Then we give it to be tasted by relatives and neighbours and try to market it. When we women get together to prepare the guacamole, we also take the opportunity to share our realities and problems, but, above all, we help each other to go ahead.

We want women in the field to have more options and we think this initiative can be a great opportunity. It is also a possibility to build an economic fund for us and our families and a way to take advantage of a totally natural product that would otherwise be lost.

In addition to the production of guacamole, our project also seeks to train and training of women in order to further grow the initiative and create a women who produce the "Aguacatal". The small farmer does not get ahead if they are not associated.

We would like to set an example for our families that the union of women makes the strength and that their commitment has opened roads for everyone. We want our children to study, undertake projects and explore the world. That is why we believe this project and put our souls in it.

We love the countryside and the freedom it brings. But we also want to be able to live from it and to promote every innovative productive project that respects the countryside and their families, the peasant families, for it is they, we, who feed the world.

Women taste, season, and package the final product