Supply Chain Sustainability in Bolivia
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CONTEXT

- Total population 10.7 million
- Population living below the national poverty line 39.1%
- Spanish official language; over 30 other indigenous languages
- Largest (70%) llama population in the world
- Llamas part of subsistence smallholdings in Andean region
- Low agricultural activity in high plains region

OBJECTIVES

Cotopaxi: What can we reasonably achieve within our llama product supply chain that would enable us to make better product development decisions, communicate social and environmental impact to our community, and create a system that empowers local llama farming communities to evolve their operations to meet and exceed best practices?

METHODS

- Interviews
- Observations
- Secondary Data

FINDINGS

- Rural llama farmers live in vast areas and remote locations around Oruro
- Limited access to markets and transport for farmers
- Llama meat has higher price in Oruro markets; hair mainly sold as a meat by-product
- Intermediaries link llama farmers and Cotopaxi’s factory supplier (Altifibers)
- Llama hair value-added product: gains value once it is refined through Altifibers’ manufacturing process
- There is interest in promoting llama fiber as a high quality product in international markets

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4. Altifibers: www.altifibers.com