

# **The Salstenible Project**

Alexie Rudman  
Emillee Hernandez  
Nainika Lamba

We are independent researchers representing Borderless World  
Volunteers, affiliated with McGill University and Cloudbridge Nature  
Reserve

## **Table of Contents**

- I. About Us**
- II. Initial Idea**
- III. Planning and Meetings with Key Informants**
- IV. Prototypes**
- V. Marketing at the Feria**
- VI. Research**
- VII. Procuring Tomatoes**
- VIII. Business Plan**
- IX. Workshop Preparation**
- X. Workshop**
- XI. Moving Forward**
- XII. Contact Us**

## About Us

We are a group of independent researchers from Borderless World Volunteers, a Canadian non-governmental organization founded by McGill University in 2003. The organization focuses on empowering students to implement sustainable development projects with grassroots NGOs from around the world. Every academic year, money is fundraised for trips lasting from six to eight weeks in the summer. The students are divided into focus groups ranging from education to health, disability to women empowerment.

This summer, Alexie, Emillee and Nainika make up the environment group. We all hail from different countries: Alexie Rudman is from Rhode Island, USA and is a recent graduate of McGill with a major in international development and a minor in environment; Emillee Hernandez comes from a small town in Ontario, Canada and is currently entering her third year in environmental studies; and Nainika Lamba is from Delhi and Bombay, India, entering her third year in accounting and information systems.

With these diverse fields of study and backgrounds, our team carried the drive and the passion equal to that of the NGO we are a part of. This paper holds one of the projects we were able to accomplish during our six-week stay in San Gerardo de Rivas, Costa Rica. We hope that you, reader, may find this inspiring or useful if you ever so choose to pick up where we left off.

Here is our story.

## The Initial Idea

As members of the environmental committee of Borderless World Volunteers, we knew we wanted to make a positive impact on a natural environment and its surrounding community. We stumbled upon Cloudbridge Nature Reserve nestled in the small town of San Gerardo de Rivas, Costa Rica and began communication with the manager and project director, Tom Gode.

There were many ideas at first, from the creation of a medicinal plant garden to the documentation of edible flora in the cloud forest. But one idea that was proposed by Tom stood out the most—the implementation of a conserve making business in which local woman would gain additional income by selling salsas. He noticed that the local *tiendas* only sold imported salsas and that there was no such business for locally made salsas—a commodity that would surely attract the tourists that pass through town. Moreover, Tom took note of the amount of wasted tomatoes that were deemed unsellable due to their imperfections or overripe quality. Thus, a business using these tomatoes would reduce agricultural waste while at the same time aid local women in generating extra income. In San Gerardo de Rivas, women mostly adopt the role of the full-time housewife and do not generally become involved with business initiatives such as this. We have been told that any idea related to monetary profit has been quite appealing for the community. From this basis, we knew that the salsa project had a high degree of potential.

Although our original objective was to start up a salsa market and empower women through generating additional income, it evolved—as many projects do—upon arrival. Firstly, we noticed that purchasing mason jars was an expensive operation as travel costs and material costs were way over budget. Our budget for project costs was \$300.00 USD, supplied by Borderless World Volunteers' fundraising efforts. This money was not only used for the salsa project costs, but also for another project we conducted simultaneously. It was imperative that we be smart about our project expenses. This is where our idea for using recycled jars came about in which glass jars of varying shapes and sizes would be collected from the local recycling center and repurposed as containers for conserve making. Secondly, we were advised from some key informants that our six-week stay here at Cloudbridge was insufficient for the amount of work we wanted to complete. As opposed to starting up an entire salsa market, our team focused on providing the community with the tools, the knowledge and information necessary to take up the project if they choose to do so in the future. As a result of these time constraints, we prepared a 2.5-hour conserve-making workshop instead. Lastly, after speaking with the locals, we realized that their main interests lied more in how to make conserves rather than adopting a full-on business—for the time being, at least. Their main concern dealt with keeping food preserved for longer periods of time to save money.

We realized that the locals here require evidence of immediate results before contributing the necessary time and effort. Perhaps with this demonstration, and a tangible product, the women may be inspired and hooked on the business idea. Despite the changes we had to make to our project

objectives and plans, we adjusted accordingly and we were still capable of making a lasting impact on the community of San Gerardo de Rivas.



### Meetings with Key Informants and Planning

In order to figure out what was needed for the project, whether there would be local interest in the project, which would be interested in the project, and to answer some general questions we had, Cloudbridge's manager Frank Spooner connected us to the following women:

**Leyla Vargas:**

Leyla was a crucial contributor to the project in terms of rallying a group of women to participate in the workshop, and telling us what local women would generally be interested in. She has an enormous amount of pull in the community, as she is the head organizer of a women's group in San Gerardo de Rivas. Her women's group is comprised of women from different trades who typically discuss issues and make crafts—one of their projects includes a tee-shirt making business. Leyla was responsible for inviting the vast majority of women to the workshop.

When we had pitched the idea for our initial business plan to Leyla, she seemed interested in the idea of preserves. She informed us that women in San Gerardo did not know how to make preserves and that most marmalades, sauces, and jams required refrigeration and lasted only a week. There was less interest in the idea of reducing agricultural waste. Margarita, a local chef and one of the members of her women's group, was also there during the meeting. She seemed to be incredibly interested in the business plan we proposed. We set a date for the workshop and Leyla drafted a list of thirteen women she would invite.

It is important to note that any form of communication with Leyla and Margarita must be in Spanish.

**Jenny Moss:**

Frank also connected us with Jenny, the founder and organizer of Proyecto San Gerardo (PSG), a Rose Charity Project with the objective of supporting the community to be self-sustaining and find additional ways to generate income. She had advised us to pitch our idea and promote our product at the yearly feria in Canaan. She also lent us the kitchen of Café Bambu for the workshop, as she owns the café and uses it to fund PSG initiatives. This café kitchen is approved for its sanitation quality. It is important to conduct salsa productions within kitchens that have been assessed and approved for sanitation if the salsa were to ever be sold on the market.

Jenny is fluent in English and proficient in Spanish.



**Jill Titan:**

Jill, the owner of Casa Mariposa, introduced us to the head organizers of the recycling center, David and Guillermo. They agreed to supply recycled glass jars to the project in return for a picture and small blurb about their efforts to be more sustainable, which would help them generate points towards Bandera Azul Ecológica. Bandera Azul is an award of recognition given to sustainable or ecological projects and businesses in Costa Rica, and is an enormous source of pride for the community here in San Gerardo. San Gerardo has received a Bandera Azul every year since 2002. We only collected a few glass jars from the recycling center because some have been collected from around Cloudbridge Nature Reserve. Also, our workshop participants were instructed to bring their own glass jars from home. Despite this, it is encouraged to collect jars from the recycling center if the business grows in scale, as this would be the most optimal way to procure recycled glass jars in the future. Every third Wednesday volunteers from Cloudbridge and the community head to the recycling center to partake in the sorting of recycles. This would be the most optimal time to collect glass jars.

In terms of securing a location to hold the salsa workshop, Jill also advised us that if Café Bambu were too small, we could rent the community center kitchen for a very low price, and in turn also help them gain recognition for their Bandera Azul.

Jill is fluent in both English and Spanish.

## Prototypes

We had an idea to make a salsa-making business using recycled jars and unsellable tomatoes to help support women and reduce waste. Although our plan seemed solid, we were unfamiliar with cooking salsas, let alone the entire conserve-making process! After some heavy research, we accumulated several simple salsa recipes and analyzed each one to find out what they had in common. Out of this, a very basic recipe was born and we immediately began the cooking process.

***The recipe and the conserve-making instructions can be found in Appendix 4 and 5, and 6 and 7 respectively at the end of this document***

Our first batch was delicious, easy to make, and easy to teach. We sealed the salsa-filled jars by submerging them in a boiling water bath for 10 minutes. After waiting 12 hours for them to cool, we opened the jars to see if a successful seal had been made. Unfortunately no such “POP” noise was heard that indicated a proper seal. For our next trial, we boiled the filled jars for 15 minutes and waited another 12 hours—still no POP. Finally, we figured that the jar lids were not tight enough, and that our boiling time had not accounted for our high altitude. After boiling the filled, tightened jars for 20 minutes, and waiting a 36-hour period, we opened the jars and heard that rewarding “POP” we’ve all been waiting for. We also found that leaving the jars inverted after the boiling period had the same effect. It was also noted that another reason for the unsuccessful seals were the type of jars we used. As the jars were recycled and used at least once, some of them had dents or scratches in the lids. This either prevented a tighter seal from forming or it allowed space for water to enter the jar and inevitably spoil its contents.

The next obstacle we had to face was the level of acidity required for proper preservation. We researched that the natural acidity from the vegetables used in our recipe was insufficient for keeping the salsa conserved for a long period of time. An imperative step was to add some sort of acid such as lemon juice, lime juice, vinegar, or citric acid powder. Adding vinegar to the recipe changed the flavor of the entire mixture and left an undesirable, metal aftertaste. We discovered that this aftertaste does eventually dissipate after 4-8 weeks but for the purpose of our workshop, we substituted this ingredient with lime juice. The lime juice added a slightly sour tang to the salsa but yielded a flavor more consistent to what a salsa should taste like. It is important to note that using a recipe involving some sort of acid will not suffice for proper preservation unless that recipe has been tested and approved. Whatever vegetables used in the recipe will vary in acidity and will cause the pH level of the salsa to fluctuate. A tested recipe with specific measurements of each ingredient must be used.

Evidently, cooking salsa and conserving it takes a lot of patience and trials. Through detailed research and persistence, we successfully made a



delicious salsa recipe along with a simple guideline outlining how to properly make preserves.



**“Our first prototype”**

## Marketing at the Féria

A féria (festival) is where pobladores bring local, organic, and home-produced products, and crafts to sell. There are plenty of stands where you can taste local food, buy handmade jewelry and crafts. The Canaan Feria is a much-anticipated event as it happens only once a year. We thought this would be a good opportunity to introduce our business idea to the local community while at the same time distribute samples of our first salsa prototype.

At each stand, we made sure to emphasize how the local women of San Gerardo would become the driving force of the entire project and how their additional income would come from producing salsas with unsellable tomatoes, contained in recycled glass jars. Our salsa was a hit! Most people liked it, though some of the locals were indifferent about the business idea we were trying to promote. People were generally favorable to the idea of empowering local women. Some of the attendants at the féria even asked us where they could buy the product.

Whereas the majority of the feedback we received was positive, we did come across some criticisms. For instance, a gringo woman dismissed our project idea as she accused it of indirectly promoting unsustainable agricultural methods by providing tomato farmers with business. While inevitably many tomato farmers in the region use agrochemicals in order to grow their tomatoes and remain competitive, the aim of our project is to reduce existing agricultural waste. Moreover, there is an ongoing research project in the area supported by Cloudbridge with the objective of creating tomatoes that would require less pesticides and general chemical adages. While we believe the intensive use of agrochemicals in agriculture is a detrimental and an unsustainable practice, agrochemicals do not fall within the realm of our project. It is also important to note that many of the farmers in the region have little choice related to the use of agrochemicals if they want to grow sufficient product and maintain their livelihoods.



**Alexie (left) and Nainika (right) at the Canaan féria.**



**Alexie (left) and Emillee (right) at the Canaan féria.**

## Research

After promoting our product at the feria, we spent several days researching in order to create a detailed supply list, conserve-making instructions, and establish a recipe we would use. Many websites had slight variations on conserve-making: whereas some recommended boiling the jars of salsa for ten minutes to create a seal, others recommended twenty-five. It is imperative to test each and every approach you come across before disseminating your information to stakeholders in order to ensure that your information is correct. We had translated every document created from English to Spanish in order to be inclusive and attend to the needs of stakeholders. We made enough copies of each document to disseminate to everyone who would attend the workshop to increase the likelihood of them correctly making conserves at home post-workshop.

***Supply lists, conserve-making instructions, and the recipe can be found in both English and Spanish in Appendix 8 and 9, 6 and 7, and 4 and 5 respectively at the end of this document.***

## Tomatoes

Making sustainable use of unsellable or slightly damaged tomatoes is a key component of this project. Clarisse Marie Esch, a PhD researcher at Cloudbridge working with local tomato farmers to create tomatoes that would use fewer pesticides, gave us contact information for several larger-scale tomato farmers in town. Don Jorge Arías, whose farm is located right below the Uran; Don Jorge Eliando, whose farm is beside the trout farm; and Don Eduardo, Don Elvaro, and Don Roy, three brothers who live north of the bridge between San Gerardo and Canaan, have the largest farms in the area and consequently more copious amounts of tomato waste.

***A map of these locations can be found in Appendix 1 and 2 at the end of this document.***

We contacted Don Eduardo as he had expressed to Clarisse a desire for someone to make use of unsellable tomatoes. He also owns the land he and his three brothers farm on and generally makes the executive decisions related to the land.

In terms of quantity, we had decided 1 “caja” or crate of tomatoes would be optimal for the workshop as we were expecting about 15 people. A caja is comprised of roughly 20 kg of tomatoes. We calculated the need for at least 3 tomatoes per person (per 500 ml jar), and the caja proved to be more than enough for the amount of people that attended the workshop. We estimated about 60 small tomatoes in the caja, each ranging from 6-7 cm in diameter on average. During high season when tomatoes are highly sought-after and expensive, they cost about 500 colones per kg. As it is currently the low season (July), we paid 3000 colones for the entire caja (though they had offered to sell it to us for 2000 which we thought to be too low).

The best time to contact Don Eduardo or any of the other tomato farmers is after 4:00 pm when it begins to rain, as they can no longer work their fields. They pick and sort their tomatoes on Tuesdays and Wednesdays in order to sell them on the market in San Isidro on Thursdays and Fridays.

We had initially gone in person to Don Eduardo’s house at 5 pm on the Thursday before the workshop to ask him about securing tomatoes “con imperfecciones”, and picked up our caja of tomatoes the following Tuesday around 5pm. He and his wife, Marita, are both incredibly friendly and more than eager to supply their unsellable tomatoes.

## **Business Plan**

In a meeting with Jenny Moss, it had been discussed that time constraints would impair our ability to start up an entire salsa market. With this, she suggested that leaving a business plan behind would be the best solution as women or other volunteers could take it up at any time if the interest for a salsa making business resurfaces.

***The complete business plan can be found in Appendix 10 at the end of this document.***

## Workshop Preparation

We organized a workshop for the local women to teach them how to make conserves and also introduce our business plan. Before the workshop, we had to assemble all our supplies, assembled necessary documents to be handed out—including recipes, conserve-making instructions, and supply lists—and prepared a basic outline to guide the workshop. In terms of securing supplies, we collected our tomatoes from Don Eduardo and procured the rest of our ingredients from the Palí in San Isidro, and several utensils and kitchen supplies from the communal kitchen at Cloudbridge. The most important appliance we purchased was a stainless steel pot large enough to fit several upright glass jars for both the sterilization process and boiling process. This pot can be obtained at Cloudbridge. It is advised to purchase most supplies from San Isidro because the prices set at local tiendas are relatively higher to account for transportation costs.

It is a 30 minute walk downhill from Cloudbridge Nature Reserve to the main town area. Thus, it is imperative to organize vehicle transportation well before the date of the workshop so as to ensure that all equipment and supplies—as well as workshop coordinators—make it down safely and on time.

Some of the concerns we had included the number of people actually attending workshop, and number of functional burners available at Café Bambu to prepare salsa and sterilize jars. Jenny confirmed that Café Bambu has four large burners, however three of the burners were functional upon arrival. It is recommended to visit the kitchen of choice ahead of time to become acquainted with the equipment and surroundings.

As none of us were familiar with how to conduct a workshop, we researched heavily on how to do so. The Faculty Development Office at McGill University has a stellar workbook designed to describe the principles and strategies necessary to design and implement a successful workshop. By reviewing other guidelines, we found that most successful workshops were as interactive and participatory as possible. As we wanted the women to participate at every step of the salsa and conserve-making process, we divided these tasks into a variety of different stations. It is important to note that workshops must involve lengthy preparation and must always be focused on key objectives. It is recommended to have an established agenda and outline of the entire workshop that takes into account, time, breaks, and potential complications that may disturb the workshop in progress.

***Our workshop outline can be found in both English and Spanish in Appendix 11 and 12 at the end of this document.***

***The McGill “Designing Successful Workshops” workbook can be found under the following link:***

***<http://www.mcgill.ca/medicinesfacdev/files/medicinesfacdev/DesigningWorkshopsWorkbook.pdf>***

# Workshop

## Details

The workshop was held on July 30<sup>th</sup>, 2015 at Café Bambu in San Gerardo de Rivas. It began at 5:10 pm and ended at 7:30 pm, with a 15-minute break at 6:30pm. Eleven women attended and participated in the entire workshop.

## The Workshop

To begin the workshop we introduced ourselves and provided the women with a brief overview of our workshop's objectives, what skills and information they would acquire, and a brief introduction about conserve making. We found this section to be quite structured and realized quickly that a more informal manner of communication works better with the fluidity of the workshop. It creates a more comfortable environment in which information can be shared as opposed to a lesson being taught. Be prepared for continuous spontaneity and adaption. After providing an overview of the workshop, we split the women into several stations. This includes washing and sterilizing jars, cutting vegetables, cooking the vegetables with spices, jarring the salsa, boiling the filled jars to create seals, and general clean up. It was evident that throughout every step of the salsa and conserve-making process, the women were incredibly eager to participate. They rapidly took initiative, and were not hesitant to ask us questions about the process.

One obstacle we all comically endured was the teary plague unleashed upon us by the onions as each team of women cut their onions in the small amount of space we had. This fiasco lasted a solid twenty minutes—we recommend holding future workshops in larger spaces with more airflow, or refrigerating onions ahead-of-time in order to prevent this from happening.

After demonstrating the complete conserve-making process that yielded 13 successfully jarred salsas, we reviewed our objectives and answered questions. The final step was to propose our business plan: a local sustainable conserve-making business with the objective of making use of unsellable tomatoes that would otherwise go to waste while simultaneously empower women to start their own businesses and adopt leadership roles in their community. While most women received it indifferently, Shirley and Margarita were very



interested. Regardless of their reaction to the business plan, we were humbled by the fact that every woman left the workshop with a new skill, inspiration, and at least one jarred, delicious salsa!

Everything does not always go as planned and one should account for that. For example, one of jar lids came off while the jars were filled with salsa and were in the process of forming a seal. We had to find an extra jar and repeat this process, which was time-consuming. It is important not to stress out about these things you cannot account for. Our workshop as a whole had been incredibly successful. Embracing the business plan and taking it forward is now up to these women.

### Concerns and Obstacles

**Attendance:** We were taken aback by the amount of women who attended the workshop, as we had not sent reminders or gotten ahold of Leyla ten days prior to the actual event. To avoid this concern, perhaps we could have benefited from organizing some form of written confirmation by the workshop participants, as oral confirmation is sometimes not reliable.

**Supplies:** Though each of the women had been instructed to show up at the workshop with their own jars, several did not do so. We had extra jars of our own that we had brought for this purpose, however we would recommend securing a more numerous amount of jars for future workshops or events as some of the jars that the women brought had scratches or bumps, rendering them less effective.

**Multiplying the Recipe:** The attached salsa recipe creates enough salsa for 2 500 mL jars. Be sure to multiply the recipe according to the number of jars you desire to produce by the end of the workshop. During our salsa-making process, we multiplied the recipe by two for each pot/batch. We produced 4 batches.

**Timing:** The workshop time was in the evening before a typical dinnertime with family. Therefore, it would be more optimal to schedule a workshop that did not intervene with such occasions. It was evident that people were hungry. Luckily, we purchased chips beforehand to have with the salsa during the break.

**Language Barrier:** Alexie ran the oral component of the workshop, as she is proficient in Spanish. We thought it to be useful to hire a translator, however, this was deemed unnecessary and of little use after all. It is ideal to have at least one workshop coordinator with a

proficiency in Spanish and any other coordinators teach by demonstration.

**Safety:** Although there should be a first-aid kit at the kitchen of choice, be sure to bring one in case. Be prepared for burns, scratches, and scrapes. During this workshop, two individuals, a participant and a workshop coordinator, got minor cuts from using tongs. Clearly, anything can happen, therefore always be prepared.

**Inclusiveness:** We made sure to have every participant be included in at least one part of the conserve-making process. To prepare for a lack of jobs, we brought with us empty labels in which participants could fill the name of the jar contents, its ingredients, and the date of production. It is important to always have everyone included to make for a fulfilling workshop experience as well as interact with as many participants as possible.

***The workshop outline and the business plan can be found in Appendix 11 and 12, and 10 respectively the end of this document***



**Some of the local women who attended the workshop.**



**Women putting the salsa in the jars at the workshop.**

## Moving Forward

The workshop itself was incredibly successful—more so than we had originally anticipated. Typically, most classes and workshops that occur in the community have a significantly lower turnout than the amount of people who RSVP. Where we expected a maximum of 16 people, 11 showed up. Each woman was eager to participate in every part of the conserve-making process and many questions were asked. Not only was everyone eager to participate, everyone seemed to genuinely enjoy the workshop. The best way to run a workshop in the future is to make it as participatory as humanly possible.

In terms of carrying out the proposed business plan for a local sustainable salsa-making business for women, it appears as if the cooks, including Shirley and Margarita, might be the best contenders. Each had expressed interest in the business plan, and along with Leyla, they might be the most suitable stakeholders to motivate other women to participate. Marita, Don Eduardo's wife, would also be an invaluable contact to have in order to carry out the business plan.

As previously mentioned, there is a need for and sustained interest in generating extra income among women in San Gerardo. Many of the women here work part-time only or mainly perform household duties.

The seasonality of tomato crops might have impact people's perception towards the business plan. Perhaps the idea for the business plan would be more favorable to local women depending on market prices of tomatoes. When the price of tomatoes is low on the market, perhaps women would be interested in making conserves to sell and consume when the price and demand for tomatoes skyrockets.

The implementation of the business plan will require a significant amount of time in order for it to be carried-out in a sustainable manner. From our experience, contacting necessary stakeholders and key informants, along with organizing activities and meetings, required about three weeks. Everything will take longer than anticipated in San Gerardo, and you may need to contact or remind people several times of upcoming meetings. Moreover, in order to implement a successful project, you will need to earn the trust of the residents of San Gerardo. We gained Leyla's confidence by being detailed, prepared, and confident in our idea, as well as through our relationship with Cloudbridge, and the fact that we showed up to her house several times to remind her of our meeting. It is important to avoid unfavorable confrontation—the culture here is one of politeness. People will say they are interested in something, even if they are not, so as not to offend you. Do not be upset or discouraged if things do not go as planned.

Most importantly, do not forget to be truly passionate about the work you are doing, make the best of every situation, exercise patience, and enjoy yourself.

## Contact Us

We would be more than happy to supply you with the information and advice you need for this project. Feel free to contact any one of us by the following emails with your questions and concerns:

Alexie: [alexie.rudman@mail.mcgill.ca](mailto:alexie.rudman@mail.mcgill.ca)  
Emillee: [emillee.hernandez@mail.mcgill.ca](mailto:emillee.hernandez@mail.mcgill.ca)  
Nainika: [nainika.lamba@mail.mcgill.ca](mailto:nainika.lamba@mail.mcgill.ca)

Tom: [tom.gode@cloudbridge.org](mailto:tom.gode@cloudbridge.org)  
Frank: [frankthomasspooner@gmail.com](mailto:frankthomasspooner@gmail.com)  
Jenny: [mossco53@gmail.com](mailto:mossco53@gmail.com)  
Jill: [contact@hotelcasamariposa.net](mailto:contact@hotelcasamariposa.net)

To find out more information of how our six-week volunteer project came into fruition, take a look at our blog:

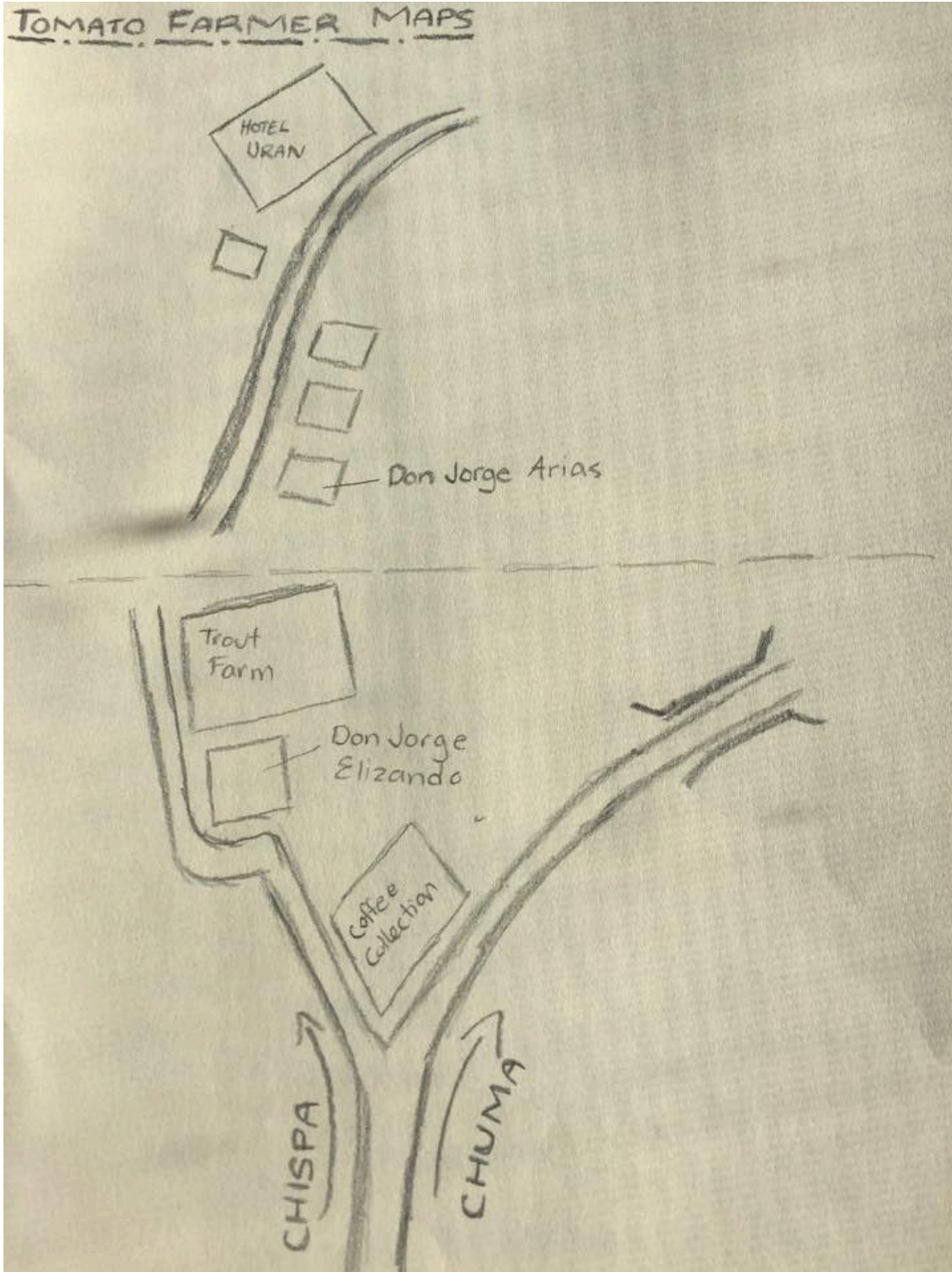
Blog site: <https://borderlessmeetscloudbridge.wordpress.com>

To learn more about the organizations mentioned in this project, take a look at the following websites:

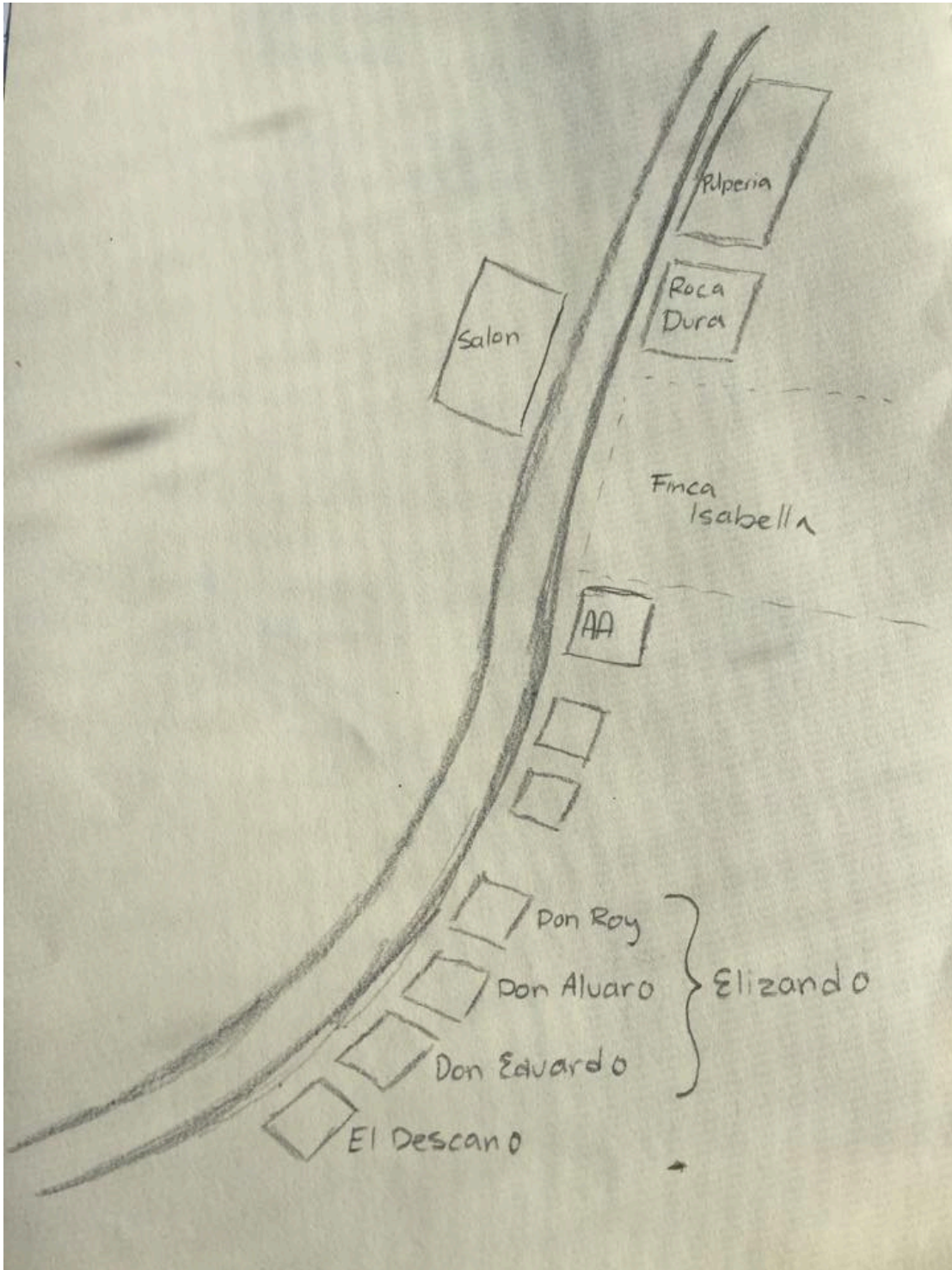
Borderless: <http://borderlessworld.org>  
Cloudbridge: [www.cloudbridge.org](http://www.cloudbridge.org)  
Proyecto de San Gerardo: [www.proyectosangerardo.org](http://www.proyectosangerardo.org)  
Bandera Azul: <http://www.sangerardocostarica.com/about/bandera-azul-ecologica/>  
Casa Mariposa: <http://www.hotelcasamariposa.net>

# Appendix

1.



2.



### 3. Sign-in-Sheet

<b>Nombre</b>	<b>Dirección</b>	<b>Correo electrónico o Número de teléfono</b>
Rosibel Navarro Gonzâles	San Gerardo	85293491
Marielo Gonzâlez Gorder	San Gerardo	85293491
Margarita Carita B.	San Gerardo	27425027
Alejandro Marin Carita	San Gerardo	-
Marita Borbón Hidalgo	San Gerardo	83849196
Leyla Fonseea Vargon	San Gerardo	27425043
Elieth Morin Córdoba	San Gerardo	27425325
Yalil Vabourd	Los Ángeles	27425779
Shirley Jimenez Vargas	San Gerardo	89096462 27425086
Lorena Marín Carita	San Gerardo	86414742 loremaringto@hotmail.com



## 4. Receta de Salsa Salstenible

Preparación: 30 minutos    hora de cocinar: 45 minutos    cantida:2  
frascos 500ml

### Ingredientes:

3 tomates, cortados en cubitos  
2 cebollas de talla mediana, cortadas en cubitos  
2 pimientos dulces, cortados en cubitos  
4 dientes de ajo, cortados  
2 cucharaditas de comino  
2 cucharaditas de pimienta  
1 cucharada de sal  
2 cucharadas de azúcar  
1 pizca de salsa picante o ají picante  
½ taza de jugo de limón o vinagre blanco  
½ taza de cilantro picado (coyote)

### Método:

\*\*Asegúrese que los frascos han sido esterilizados antes de comenzar el proceso

1. Lavar y cortar todos los ingredientes deseados.
2. Agregue todo los ingredientes preparados, incluyendo especias **y su ácido** a una olla grande. Hierva y revuelva constantemente hasta que se reduzca a la consistencia deseada.
3. Llena sus frascos esterilizados con la mezcla de conservas, dejando 2 centímetros de espacio de la parte superior.
4. Torcer las tapas sobre los frascos ligeramente hasta que sienta resistencia. El oxígeno debe ser capaz de escapar.
5. Sumerja los frascos llenos y sellados en agua hirviendo para al menos 14 minutos.
6. Retira los frascos utilizando tenazas y coloque sobre una superficie a temperatura ambiente para enfriar.
7. Las conservas debe enfriar para al menos 12 horas. Se está formando el cello, debe oír un “pop” para indicar eso.
8. Después de 12 horas, proba el cello presionando hacia abajo la tapa. \*\*\* Si la tapa salta después que pone presión, el proceso de ebullición debe ser repetido, o se puede utilizar la conserva inmediatamente y refrigerada. \*\*\*

## 5. *Salstenible* Salsa Recipe

**Preparation: 30 minutes**

**Cook: 45 minutes**

**Makes: two 500mL  
jars**

### Ingredients:

3 tomatoes, diced  
2 medium sized onions, diced  
2 sweet peppers, diced  
4 large garlic cloves, diced  
2 teaspoons cumin  
2 teaspoons pepper  
1 tablespoon salt  
2 tablespoons sugar  
Dash of hot sauce or diced hot peppers  
½ cup of lime juice or white vinegar  
½ cup of chopped cilantro or coyote

### Method:

Lay a dishcloth or a cooling rack at the bottom of a large pot. Place empty, clean jars in pot and fill with water until tops are fully submerged. Boil for 10 minutes to sanitize. Add lids when boil starts.

Add all the ingredients into large saucepan or pot, boil for about 30 minutes or until mixture thickens. Stir constantly.

Using tongs, remove hot empty jars from water. Ladle salsa into the jars leaving a half-inch of space from the top. Wipe rims of the jars with a damp paper towel. Twist lids on only until you feel resistance, as oxygen needs to escape.

Submerge jars into water bath and cook for 10 minutes.

Remove from bath and place on cool surface or dishcloth. Leave to cool for at least 12 hours before use.

Popping noises mean a seal is being formed. After jars cool for at least 12 hours, test seal by pushing down on the lid. If it pops back up then seal is not complete and the canning process has to be repeated again.

Label the date and store in a cool dark place for up to a year or refrigerate after opening.

## 6. Hacer Conservas

*Hay varias etapas a hacer conservas, incluyendo esterilizar frascos vacíos, añadir ácidos para ayudar el proceso de conservación, y el proceso de enlatado.*

### Esterilizar

Todas las conservas debe ser llenadas en frascos que han sido esterilizados para garantizar la seguridad.

1. Coloque los frascos en posición vertical en el estante galletas o una toalla de cocina en una olla grande. Es importante que los frascos no vienen en contacto con el fondo de la olla.
2. Llene la olla y los frascos con agua caliente. Llene la olla hasta entre 3-5 centímetros encima de los frascos. Cuando el agua comience a hervir, añadir las tapas en la olla.
3. Hervir para 10 minutos.
  - \*Para cada 300m de elevación, añadir 1 minuto al tiempo que necesita hervir. **San Gerardo de Rivas tiene una elevación de 1,350m**, por lo tanto es necesario de hervir los frascos por cuatro minutos más. Si usted es en San Gerardo, es necesario hervir los frascos para 14 minutos.

### Ácidos

El nivel de acidez de salsa cocinada en agua hirviendo es insuficiente para prevenir el crecimiento de bacterias dañinas. Por eso es necesario añadir ácidos durante el proceso de cocción. Cada uno de los siguientes son ácidos que se pueden agregar a las conservas. De estos ácidos, el vinagre y el jugo de limón cambian el sabor de las conservas más que otros ácidos, pero el sabor ácido desaparece después de dos meses.

- \*Vinagre
- \*Jugo de limón
- \*Jugo de limas
- \*Sal de decapado
- \*Polvo de ácido cítrico

### Hacer las conservas

\*\*Asegúrese que los frascos han sido esterilizados antes de comenzar el proceso

1. Lavar y cortar todos los ingredientes deseados.

2. Agregue todo los ingredientes preparados, incluyendo especias **y su ácido** a una olla grande. Hierva y revuelva constantemente hasta que se reduzca a la consistencia deseada.
3. Llena sus frascos esterilizados con la mezcla de conservas, dejando 2 centímetros de espacio de la parte superior.
4. Torcer las tapas sobre los frascos ligeramente hasta que sienta resistencia. El oxígeno debe ser capaz de escapar.
5. Sumerja los frascos llenos y sellados en agua hirviendo para 20 minutos.
6. Retira los frascos utilizando tenazas y coloque sobre una superficie a temperatura ambiente para enfriar.
7. Las conservas debe enfriar para al menos 12 hasta 24 horas. Se está formando el cello. Se puede oír un ruido “pop”, lo que indica que se forma el sello.
8. Después de 12 horas, prueba el cello presionando hacia abajo la tapa. \*\*\* Si la tapa salta después que pone presión, el proceso de ebullición debe ser repetido, o se puede utilizar la conserva inmediatamente y refrigerada. \*\*\*

### **Almacenamiento**

Si las conservas se sellan correctamente, **deberían durar hasta un año**. Almacenar los frascos a temperaturas menos de 35C. De 10-20C son temperaturas ideales.

### **Bibliografía**

[http://nchfp.uga.edu/papers/2004/04ift-tomatosalsaPoster\\_combined.html](http://nchfp.uga.edu/papers/2004/04ift-tomatosalsaPoster_combined.html)

[http://nchfp.uga.edu/how/can\\_01/sterile\\_jars.html](http://nchfp.uga.edu/how/can_01/sterile_jars.html)

<http://nchfp.uga.edu/publications/usda/GUIDE%201%20Home%20Can.pdf>

## 7. Conserve Making

*There are several major steps to canning: sterilizing empty jars, adding acids to help the preservation process, and the actual canning procedure.*

### Sterilization

All conserves should be filled into jars that have been sanitized to ensure safety. To sterilize empty jars:

1. Place jars upright onto the wired rack or a dishcloth in a large pot. It is important that the jars do not come in contact with the bottom of the pot.
2. Fill the pot and the jars with hot water. Fill the pot so the water is 1 inch above the tops of the jars. Add lids into the bath when the water begins to boil.
3. Boil for 10 minutes.
  - o Note: For every additional 300m of elevation, one additional minute should be added to the boiling time. San Gerardo de Rivas is 1,350m above sea level, thus requiring an additional 4 minutes of boiling. In total, if you are in San Gerardo de Rivas, you must boil the jars for 14 minutes.

### Acids

Adding acids to conserves helps with the preservation process. The natural acidity level of a salsa cooked in boiling water is not enough to prevent the growth of harmful bacteria. The following acids can be added to your salsa during the cooking process. Of the acids, vinegar and lemon juice tend to change the taste of conserves the most, however the acidic flavour disappears after about two months

- ❖ Vinegar
- ❖ Lemon Juice
- ❖ Lemon Juice
- ❖ Pickling salt
- ❖ Citric Acid Powder

### General Procedure

\*Make sure your jars are all sterilized before starting the caning process

1. Wash and cut all desired ingredients
2. Add all prepared ingredients with spices and acid to a large pot. Boil and stir constantly until reduced to desired consistency

3. Remove sanitized jars using tongs and fill conserve mix, leaving 1 inch of space from the top
4. Twist tops onto jars until resistance is felt. Oxygen must be allowed to escape.
5. Submerge filled, sealed jars into water bath and boil for 20 minutes.
6. Remove jars using tongs, and place on a room-temperature surface to cool.
7. Cool for 12-24 hours. A popping noise should indicate a seal is being formed, though you may not always hear a popping noise.
8. After the cooling period is over, test the seal by pressing down on the lid. If it pops back up, the boiling process must be repeated or the conserve can be used immediately and refrigerated.

### **Storage**

Properly sterilized canned foods that have properly sealed lids **should last up to one year of storage**. Jars must be stored in rooms of temperatures below 35 degrees Celsius or 95 degrees Fahrenheit. The most ideal temperatures would be 10-20 degrees Celsius or 20-70 degrees Fahrenheit.

### **Works Cited**

[http://nchfp.uga.edu/papers/2004/04ift-tomatosalsaPoster\\_combined.html](http://nchfp.uga.edu/papers/2004/04ift-tomatosalsaPoster_combined.html)

[http://nchfp.uga.edu/how/can\\_01/sterile\\_jars.html](http://nchfp.uga.edu/how/can_01/sterile_jars.html)

<http://nchfp.uga.edu/publications/usda/GUIDE%201%20Home%20Can.pdf>

## 8. Lista de Suministros

### Utensilios:

- \*Ollas grandes x \_\_\_
- \*Sartenes x \_\_\_
- \*Cuchillos de cortar x \_\_\_
- \*Tablas de cortar x \_\_\_
- \*Espátulas / herramientas de mezcla x \_\_\_
- \*Cucharones o grandes cucharas x \_\_\_
- \*Trapos de cocina para colocar en ollas x \_\_\_
- \*Tenazas
- \*Tenedor para prensar limas x \_\_\_
- Opcional:
  - \*Peledores x \_\_\_
  - \*Estante galletas para reemplazar trapos de cocina
  - \*Exprimidor

### Conservación:

- \*Frascos de vidrio con tapas
- \*Etiquetas
- \*Marcadores para etiquetas

### Ingredientes:

- \*Tomates
- \*Cebollas
- \*Cilantro
- \*Pimientos dulces
- \*Comino
- \*Pimiento
- \*Sal
- \*Azúcar
- \*Jugo de lima O vinagre blanco / de cidro O acido citrico en polvo
- Opcional
  - \*Guindilla
  - \*Cilantro

### Suministros para limpiar:

- \*Jabón para platos
- \*Tendedero o toallas para secar
- \*Agente de limpiar para contadores
- \*Toallas o esponjas
- \*Bolsas de basura y bolsas para compostar
- \*Escoba o trapeador y recogedor

## 9. Supply List

### Utensils:

- \*Large pots x \_\_\_
- \*Pans x \_\_\_
- \*Slicing knives x \_\_\_
- \*Cutting boards x \_\_\_
- \*Spatulas / mixing tool x \_\_\_
- \*Ladle or large spoons x \_\_\_
- \*Kitchen rag to place in pot x \_\_\_
- \*Tongs x \_\_\_
- \*Fork for juicing limes x \_\_\_
- Optional:
  - \*Peelers x \_\_\_
  - \*Cookie rack to replace kitchen rags
  - \*Juicer x \_\_\_

### Conserving:

- \*Glass jars with lids
- \*Labels
- \*Markers for labels

### Ingredients:

- \*Tomatoes
- \*Onions
- \*Garlic
- \*Sweet pepper
- \*Cumin
- \*Pepper
- \*Salt
- \*Sugar
- \*Lime juice OR cider / white vinegar OR citric acid powder
- Optional:
  - Hot pepper
  - Cilantro

### Cleaning Supplies:

- \*Soap for dishes
- \*Drying rack or towels for drying
- \*Cleaning agent for counters
- \*Towels or sponges
- \*Trash bags and compostable bags
- \*Broom or mop and dust pan



## **10. Business Plan**

### **1.0 Executive Summary**

#### **Company Profile Summary**

Through Borderless World Volunteers, a McGill-founded Canadian NGO, and in partnership with Cloudbridge Nature Reserve, a sustainable local salsa business will be implemented and managed by the women of San Gerardo de Rivas, Costa Rica. This business will make sustainable use of damaged and unsellable tomatoes in the region, as agricultural waste is a prevalent concern among large-scale farmers in the region. These tomatoes will be purchased for a low price or donated by local farmers and used to create salsa conserves. Recycled jars will be collected from the local recycling centres and used as containers for these salsas. The salsas will be sold at local farmers markets, where all of the proceeds will go to the women involved in its production, in an effort to empower women through the provision of an additional source of income.

#### **Market Research Summary**

The closest store in which salsas can be procured is Abastecedor Las Nubess in central San Gerardo de Rivas. The main supplier of salsas in the area is Lizano and Santa Cruz “Chunky”. The lowest price found on the market is 825 colones; the highest price found on the market is 1,400 colones. However, none of the salsas on the market appears to be locally made, the salsas that are sold are imported from elsewhere. A salsa business by locals could not only provide direct benefits to locals in the form of additional income, it could also eliminate the dependence on imported salsas.

San Gerardo de Rivas is ripe for a salsa market. Copious amounts of tourists flow in and out of the region in order to explore the reserves and infamous Chirripo: the majority of tourists who stay in the region purchase their food supply from the only two local stores as well as the several restaurants in town. Our market research has yielded that tourists as well as locals would be interested in purchasing locally made salsas. We conducted market research by promoting the idea for a local salsa market as well as a salsa prototype at a regional fair in the area and experienced largely positive feedback.

Many of the tourists who come to the region are conscious of the environmental and social wellbeing of the area. We found that tourists prefer to purchase locally made products that promise to give back to and benefit the community that has produced them as opposed to purchasing foreign or multi-national brand products (Wilkins). Locally made salsa conserves would be unique and traditional souvenirs. Thus, the locally made salsa could be an attractive souvenir for the tourists coming to San Gerardo.

#### **Marketing Summary**

There are many ways in which the salsa business can be promoted. It can be promoted at local and regional events including ferias, fiestas, community meetings, and workshops and community events held by local and regional organizations with a stake in the area. The nature reserves in San Gerardo including Cloudbridge Nature Reserve, as well as existing organizations including Proyecto San Gerardo, and even local hotels and hostels, would be invaluable in terms of promoting the idea to potential participants in the

business as well as to tourists who would purchase the product. The creation of posters and flyers to be posted around San Gerardo and surrounding towns including Canaan and Herradura would also be a great form of advertisement in terms of recruiting people to participate in the business and advertising the product to potential consumers.

In terms of pricing, it is imperative to price the product so that it would be competitive with existing products of the same nature on the market. The average cost of creating one 500ml jar of salsa is 422 colones. If it were to be sold in a local store, it would be necessary to add on 20% of this price that would go to the store to incentivize local stores to sell this product. The local abastecedor keeps a 20% profit margin on the products in shelves. Thus, it would cost 506.4 colones to “make” one jar of salsa conserves. The most expensive salsa product on the local market costs 1,400 colones. As such, it would be necessary to sell the locally made salsa at or a little bit below this price. An ideal and recommended price for locally made salsa would be between 1,295 -1,500 colones in the tiendas. This would allow for a 788.6 – 993.6 colones profit margin for the locally made salsa to be sold on the local market in local stores.

**\*Calculation of prices**

**For two jars:** (following the recipe)

3 tomatoes- 210 colones

2 onions- 200 colones

2 peppers-264 colones

4 cloves of garlic- 45 colones

Cumin, Pepper, Salt, Sugar, Lime juice – 63 colones (this comes by taking a total of all the prices of these products and dividing that number by 40 jars the ingredients will be used to make)

1 label per jar – 42 colones

Markers – 20 colones (dividing the total price of markers by 50 jars they will be used for)

**Total: 844 colones**

**For one jar:**

$844/2 = 422$  colones + 20% margin the store owner will keep to keep the product on the stores shelves

Total:  $422+84.4 = 506.4$  colones

Disclaimer: It is important to note that these prices are subject to change with price fluctuations of salsa conserve inputs as well as the price fluctuation of competing market products. Moreover, if the community kitchen is rented out to create the salsa, it would be necessary to account for this in input costs. If this product were to be sold in neighbouring San Isidro, transportation costs would need to be added to input costs as well.

## Finance Summary

Supplies	Price (in colones)
1 large pot	15,101.00
2 tongs	2,484.00
1 ladle	602.00
1 large sauce pan	10,000.00
2 dishtowels	780.00
Mixing spoon	700.00

Ingredients	Price
1 crate of tomatoes (20kg, approx. 50 small tomatoes)	3,000.00-5,000.00
10 onions	1,000
15 sweet peppers	1,980.00
3 garlic bunches	275.00
1 lime juice bottle	900.00
1 pack black pepper	200.00
1 pack cumin	275.00
1 pack cayenne	200.00
1 pack salt	275.00
1 pack sugar	700.00

Kitchen Rental: 500 colones

**Total: 39,472.00 colones**

The above charts include the original funds required to finance the operation initially. Cloudbridge Nature Reserve is equipped with the large pot, pans, and utensils such as tongs required to create salsa conserves. If these supplies are procured from Cloudbridge, the price for the pot, pans, and kitchen utensils can be subtracted from initial start-up costs. Cloudbridge Reserve is happy to extend the use of these supplies to any party interested in participating in the local salsa conserve-making business. Cloudbridge may donate supplies if there are enough women to take part in the business.

## **2.0 Company Profile**

### **Business Overview**

The business will sell the following products:

Salsa

Pasta Sauce (potentially)

\*Any other conserves local women feel confident making and selling, including chileros, marmalades, and jams.

### **Company History**

The idea for the business came about when Tom Gode, manager and program director of Cloudbridge Nature Reserve, noticed the amount of wasted tomatoes in the area. He realised the potential for this agricultural waste to be used in a sustainable manner, and came up with the idea for a local salsa business. He noted that there was no other local salsa business established in the area and that locally made salsa could serve as a souvenir for the large amounts of tourists coming to San Gerardo.

The idea for empowering women through the creation of a local salsa market came about by the need and desire among women in the community to have an additional source of income. Many of the women in San Gerardo have only part-time jobs or are full-time housewives.

### **Management**

While there is no established business manager, the business should be managed by a local woman with exemplary community relations, managerial and organizational skills, and the motivation to manage a business. This person must be driven, passionate, fair, and be willing to dedicate a significant amount of time to managing the business. Previous knowledge on how to manage a business would be ideal but is not necessary.

It is absolutely imperative that a local woman manages the business. Cloudbridge Nature Reserve managers and volunteers are always available to provide help and advice, however this business is founded upon the principle of women's empowerment and should thus be managed by a local woman (or multiple women).

### **Location**

There are several suggested locations in which the salsa conserves can be produced. Women can rent out the community center's kitchen, or use Café Bambu's kitchen with permission from Jenny, the founder and manager. Producing salsa conserves in peoples' homes is acceptable if the business remains small-scale and local. Health and safety standards must be met regardless of which location is chosen to brew the salsa.

### **Legal Structure**

As a small-scale business selling products, a permit would not be required to sell products at local ferias and farmer's markets. Permits are required if the product is to be sold at the feria in San Isidro, or in local stores, including Abastecedor Las Nubes and

reserve gift shops. If the business remains small, it is acceptable to sell safe products out of one's own home without a permit if they generate below a certain amount of money.

It is important to conduct salsa productions within kitchens that have been assessed and approved for sanitation if the salsa were to ever be sold on the market.

Cloudbridge Nature Reserve and Proyecto San Gerardo would likely help anyone interested in pursuing a permit for the business.

## **Vision & Mission**

### Vision-

To create a platform that empowers the women of San Gerardo de Rivas, in order to generate income and improve their livelihoods.

### Mission-

To create a sustainable salsa market, in order to make efficient use of unsellable tomatoes and empower local women through the generation of additional income.

## **Professional Advisors**

**Jenny Moss-** Founder and organizer of Proyecto San Gerardo (PSG).

She owns Café Bambu and can lend the kitchen to the women to prepare salsa. She also organizes the local feria on Sundays in San Gerardo de Rivas. PSG also provides people with short business development courses which can help the women become acquainted with how to manage a business.

**Leyla-** Head organizer of a group of women in San Gerardo de Rivas.

The group is comprised of women from different trades who typically discuss business ideas - one of their projects includes a tee-shirt making business. They can be potential candidates to carry the business plan forward. Several members of this group have expressed interest in the business plan, and several of these women could contribute recipe advice, as they are established community cooks.

**Tom Gode-** Manager and Project Director at Cloudbridge Nature Reserve.

Tom will be a good mentor for this business as it was his idea to start a local salsa market. He is also involved with the community and would help others acquire a permit for selling the product. He can also give permission to the women to sell the products at Cloudbridge.

**Frank Spooner-** Manager at Cloudbridge Nature Reserve.

**Jill Titan-** Owner and manager of Casa Mariposa / Volunteer Coordinator of Recycling Center

Jill would be useful in terms of accessing recycled jars, forming communications with recycling center managers, and helping interested parties acquire necessary paperwork for the business, such as permits. She is an avid environmentalist and lobbyist.

## **Goals & Objectives**

Following are the goals and objectives of the business:

- Maintain a self-sustaining project
- Provide the women with additional income- at least 500 colones profit per jar of salsa sold

- Make use of agricultural waste of tomatoes
- Inspire the community to work together
- Inspire women to assume leadership roles in the community and manage their own business
- Make use of recycled materials, including jar

### **3.0 Operations**

#### **Location(s)**

The products can be sold at the local ferias and the feria in San Isidro. They can also be advertised and sold at local tiendas, and the nature reserves in San Gerardo. Tourists who come to San Gerardo will most likely visit the nature reserves, and thus, nature reserves are good locations to sell the products.

#### **Human Resources**

The business will need at least one manager, at least one person in charge of finances, at least one person in charge of marketing the product, one person in charge of assembling supplies as well as transportation, and at least one person in charge of creating recipes and cooking the salsa. The division of these roles depends on how those involved decide the roles should be distributed. The roles themselves, however, are crucial. The business will not flourish without all of these roles being accounted for.

#### **Process/Production**

Tomatoes – Tomatoes be procured from the local farmers in San Gerardo de Rivas. Don Eduardo, a local agriculturalist with a large-scale tomato farm on the border of San Gerardo de Rivas and Canaan, is more than willing to supply his unsellable tomatoes to this cause for a very cheap price.

Other supplies can be obtained either at local tiendas and ferias or in San Isidro at the feria or grocery stores. Some of these ingredients can even be obtained directly from local farmers. Other supplies include onions, garlic, and additional spices. An alternative to buying other vegetables and spices would be to grow it themselves.

If supplies are to be acquired from San Isidro, securing transportation will be necessary. There is a bus that flows between San Isidro and San Gerardo de Rivas multiple times per day that costs about 1,020 colones one-way.

#### **Risk Assessment**

Anticipated Risks with their possible solutions:

- The product could be more expensive than other competing products on the market
- Not enough sales to make profit. If sales are insufficient, a variety of solutions exist. Further marketing could be pursued, both through word of mouth and advertising and through the creation of a social media platform to publicize the business and business objectives. Making and selling less-complicated and cheaper conserves such as jams and marmalades is also an option.
- Fluctuation in tomato prices. In order to account for fluctuating tomato prices, it would be optimal to make salsa conserves when prices for tomatoes are low on the

market. Perhaps even establishing a set price per caja with an agriculturalist and creating an informal contract would be useful, too.

- There is always a safety risk involved in the production of consumable goods. Health and safety standards for the precaution of food contamination, and bacterial growth have to be carefully followed. Sterilization of used jars should be done in an efficient way in order to maintain health standards. It would be best to start buying jars once profits are enough.

**Work Cited:**

Wilkins, Hugh. "Souvenirs: What and Why We Buy." *Http://www98.griffith.edu.au/*. N.p., n.d. Web.

# 11. Resumen del taller

## I. Introducción del taller

1. Presentarnos y nuestro propósito
2. Empezar con preguntas

¿Quien aquí ya ha tratado de hacer conservas?  
¿Conocen algo sobre el proceso de hacer conservas?

3. Porque hacemos el taller:

-Decir nuestro objetivo:

~Para equipar a la gente con las habilidades y información para hacer conservas, y también ayudarle con el proceso de hacer conservas~

-Dar mas detalles sobre nuestro objetivo:

~Con el proceso de hacer conservas, esperamos ayudarles:

- Mejorar la vida útil de los alimentos, eliminando la necesidad para refrigerar
- Ahorrar dinero – cuando el costo de alimentos esta alto, se puede consumir conservas en lugar de pagar precios de mercado mas alto
- Reducir residuos agrícolas y materiales. Haciendo conservas es un bueno alternativo a la perdida de alimentos, se puede consumir productos agrícolas invendibles. También, se puede usar frascos de vidrio reciclables.
- Obtener ingresos. Vamos a elaborar sobre este concepto luego, pero de saber cómo hacer conservas le proporciona un producto vendible adicional

4. Piden lo que quieren salir del taller

5. Dar un sumario básico:

Al fin del taller, podrían:

- Recordar pasos básicos necesarios para hacer conservas
- Aplicar los pasos usando ingredientes y suministros en su propia casa
- Determinar si un sellado adecuado se ha formado

## II. Contenido del taller: Introducción

1. Introducir los dos tipos de conservas:

Se puede hacer conservas en baños de agua o con presión de cocción



-Se hace conservas en baños de agua para alimentos ácidos, como fruta, jugos de fruta, mermeladas, jaleas, salsas, vinagres, y tomates con ácido añadido

-Se hace conservas con presión de cocción para vegetales, carnes, aves de corral, y mariscos. Es un proceso que toma mas tiempo, y se requiere una olla a presión

\*Vamos a hacer conservas en baños de agua porque es mas fácil y los suministros son mas accesibles

## 2. Introducir pasos básico para el proceso de hacer conservas

i. Seleccionar una receta y montar ingredientes

ii. Lavar los frascos, y esterilizar los frascos

iii. Cocinar sus ingredientes

iv. Poner sus ingredientes en frascos esterilizados

vi. Permitir que los frascos se enfríen y esperar que los sellos se formen.

## 3. Describir las estaciones

Tendremos varias estaciones y necesitaremos voluntarios para cada estación. Tendremos estaciones para:

-lavar los frascos y las verduras

-cortar verduras

-esterilizar los frascos

-cocinar la salsa

-poner salsa en frascos

-lavar los platos

4. Antes de empezar, es imperativo que no hay grietas, golpes, o arañazos en las tapas de frascos. Asegurarse que las tapas no son desiguales.

5. Algunas conservas fallarán dependiendo de si el frasco es deficiente y de cuantas veces se usaba el frasco

## III. Haciendo las conservas

### 1. Lavando frascos y verduras / cortando verduras

\*Para lavar los frascos:

-quite las etiquetas, es mas fácil con agua

-lava los frascos y tapas en agua caliente con jabón

-lava las verduras

\*Corta verduras tan pequeño como posible

\*\*Introducir la receta\*\*

(Si hay muchas personas en el taller, crear otra estación para la creación de etiquetas. Las etiquetas deben incluir la palabra “salsa”, la fecha, y los ingredientes)

\*\*Hierva el agua

## 2. Esterilización y cocinar la salsa

### i. Importancia de la esterilización

-Esterilizar a los frascos es increíble importante porque limpia los frascos y previene el crecimiento de bacterias dañinas

-Normalmente los frascos son esterilizados por diez minutos, sin embargo con cada 300m de altitud sobre el nivel de mar, necesita añadir un minuto. Por eso, en San Gerardo es necesario esterilizar frascos en agua hirviendo por 14 minutos.

### ii. Proceso de esterilización:

1. Coloque un paño de cocina en el fondo de una olla grande. El paño de cocina es necesario para separar los frascos del fondo de la olla.
2. Coloque los frascos sin tapas en posición vertical en la olla. Llene la olla y los frascos con agua caliente- llene la olla hasta entre 3-5 cm encima de los frascos.
3. Cuando el agua esta hirviendo, debe añadir tapas.
4. Después de catorce minutos, reduce el fuego hasta que el agua esta hirviendo a fuego lento.

### iii. Proceso de cocción / ácidos

\*el nivel de acidez en salsa cocinada en agua hirviendo es insuficiente para prevenir el crecimiento de bacterias dañinas. Por eso es necesario añadir ácidos que ayudan a preservar las conservas. Se puede usar ácidos como vinagre, jugo de limón, y jugo de lima. Pueden cambiar el sabor de la conserva pero el sabor ácido desaparece con el tiempo.

\*Pone las verduras en una olla con especias y su ácido. Cocina y revuelve hasta que alcanza su consistencia deseada.

## 3. Estación de frascos

i. Cuando haya terminado cocinando su salsa, quita los frascos de la hoya grande con tenazas. Llena sus frascos esterilizados con la salsa, dejando 2cm de espacio entre la salsa y la tapa del frasco.

ii. \*\*Antes de poner la tapa, toma un cuchillo de mantequilla y revuelva contra el interior del frasco una vez para liberar cualquier oxígeno. Limpia el frasco y la tapa con un paño húmedo.

iii. Para cerrar el frasco, tuerce firmemente. El frasco no debe ser cerrado no demasiado fuertemente para permitir al oxígeno de escapar durante el proceso de ebullición.

iv. Comienza a lavar los platos.

#### 4. Sellando el frasco

i. Sumerja los frascos llenos y cerrados en agua hirviendo para 20 minutos. El nivel del agua debe ser 3-5cm por encima de los frascos.

ii. Se debe ver pequeñas burbujas escapando los frascos después de unos minutos. Este es indicativo de la formación de sellos.

[Tomar una pausa- debe mostrar las burbujas a la gente]

#### 5. Quitar frascos y limpiar

i. Después de 20 minutos, apaga la estufa y deja los frascos que reposen durante 5 minutos.

ii. Quita los frascos con tenazas y pone los frascos vertical para enfriar sobre un paño de cocina.

iii. Deja que los frascos se enfríen durante 12-24 horas a temperatura de cuarto. Si oye un ruido de “pop”, indica la formación de un sello.

iv. Después de 12-14 horas, prueba el cello precinando la tapa hacia abajo. Si la tapa salta después que pone presión, el proceso de ebullición debe ser repetido o debe poner la conserva en el refrigerador.

\*Tiene un año para consumir la conserva, necesita guardarla en temperaturas entre 10-35 Centígrados.

v. Lava los platos.

#### IV. Concluir el proceso

¿Alguien tiene preguntas sobre el proceso?

#### V. Sumario del taller

Esperamos que ustedes han aprendido como hacer conservas. Vamos a revisar el proceso.

i. Hemos lavado y esterilizado los frascos

- ii. Hemos cocinado la salsa
- iii. Hemos puesto la salsa en frascos
- iv. Hemos puesto los frascos llenos de salsa en agua hirviendo por 20 minutos
- v. Hemos quitado a los frascos después de 25 minutos para que puedan refrescarse
- vi. Vamos a esperar 12-24 horas antes de probar el cello por presionando hacia abajo la tapa.

## VI. Introducir el plan de negocio

Ahora que saben como hacer conservas, hay muchas cosas que se puedan hacer con ellas. Tenemos una idea por una pequeña empresa de conservas local con el objetivo de reducir residuos agrícolas y al mismo tiempo ofrecer a mujeres en San Gerardo la oportunidad de obtener más ingresos.

La idea es de usar tomates con imperfecciones que no se pueden vender en el mercado, y también de usar frascos reciclados del centro de reciclaje para hacer salsas. La salsa se haría por mujeres de San Gerardo, para beneficiar a mujeres de San Gerardo. Se puede vender las salsas en el mercado los domingos. Se puede usar la cocina de Café Bambú, o la cocina del centro de comunidad para cocinarlas.

Pensamos que turistas serán interesados en un producto como la salsa local por que las salsas aquí son de mayoría importadas, también es un será un recuerdo autentico y local que beneficiara a la gente de la comunidad. Cuando los precios de tomates están bajos en el mercado, se puede hacer las salsas y venderlas por un precio mas alto de los tomates.

Vamos a crear un plan de negocios mas detallado si eran interesadas. Jenny, Laila, y Cloudbridge tendrán copias de este plan de negocios para los que son interesados. La Reserva Cloudbridge tendrá también algunos suministros importantes como grandes ollas para personas interesadas.

## VII. Conclusión

¿Hay algunos comentarios o inquietudes?

¿Cómo podemos mejorar?

Su tarea es de practicar el proceso en su casa, tenemos instrucciones, listas de suministros, y recetas para ustedes.

También, hacemos una encuesta socio-ambiental, y estaríamos muy agradecidos si ustedes pueden completarlas- debería tomar 20 minutos, y pueden dejarlas en la caja designada en el abastecedor antes del domingo.

Muchas gracias por su participación, atención, y su tiempo.

## 12. Workshop Outline

\* Sign-in Sheet \* → name, email or phone no.

### 1) Workshop Intro:

- i) Introduce ourselves, introduce themselves + our purpose
- ii) Open with questions –
  - (a) Who has ever tried to make conserves?
  - (b) Is anyone familiar with conserve-making process?
- iii) Why are we holding the workshop?
  - (a) State our objectives:

[To equip people with the skills and information required to make conserves and to help them through the process of conserve-making.]

- (b) State specific goals:

With conserve-making, we hope to help you

- Improve the shelf-life of food, eliminating need to refrigerate
- Save money-when the cost of tomatoes are high, you can eat the conserves instead of paying high market prices
- Reduce waste-both agricultural and material waste. Conserves would be a good alternative to wasting crops that are not usable and might go bad. Also enables for the used jars.
- Earn extra income-we will elaborate on this later, but knowing how to make conserves provides you with an additional sellable product.

- iv) Ask what they hope to get out of the workshop?
- v) Base summary- at the end of the workshop, you will be able to
  - recall basic steps required to make conserves
  - apply steps using easily obtainable ingredients and supplies from your own home
  - determine if a proper seal has been formed

### 2) Workshop Content: Intro

- i) Into to Conserves:
  - 2 Types: Water Bath and Pressure Canning  
Water Bath: for high acid foods, such as fruits, fruit juices, jams, jellies, tomatoes, salsas, vinegars, sauces, etc.

Pressure Canning: For veggies, meats, poultry, and seafood. Requires a pressure cooker and is a longer process. We will focus on water bath method because it is simple and supplies for it are more accessible.

- ii) Provide basic overview of steps-
  - (a) Choose recipe and assemble ingredients
  - (b) Sterilize, but first wash, jars
  - (c) Cook your ingredients
  - (d) Place ingredients in sterilized jars
  - (e) Boil jars to create a seal and ultimately a conserve
  - (f) Cooling + wait time

- iii) Describe stations-

We will have several stations and will need volunteers to help with each station.

Stations are as follows:

- Washing station for jars and vegetables
- Cutting vegetables
- Jar Sterilization
- Salsa cooking
- Jarring station
- Dishes

- iv) Before starting, please make sure there are no cracks, bumps, or uneven ends with scratches, or sharp edges-they lead to improper seals and can cause jars to break.
- v) Some conserves will be ineffective depending on whether there are deficiencies with the jar and how many times it has been used.

### **3) Salsa Making/ Conserve Process:**

- i) Washing stations or cutting vegetables

Washing:

- Remove existing labels from jars- it might be easier with water
- Wash jars in hot, soapy water (+lids)
- Wash veggies (we will do this)

Cutting vegetables:

- Cut them as small as possible

\* Introduce Recipe \*

- We're sure you have better recipes in mind but this is easy.

(Should we have people make labels?)

- Salsa, date, ingredients

\* Boil water \*

ii) Sterilization and Salsa cooking

Sterilizing:

(a) \* Important \*

Sterilization is incredibly important so as to effectively clean jars and prevent growth of harmful bacteria.

Typically you would sterilize for 10 minutes, but because we are high in elevation you must add 4 minutes of sterilization for a total of 4 minutes of sterilization for a total of 14 minutes. You add a minute per 300m above sea level.

(b) Process

- Place a cloth at the bottom of pot as water heats. It is important to separate jar from bottom of the pot.
- Place jars in pot without covers on when it simmers. Make sure they fill with water. The water must be at least 3cm-5cm above jars.
- Add lids into the pot once water boils.
- After 14 minutes, take pot from boil to simmer, let jars and covers sit.

(c) Cooking

Adding acids to salsa conserves help preserve them. Acids can be added during the cooking process to prevent growth of harmful bacteria. Acids include- lemon, vinegar, and limejuice. They will alter the taste of the conserve at first but it goes away over time.

- Add all cleaned and cut vegetables to put with acid and spices
- Cook and stir until desired consistency

iii) Jarring station and dishes:

Once cooked, remove jars with tongs from hot water. Fill jars with salsa using a ladle. Take a butter knife and stir between jar and food along edge of jar to remove air bubbles. Fill jars 3cm from top.

- Before putting on lid, wipe down jars and rims with a clean, damp cloth.
- To close, twist firmly but not too firmly- jar should be tightly closed but oxygen must be able to escape.
  - Dishes- start washing dishes

iv) Cooking/Conserve:

- Submerge jars in pot, which should be boiling, with 3-5cm of water above the jars.
- They should be upright.
- Boil for 20 minutes, you should see small air bubbles escape from jars after several minutes. This is good it indicates formation of a seal.

\*BREAK\*

[Show people bubbles]

v) Remove jars and clean:

- After the 20 minutes, turn off stove and let it sit for 5 minutes in pot.
- Remove jars with tongs and place upright on a dishtowel to prevent jar breakage and to cool.

\*Popping of lids\*

- Cool for 24-36 hours at room temperature- you may hear a popping noise to indicate seal is being formed.
- After cooling period, test seal by pushing down on lid. If lid pops ball up- boiling process must be repeated or conserve must be stored in fridge

[Storage: You have a year to eat the sealed jars if kept at room temperature (10-25 Celsius)]

**4) Debrief:**

Talk about difficulties and reflect. Ask if anyone has concerns or difficulties.

**5) Summarize Workshop:**

- Restate objectives
- Restate process
- Reiterate important points

**6) Introduce Business Plan:**

Now that you know how to make conserves, there are many things you can do with them. We have thought up a business plan for a local conserve business aimed at reducing waste and providing women with more income opportunities. The idea is to use tomatoes that are unsellable on the market along with jars from the recycle center to make salsa. The salsa could be sold without permit at Sunday farmers' market. The benefits would all go to you- the project would be carried by out you. You could use Café Bambu kitchen or community kitchen to make the salsa. We believe tourists would be interested in buying the product as it would be a local souvenir. When tomato prices are low, salsas can be made out of the tomatoes and sold for a higher price. We will create a more in depth business plan over the next week that we will give to Jenny, Laila, Margarita, and Cloudbridge Nature Reserve for those of you that are interested.



## 7) Concluding Remarks:

### i) Feedback:

- Are there any questions about the process or information related to conserves?
- Are there any other comments or concerns?
- Did you find this helpful?
- Could we improve in any way?

### ii) Homework:

Go home and practice with handouts

\*Supply, recipe, and directions can be assessed through Coudbridge, Laila, and Jenny.

### iii) Introduce Survey

**Thank you for your time, attention and participation.**