



SUSTAINABLE
HARVEST
INTERNATIONAL

2023

PR TOOLKIT



DEAR PARTNER,

Smallholder farmers in Central America are disproportionately impacted by the effects of climate change. Yet, by partnering with Sustainable Harvest International (SHI), these farming families are learning how to grow nutritious food and improve their livelihoods in a way that restores the health of the land. This transformative farmer training program has been SHI's answer to poverty and environmental degradation since its founding in 1997.

Thank you for increasing awareness of our work. As rural communities continue to face the negative the impacts of climate change, providing smallholder farmers with the tools and training to be resilient and work in harmony with our planet's needs has never been so critical. We can't turn on the news without seeing devastation caused by climate change in every corner of the world. We all benefit from a healthy, thriving planet.

Please let us know how we can assist your efforts. There are many stories to tell and photos to share. We are doing newsworthy work every day and would like to work with you to get news of it out into the world.

Yours for a just and sustainable world,



Tania Roa
Communications and Outreach Coordinator
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Calixto Hernández Jr. (cover) is helping his father's neighbor, Bartolo Valdez (below), plant rice paddies on their land in the community of Perocabé in Panamá. Bartolo and Calixto's father are both SHI partnering farmers.



ABOUT SHI

OUR MISSION

Working together to create a just and sustainable world through transformative farmer training that nourishes communities and the Earth.

WHERE WE WORK

Belize, Honduras, and Panama. Our goal is to expand to other countries and regions.

OUR APPROACH

SHI's approach centers on the partnership between community members and locally hired Field Trainers. Working side-by-side, Field Trainers and farmers improve the soil, diversify plants and food grown, and increase family health and income. Through group workshops and one-on-one technical trainings, farmers learn what crops grew best together (inter-cropping) and how to naturally deal with the inevitable pests that attack different crops. Farmers learn to improve soils through composting and the creation of multi-story agroforestry systems on their own land. Field Trainers work in partnership with participants to learn about organic systems of agroforestry that result in:

- a diversified, plentiful diet
- means to earn additional income for education, medicine, home improvements, etc.
- preservation of tropical forests and restoration of soil health

Over the course of SHI's program, the average participant family adds nine new plant products and two new protein sources to their diets. In addition, each family's agricultural income increases by 23% on average.

SUSTAINABLE DEVELOPMENT GOALS

SHI's work contributes directly to many of the [United Nations' Sustainable Development Goals \(SDG's\)](#), but the following resonate most directly with our mission:



Pictured:

Field Trainer José R. Pérez installs drip irrigation as SHI partnering farmer Ángel Vivas observes. El Escobal, Panamá.

LOGOS, MEDIA + BIOS

LOGOS

PARTNER agrees to submit all materials used in publicity and marketing, incorporating SHI's Marks, and/or including but not limited to, photos, testimonials, stories, and information about SHI for approval by SHI prior to distribution, publication, or release. Access available logos [here](#).



VIDEOS

When promoting SHI's videos, please use the direct link to our platform—YouTube or Instagram—rather than downloading.

- SHI [Media Gallery](#)
- SHI [YouTube Channel](#)
- For shorter clips, you can link to reels on our [Instagram page](#)

PHOTOS

Photos that clearly show a person's face must include the name in the caption. For help identifying photo subjects, please contact Tania Roa at tania@sustainableharvest.org.

- Photos approved for use can be found [here](#).
- Additional photos are available. Contact Tania Roa for assistance in selecting the appropriate photo for your use.

SOCIAL MEDIA CHANNELS



STAFF BIOS

- Short staff bios can be found [here](#).
- For additional bios, please contact Tania Roa at tania@sustainableharvest.org.



SHI IN PRINT

PUBLICATIONS

- [Forging Alliances for a Biodiverse Belize](#), February 9, 2023.
- [2022: A Year in Review](#), February 2, 2023.
- [Promoter 4 Change: Building Opportunity Through Innovation](#), August 4, 2022.
- [Supporting Strong, Independent Families with SHI-Panama](#) by Dayra Julio, SHI-Panama's Logistics + Partnerships Coordinator. May 4, 2022
- [Celebrating Women Farmers](#), October 15, 2021.

ANNUAL REPORTS + FINANCIALS

- FY22 Annual Report + Financials
<https://www.sustainableharvest.org/financial-archive>

MEDIA MENTIONS

- August 2023 – Featured in Nerd's Magazine, [7 Organizations that Help Businesses Contribute to Reforestation](#).
- April 2023 – Climate Wise's [Net Zero Conversations Podcast](#) featuring SHI's Executive Director Elliott Powell.
- February 2023 – SHI-Belize's agroforestry work featured on Initiative 20x20's website with [Restoring Soil with Agroforestry Systems in Northern Belize](#).
- August 2022 - SHI featured in the [Clean Cooking Alliance's report Accelerating clean cooking as a nature-based climate solution](#) as an implementing organization increasing access to clean cooking technology.
- September 2022 - SHI-Belize Program + Partnerships Coordinator Indira Patt and Executive Director Elliott Powell joined podcaster Michael Kilpatrick for a conversation about regenerative agriculture on the [Thriving Farmer Podcast](#).
- September 2022 - SHI featured alongside [Rodale Institute](#) as innovators for good and leaders of the regenerative agriculture movement in the September/October issue of [Alive Magazine](#).



Sustainable Harvest INTERNATIONAL

Sustainable Harvest International (SHI), a US-registered 501c3 organization, provides regenerative agriculture-focused technical assistance to smallholder farming families in support of improving their diet, income, and health, while simultaneously reversing soil degradation, protecting water sources, increasing biodiversity, sequestering carbon, and stabilizing the climate. For more than 25 years, SHI has helped over 3,000 families in four countries successfully adopt regenerative agroecology practices, including the planting of 4 million trees on nearly 30,000 acres of previously degraded land.

www.sustainableharvest.org