



The Linguistic Landscape of **Kichwa** in Food Products in Quito: Sumak Kawsay or Language Commodification?

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OBJECTIVES

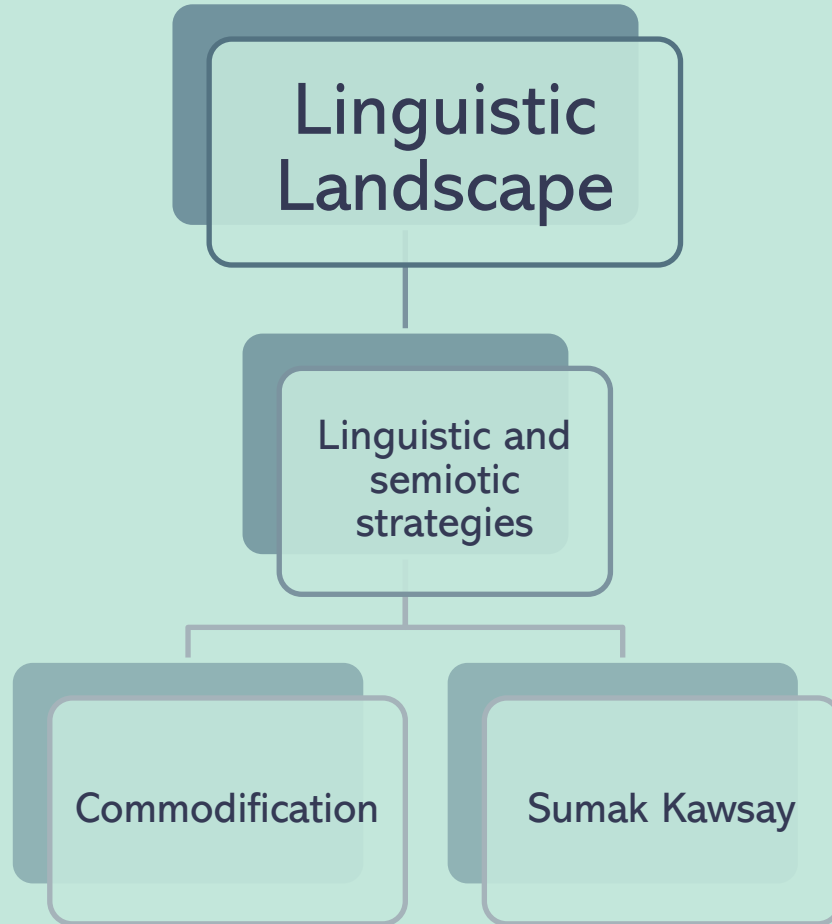
Analyze whether the use of Kichwa in the packages of food products is related to the pursuit of *Sumak Kawsay* ('Good Living') or it results in the commodification of the Kichwa language.

Analyze the linguistic and semiotic resources used in each product.

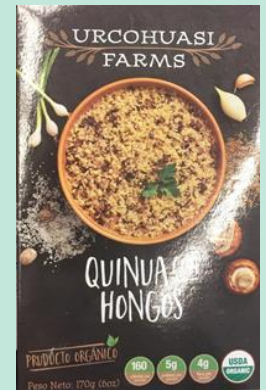
Determine what type of products are marketed with Kichwa names (quinoa, corn, potatoes) and how they are associated with the connatural characteristics of organic, natural and healthy.

Identify who the producers of these items are.

Concepts



DATA



DATA DESCRIPTION

Product name	Kichwa/Quechua	Spanish	English
Llankhay	✓		
Randimpak	✓		
Yana-kuri	✓		
Tostado Misky	✓	✓	
Inka-boost	✓		✓
Kuna-pops	✓		✓
Urcohuasi farms	✓		✓
Arawi	✓		
Cusi	✓		
Pacari	✓		

Table 1. Languages used in the products' names

Company	Meaning according to the company	Meaning in Quechua/Kichwa
Arawi	poetry	poetry and singing
Cusi	happiness	happiness
Pacari	nature	dawn/sunrise
Wipala	flag	flag
Yanakuri	No information	black-gold
Livekuna	to give (kuna)	kuna: plural morpheme
Kauzarina garden	bring to live	kawsarina: bring to life
Urcohuasi farms	No information	urku – mountain huasi – house

Table 2. Meanings of the words in Kichwa

Analysis: Llankhay

KICHWA

Kauzarina
Kawsarina
“Start a new life”

Llankhay: “To touch
gently with the hands”

Llamkay: “To work or
to touch”

ENGLISH

Slogan
Description
Ingredients



Image 1. Llankhay

SPANISH

“10% es donado a niños
con cáncer”

Plants
Leaves
Hands



Kauzarina Garden

Daniel Molina
Brand manager
Kauzarina Garden CIA.LTDA.

Quechua term that means "to touch gently with the hands" or "caress" is a term that precisely defines us and represents our essence and our delicacy when producing chocolate

"A chocolate made in the most delicate and meticulous way whose main ingredient are the HANDS of the small producers who made it. Every time you buy Llanckhay Chocolate, you help draw smiles in children and patients suffering from cancer in Ecuador through the Draw a Smile Foundation".

Analysis: Inka Boost

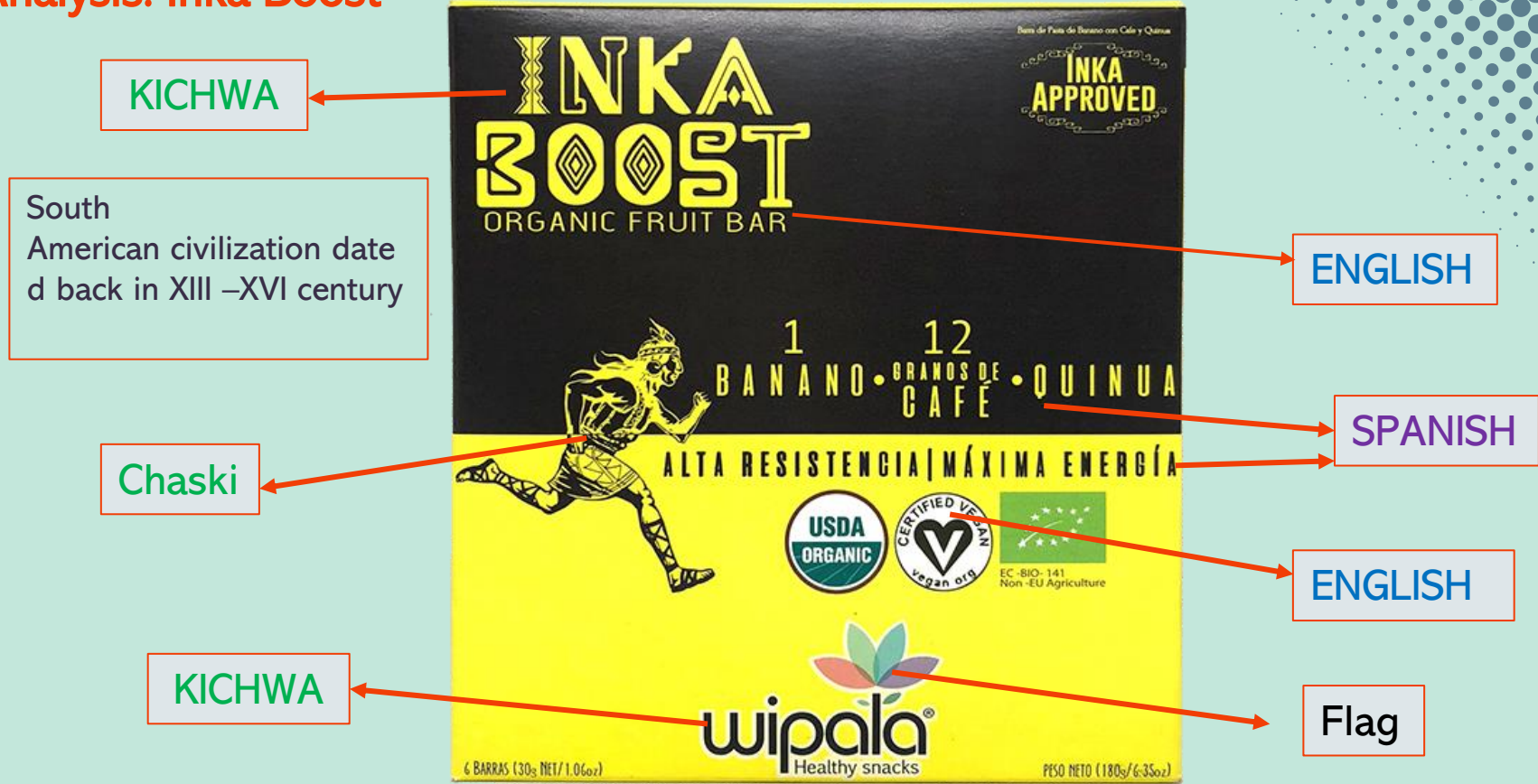
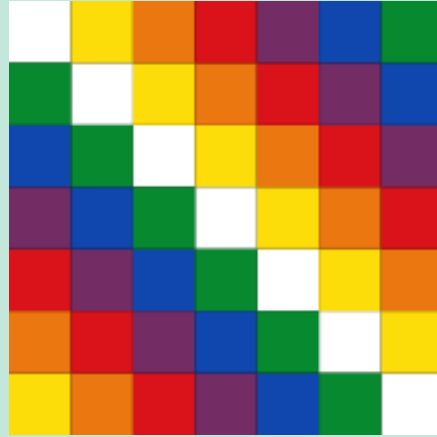
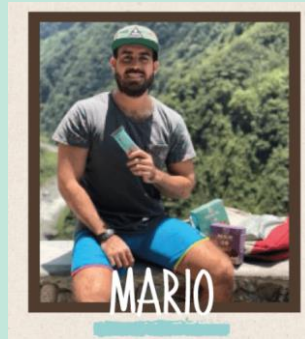


Image 2. Inka Boost



"Wipala, in Quechua, represents the banner of Andean culture and the union of its people. For us, Wipala became the opportunity to innovate from our origins by creating healthy snacks with ancestral philosophy."



Jaime Santillan and Mario Torres were preparing their thesis during their last year of university in Guayaquil-Ecuador. Mario was involved in tropical fruit and Jaime was working on mapping farming communities and their products and they decided to join forces.

If we have the best natural ingredients and Ecuador has excellent commodities such as cocoa, bananas, coffee and we produce the best super foods such as quinoa and amaranth.

Analysis: Pacari

KICHWA

SPANISH

“Hombre Árbol” (*Tree Man*) in the Valdivia culture (4500 BCE)

ENGLISH



Image 3. Pacari



Pacari significa "naturaleza" en Quechua, nombre elegido para evocar todo lo que representa su chocolate: los mejores productos de la tierra, 100% naturales.

Pacari means "nature" in Quechua; this name was chosen to evoke everything that our chocolate represents; the best products from the land, 100% natural.

The Ecuadorian company Pacari was created in 2002 in Quito by Santiago Peralta and Carla Barbotó.

Kichwa
→ nature
→ dawn

100%
natural

Translation
to English

Valdivia
→ man-nature
connection

El logo se basó en el "hombre árbol" de la cultura Valdivia.

The logo is based in the "tree man" of the Valdivia culture.

Company	Product	Organic	Vegan	Gluten-free
Kauzarina Garden	Llankhay		✓	✓
Granadino	Randimpak		✓	
Yanakuri	Yana-kuri	✓		
Livekuna	Kuna-pops		✓	✓
Wipala	Inka-boost	✓	✓	
Alpronath	Tostado Misky			
Pacari	Pacari	✓		
Arawi	Arawi	✓		✓
Urcohuasi farms	Urcohuasi farms	✓		✓
Cusi	Cusi	✓		✓

CONCLUSION

- **Linguistics**
 - Changes in meaning
 - Spelling inconsistencies
 - It is not Ecuadorian Kichwa (Quechua)
- **Semiotics**
 - Reinforces connotations of “natural”, “exotic”, and “healthy” from Kichwa (commodification)
- **Products**
 - Quinoa, cocoa, corn: associated with nature and health
- **Target group for these products**
 - Not Kichwa speakers

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THANKS
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