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PERUVIAN COFFEE AND QUINOA DEVELOPMENT

The purpose of this Agreement is to assist smallholder coffee and quinoa farmers in Peru to increase productivity and improve product quality in order to remain competitive despite international price volatility.

HOW DOES SMALL FARMER SOLUTIONS WORK?

This activity works to improve the coffee and quinoa value chains. It seeks to reduce and or eliminate field-inefficiencies in the area dedicated to standard, bulk quinoa cultivation, focusing on product differentiation (higher quality and certifications), to be better prepared to withstand future price fluctuations, ensuring a living wage that improves livelihoods.

On the coffee sector, this activity will foster quality access through agricultural extension services, financial education, technology and innovation, as well as linking coffee smallholders as an important element of rural development with sustainable management practices.

EXPECTED RESULTS

- By the end of 2022, 500 producers will register a 15% of yield increase
- By June 2023, 500 producers will access to organic & sustainable certifications to facilitate their access to premium markets
- During the same period, 80% of targeted producers from Ayacucho and Apurimac shift from conventional to sustainable organic production and achieve third-party certification.
- By 2027, 1,000 coffee producers and 350 quinoa producers have developed capacities in the production of certified coffee and quinoa (organic fair trade).
- By 2027, 5,000 hectares of coffee are managed under agroforestry systems.

PROJECT INFORMATION

IMPLEMENTER: OLAM Agro Peru SAC

PROGRAM DURATION: January 5, 2022 - January 4, 2027

USAID FUNDING: \$5,000,000.00

LOCATION: Junín, Ayacucho, and Apurimac

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