



TRANSFORMING THE VRAEM: The Land of Fine Flavor Cacao

Transforming the VRAEM activity will begin a long-lasting transformation of VRAEM zone, located between Apurimac, Ene, and Mantaro River Valleys, notoriously known as a coca producer area, to an area distinguished by a high quality cacao and other licit crops as an alternative to illegal crop production.

HOW DOES TRANSFORMING THE VRAEM WORK?

- Increasing the production of high-quality fine aroma cacao in the VRAEM
- Positioning cacao from VRAEM as a recognized product of high value and prestige
- Diversify cacao related economic activities by cacao producers and service companies.

EXPECTED RESULTS BY THE END OF THE ACTIVITY:

- 20% of flavor fine cacao productivity increased.
- 30% of flavor fine cacao quality increased.
- 50% of flavor fine cacao profitability increased.
- 1,200 cacao farmers will improve their agriculture competencies and skills.
- The VRAEM's Cocoa and Chocolate Technical Roundtable will promote local, national and international recognition of cacao in the VRAEM and its potential as an alternative to coca.
- The VRAEM will begin to be recognized as an area producing fine flavor cacao and other licit products.

PROJECT INFORMATION

IMPLEMENTER: Lutheran World Relief (LWR)

PARTNERS: Silva, Asociación de Productores “CACAO VRAE”, CPX Perú, Cooperativa Agraria Cafetalera “El Quinacho”, PRONATEC, Cooperativa Agraria Agroindustrial Qori Warmi Ltda.

PROGRAM DURATION: April 3, 2023 - April 2, 2026

USAID FUNDING: \$2'300,000

CONTRIBUTIONS FROM OTHER PARTNERS (LEVERAGE): \$7'030,826

LOCATION: Ayacucho, Cusco and Junín

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