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DEVELOPMENT OF COFFEE AND QUINOA CHAINS IN PERU

The purpose of this activity is to increase productivity and improve the quality of small coffee and quinoa producers so they can remain competitive despite the volatility of international prices.

HOW DOES THE ACTIVITY WORK?

This activity aims to strengthen the value chains of coffee and quinoa. Additionally, it seeks to reduce or eliminate inefficiencies in the conventional quinoa market by focusing on product differentiation (higher quality and certifications) to counteract fluctuations in international prices. This effort will translate into better living conditions for producers.

For coffee, this activity will improve quality through agricultural extension services, financial education, technology, and innovation, as well as connecting small producers as an important element in rural development by implementing sustainable good agricultural practices.

ACHIEVED RESULTS TO DATE

COFFEE

- Average productivity increase of up to 14% for 50% of farmers.
- Average physical yield increase of 6% for more than 100 farmers.
- 99% of farmers are certified organic and/or sustainable.
- 50% of farmers received training in proper pruning techniques and renewal practices.
- 200 farmers have been equipped and trained to improve quality.
- 650 people received health check-ups and medical recommendations.
- 100 children were evaluated by doctors and received health recommendations.
- 200 people received nutritional packages.
- 1,000 farmers received training in cost analysis.
- 170 farmers analyzed their production costs.

QUINOA

- 191 quinoa farmers increased their yields by an average of 14%.
- 191 quinoa farmers obtained third-party organic certification.
- 204 quinoa farmers prepared cost-effective organic fertilizers.
- Implementation of Farmer Field Schools (FFS) for agricultural leaders.
- 100% of farmers analyzed their production costs.
- 4 greenhouses were implemented, benefiting 4 communities.
- 35 sieves were provided to quinoa farmers to improve post-harvest quality.
- 925 people received nutritional support.

EXPECTED RESULTS

- Coffee farmers will see an income increase of up to 25%, while quinoa farmers will improve their incomes by at least 20%.
- Coffee and quinoa farmers will implement at least 2 measures of climate change mitigation and/or adaptation.
- 50% of farmers under the project will increase their productivity by up to 30% for coffee and 20% for quinoa by the end of the project.
- 50% of coffee and quinoa farmers will improve their quality.
- 400 coffee farmers will renew 0.5 hectares with pest and disease-resistant coffee varieties.
- 80% of coffee farmers and 50% of quinoa farmers will receive fertilization recommendations based on analysis (soil and/or foliar).
- 490 quinoa farmers will prepare cost-effective organic fertilizers.

ACTIVITY INFORMATION

IMPLEMENTER: OLAM Agro Peru SAC

DURATION: January 5, 2022 – January 4, 2027

LOCATION: Cusco, Puno, Junín, Ayacucho, and Apurímac

USAID FUNDING: \$5,000,000.00

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