



Photo: USAID

STRENGTHENING APPCACAO

The activity "Strengthening the Peruvian Association of Cacao Producers (APPCACAO)" aims to improve the business climate and promote cacao in Peru by contributing to: a) the implementation of the annual International Cacao and Chocolate Show in 2023 and 2024 in Peru; b) the contribution towards the 2024 membership fee for the Salon du Chocolat in Paris, France; and c) the identification of mitigation measures for the European Union's zero deforestation regulation related to agricultural product imports (including cacao).

HOW DOES THE ACTIVITY WORK?

- USAID will partially fund the budget for the Chocolate Show in 2023 and 2024 in Peru, approximately 25% of the total budget (\$70,000 per year).
- It will support the Government of Peru (GOP) in implementing a three-year agreement signed between APPCACAO and the Salon du Chocolat by covering the membership fee for 2024.
- Additionally, it will convene relevant stakeholders from the cacao value chain for technical discussions to identify compliance measures with the European Union's (EU) zero deforestation regulation.

EXPECTED RESULTS

- Implementation of the Cacao and Chocolate Show 2023 and 2024 in Peru.
- The Cacao and Chocolate Show in Peru (SCC-Peru) will be part of the prestigious Salon du Chocolat – Paris platform and will feature its logo.
- SCC-Peru will be included in the global advertising for the Salon du Chocolat - Paris, increasing its international visibility.
- The Salon du Chocolat - Paris will provide technical assistance to ensure the financial sustainability of SCC-Peru.
- Publication of compliance measures to mitigate the potential impact of the EU's zero deforestation regulation for cacao.

PROJECT INFORMATION

IMPLEMENTER: Peruvian Association of Cacao Producers (APPCACAO)

DURATION: July 7, 2023 – July 6, 2025

USAID FUNDING: US\$ 243,000

LOCATION: Lima and cacao-producing areas

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