

PURPOSE

- The C.A.F.E. Practices Program will allow APESI and UNICAFEC to become preferred suppliers of Starbucks; this means they will be able to position their product in a differentiated, quality-oriented market (new market opportunities) and sell coffee at higher than market prices.

- Strengthen certification procedures.

TARGET GROUP

COCLA

7,500 producers (more than 25% are women)

APESI

310 smallholder coffee producers

UNICAFEC

228 smallholder coffee producers

EMPOWERMENT VIA VERIFICATION - C.A.F.E. PRACTICES PROGRAM

PERU - approved by the Efico Fund on 30/01/2007

Location

San Ignacio, Cajamarca

Description

- Verify two coffee associations operate according to the C.A.F.E. Practices Code of Conduct.
- Certification process starts with comprehensive training for growers. Farmers have to learn how to properly sort, dry and ferment the coffee beans to reduce defective and rotten beans.

Project Budget

Efico Fund contribution: € 4 161.13

Project Duration

2007

PARTNERS

COCLA

Coffee & Cocoa - Cooperative Association
www.coclaperu.com

- Project applicant
- Groups 23 coffee and cocoa cooperatives and provides support to 7,500 growers in Peru.
- Its main objective is to empower growers.

APESI

Provincial Association of Ecological Producers -
San Ignacio

- Peruvian Coffee Growers Association

UNICAFEC

Association Union of Ecological Coffee Producers
• Peruvian Coffee Growers Association



EXPECTED RESULTS

Short-term

- Time investment, adaptation improvement and marketing of the next crop.
- Coffee growers will learn how to improve product quality, the concepts of economic accountability, social responsibility and environmental leadership.
- Coffee farmers will be strengthened and will become key players for sustainable development.

Long-term

- Better product, increased income, more cohesion with COCLA and between both associations, impact on sustainability and environment, and farm goods certification for traceability purposes.

SUSTAINABLE VERIFICATION PROGRAM IN PERU

