

IMPROVING LIVING STANDARDS OF PERUVIAN COFFEE AND COCOA PRODUCERS THROUGH QUALITY

PERU

San Martin is one of the most important coffee and cocoa regions in Peru. These two commodities have been declared National Flagship Products by the government as they have great social importance for rural development and poverty and are promoted as a replacement for illegal crop production.

Cocoa and coffee are predominantly smallholder crops with similar value chains that are facing similar problems. Both products are heterogeneous in quality and often do not meet standards that allow obtaining best prices at the international level. This is mainly due to the lack of knowledge of Peruvian Technical Standards, little use of quality infrastructure services, and deficient post-harvest processes and quality control.

In sum, quality is one of the most important aspects affecting the international commercialization of these agricultural products and is an important component to create competitiveness. «Improving our quality gives us better conditions to be able to negotiate and sell our product. It is not the same to have an average cup score (which determines the quality of the coffee) of between 80–82 as it is to have a score of over 82. We can look for differentiated clients, but for that, we have to work a lot on quality”, says David Peralta of the Monte Azul Cooperative.

To consolidate the productivity and efficiency of coffee and cocoa farmers and producers in the San Martin Region, UNIDO is strengthening eight farmer cooperatives in terms of infrastructure, equipment, and technical assistance. It has supported six quality coffee laboratories and provided specialised training for 40 professionals working there. Moreover, the project has developed and disseminated four national standards and 16 technical guidelines for the application of relevant standards to establish better processes for coffee and cocoa.

As a result of this support, farmers and producers will be able to sell their coffee at a higher price, earning more and providing them with better development opportunities for themselves, their families, and communities in the long run. Ultimately, better products lead to higher prices and increased income leads to an improved quality of life.

The Global Quality and Standards Programme (GQSP) is a global initiative to strengthen the export competitiveness of twelve partner countries, supported by Switzerland through the Swiss State Secretariat for Economic Affairs (SECO).



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