

**TRAINING (CBTF) TO ENSURE  
SUSTAINABLE DEVELOPMENT**



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Presented by PROMPEX - Peru*



**GREAT WORLD-WIDE  
TENDENCIES**

- **MARKETS**  
*Increasing demand of organic agricultural products.  
Exigencies of Health, quality and certification.  
Supremacy of supermarkets chains.*
- **CONSUMERS**  
*They prefer healthful/healthy and clean products.  
They demand organic certification.  
They associate feeding with quality of life, health,  
environment.*
- **E-COMMERCE REVOLUTION**



**BIODIVERSITY**

- *Peru is recognized as a biodiverse country by the great variety of species that lodges.*
- *Traditional agriculture as ancestral legacy, applies suitable agricultural technology to take advantage of the diversity ecological floors and the diverse geographic conformation (platform Andean, terraces of slow formation, agroforestry).*

*15 films about the biodiversity*









## **BIODIVERSITY**

- *Account with 84 identified zones of life of the 104 that exists, it offers exceptional conditions to cultivate, among others, coffee, cacao, exotic fruits and Andean grains.*
- *In Peru they are near 50 thousand species of flora (20% of the planet), some 2,000 are used with curatives aims by natives.*

*14 films about especial products*







### **STRENGTHS / OPPORTUNITIES**

- *Biodiversity and traditional agriculture are a legacy of our ancestors.*
- *Consumers think conserving the environment and environmentally-friendly products are better.*
- *An organic movement in Peru has brought together committed professionals and institutions.*
- *Successful experience in organic production and marketing.*
- *National fairs for certified products.*
- *Mad' cow disease has become a world issue.*
- *Organic production adds value.*
- *CONAPO created by Cabinet Chief's Supreme Decision 435-2001.*

### **WEAKNESSES / THREATS**

- *Poorly organized domestic market.*
- *Insufficient supply and demand surveys.*
- *Regulations are not widely known.*
- *Lack of dissemination to bring consumers to economic circuits.*
- *Certification still expensive.*
- *Weak Peruvian supply in foreign markets.*
- *Other countries now grow typically Peruvian products.*
- *Poor ethics of involved players.*
- *Lack of social commitment among some sectors.*
- *Policies favor man-made agrochemicals.*
- *Missing effective regulatory framework.*

## **CONAPO**

**ORGANIC PRODUCTS NATIONAL COMMISSION**  
RS N° 435 - 2001 - PCM

- *Agriculture Ministry.*
- *PROMPEX.*
- *INRENA.*
- *INIA.*
- *SENASA.*
- *INDECOPI.*
- *National Agrarian University The Molina, UNALM.*
- *Network of Ecological Agriculture - RAE.*
- *National Association of Ecological Producers.*
- *Swiss agency for Development - COSUDE.*

## **CENTRAL SUBJECTS CONAPO**

- *PROMOTION AND DIFFUSION.*
- *NORMATIVITY.*
- *QUALIFICATION.*
- *INVESTIGATION.*
- *MARKET'S DEVELOPMENT.*

## **ORGANIC PRODUCTS PRODUCTION ISSUES**

- *Traditional farmers outside economic circuits.*
- *Producers do not know regulations governing production chain.*
- *Producers lack training in record keeping from planting through production to processing, and even less through marketing.*
- *Supply of Organic Products for exports not organized.*
- *Poor ethics of some producers and exporters.*
- *A chaotic domestic market clashes with image of confidence required by destination markets.*

## **ORGANIC PRODUCTS CERTIFICATION ISSUES**

- *Certification remains a costly process.*
- *Large scale productions needs stronger cooperative work, still weak in Peru.*
- *Poor producers, get certification only through brokers.*
- *Some traders who use the certification to create dependence among producers.*

## **ORGANIC PRODUCTS A STRATEGY FOR TRAINING**

- *Direct work basically to production areas:  
Develop differentiated products.*
- *Direct production from poor, tiny plots to niche markets.*
- *Organise demand-driven operating schemes.*
- *Validate ecological production regulations.*
- *Organise domestic market.*
- *Disseminate ecological production principles among production chain agents.*
- *Prepare presentations suitable for specific destination markets.*
- *Build image: " Peru megadiverse country " ;  
" Peru organic country ".*

## **TRAINING PROJECT (CBTF) COMPONENTS**

- *Group and training projects for all agents in the chains in the Coast, Highlands and Jungle regions, through seminars and workshops using the CONAPO training charts.*
- *Dissemination of the "Organic Products Package" showing certified companies and their exports offerings. Dissemination will aim at external and internal markets.*
- *A multidisciplinary technical team of CONAPO experts will provide advice and walk agents through the training process.*

## **TRAINING PROJECT (CBTF).**

### **OBJECTIVES**

- *Train producers to adopt sustainable production systems that conserve the environment, promote bio-diversity and foster production of clean and healthy foodstuffs.*
- *Bring producers into the commercial mainstream to increase their production's economic returns.*
- *Walk producers through the right application of organic principles.*

### **BENEFICIARIES**

- *Producers, transforming and sellers of organic products.*



## **TRAINING PROJECT (CBTF)**

### • **SUCCESS INDICATORS.**

*Number of companies and organisations feasted by project.*

*Basket of promoted and/or developed product.  
Increased exports offering.*

### • **ACTIVITY REPLICATION.**

*Proposal builds on current work by National Organic Products Commission.*

*Successful pilot projects ensure proposal's feasibility.  
Proposal implementation will strengthen dissemination of a Nation Wide-Program to position Peru as an "organic country".*

## **TRAINING PROJECT (CBTF)**

### **POSSIBILITIES TO INCLUDE THE PROJECT IN A POLIC REFORM PROCESS**

- *The Ministry of Agriculture will create the General Regulations to characterize, produce, transform, certify and market Peruvian organic produce.*
- *Regulations will be mandatory.*
- *They will be equivalent to CEE 2092/91 and other like Regulations.*
- *An appropriate legal framework will ensure compliance with the regulations in the domestic market to build an image of confidence in foreign markets.*
- *It will disseminate self-sustaining systems and foster fair trade.*
- *It will provide tools for development.*

## **TRAINING PROJECT (CBTF)**

### **PRODUCTS, ACTIVITIES AND FOLLOW-UP**

- *Provide on going follow-up and advice to introduce sustainable agriculture models in Peru's highlands and jungle.*
- *Understand issues and create solutions through work in productive chain.*
- *Organize training seminars and workshops with identified leaders and producers as main players.*
- *Provide training and education to enhance production systems, and allow flexible and faster producer market mainstreaming.*
- *Create links with potential importers identified by PROMPEX.*

## **ORGANIC PRODUCTS CHALLENGES**

- *Organize domestic market.*
- *Mainstream traditional farmers into the economy.*
- *Educate farmers in local regulations.*
- *Organize producers to put together exports offerings.*
- *Disseminate sustainable organic production models among producers.*
- *Create a climate of honesty and confidence among producers, exporters and importers.*