

Inspiring Stories of Successful Biotrade: The case of Tara in Peru



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Perú

- 1st world exporter of organic coffee
- 1st world exporter of organic & fair trade bananas
- 2nd largest producer of organic cocoa
- 5th largest producer of organic banana
- 7th country with the largest number of farmers to implement organic production systems
- Diverse country, there are 84 of the 104 life zones in the world which in turn allows you to have a high biodiversity





Peru: Exports of biodiversity 2007 – 2010 (value, US\$)

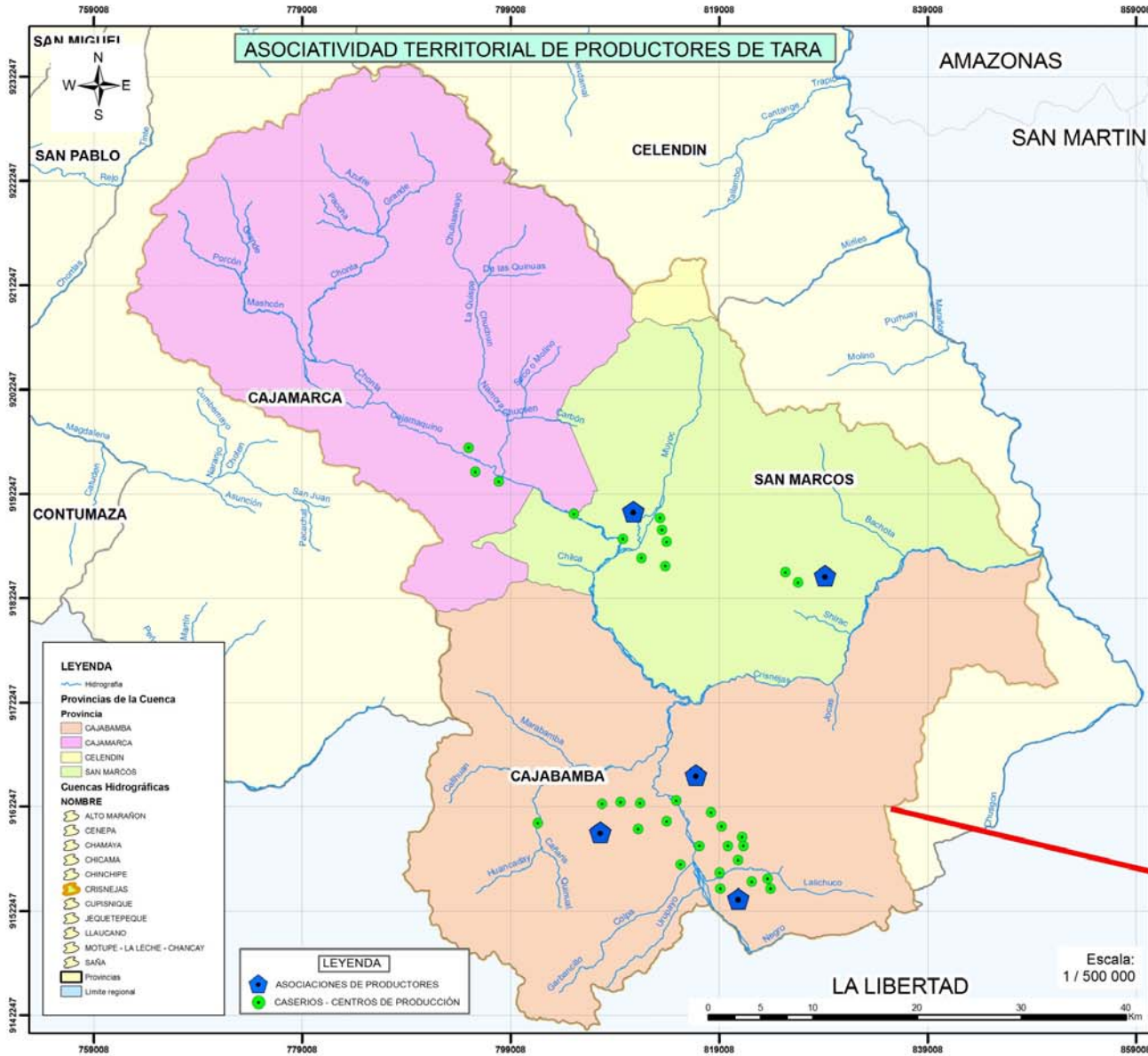
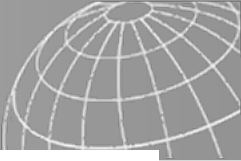
PRODUCTO	2007	2008	2009	2010
Cochinilla	37,624,127.51	40,796,365.53	43,068,275.71	208,708,784.39
Tara	31,756,831.34	41,324,982.74	25,373,503.08	43,084,647.84
Nuez de Basil	14,026,374.66	12,629,363.39	11,605,006.35	15,042,963.95
Achiote	7,077,423.35	8,043,214.82	10,359,908.67	11,089,051.32
Maíz Gigante	5,065,231.26	7,596,240.05	9,782,563.55	9,536,132.77
Quinoa	2,514,412.55	5,455,561.49	7,619,645.32	13,552,561.83
Maca	3,921,270.37	4,274,342.33	4,978,309.26	6,155,515.68
Kiwicha	2,431,461.47	2,300,399.98	1,914,905.76	1,863,468.72
Maíz Morado	1,530,855.45	1,477,862.79	1,688,277.24	1,877,456.41
Uña de Gato	1,299,786.07	1,150,367.29	1,026,354.76	1,375,882.85
Sacha Inchi	629,928.80	714,523.76	847,849.65	1,047,041.52
Camu Camu	5,024,563.05	1,769,193.02	663,456.97	596,809.59
Lucuma	152,074.55	343,188.22	546,938.15	629,970.90
Yacón	196,749.45	331,367.64	351,098.22	633,193.12
Aguaymanto	39,233.13	53,377.21	54,104.85	148,296.55
Otros	2,950,095.63	2,817,994.88	2,333,533.10	2,948,848.15
TOTAL	116,240,418.64	131,078,345.14	122,213,730.64	318,290,625.59



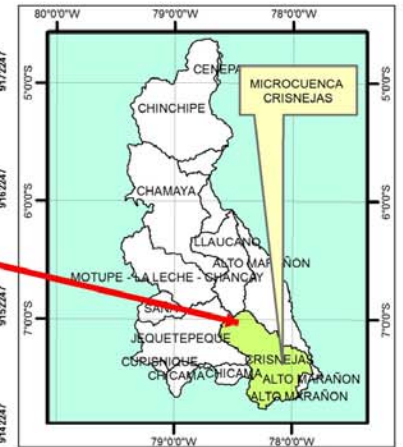
What is Tara?

- Native wild tree with great medical, industrial and food potential.
- In 2010 exports had a value of over U.S. \$ 43 million.
- Cajamarca represents 54% of national exports.
- In Cajamarca, there are approximately 20 000 farmers involved in this activity.
- PeruBiodiverse facilitates direct technical assistance to 1500 farmers.
- Most exports are in powder or gum and its final destination is the food and leather industry



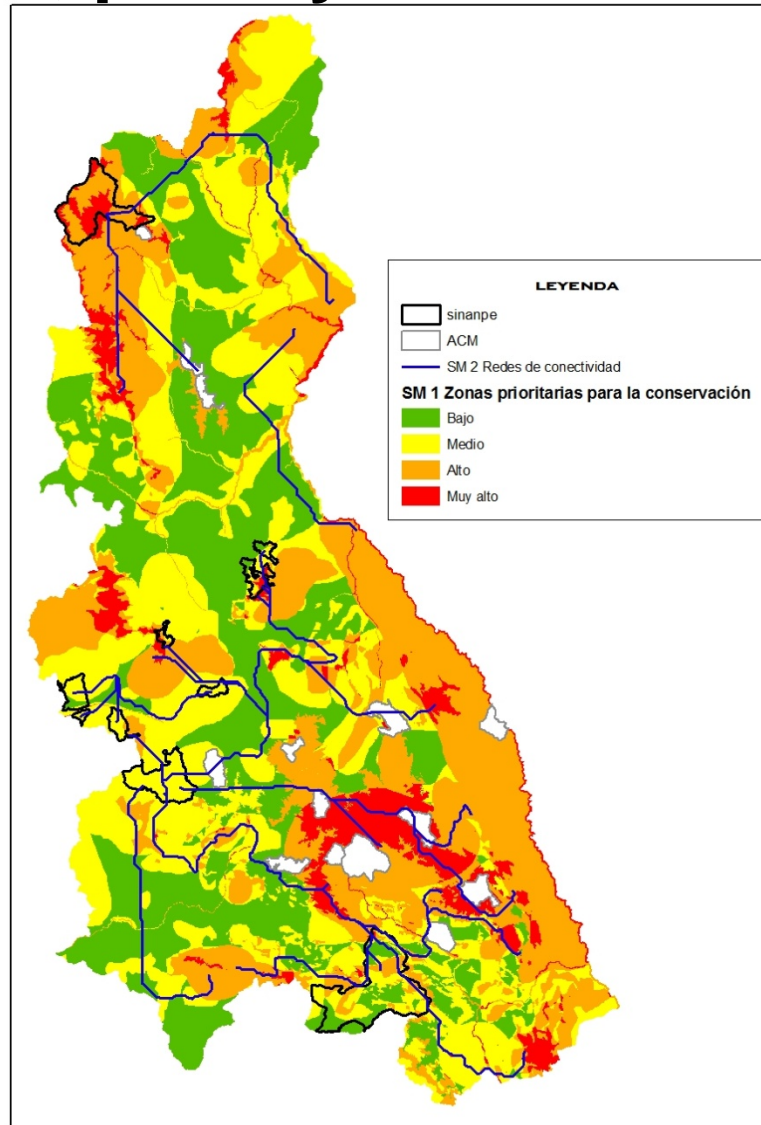


UBICACIÓN EN PERÚ Y DEPARTAMENTO DE CAJAMARCA





ZEE Cajamarca, priority areas for conservation





Perú Biodiverso Project – PBD

A Tool for Competitiveness and Sustainability of Biodiversity

It is an initiative that promotes the biotrade in Peru, promoting the production, processing and commerce of goods derived from native biodiversity by applying criteria of environmental social and economic sustainability.

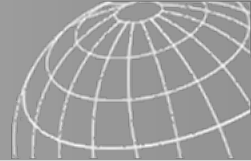
This initiative is funded by SECO, GIZ and national counterparts MINCETUR, PROMPERU and MINAM.

PeruBiodiverso - PBD, which runs under the Sustainable Rural Development Programme of GIZ, is in Phase II, which began in October 2010 and ending March 2013.



How PBD supports the development of the tara industry?

- Value Chain Analysis
- Promotion of public private partnerships
- Tara Regional and National Councils
- Capacity building for technical production and management
- Development of a joint model for small commercial growers to exporters of Tara.



Who are the direct beneficiaries?

Country	Basin River	Micro-Watershed	Province	Asociation	Farmhouses	Producers
Perú	Amazonas	Criznejas	San Marcos	Asociación de productores de Tara San Marcos	Collambay, Catagón, Zaparcón, Cascasen el Cedro, Chuquiamo, La Hermita, Milco.	191
				Asociación de Productores de Shirác	Pauca Santa Rosa, Malcas de Shirac	45
			Cajabamba	Asociacion de Productores redes unidas de Cajabamba	Churucana, Huayllabamba, Higos bamba, Ichabamba, Colcas, Nuñumabamba, Chirimoyo,	67
				Red de productores de taya Condebamba	Ponte, Huañimba, Matibamba, Pachilanga, Izcocucho, Pomabamba. Siguis, Pampa del tayo,.	72
				Red de productores de taya Cachachi	Liclipamba bajo, Shaguindo, Chorobamba, Shirac	49
			Cajamarca		Lacas, Hualanga, Hualqui	30
	03 Prov.	05 asociaciones	31 caseríos	454		

In the past 3 years, it has provided technical assistance to farmers 1500



Evolution of commercial joint in San Marcos, Cajamarca

Año	Volumen en TM	Precio Kg	Precio TM	Valor en S/. comercializado	Valor en US\$ Comercializado
2008	534	3.3	3330	1'778,220	635,079,00
2009	1600	1.74	1740	2'784,000	994,286.00
2010	2440	1.88	1880	4'587,200	1'638,286.00
2011	200	3.21	3211	642,200	229,357.00
TOTAL				9'791,620	3'497,007.00

Public private partnership promote APT (San Marcos Producers Association) - EXANDAL (export company) commercial joint, until 2013.

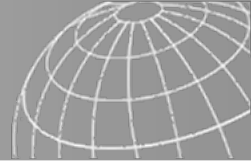


Price variation in producer area

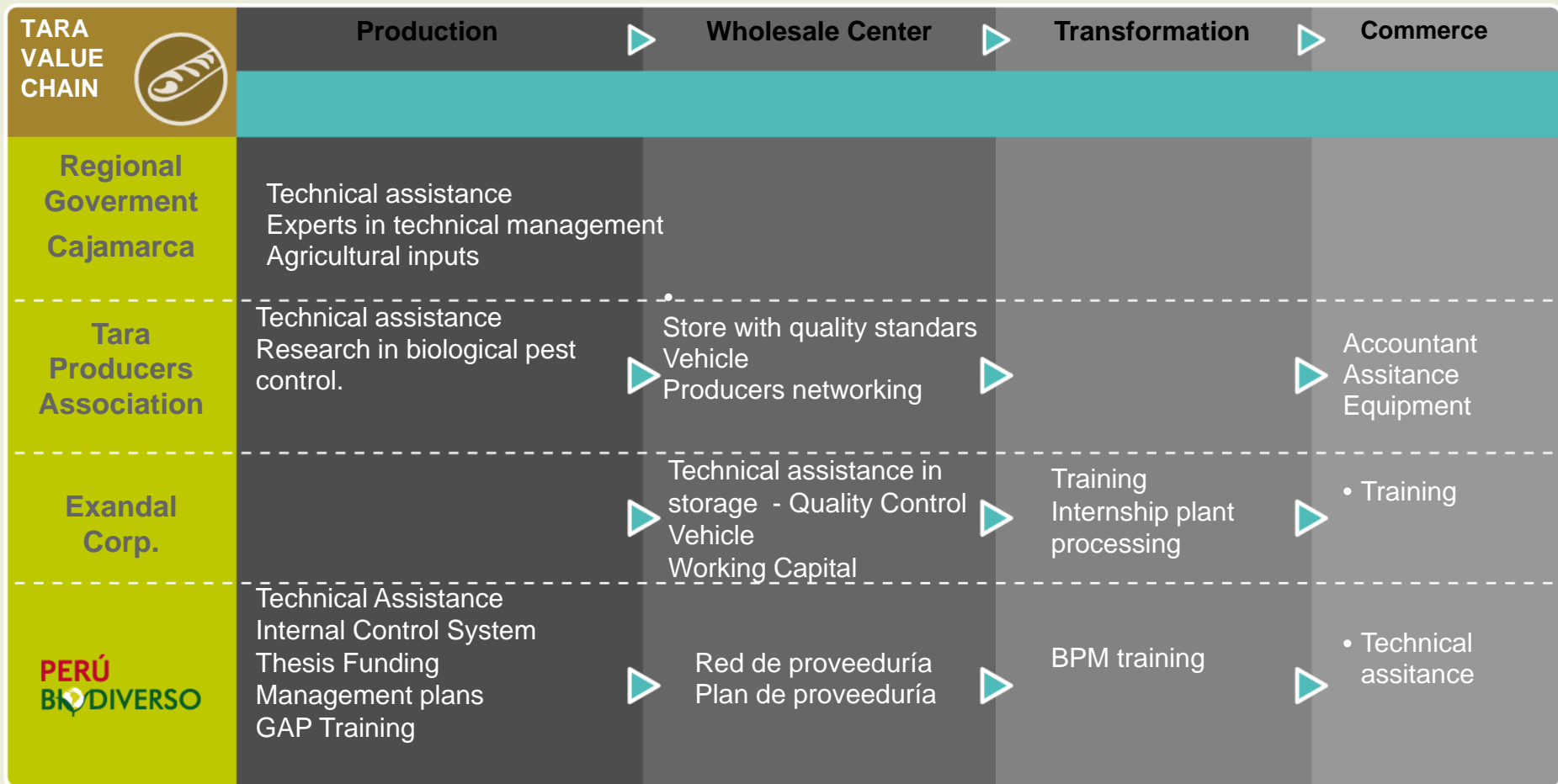
AREA	2005	2006	2007	2008	2009	2010
San Marcos	1,24	1.90	1.75	3.91	1.47	1,65
Cajabamba	1,27	1.94	1.79	3.78	1.25	1.45
Jesús	1.21	1.82	1.78	3.85	1.27	1.50
Jequetepeque	1.25	1.85	1.77	3.85	1.37	1,55

AREA	2005	2006	2007	2008	2009	2010
San Marcos	0.00%	0.00%	0.00%	0.00%	0.00%	0,00
Cajabamba	2.5%	2.16%	2.34%	-3.30%	-14.90%	-11,43%
Jesús	-2.42%	4.21%	1.71%	-1.53%	-13.61%	-9,09%
Jequetepeque	0.40%	-2.89%	0.86%	-1.66%	-7.14%	-6,06%
					-8.91%	-8,86%

The association of producers of San Marcos is a price regulator in the area of intervention, ranging from 9% in relation to other production areas, thereby directly benefiting some 3000 farm families.



Public Private Partnership





Thank you!