“Out of a 32M population, over 2 million Peruvians are part of the coffee production chain. It is the main source of income for 223,000 farming families. COFFEE CONTRIBUTED $711 MILLION of Peru’s export revenue in 2018. COFFEE MAKES UP 25% of Peru’s agriculture income. COFFEE GENERATES ANNUALLY MORE THAN $50 MILLION wages in production and commercialization. But poverty is still widespread among small farmers, who make up 85% of coffee producers. SMALL PRODUCER FARMING FAMILIES manage a total of 425,400 hectares of coffee farms. 80% RUN THEIR FARMS WITHOUT technical or entrepreneurial help. 80% ONLY 30% OF SMALL PRODUCERS are united in an organizational structure, mainly organized in cooperatives. One of the main challenges of the coffee sector is low productivity, which leads to the expansion of new plantations to primary forest areas. The UNDP’s Green Commodities Programme works in Peru to mainstream sustainable production practices in the coffee sector. The methodology behind the multi-stakeholder platform work is now being spread to the other commodities, cocoa and palm oil, aiming to reduce negative environmental and social impacts and improve producer families’ livelihoods. Work started in 2016 in coordination with the Ministry of Agriculture, the National Coffee Board and the Peruvian Chamber of Coffee and Cocoa, and the financial support of the Swiss State Secretariat for Economic Affairs (SECO). In order to achieve this, GCP has focused on promoting multi-stakeholder collaboration for systemic change to facilitate effective coordination and participation between the government, private sector, and the different stakeholders of the coffee value chain. The National Coffee Platform was established to support sector policies and legal reforms and to build a shared vision for action through the Coffee National Action Plan. The National Coffee Platform is led by the Ministry of Agriculture and Irrigation, and comprised of the public sector, the National Coffee Board, the Peruvian Chamber of Coffee and Cocoa, regional governments, producer associations, civil society, international cooperation agencies and the private sector. Through the Platform, UNDP has conducted assessments, facilitated multi-stakeholder dialogues and formed several multidisciplinary technical groups to analyze issues in the sector. The goal was to work with the Ministry of Agriculture and Irrigation to launch the Coffee National Action Plan, which is based on these research and dialogues. The Coffee National Action Plan was launched in 2018 and has committed the different stakeholders to the development and improvement of coffee productivity, quality, financial tools, local and international trade, on-the-ground management and governance within the coffee sector in Peru. The results of the Coffee National Action Plan will be: i) increased productivity per hectare, ii) improved quality, iii) facilitated access to financial services, iv) improved commercial positioning, v) territorial articulation initiatives promoted and vi) reinforced governance.”
The Story So Far…
Timeline of the Peruvian Coffee National Action Plan

- **JUN 2016 - MAY 2017**
  - Phase 1: Information Analysis
  - Stakeholder Mapping
  - Coffee Sector Baseline Regional Workshops
  - Meetings with Key Stakeholders
  - Root-Cause Analysis

- **JUN 2017 - DEC 2017**
  - Phase 2: Consensus Building
  - Official launch of the multi-stakeholder dialogue towards designing the National Action Plan

- **JAN - SEP 2018**
  - Phase 3: Plan Design
    - Defining vision and mission
    - Conformation of 6 technical workgroups
    - Problem Analysis and Action Proposal

- **OCT - 2018**
  - Phase 4: Validation and Consultation
    - National Plenary 13 Regional Workshops to validate action proposals
    - Consistency Analysis
    - Public Consultation
    - Document Preparation

- **2019 - 2030**
  - Phase 5: Plan Endorsement
    - Official Presentation, Approval and Legalization of the Coffee National Action Plan

- **2019 - 2030**
  - Plan Implementation
    - MAIN GOALS BY 2030:
      - Increase coffee exports by 120%
      - Increase export volumes by more than 13 million quintals
      - Increase production of parchment coffee by 15.9 million quintals
      - Reduction of GEI by 1.73 million CO2 eq.
      - Enhance livelihoods of coffee districts

91% of coffee in Peru is grown in seven areas, relevant to the work of the Green Commodities Programme.