

A National Plan for the Development of the Peruvian Coffee

The plan will promote cost effectiveness of the coffee sector and improve the quality of life of small farmers

Under the leadership of the Peruvian Ministry of Agriculture and the National Coffee Council, the National Coffee Action Plan 2018-2030 was launched with the view of promoting sector growth, environmental sustainability, and the well-being of 223 thousand farmer families that depend on this crop.

The National Coffee Action Plan was developed with the financial support of the Swiss government's State Secretariat for Economic Affairs and UNDP's technical assistance through the Green Commodities Program. During the launch ceremony, both institutions committed to supporting its implementation phase.

"The plan is a result of a participatory process that involved over 1000 private and public sector stakeholders,, the international cooperation and civil society representing the coffee value chain" expressed Gustavo Mostajo, Minister of Agriculture and Irrigation.

"Today, thanks to the efforts deployed by the different actors, the coffee sector has a shared vision" said María del Carmen Sacasa, UNDP Resident Representative in Peru. "The National Coffee Action Plan shows us that it is possible to generate consensus and work together in order to improve the livelihoods of producer families, increase incomes, strengthen technical capacities for enhancing productivity and reduce deforestation and climate change risks".

The plan includes priority actions and sector goals until 2030 with the main purpose of strengthening competitiveness and social and environmental sustainability at national and international levels.

The first objective is to increase productivity through sustainable production systems, from 15 to 25 quintals per hectare, by 2030. The second objective is to maintain coffee quality consistency: 70% of exports shall be sold as certified quality coffee by 2030. Likewise, the plan seeks to facilitate access of producers to appropriate financial services; improve positioning and commercialization of the Peruvian coffee within national and international markets; occupy the fifth place in the ranking of relevant exporting countries; and increase internal consumption by 30%.

Currently, Peru cultivates approximate 140,000 hectares of organic coffee from a total of 420,000 hectares, occupying the second place in the ranking of organic coffee producer and exporting countries in the world.