



Peru PROASSA Co-op HB MCM

Fair Trade Organic

CARAMEL – ALMOND – CREAMY BODY

LATIN AMERICA



Producer: PROASSA - CECANOR



Processing: Fully washed



Region: Lambayeque, Cajamarca & Amazonas



Elevation: 1100 – 2000 masl



Cultivar: Typica, Caturra, Pache & Catimor



Harvest: June - September



PROASSA farmers



Location of farms in Northern Peru



In 1995 Promoter of Sustainable Agriculture S.A. (PROASSA) was organized with fifty organic farmers in Northern Peru, and today boasts membership at three thousand. Seed money was provided from NGO CECAP and private partnerships invested in technical assistance from qualified Agronomists and Agricultural Engineers. In 1999 the organic cooperative developed a strong foundation which propelled expansion efforts to include Fair Trade certification (Cecanor).

Emphasis on quality and organic sustainability remains the primary focus as more and more producers recognize the value of best practices and the importance of transparency. Monetary premiums earned from certification efforts have empowered members to improve local living conditions, engage family in social and environmental endeavors, and promote gender equity. To date twenty percent of Proassa/Cecanor membership is made up of female farmers, and they are encouraged to take leadership roles and serve as mentors. They have an opportunity to influence social change and create greater equality in daily life.

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