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# Transforming the VRAEM: Land of Fine Flavor Cacao

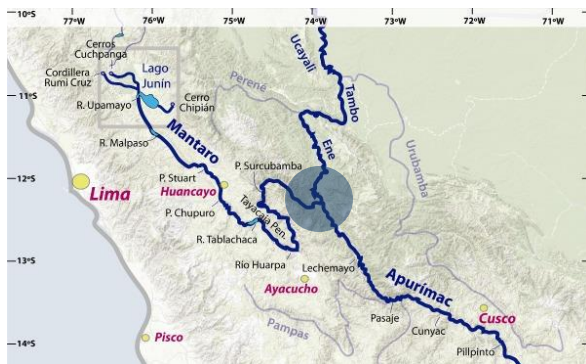


# PROJECT OVERVIEW

- Period: April 2023- April 2026
- Participating producers: 1200 (initially)
- Funding: US\$2.3 M (USAID)  
with \$7M leverage from private sector
- Partners: Qori Warmi, Quinacho and VRAEM cooperatives, private sector partners, Lutheran World Relief-Peru (a Corus International organization)



# The VRAEM



- **Includes 5 regions in south of Peru** (Valley of Apurimac, Ene and Mantaro rivers);
- **Population = ~500,000**  
Mainly Andean settlers but also communities indigenous to Amazon;
- **Largest coca production in Peru**  
40% of national production  
(32k out of estimated 80k hectares);
- Presence of **drug trafficking** and **terrorist / violent extremist groups**;
- The region has **30k hectares planted in cacao**;
- **90% of producers** are not part of any cooperative or producer group.

## Main Focus



**Increase producers' income derived from cacao and other legal crops grown in the VRAEM.**

# Objectives

- Intensify cacao production and increase productivity: renovation and rehabilitation of cacao plantings;
- Link to sustainability and adaptation;
- Strengthen womens' leadership in the cacao supply chain;
- Strengthen farmers' organizations; manage cooperatives as a business;
- Support VRAEM as a source of fine flavor, high-quality cacao; help producers centralize post-harvest processing to achieve this;
- Diversify producers' farms beyond cacao.



# Expected Results

- **Increased fine flavor cacao production & increased income:** Expand rehab. of plantings, strengthen coop. business mngmt, improve productivity and quality, Increase traceability and increase financing;
- **Strengthened complementary farm activities:** Diversification of crops and farming systems;
- **Improved technical & commercial context to support fine flavor cacao:** Strengthen Cacao Platform--“Mesa Tecnica de Cacao” -- change perceptions, position VRAEM as a region of quality cacao.



# Additional Resources

The Qori Warmi cooperative  
and cacao in the VRAEM:

- [Qori Warmi: A Women-Led Cooperrative](#)
- [Cocoa Processing and Chocolate Making](#)
- [Meet A Cacao Producer: Daria Hinostroza Prado](#)
- [LWR's Work in the Cacao Sector](#)

