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 women’s 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 mgmt, 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 Cooperative](#)
- [Cocoa Processing and Chocolate Making](#)
- [Meet A Cacao Producer: Daria Hinostroza Prado](#)
- [LWR’s Work in the Cacao Sector](#)