



Coffees from Peru

2023

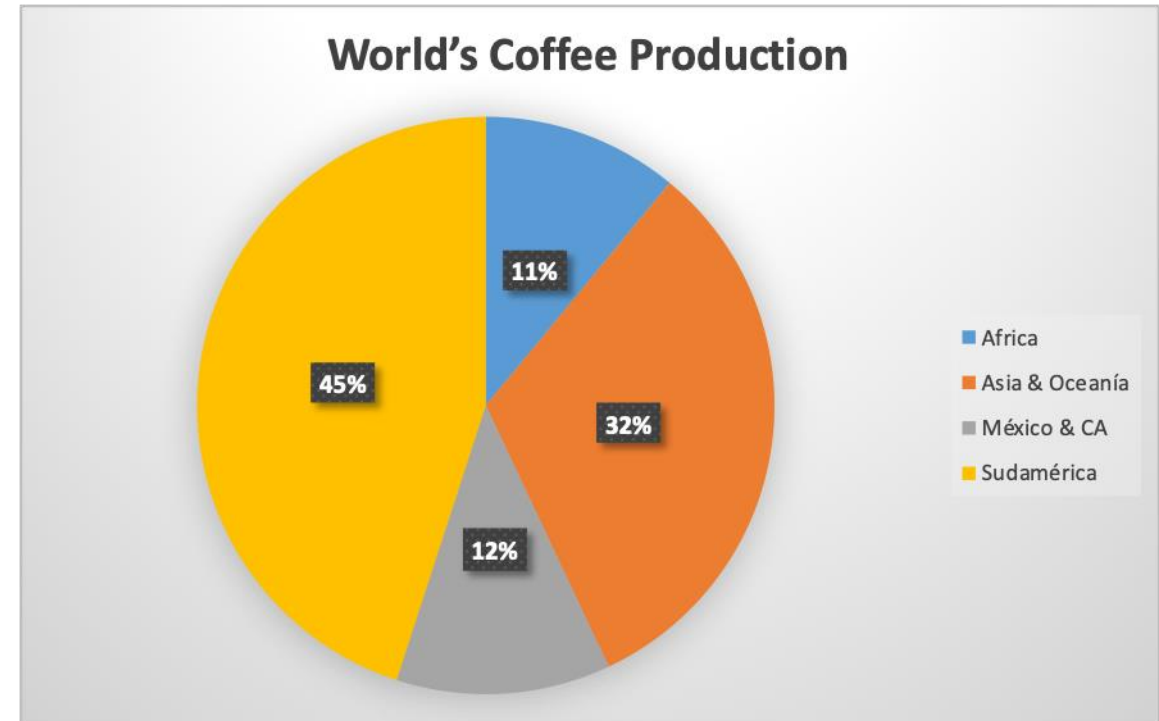


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1. WORLDWIDE COFFEE OUTPUT

- Coffee is produced in more than 80 countries.
- 70% is produced by small growers.
- Coffee cultivation provides income to 25 million families.
- 70% of coffee production is concentrated in 6 countries: Brazil, Vietnam, Colombia, Indonesia, Peru, Honduras and Ethiopia.



2. PERU COFFEE OUTPUT

- There are 7 regions that produce 87% of Peruvian coffee (Junín, San Martín, Cajamarca, Cusco, Amazonas, Huánuco and Pasco).
- Three clusters:
 - ✓ North: Cajamarca, Amazonas and San Martín 60%.
 - ✓ Centre: Pasco and Junín 30%.
 - ✓ South: Cusco and Puno 20%.
- Some figures:
 - ✓ 230 K families.
 - ✓ 440 K hectares.
 - ✓ 450 districts.
- 30% growers are organised within coops and associations.

2. PERU COFFEE OUTPUT

- 2022:

Volume Exported

3,719,364.2

60kg bags of green coffee

Value Exported

USD 1,119,797.9

Thousands of USD,
green coffee

NYSE

USD 165.8

USD/QQ



USD 165.80 = 1 qq

USD 3.68 = 1 kg

Note: 1 qq = 45 kg

2. PERU COFFEE OUTPUT

EXPORTS (FOB USD)

	2017	2018	2019	2020	2021	2022 *
Green Coffee Beans	712,398,495.95	681,059,733.29	634,831,504.38	655,926,025.50	764,952,859.74	865,189,614
Europe	393,357,065.66	374,516,069.98	355,460,955.03	351,228,120.63	433,607,861.99	487,896,590.06
North America	230,365,582.52	220,289,311.81	211,525,642.91	215,155,138.12	220,704,611.31	237,703,022.52
South America	20,166,857.12	33,507,975.21	17,420,770.50	30,097,691.41	48,943,011.97	70,071,646.57
Asia	44,342,275.98	34,442,929.85	38,716,377.33	47,206,801.93	46,676,343.17	56,933,712.55
Oceania	7,858,988.78	8,567,003.78	8,203,184.78	10,633,771.52	14,091,794.26	10,168,811.49
Caribbean	13,040,687.63	8,429,018.96	3,035,380.05	1,531,797.38	573,557.02	
Central America	1,099,468.41	1,257,434.12	421,357.74		355,680.02	1,996,068.63
Africa	2,167,569.85	49,989.58	47,836.04	72,704.51		419,762.61

Fuente: Sunat – Customs / Power BI Promperú

3. INTERNATIONAL RECOGNITION

- First country that produces coffees that are friendly to birds and the environment.
- Peru is the world's leading producer of certified Fair Trade and organic arabica coffee.
- First agricultural export product of Peru.
- "Cafés del Perú" brand was launched in 2018.
- Use of organic certification seals such as USDA, EU and JAS, mainly.
- Use of sustainable certification seals such as Fairtrade, Rainforest Alliance, UTZ Certified, Bird Friendly, 4C and Naturland.

3. INTERNATIONAL RECOGNITION



WFTO - As a global membership organisation of fair traders, we facilitate membership applications, ensure members follow the 10 Principles of Fair Trade through the Guarantee System, and improve the Fair Trade Standard.



Japanese Agricultural Standard - Certificación orgánica para productos agrícolas y de recolección silvestre bajo las normas JAS para el mercado Japonés.



Agricultura ecológica UE - Organic farmers, processors and traders, must comply with strict EU requirements if they want to use the EU organic logo or label their products as organic.

C.A.F.E. Practices

Las Coffee and Farmer Equity Practices (CAFE) fueron desarrolladas por Starbucks junto a las ONG Conservation International y Scientific Certification Systems. La normativa contiene 28 indicadores específicos que hacen referencia a cinco áreas fundamentales: calidad del producto, responsabilidad económica, responsabilidad social, liderazgo medioambiental en cultivo del café y liderazgo medioambiental en su procesado.



Para obtener la certificación, las fincas deben cumplir con los requisitos del Estándar de Agricultura Sostenible de Rainforest Alliance, que abarca los tres pilares de la sostenibilidad: social, económico y ambiental.



The Fairtrade Standards are designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade.



Programa y etiqueta para la agricultura sostenible. A partir de 2014, Certificado UTZ es el mayor programa para el cultivo sostenible de café y cacao en el mundo. Cubre buenas prácticas agrícolas, gestión de las explotaciones, las condiciones sociales y de vida, y el medio ambiente.



El SMBC siguió desarrollando la primera y única certificación de café 100 % orgánico y cultivado bajo la sombra del mundo: Café Bird Friendly®. Mediante este sello de aprobación, se garantiza que se preserven las explotaciones "agroforestales" tropicales y los hábitats fundamentales a donde se dirigen las aves migratorias.



Certificación del Departamento de Agricultura de Estados Unidos.

4. SUSTAINABLE PROJECTS

- Ministry of Production, through the National Program for Technological Development and Innovation (ProInnovate), Cajamarca region will have an innovative irrigation system with honey waters that will help reduce the water footprint of coffee plantations.
- It is a modern irrigation system with honey water obtained in the washing process of coffee fruits through the application of two organic polymers, whose solid waste will be converted into fish food, which was carried out in the communities. from Chirinos, Tabaconas and La Coipa in Cajamarca province of San Ignacio. The project carried out by the Cooperativa Agraria Valles del Café received non-reimbursable co-financing



4. SUSTAINABLE PROJECTS

- Honey water treatment for small producers is accepted by the Rainforest Alliance within certification criteria.
- Using *C. zizanioides* (vetiveria) in 12m² infiltration wells after calculating polluting effluents to effectively treat wastewater up to 40qq per crop.
- The Rainforest Alliance mentions that the rule does not dictate a specific type of treatment. However, it is important that the treated waters comply with analyzes and parameters. That is, the discharge of water in treatment systems built on the ground does not mean a discharge on the ground.

<https://rutadelcafeperuano.com/2022/07/12/tratamiento-de-aguas-mieles-para-pequenos-productores-es-aceptado-por-rainforest-alliance-dentro-de-criterios-de-certificacion/>

4. SUSTAINABLE PROJECTS

- **The Starbucks Foundation and TechnoServe Partner to Empower Women in Coffee Farming Households in Peru.**
- The Starbucks foundation and international nonprofit TechnoServe announced the launch of the **Mujeres CAFÉ initiative**. Leveraging the work of the **Coffee Alliance of Excellence (CAFE) programme**, a USAID initiative, **Mujeres CAFÉ will work with 1,300 women in coffee farming communities** in the Peruvian regions of San Martín and Huánuco to develop their leadership and communications skills and take on a greater role in household and community decision-making.

5. WOMEN IN COFFEE

- Hilda Leguía Gonzales won Peru Cup of Excellence.
- Mrs. Hilda Leguía, received the highest national award, her “Geisha Coffee” obtained a score of 90 cup points and was ranked first in the Peru Cup of Excellence 2020 contest.
- The work of the Valle Incahuasi Cooperative has had the support of a disciplined organization with almost 500 partners concerned with quality and winning the most difficult markets in the world. Its product goes with the Valle Incahuasi brand and is sold in Germany, USA, Canada, Europe and Asia, now it is expected to arrive in Saudi Arabia, since it is a highly valued product in the international market.





What do you know
about Peruvian coffee?



unique
specialties

Visit PERU stand #235 in MICE from
Sept 27 - 30th at the MCEC to cup high
quality specialty Coffees from Peru.

To learn more about Coffees
from Peru scan the QR code



COFFEES FROM PERU IN AUSTRALIA

CAMPAINGS TO PROMOTE PERUVIAN SPECIALTY COFFEES



unique
specialties

What do you know about Peruvian coffee?

Join us in a sensory journey that will guide us through
taste, smell, sound and conversation about the quality
and unique specialties Coffees from Peru have to offer.

- Date: xxxx November
- Time: 10:30-11:30am
- Live cupping session hosted by xxx
- Live feed of Angélica Hernández,
a producer from Amazonas region and xxxxxx

[Register here](#)

To learn more about Coffees from Peru [click here](#)



See you at FICAFE – Puno 2023

