PRONATEC

El Quinacho – Peru

Organic, Fairtrade cocoa from Peru

The powerful coca cultivation industry is still ever-present in the remote Apurímac Valley. While coca farming can be lucrative, it exposes farmers to intensive chemical use and the violent environment surrounding drug trafficking. This makes it all the more important to offer smallholder families a long-term and sustainable alternative – the cultivation of organic and Fairtrade cocoa.

The El Quinacho cooperative was established in 1970 around bananas, coffee and a small general store. Today, its most important crop is organic and specialty cocoa. A dedicated team of experts supports farmers directly in the field to improve yields per hectare and enhance cocoa quality. Fermented and dried cocoa beans are carefully checked, sorted and prepared for export in five regional collection centres operated by the cooperative.

Members of the cooperative collectively decide how to use the Fairtrade premium. These funds play a crucial role in recognising farmers' work and ensuring a stable livelihood in the long term. Investments focus on strengthening production processes, improving farming practices and supporting community development.

Latest Faritrade projects

- **Technical field support** to improve farming practices and productivity
- **Distribution of organic fertilisers** and farming materials
- **Coverage** of organic and Fairtrade **certification costs**
- **Social prevention and health support** for members and their families
- **Maintenance and repair** of cooperative vehicles and infrastructure

How El Quinacho supports smallholder families

- **Higher and more stable incomes** thanks to the organic and Fairtrade premiums
- **Improved productivity** through continuous technical field support
- **Better cocoa quality** through optimised fermentation and drying
- **New skills** through regular trainings and capacity building
- **Regional benefits** through targeted community projects

El Quinacho at a glance

- Founded in 1970
- Fairtrade certified since 2000
- Approx. 247 members (of whom 88 are women)
- Cultivable land: 799 hectares

"I joined the El Quinacho cooperative at the age of 22, and today, at 75, I am still walking alongside the same community that shaped my life. El Quinacho has not only sustained my work – it has strengthened our families, created opportunities for young people and kept hope alive in our community. That is why I know I will remain part of this cooperative until the very last day of my life."

Moises, 75 years, (member of El Quinacho since 1972)

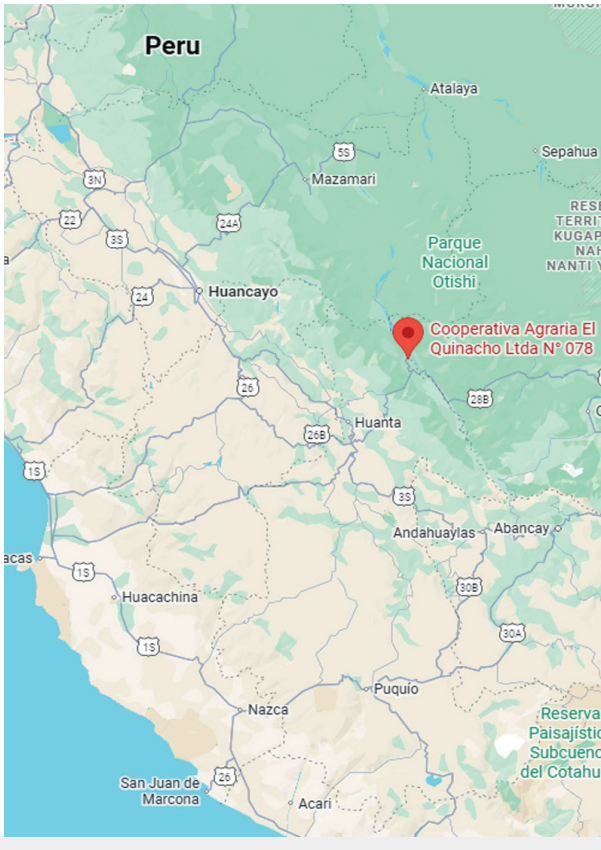
Farming under demanding conditions

Organic farming in the humid Apurímac Valley requires extensive knowledge and commitment. Due to limited infrastructure and poorly developed road networks, centralised processing is not feasible. Smallholder farmers therefore manage not only their cocoa plantations, but also the technically demanding fermentation and drying of fresh cocoa beans immediately after harvest. This decentralised approach preserves the unique characteristics of the cocoa.

Peruvian cocoa from El Quinacho is characterised by a balanced flavour profile combining cocoa, fruity and slightly acidic notes, complemented by subtle bitterness and sweetness.

Partnership built on trust

PRONATEC has been working closely with Cooperative Agraria Cafetalera El Quinacho since 2000, supporting the cooperative in achieving organic and Fairtrade certification. Since then, PRONATEC has sourced the entire organic cocoa harvest from El Quinacho. Through this long-term partnership, El Quinacho has strengthened its organisational structures, improved quality management and secured stable market access for its members.



Our products

DIRECTLY SOURCED

- Organic cocoa beans
- Organic cocoa powder
- Organic cocoa mass/liquor
- Organic single-origin private label chocolate bars

(pronatec.com/cocoa)

BIO

FAIRTRADE

USDA ORGANIC

RAINFOREST ALLIANCE PEOPLE & NATURE Cocoa