



## El Quinacho – Peru

El Quinacho gives smallholder families in Peru’s remote Apurímac Valley a sustainable alternative to coca cultivation: organic and Fairtrade cocoa with reliable access to international markets. Founded in 1970, the cooperative brings together around 250 members and is known for organic cocoa with a balanced flavour profile. Since 2000, PRONATEC has helped El Quinacho obtain its first organic and Fairtrade certifications, enabling the cooperative to access these markets. By purchasing the entire harvest ever since, PRONATEC has helped secure a stable, long-term economic foundation for its members.

The Apurímac Valley is still shaped by coca cultivation, which exposes farming families to intensive chemical use and the insecurity associated with drug trafficking. Against this backdrop, organic and Fairtrade cocoa provides a viable long-term alternative.

Cooperativa Agraria Cafetalera El Quinacho was founded in 1970 around bananas, coffee and a small general store. Today, organic and specialty cocoa is at the heart of its work. Infrastructure in the valley is limited and many farms are hard to reach. Farmers therefore ferment and dry their cocoa directly on their farms after harvest, preserving the distinctive character of cocoa from the region.

El Quinacho’s technical team works with members in the field to improve farm management, yields and cocoa quality. The dried beans are then checked, sorted and prepared for export in five regional collection centres.

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### Here’s what El Quinacho stands for

- Organic and Fairtrade cocoa as a sustainable alternative to coca
  - Long-term livelihoods for smallholder families in the Apurímac Valley
  - Decentralised fermentation and drying by farming families
  - Stable market access through a long-term partnership with PRONATEC
  - Democratic management of the Fairtrade premium
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*“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)



## Latest Fairtrade projects

- 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

## Here's 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
- Stronger cocoa quality through optimised fermentation and drying and quality control
- New skills through regular trainings and capacity building

## Partnership built on trust

PRONATEC has worked closely with El Quinacho since 2000. At the beginning of the partnership, PRONATEC supported the cooperative in achieving organic and Fairtrade certification and helped connect its cocoa with the international organic market.

Since then, PRONATEC has sourced El Quinacho's organic cocoa and supported the cooperative's long-term development. The partnership focuses on direct sourcing, quality management and stable market access for El Quinacho's members. Together, PRONATEC and El Quinacho work to ensure that organic cocoa remains a reliable source of income for smallholder families in the Apurímac Valley.

## El Quinacho at a glance

- Founded in 1970
- Fairtrade certified since 2000
- Approx. 250 members, including 88 women
- Around 799 hectares of cultivable land
- Based in the Apurímac Valley, Peru

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