

## FACT SHEET

## The consortium ANDENATURA: fair trade as an export strategy

Products farmed and processed according to organic practices can benefit from a growing global demand for safe food and potentially higher prices. Moreover, organic agriculture can benefit poor producers in developing countries, by improving their productivity and incomes and promoting environmental sustainability farming. However, it is not always easy for small-scale producers to tap into international markets. The need to meet the requirements for export, a primary trade channel, is a hurdle for most. Cooperation among enterprises within a consortium can help overcoming this type of problems.

Against this background, collaborative marketing strategies can offer a sustainable alternative. ANDENATURA, a promotional consortium established in November 2007 by UNIDO together with the Peruvian Ministry of Production, is a success story of market access with pro-poor effects.

ANDENATURA is formed by four companies specialized in the processing of organic products that originate in the Peruvian Andean region and its rich biodiversity.

The management of member companies is committed to the principles of fair trade and of social and environmental responsibility and it follows stringent technical and quality control standards in production and transformation processes.



*The trademarks promoted by the Consortium*

ANDENATURA was first created with the objective to help its member gain a better positioning on international markets.

The consortium has developed export plans, implemented advertising material in several languages and participated in international events like the fairs Alimentaria 2007 (Barcelona), Biofach 2007 (Sao Paulo), Fancy Food 2008 (New York) and SIAL 2008 (Paris).

However, the advantages of operating in a consortium are not only visible on the international market. Within Peru itself, its products have gained increasing visibility and are now sold in supermarket chains, health food shops, organic or gourmet stores.

Most significantly, the activity of the consortium has produced substantial benefits for its suppliers, communities of farmers in rural and traditionally isolated areas of Peru.

By developing and nurturing linkages with associations of primary producers, the consortium has fostered a shift from subsistence economy to market oriented production. Key to the success of this strategy has been the promotion of socially and environmentally responsible practices of production.



An example is Arapa, a member company of the consortium dedicated to trout processing and marketing. Through awareness raising and assistance to trout producers, the company has helped its suppliers on lake Arapa to shift away from rudimentary trout farming into organic fish-breeding in line with international standards. As a result, the ecosystem of the lake is preserved as exploitative practices, that were affecting the availability of natural resources as well as the life of the local community, have been suspended.



The consortium is only the top of a pyramid of producers, whose base is integrated by hundreds of families. Thanks to the collaborative linkages cutting across the pyramid, the communities of producers associated to the consortium have been able to overcome the barriers related to export and enter into organic food markets. The benefits obtained by ANDENATURA from exporting have spread to the bottom of the pyramid, ensuring equitable gains for all.

