



PERU

Collective Mark for Peruvian Native Potatoes



Context

Due to an increasing demand for their produce, small-scale native potato farmers want to improve the quality of their production through improved processes and the quantity of their sales through increased promotion. To this end, and within the framework of the “Alliance for the promotion of Collective Marks as a Tool for Rural Development”, which was jointly incepted by UNIDO, Agro Rural (a national rural development programme) and the National Institute for the Defense of Competition and Intellectual Property (INDECOPI), the farmers formed an Origin Consortia, i.e. a voluntary group of individual producers, companies or cooperatives within the same value chain who seek to enable and promote a quality product with high added-value. Most often, collaboration within an Origin Consortia center around a single product, with all members involved in the production processes and/or in marketing.

Strategy

Within the framework of the UNIDO/Agro Rural/INDECOPI alliance, the following activities were pursued:

- Creation and strengthening of a small producers’ organization
- Exchange of knowledge and collective capacity-building to improve the produce, e.g. through the natural selection of seeds, mass planting of the chosen varieties, Good Agricultural Practices (GAP) training to further standardize the produce and achieve uniformity of sizes, colors and shapes, etc.
- Acquisition of machinery and joint promotion of the produce to decrease costs and increase the quality as well as the levels of production and sales
- Creation of a collective mark to warrant the reputation and quality of the produce, thus distinguishing it from other potato varieties
- Development of a joint promotion strategy with public and private institutions to raise awareness among consumers and increase the produce’s visibility at regional/national levels

Results

- A collective organization of 500 small-scale native potato farmers was incepted, which is sub-divided into smaller groups that produce independently yet to the same quality standards
- The collective native potato mark “Sumac Sonqo” was registered
- “Sumac Sonqo” participated in “Mistura”, Peru’s premier gourmet trade fair, which allowed for additional promotional activities and the establishment of business linkages with potential buyers
- During the fair, the collective sold over 17,000 kilos of native potatoes for a total amount of over 37,000 Nuevos Soles (customers were willing to pay 2.5 Nuevos Soles per kilo, as opposed to an average price of 1 to 1.5 Nuevos Soles in wholesale markets)
- “Sumac Sonqo” is now referenced in Minka, one of the principal wholesale and retail markets in Lima

Impact

- The registration of the collective mark and the certification of the small-scale farmers will allow the produce to be distinguished from other products, thus leading to an increase in its reputation while allowing for better incomes and more value addition for the region, its culture and its identity
- The 500 producers are the sole users of the collective mark and have to adhere to the specific quality standards established by the group; this will allow for a higher brand positioning
- The local population will benefit from the increasing consumer demand as more jobs become available in the production, selection and commercialization processes. Furthermore, the input and seeds suppliers as well as the transporters will face a bigger demand because of the better organized production

At a glance

Goal: To contribute in the improvement of living conditions of the producers through the increase on the native potatoes sales
Thematic area: Poverty Reduction through Productive Activities
Donor: Italian Institute of Foreign Trade
Partners: Agro Rural, INDECOPI, CARE Peru, Regional Government from Huancavelica and 500 producers of Acobamba organized under “Sumac Sonqo”
Status: ongoing
Duration: 2011-2013