



PEOPLE, NATURE AND SPICES (PENS)

OCTOBER 2022 - SEPTEMBER 2027



AT A GLANCE

FUNDED BY USDA FOREIGN AGRICULTURE SERVICE

\$28.6 MILLION

NUMBER OF FARMERS REACHED

12,100

TOTAL VALUE OF PUBLIC/PRIVATE INVESTMENTS

\$3 MILLION

TOTAL ANNUAL SALES

\$100 MILLION

PROJECT OVERVIEW

Poverty rates range from 32-52 percent across ginger, turmeric and oregano growing areas in Peru, which have an impact on social, economic and environmental aspects challenging sustainable development in the country. This complex situation is the result of a series of factors affecting the value chains from production and processing to accessing markets.

By working closely with private sector partners and the Government of Peru, PENS will incentivize market demand-driven opportunities and employ agroforestry and other climate-friendly systems to build the capacities of farmers—including women, youth and indigenous communities—and other market actors at key intervention points.

NCBA CLUSA will carry out activities under this agreement in the following geographic areas:

- High production areas
 - Tacna: Candarave, Jorge Basadre and Tarate
 - Moquegua: Mariscal Nieto and General Sanchez Cerro
 - Arequipa: Provinces: Arequipa and Caylloma
- New production areas
 - San Martin: Tocache and Juanjui
 - Lambayeque: Chiclayo and Salas
 - Piura: Morropan



Our landscape-driven approach will advance an inclusive Peruvian spice industry.

AREAS OF INTERVENTION

FINANCIAL SERVICES

FACILITATE AGRICULTURAL LENDING

NCBA CLUSA will establish a Grant Fund that will assist farmers, producer organizations (POs) and processors to adopt Climate Smart Agriculture (CSA) practices, post-harvest handling, processing and trade of high-quality spices and complementary crops. Grants will be accompanied by technical assistance and training and will address climate change concerns through investment in low emission agriculture practices.

CAPACITY BUILDING

AGRICULTURAL EXTENSION AGENTS/SERVICES

PENS will strengthen the delivery of extension services through private extension services at the PO and processor levels, public extension services, and a small team of project extension staff hired by sub-recipients, beneficiaries and private sector partners.

TRAINING

IMPROVED AGRICULTURAL PRODUCTION TECHNIQUES

PENS will develop sustainable technology packages to support agroforestry/regenerative practices for biodiversity and better yields on existing plots; land use plans to better inform land use decisions in landscapes; farmer income diversification and high-quality production as a way to tackle price volatility; and complementary crops that benefit from market linkages to maximize incomes.

TRAINING

QUALITY STANDARDS AND CERTIFICATIONS

PENS will support farmers, POs and processors in post-harvest handling, processing and certified techniques to prevent contamination, quality degradation, and any other losses or breaks in the traceability chain. To achieve this, PENS will use Farmer Field Schools (FFS) and on-farm visits to provide farmers trainings on proper harvesting, handling, and packing techniques and skills.

CAPACITY BUILDING

PRODUCER GROUPS/COOPERATIVES

PENS will conduct a Social and Associativity Baseline of the ginger, turmeric and oregano value chains that will include a gender and age gap analysis. For new and established POs, PENS will provide assistance through coaching and training to engage more effectively in production and marketing activities. Training will also focus on enhancing governance, management, business planning and finance. To address marginalized populations, PENS will promote youth group businesses and cooperatives that will offer agricultural services (e.g., land preparation, nurseries). PENS will also deliver the “Women’s Inclusion, Empowerment and Leadership in Cooperatives” (WIELCOOP) training to cooperative leaders, members and their communities.

MARKET ACCESS

FACILITATE BUYER-SELLER RELATIONSHIPS

PENS will increase market information via mobile phone applications, e-bulletins, webinars and other events. The project will also strengthen long-term buyer-seller relationships through business-to-business meetings between cooperatives and associations and local processors and buyers, as well as in-person and virtual meetings between key international buyers and POs/processors in Peru.

CAPACITY BUILDING

PROMOTE IMPROVED POLICY AND REGULATORY FRAMEWORK

PENS will work with the Government of Peru and the private sector within the framework of technical working groups to improve coordination and competitiveness of ginger, turmeric and oregano. Key activities will include reducing trade barriers and developing research that generates statistical evidence to formulate spice product standards.

For 70 years, NCBA CLUSA has worked in 100+ countries in Africa, Latin America and Southeast Asia, building resilient communities, creating economic opportunities and strengthening cooperatives. Our work empowers smallholder farmers, women and youth in the areas of food security and nutrition-led agriculture, climate-smart agriculture, market development, natural resources management, positive youth development, gender equality and enabling regulatory environments.

NCBA CLUSA
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