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## PERU CACAO ALLIANCE

The Peru Cacao Alliance is an innovative public-private partnership supported by USAID. Its objective is to increase incomes of 24,000 rural families in San Martin, Huanuco, Ucayali, and Pasco regions by increasing productivity and promoting private investment.

Between 2012 and 2016 the Peru Cacao Alliance installed approximately 28,000 hectares of cacao, supporting 17,000 smallholder farmers to leave illicit crops and choose alternative crops such as cacao. Through the Alliance, USAID and a number of private companies –including agricultural suppliers like NaanDanJain and Yara, and cacao buyers like ICAM and Romex– will increase the farmer’s productivity and promote private investment.

### HOW DOES THE ACTIVITY WORK?

- It improves access to credit to finance technological packages to increase productivity and quality
- It links small producers with buyers of high value niche markets.
- It promotes private investments from other players in the cacao and chocolate business, such as processors and traders, to improve efficiency levels and achieve sustainable business relationships.

PHOTO: USAID

## RESULTS ACHIEVED

- 24% increase in incomes for more than 20,000 families
- 34% of families connected to private supply chains.
- 6,900 families accessing new market opportunities.
- Over \$15.8 million in loans disbursed to rural families.

## PROJECT INFORMATION

**IMPLEMENTER:** Palladium International

**COMPONENT DURATION:** 09/01/2016 to 08/31/2022

**USAID FUNDING:** \$29,971,443

**LEVERAGE:** \$65,255,673

**LOCATION:** Huanuco, San Martin, Ucayali, and Pasco regions

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