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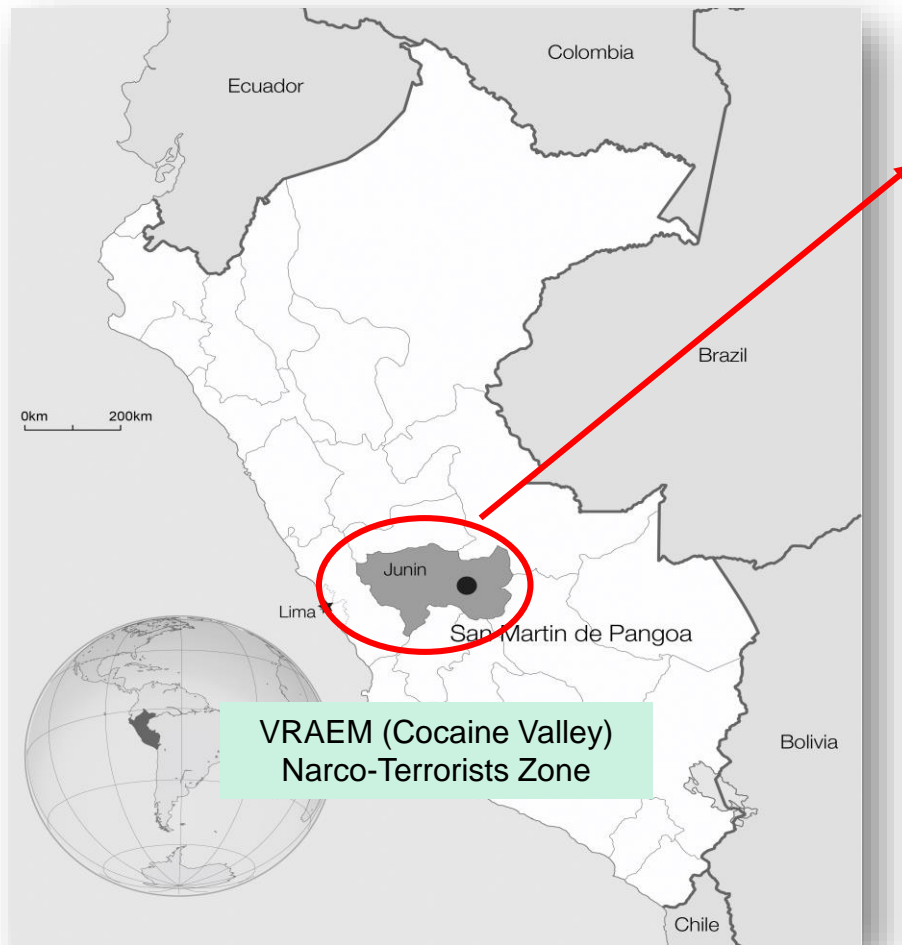
*“From insight
to impact”* 



The Alternative Development Program in Satipo (DAS)

1. Antecedents
2. Key Facts
3. Their Work
4. Pillars of the Program
5. Main Actors
6. Results
7. Recomendations

1. Antecedents: Region of Junin



Junin is located in the center of Peru

70% of Peru's cocaine production

Between 1950-1970:
Migration from the Andean highlands

Decade of the 70s:
coca cultivation was introduced and expanded

Sendero Luminoso (SL)
MRTA



2. Key Facts

Agriculture is the principal source of income

89% of “Asháninkas” ethnic community is located in Satipo

“Alternative Development Programs”

were established to reduce the coca cultivation

The project runs in four districts
(Mazamari, Satipo, Pango, Rio Negro)

The Program is supported by the European Union (EU)

- €11 Million Grant -



Partnering

1. DEVIDA
2. Police and local government

Components

1. Socio-Economic Development
2. Environmental Management
3. Governance

Objectives

1. Satisfaction of the basic needs
2. Eradication of the poverty and illicit crops
3. Development is considered endogenous/autonomous
4. Improvements should be in harmony with the environment
5. Structural Transformation



Asháninkas small farmers



Raining season



Unpaved roads



Ambulatory patient services



THE GLOBAL GOALS

For Sustainable Development



3. Their work

1

Supports the cultivation of high quality “fine and aromatic” cacao

2

Impulses the legal sources farmers’ incomes through licit crops (cacao)

3

Strengthening farmers’ capacities in the management of “Agroforestry Cocoa Systems” (SAF)



4. Pillars of the Program

1

Willingness to change

2

Promote small farmers' association

3

Add value to agricultural products

4

Establish strategies and actions for productive development

5

Erradicate coca bush

6

Investment in social and economic infrastructure

7

Social capital (trust between private and public sector)

5. Main Actors

Macro (Government)

- MINAGRI
- SENASA
- INACAL
- DEVIDA/USAID
- SIERRA EXPORTADORA
- MINISTRY OF PRODUCTION

Meso (Services)

- AGRORURAL
- INAI
- AGROIDEAS
- APPCACAO
- AGROBANCO
- PERUVIAN CHAMBRE OF CAFÉ & CACAO

Micro (Actors and special services)

- PRIVATE COMPANIES
- COOPERATIVES
- SMALL FARMERS





6. Main Achievements



Poverty:

68.2% (2010) → 33.2% (2019)

Extreme poverty

43.0% (2010) → 14.5% (2019)

Increased farmers' productivity

Illegal crop cultivations:

450 ha. (2010)

321 ha. (2019)

Better access to agricultural credit
(low interest rates)

Rural incomes:

3\$ millions (2010)

20\$ millions (2019)

Benefited 12,000 families

Reinforced their market access

7. Recommendations



Ensure social inclusion

Forced eradication is inefficient

Provide greater support to control and monitor the illicit crops



Participatory processes
(Costs/benefits of the program)

Farmers' access to information

Building farmers' capacity
with long-term vision



Improving rural-urban trade
networks

National markets should take in
consideration



*Thank you for your
attention*

