



# Peruvian Appellation of Origin Café Villa Rica: A Roadmap Towards its Sustainability

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## Protection Declaration of the AO Café Villa Rica: 2010



- Human factors: crop and post-harvest management (shade and soil management, among other agricultural practices).

- Result: greater photosynthetic activity and therefore sugars.

- Expressed in coffee quality variables during roasting and tasting.

- Product: green coffee beans of the *Coffea arabica* species.

- Location: Villa Rica District (Oxapampa - Pasco).

- Natural factors: soil characteristics and water sources. In addition, the coffee trees that regulate the humidity patterns and thermal variation of the environment.

- Harmony between the crops and vegetation of the area.





## Peruvian-Swiss Project on Intellectual Property – PESIPRO Phase 2

**Strengthening the capacities of the Regulatory Council of the AO Café Villa Rica through the training of its members and highlighting the value of products protected by the AO.**

Technical support to the Regulatory Council with the implementation of the traceability, control and certification systems for coffee batches.

### Result:

- Approval of the modification of the Regulation of Use (17.06.2024)
- The Regulatory Council has technical support for the planning, implementation and management of the organization: 10 authorizations for use, training, promotion, support at international fairs. Increase in members. Registration of trademarks. Eight certified lots (2024 campaign).
- Implementation of the KOLITRACE application: 140 producers, 163 plots, 1466 plot areas mapped with polygons (Ha).

**Impact** (2600 producer families)



**Result:** Export of the first batch certified with the AO (07.09)



**Result:** Participation in Trade Mission and Word Coffee Copenhagen Denmark.



## Sustainability Strategy



FIGURE 1

The components of the Sustainability Strategy for Geographical Indications (SSGI)



Theme	Topic	Number of indicators	Theme	Topic	Number of indicators	Theme	Topic	Number of indicators	Theme	Topic	Number of indicators
Economic resilience			Good governance			Social well-being			Environmental integrity		

**VIDEO:** [https://youtu.be/DuG\\_OsmqpP8?si=iuk4tPmtwsBmh3p8](https://youtu.be/DuG_OsmqpP8?si=iuk4tPmtwsBmh3p8)



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