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PRA PROJECT **ANNUAL PLAN 2010**

NEW PRIVATE SECTOR COMPETITIVENESS
AND POVERTY REDUCTION AND ALLEVIATION
ACTIVITY

AUGUST, 2010

PRA PROJECT – NEW PRIVATE SECTOR COMPETITIVENESS AND POVERTY REDUCTION AND ALLEVIATION ACTIVITY
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PRA PROJECT

NEW PRIVATE SECTOR COMPETITIVENESS AND POVERTY REDUCTION AND ALLEVIATION ACTIVITY

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CONTENTS

<p>A.5</p> <p>B. Partnerships.....6</p> <p>C. Service Centers.....8</p> <p style="padding-left: 20px;">1. Implementation and Organization.....8</p> <p style="padding-left: 20px;">2.9</p> <p style="padding-left: 40px;">a. Targets.....9</p> <p style="padding-left: 40px;">b. Targets.....12</p> <p style="padding-left: 40px;">c. Targets.....12</p> <p style="padding-left: 20px;">3. by ESC13</p> <p style="padding-left: 40px;">a.13</p> <p style="padding-left: 40px;">b.22</p> <p style="padding-left: 40px;">c.29</p> <p style="padding-left: 40px;">d.33</p> <p style="padding-left: 40px;">e. Pasco.....44</p> <p style="padding-left: 40px;">f. Lima Sierra Norte.....50</p> <p style="padding-left: 40px;">g. Madre de Dios.....60</p> <p style="padding-left: 40px;">h. Puno.....66</p> <p>D. Monitoring and Evaluation.....70</p>	<p>Introduction.....</p> <p>Public - Private</p> <p>The Economic</p> <p>ESC</p> <p>Targets.....</p> <p>2010-2014</p> <p>Partner’s Annual</p> <p>Internal Annual</p> <p>Main Businesses</p> <p>Ancash.....</p> <p>Ayacucho.....</p> <p>Cusco.....</p> <p>Huancavelica...</p> <p>Junín-</p>
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A. Introduction

Phase 2 of the PRA Project was launched on September 28, 2009, and will end in 2014. Phase 2 will continue the successful Public – Private Partnership initiated in Phase 1, with the aim of expanding and consolidating the presence of the Poverty Reduction and Alleviation (PRA) Project in Peru’s Sierra and Selva.

PRA’s Phase 2 faces two important challenges. One of them is to mobilize public and private resources to ensure adequate leverage. On one hand, PRA will seek to promote public investment by local, regional, and national entities, highlighting the benefits from developing business chains and the opportunity losses from lack of investment in basic infrastructure and public investment in services for entrepreneurial development. On the other hand, PRA will design a strategy to engage financing from companies (mining, gas, and other companies) and institutions (multilateral agencies like the IDB) that concur with PRA’s objective of generating business opportunities and economic growth in the country’s poor areas.

The other challenge is associated with the support to the development of private entrepreneurial initiatives. Like in the Phase 1, the indicators that will measure success in this field will be Sales, Employment, and Investment. However, Phase 2 takes on new demands to achieve more comprehensive and significant interventions, including in the areas of gender, inclusion of disabled people, labor standards, environment care and protection, and preservation of biodiversity.

This document has three main sections on the two components mentioned above and on the Monitoring and Evaluation (M&E) strategy. Section 1 on Public – Private Partnerships presents the Memorandums of Understanding (MOU) already completed, as well as those in evaluation and process. Section 2 describes targets and forecasts for sales, employment, and investment in each Economic Service Center (ESC). In this section a distinction is made between targets established with partners and internal targets. Finally, the section on M&E includes a summary of the Monitoring Plan designed by Chemonics and approved by USAID.

This Annual Report was completed after a process of partner identification, signature of MOUs between USAID and its partners, and implementation of most of the ESCs. The reason is that, in order to establish targets and working plans for each ESC, it was necessary to secure adequate financing for the rest of the fiscal year.

B. Public-Private Partnerships

Considering the target for leverage from the private sector (\$4 million) and the limited financial resources from USAID, a strategy was adopted to engage, to the extent possible, identified and committed private partners (through the MOUs) as a precondition for the implementation of the ESCs.

The Ancash and Huancavelica ESCs did not suspend their activities after the end of PRA's Phase 1 due to Antamina's support and the Clinton Giustra Initiative in the former case; and to Buenaventura mining company in the latter case. Driven by USAID's commitment to secure business continuity, these entities decided to continue to finance both ESCs. The objective is to ensure ESC continuity pending signature of the new MOUs.

The following table shows the ESCs identified by Chemonics as priorities, a list of potential partners to whom a proposal will be made, and the current situation.

MOUs BY ECONOMIC CORRIDOR		
Economic Corridor	Potential Partners	Final Situation
Ancash	CGSGI Antamina Barrick	USAID –Antamina- CGSGI MOU January 2010
Arequipa – Moquegua – Tacna	Cía. de Minas Buenaventura Hochschild Cerro Verde Angloamerican Southern Peru Copper Corporation	USAID-Cía. de Minas Buenaventura MOU in negotiation for the Arequipa corridor.
Ayacucho-VRAE	Techpetro Sonatrach Hunt oil	The ESC has been launched to identify private resources during the first 2 years of operation.
Cusco – Apurímac	Odebrecht Perú Ingeniería y Construcción	USAID – ODEBRECHT MOU March 2010
Huancavelica	Cía. de Minas Buenaventura	USAID-Buenaventura MOU
Junín – Pasco	EDEGEL SN Power Chinalco Volcan Brocal	The ESC has been launched to identify private resources during the first 2 years of operation.
La Libertad	Barrick Cía. Minera La Poderosa	Response from potential partners pending.
Lima –Sierra Norte	Cía. Minera Raura Cía. Minera Los Quenuales Cía. de Minas Buenaventura	MOU
Madre de Dios	Odebrecht Perú Ingeniería y Construcción	USAID – ODEBRECHT MOU March 2010
Puno	MINSUR S.A.	MINSUR – USAID MOU

		January 2010
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Even though during the first months of the year priority was given to securing financing for all ESCs through the consolidation of partnerships, it was decided to make two exceptions: Ayacucho-VRAE and Junín-Pasco. However, with both ESCs now in full operation, the search of partnerships for both areas is now considered a priority.

The target for this indicator is \$4 million and the objective for the first year is to achieve implementation at 100%.

It will be Chemonics' responsibility to initiate contacts with potential partners and to approach them with technical-financial proposals. USAID and interested partners will then shape the MOUs, with Chemonics acting as facilitator.

C. The Economic Service Centers

1. ESC Implementation and Organization

As explained in the previous section, Chemonics's strategy, except in certain cases, is to engage partners as a condition for implementing ESCs, as in the cases of Ancash, Arequipa, Huancavelica, Cusco, Lima Sierra Norte, Madre de Dios and Puno.

Administration of these ESCs will be in charge of local operators. According to the proposal, the institutions that will be considered for this purpose are: CARE, Recursos, CEAR, IDESI and CEDEPAS-Norte. The objective is that implementation of an ESC should take place no later than one month after signature of the MOUs.

ESCs will have the offices and business managers required for achieving the targets specified in the proposals presented to partners and agreed with USAID. Like in Phase 1 of the project, each ESC will have a Team Chief, business promoters, and an administrative assistant. The following table shows the organization of each ESC.

ESC	Operator	Launch of Operations	Offices	N° Promoters
Ancash	Recursos SA	Jan-10	Casma	1
			Huari	1
			Huaraz	1
Arequipa	Recursos SA	Aug-10	Arequipa	1
			Orcopampa	1
Ayacucho	CARE Perú	Apr-10	Ayacucho	2
			Quimbiri	1
Cusco	Care Perú	Mar-10	Cusco	2
Huancavelica	Universidad del Pacífico		Huancavelica	3
Junín-Pasco	CARE Perú	Apr-10	Huancayo	2
			Chanchamayo	1
Lima Sierra Norte	IDESI Huánuco	Jun-10	Churín	1
			Oyón	1
			Lauricocha	1
Madre de Dios	CARE Perú	Mar-10	Puerto Maldonado	1
Puno	CARE Perú	Mar-10	Ayaviri	2
Total				22

2. Targets

a. 2010-2014 Targets

General Targets

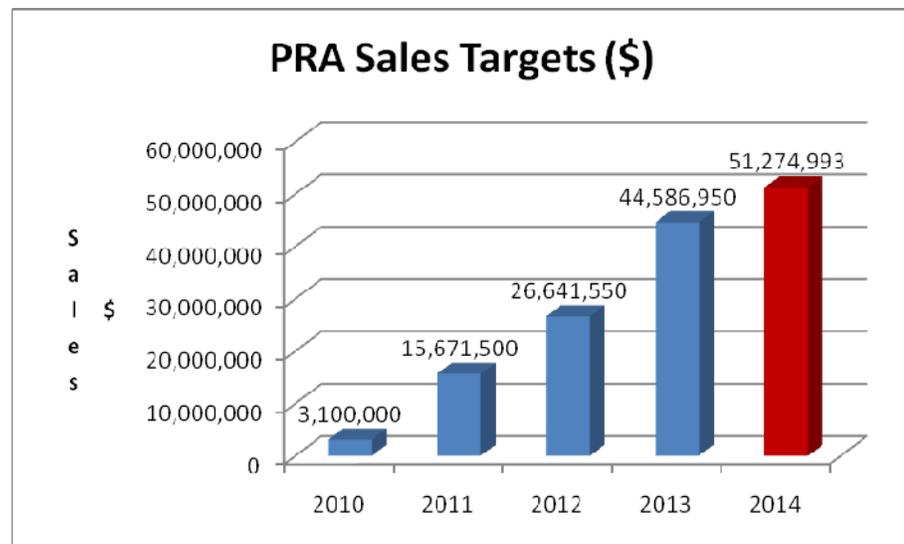
The targets for 2010 - 2014 are:

- Sales: \$90 million
- Jobs: 30,640
- Investment: \$8 million

The contractually established sales target amounts to \$90 million. It is expected to reach the target in 4 years (September 2013). The next table shows a forecast for sales during the project's life.

PRA Sales Targets to 2014 (\$)					
Year	2010	2011	2012	2013	2014
Sales	3,100,000	15,671,500	26,641,550	44,586,950	51,274,993

The following picture shows the cumulative sales target to September 2014.



Targets by ESC

As of the date of presentation of this report, 8 ESCs have been implemented (Ancash, Ayacucho-VRAE, Cusco, Junín-Pasco, Huancavelica, Puno, Sierra Norte de Lima – Huánuco and Madre de Dios), with 1 MOU in process (Arequipa) and 1 projected for next year.

The following table shows the annual forecasted sales for each ESC.¹

Annual Sales Targets by ESC (\$)					
ESC	2010	2011	2012	2013	2014
Ayacucho - VRAE	0	1,272,000	2,098,800	3,512,520	4,039,398
Cusco	0	1,749,000	2,885,850	4,829,720	5,554,178
Madre de Dios	0	1,351,500	2,229,975	3,732,050	4,291,858
Puno	0	1,272,000	2,098,800	3,512,520	4,039,398
Huancavelica	1,100,000	1,310,000	2,161,500	3,617,450	4,160,068
Ancash	2,000,000	2,800,000	4,620,000	7,732,000	8,891,800
Lima Norte	0	1,600,000	2,640,000	4,418,270	5,081,011
Arequipa	0	1,950,000	3,217,500	5,384,770	6,192,486
Junin	0	2,067,000	3,410,550	5,707,860	6,564,039
La Libertad (*)	0	300,000	1,278,575	2,139,790	2,460,759
Total	3,100,000	15,671,500	26,641,550	44,586,950	51,274,993
Cumulative	3,100,000	18,771,500	45,413,050	90,000,000	141,274,993

(*) Assumption: the ESC will be launched at the beginning of 2011, with coverage as indicated in the proposal submitted to Empresa Minera Barrick.

Cost - Benefit Analysis

Based on the targets and operation horizon for each ESC, a brief cost-benefit analysis has been made for investment in each ESC. It is important to mention two aspects of this analysis. First, some MOUs cover 24 months and others 36 months, which suggests that caution is warranted in performing a comparative analysis. Second, the cost-benefit analysis covers the entire corridor, not only the areas of direct influence.

Annual Sales Targets by ESC (\$)						
CSE	Partner's Contribution	USAID Contribution	Total Contribution	MOU Term	Target Proportional to MOU Term	B/C
Ayacucho - VRAE	0	600,000	600,000	24 MESES	5,127,060	8.55
Cusco						
Madre de Dios	480,224	480,224	960,448	36 MESES	11,070,248	11.53
Puno	337,184	337,184	674,368	24 MESES	1,971,600	2.92
Huancavelica	549,042	549,042	1,098,084	36 MESES	5,475,863	4.99
Ancash	1,251,746	310,500	1,562,246	24 MESES	5,955,000	3.81
Lima Norte	926,114	396,906	1,323,020	36 MESES	7,553,703	5.71
Arequipa	452,755	679,132	1,131,887	36 MESES	10,552,270	9.32
Junin	0	600,000	600,000	24 MESES	8,331,480	13.89
La Libertad (*)	496,547	496,547	993,094	36 MESES	4,333,555	4.36
Total	4,493,612	4,449,535	8,343,147			

Note: The Proportional Target refers to the calculation needed to achieve a coincidence between the period for the USAID target (October – September) and the period beginning with the signature of the MOU or launch of operations. For example, in the case of Cusco-Madre de Dios, the MOU runs from March 2010 to February 2013. That is, it will take into consideration the targets completed in 2011 y 2012 and one-third of the third year.

¹ Starting 2012, targets can be modified according to each ESC's performance.

Among the ESCs that have leveraged funding for 3 years, ESC Cusco – Madre de Dios shows the highest return to investment, with a ratio of 11.5, followed by Arequipa with 9.32, Sierra Norte de Lima with 5.71, Huancavelica with 5, and La Libertad with 4.36.

Among the ESCs running for 2 years, the best performers are Junín-Pasco, with a ratio of 13.9, followed by Ayacucho with 8.5, Ancash with 3.8, and Puno with 2.92. A three-year forecast yields ratios of 4.84 for Ancash y 4.5 for Puno.

A five-year simulation yields the following results:

Annual Sales Targets by ESC (\$)			
ESC	Total	Forecasted Cost	B/C
Ayacucho - VRAE	10,922,718	1,350,000	8.09
Cusco	15,018,748		18.48
Madre de Dios	11,605,383	1,440,672	
Puno	10,922,718	1,517,328	7.20
Huancavelica	12,349,018	1,738,633	7.10
Ancash	26,043,800	3,710,334	7.02
Lima Norte	13,739,281	1,874,278	7.33
Arequipa	16,744,756	1,509,183	11.10
Junín	17,749,449	1,350,000	13.15
La Libertad (*)	6,179,124	1,241,368	4.98
Total	141,274,993	15,731,796	8.98

Cost-Benefit Analysis – Cost in Priority Zones

The cost-benefit analysis for each partner yields the following results:

Annual Sales Result US\$ (Proposals)							
Corridor	Area	Year 1	Year 2	Year 3	Total	Partner's Contribution	B/C
Cusco - MD	ZID Odebrecht	302,000	1,036,000	2,860,200	4,198,200	480,224	8.74
Puno	Total	345,000	1,300,000		1,645,000	337,184	4.88
Ancash	ZID Socios	683,616	875,475		1,559,091	1,251,746	1.25
	Total	1,435,296	1,959,795		3,395,091		
Huancavelica	ZID BV	299,568	375,956	482,797	1,158,321	549,042	2.11
	Total	1,281,370	1,613,513	2,110,454	5,005,337		
Sierra Norte Lima Huánuco	ZID Socios	200,000	1,750,000	2,770,000	4,720,000	926,114	5.10
	Total	320,000	2,400,000	3,440,000	6,160,000		
Arequipa	ZID Socios	218,863	869,066	1,476,637	2,564,566	452,755	5.66
	Total	369,196	1,442,865	3,004,216	4,816,277		
La Libertad	ZID Barrick	179,060	1,368,543	1,719,671	3,267,274	496,547	6.58
	Total	309,726	2,036,210	2,512,171	4,858,107		

The table shows that the Odebrecht's intervention zone in Cusco-Madre de Dios has the highest return to investment, followed by La Libertad, Arequipa and Sierra Norte de Lima with 6.58, 5.66 and 5.1 respectively.

The three zones with the lowest yields are Huancavelica, Ancash, and Puno. The latter two only consider operations for 2 years.

b. Partners' Annual Targets

As of the date of presentation of this document, six MOUs have been signed. Each one of them establishes annual targets. In some cases different targets have been established for the partner's zone of interest and for the greater zone. The following table shows these targets and the periods relevant for each MOU.

ESC	Targets					
	Sales		Employment		Investment	
	Corridor	Priority Zone	Corridor	Priority Zone	Corridor	Priority Zone
Ancash	1,435,296	683,616	450	285	160,000	
Huancavelica	1,280,000	320,000	461	115	40,000	5,000
Puno		345,000		125	40,000	40,000
Cusco - Madre de Dios		302,000		102	160,000	60,000
Lima Sierra Norte	320,000	200,000	54	33	80,000	
Arequipa	256,529	106,190	43	18	120,000	

c. Internal Annual Targets

According to the dates for the beginning of operations and closing of fiscal years, it is unlikely that ESCs (except Ancash y Huancavelica) will be able to establish targets for this year, considering the agricultural calendar and the Business Plans' implementation period.

However, targets for September 2011 have been established taking into consideration that business may be developed over more than one year. The following table shows the targets.

ESC	2010			2011		
	Sales US\$	Employment (day's wages)	Investment US\$	Sales US\$	Employment (working days)	Investment US\$
Ayacucho	0	0	0	1 272 000	116 674	40 000
Cusco	0	0	0	1 749 000	101 568	120 000
Madre de Dios	0	0	0	1 351 500	56 018	40 000
Puno	0	0	0	1 272 000	122 226	40 000
Huancavelica	1 100 000	95 256	0	1 310 000	113 442	40 000
Ancash	2 000 000	219 891	0	2 800 000	307 847	160 000
Lima Norte	0	0	0	1 600 000	105 009	80 000
Arequipa	0	0	0	1 950 000	92 909	120 000
Junín	0	0	0	2 067 000	98 483	120 000
La Libertad	0	0	0	300 000	19 689	40 000
Total	3 100 000	315 147	0	15 671 500	1 133 865	800 000

3. Main Businesses by ESC

a. ANCASH

1. Molino Don Capullo – Rice

Client:	Molino Don Capullo.
Bottlenecks:	Scarce commercial connections. Limited access to high-volume markets.
Timeframe for Intervention (Deadline for Graduation):	2 years.
Type of Intervention (Year 1):	Search of markets that can generate a greater sales volume.
Resources Required:	02 consultants with connections in extra-regional markets.
Results Forecasted for 2010:	Sales Value (Corridor): \$50,000 Sales Value (Priority Zone): -
Client's Contribution:	PRA covers 18 months at 100%, 6 months at 50%

2. Agro Export Perú SAC – Conventional Avocado

Client:	Agro Export Perú SAC
Bottlenecks:	Client's collection network is incipient. Low commercial quality: Management, harvesting, and post-harvesting practices inadequate to meet demand.
Timeframe for Intervention (Deadline for Graduation):	2 years.
Type of Intervention (Year 1):	Technical assistance for cultivation management and collection of local production.

Resources Required: 01 consultant.

Results Forecasted for 2010: Sales Value (Corridor): \$200,000
Sales Value (Priority Zone): -

Client's Contribution: PRA covers 9 months at 100%, followed by 9 months at 78% and 6 months at 21%.

3. Grupo de Truchicultores - Trout

Client and Buyer: Client: Grupo de Truchicultores
Buyer: Pesquera Buen Amigo

Bottlenecks: Low commercial quality: Inadequate management of fish farms.
Low commercial volume.
Lack of connectivity to markets.

Timeframe for Intervention (Deadline for Graduation): 27 months.

Type of Intervention (Year 1): Technical assistance for the technical management of fish farms.

Resources Required: One consultant.

Results Forecasted for 2010: Sales Value (Corridor): \$30,000
Sales Value (Priority Zone): -

Client's Contribution: PRA covers 100% for 15 months, 50% for 12 months.

Gender and Disability Considerations: 70% of workers (mainly in the evisceration process in plant) are women.

4. Piscifactoría Los Andes – Trout

Client: Piscifactoría de los Andes.

Bottlenecks: Insufficient and low-quality output due to inadequate management.

Timeframe for Intervention (Deadline for Graduation): 27 months.

Type of Intervention (Year 1): Technical assistance for the production management of fish farms.

Resources Required: One consultant.

Results Forecasted for 2010: Sales Value (Corridor): \$30,000
Sales Value (Priority Zone): -

Client's Contribution: PRA covers 100% for 15 months, 50% for 12 months.

Gender and Disability Considerations: 70% of workers (mainly in the evisceration process in plant) are women.

5. Capas SAC – Canary Bean

Client: Capas SAC

Bottlenecks: Insufficient output due to weaknesses in the collection network and deficient cultivation management.

Timeframe for Intervention (Deadline for Graduation): 27 months.

Type of Intervention (Year 1): Technical assistance for cultivation management.

Resources Required: 02 consultants.

Results Forecasted for 2010: Sales Value (Corridor): \$200,000
Sales Value (Priority Zone): \$198,000

Client's Contribution: PRA covers 100% for 15 months, 53.5% for 12 months.

Gender and Disability Considerations: 70% of workers (mainly in plant) are women.

Biodiversity Considerations: Bean variety native to Peru.

6. Eurofresh Perú SAC – Organic Avocado

Client:	Eurofresh Perú SAC
Bottlenecks:	Insufficient supply of organic product; lack of management and certification knowledge.
Timeframe for Intervention (Deadline for Graduation):	24 months.
Type of Intervention (Year 1):	Technical assistance for field organic management.
Resources Required:	03 consultants.
Results Forecasted for 2010:	Sales Value (Corridor): \$200,000 Sales Value (Priority Zone): -
Client's Contribution:	PRA covers 100% for 15 months, 78% for 12 months. Inputs: S/. 60,000 Selection and packing plant: US\$. 500,000

7. Importaciones y Exportaciones Doña Isabel EIRL – Corn

Client:	Importaciones y Exportaciones Doña Isabel EIRL.
Bottlenecks:	Insufficient and low-quality output: Deficient quality control; inadequate field management.
Timeframe for Intervention (Deadline for Graduation):	27 months.
Type of Intervention (Year 1):	Technical assistance for field management. Output organization.
Resources Required:	01 consultant.
Results Forecasted for 2010:	Sales Value (Corridor): \$18,000 Sales Value (Priority Zone): \$16,200
Client's Contribution:	PRA covers 100% for 15 months, 50% for 12 months.

Biodiversity Considerations: Blanco Urubamba variety.

8. SGD Alimentos – American Lima Bean

Client: SGD Alimentos.

Bottlenecks: Insufficient output: Insufficient knowledge of agronomic management (crop new in the area); scarce resources for purchasing required inputs.

Timeframe for Intervention (Deadline for Graduation): 27 months.

Type of Intervention (Year 1): Technical assistance for field management.
Output organization.

Resources Required: 03 consultants.

Results Forecasted for 2010: Sales Value (Corridor): \$65,000
Sales Value (Priority Zone): \$13,500

Client's Contribution: Partial payment: seeds and soil preparation.
PRA covers 100% for 15 months, 53.5% for the next 12 months.

9. Blue Berries Perú-Cranberry

Client: Blue Berries Perú.

Bottlenecks: Insufficient output: Insufficient knowledge of agronomic management (crop new in the area) and scarce resources for purchasing required inputs.

Timeframe for Intervention (Deadline for Graduation): A timeframe of 3 years is proposed to develop the business line.

Type of Intervention (Year 1): Technical assistance for field management.
Output organization.

Resources Required: 01 consultant.

Results Forecasted for 2010: Sales Value (Corridor): Sales will be reported starting year 2.

Sales Value (Priority Zone): Sales will be reported starting year 2.

Client's Contribution: To be defined.

Gender and Disability Considerations: 60% of field workers (mainly during harvest) are women.

10. Acuapesca - Scallops

Client: Acuapesca.

Bottlenecks: Lack of knowledge of production technology.

Lack of connection to markets.

Product is innocuous.

Timeframe for Intervention (Deadline for Graduation): 3 years.

Type of Intervention (Year 1): Technical assistance for fish farming.

Output organization.

Resources Required: 01 consultant.

Results Forecasted for 2010: Sales Value (Corridor): \$20,000

Sales Value (Priority Zone): \$18,000

Client's Contribution: To be defined.

11. FRUDERSEL - Papaya

Client: Frudersel.

Bottlenecks: Raw materials insufficient due to deficient production management.

Insufficient knowledge of the commercial

network.

Timeframe for Intervention (Deadline for Graduation): 3 years.

Type of Intervention (Year 1): Technical assistance for cultivation management.
Creation of a collection network.
Output organization

Resources Required: 02 consultants.

Results Forecasted for 2010: Sales Value (Corridor): \$30,000
Sales Value (Priority Zone): \$13,500

Client's Contribution: PRA covers 100% for 21 months, 50% for 15 months.

12. FRUDERSEL - Aguaymanto

Client: Frudersel.

Bottlenecks: Insufficient raw materials.

Specific problems associated with bottlenecks: Insufficient knowledge of the commercial network.
Insufficient knowledge of production management.

Timeframe for Intervention (Deadline for Graduation): 2 years.

Type of Intervention (Year 1): Technical assistance for cultivation management.
Output organization.

Resources Required: 01 consultant.

Results Forecasted for 2010: Sales Value (Corridor): \$7,000
Sales Value (Priority Zone): \$6,300

Client's Contribution: To be defined.

Gender and disability: 50% of field workers (mainly during

considerations: harvesting) are women.
Biodiversity considerations: It is a biodiversity product.

13. FRUDERSEL – Tree Tomato

Client: Frudersel.

Bottlenecks: Insufficient knowledge of the commercial network.
Volume traded through the current commercial network is low.
Insufficient knowledge of production management and access to production technology.
Insufficient knowledge of the commercial network (buyer company).

Timeframe for Intervention (Deadline for Graduation): 2 years.

Type of Intervention (Year 1): Technical assistance for cultivation management.
Output organization.

Resources Required: One consultant.

Results Forecasted for 2010: Sales Value (Corridor): \$6,030 (principales resultados se darán próximo año)
Sales Value (Priority Zone): \$6,030 (principales resultados se darán próximo año)

Client's Contribution: To be defined.

Gender and disability considerations: 50% of field workers (mainly during harvesting) are women.

Biodiversity considerations:

14. Productores de Cebolla Roja – Red Onion

Client:	Red onion producers. Inversiones SION de Barranca.
Bottlenecks:	Insufficient knowledge of the commercial network and access to production technology.
Problems associated with bottlenecks:	Insufficient knowledge of production management. Insufficient knowledge of the commercial network (buyer company).
Timeframe for Intervention (Deadline for Graduation):	2 years.
Type of Intervention (Year 1):	Technical assistance for cultivation management. Output organization.
Resources Required:	01 consultant.
Results Forecasted for 2010:	Sales Value (Corridor): \$40,000 Sales Value (Priority Zone): -
Client's Contribution:	PRA covers 100% for 24 months.
Gender and disability considerations:	40% of field workers (mainly during harvesting) are women.

15. Agro Export Perú SAC – Conventional Mango

Client:	Agro Export Perú SAC
Bottlenecks:	Client's collection network is incipient. Low commercial quality: Management, harvesting, and post-harvesting practices are inadequate to meet demand.
Timeframe for Intervention (Deadline for Graduation):	2 years.
Type of Intervention (Year 1):	Technical assistance for cultivation management and collection of local production.
Resources Required:	01 consultant.
Results Forecasted for 2010:	Sales Value (Corridor): \$200,000

Sales Value (Priority Zone): -

Client's Contribution: PRA covers 100% for 9 months, followed by 78% for 9 months and 21% for 6 months.

b. AYACUCHO

1. Cooperativa Agraria Cafetalera Valle Río Apurímac "CACVRA" and Cooperativa Agraria Cafetalera El Quinacho "CAC. EL QUINACHO" – Organic Cocoa

Client: CACVRA and CAC EL QUINACHO.

Bottlenecks: Low supply of export quality organic cocoa: Insufficient volume; inadequate production, harvesting, post-harvesting, and quality control practices.

Timeframe for Intervention (Deadline for Graduation): 3 years.

Type of Intervention (Year 1): Technical assistance for cultivation management, harvesting and post-harvesting practices, and follow-up of organic certification.

Specialized consultancy for adequate techniques (collection of cacao slime) and quality control. Support for awareness raising and output organization.

Resources Required: CACVRA: 03 consultants

CAC QUINACHO: 04 consultants

Results Forecasted for 2010: Sales Value (Corridor):

CACVRA: US\$ 420,000.00

CAC. QUINACHO: US\$ 600,000.00

Client's Contribution: Infrastructure for collection and processing.

Transportation logistics.

CACVRA: 05 consultants

CAC. QUINACHO: 08 consultants

Gender and disability considerations: 50% of field workers (mainly during harvesting, post-harvesting, and selection) are women.

**2. Cooperativa Agraria Cafetalera Valle Río Apurímac "CACVRA" –
Organic Coffee**

Client:	CACVRA
Bottlenecks:	Insufficient supply of export quality organic coffee. Inadequate production, harvesting, post-harvesting, and quality control practices.
Timeframe for Intervention (Deadline for Graduation):	3 years.
Type of Intervention (Year 1):	Technical assistance for cultivation management, harvesting and post-harvesting practices, and follow-up of organic certification. Specialized consultancy for adequate techniques (collection of coffee grapes) and quality control. Support for awareness raising and output organization.
Resources Required:	03 consultants.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 180,000
Client's Contribution:	Infrastructure for collection and processing. Transportation logistics. 04 consultants.
Gender and disability considerations:	40% of field workers (mainly during harvesting, post-harvesting, and selection) are women.
Biodiversity considerations:	80% of varieties are native to the area.

3. ALISUR – Canary bean

Client:	ALISUR
Bottlenecks:	Low quality; agricultural management insufficient to meet demand. Lack of economic resources: insufficient access to credit needed to preserve and expand crops.

Timeframe for Intervention (Deadline for Graduation):	30 months.
Type of Intervention (Year 1):	Technical assistance for the entire production cycle, the post-harvesting process, and commercialization to the producer.
Resources Required:	01 consultant (specialist in field production and post-harvesting management).
Results Forecasted for 2010:	US\$ 70,000.00
Client's Contribution:	Inputs and harvesting and post-harvesting materials.

4. INTERANSA SAC – Amaranth

Client:	Interansa SAC
Bottlenecks:	Insufficient and low-quality output. Difficult access to credit due to production risks. Low intervention by agriculture-linked institutions. Incipient commercial network.
Timeframe for Intervention (Deadline for Graduation):	30 months.
Type of Intervention (Year 1):	Technical assistance for cultivation management.
Resources Required:	02 consultants.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 20,000.00
Client's Contribution:	PRA covers 100% for 15 months and 50% for 15 months.
Gender and Disability Considerations:	50% of workers during the entire production process are women.
Biodiversity Considerations:	Amaranth varieties native to Peru.

5. INTERAMSA SAC – Quinoa

Client:	Interansa SAC
Bottlenecks:	Low quality.

Insufficient output.

Timeframe for Intervention (Deadline for Graduation):	30 months.
Type of Intervention (Year 1):	Technical assistance for cultivation management.
Resources Required:	02 consultants.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 23,000.00
Client's Contribution:	PRA covers 100% for 15 months and 50% for 15 months.
Gender and Disability Considerations:	50% of workers during the entire production process are women.
Biodiversity considerations:	Quinoa varieties native to Peru.

6. AGROCONDOR– Purple corn

Client:	AGROCONDOR
Bottlenecks:	Insufficient and low-quality output: Inadequate field management. Deficient quality control and organization of commercial output.
Timeframe for Intervention (Deadline for Graduation):	30 months.
Type of Intervention (Year 1):	Technical assistance for field management over the entire production process. Output organization.
Resources Required:	PRA will provide a technical team of 03 specialists.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 40,000.00
Client's Contribution:	PRA covers 100% of technical assistance. Collection and selection plant.
Gender and Disability Considerations:	50% of workers (mainly in the collection and selection processes) are women.
Biodiversity considerations:	Purple maize is native to Peru.

7. RECREO LAS FLORES- Guinea pig

Client:	Recreo Las Flores
Bottlenecks:	Insufficient knowledge of the production process in line with commercial parameters.
Specific Problems Associated with Bottlenecks:	Lack of fodder facilities. Inadequate technology for guinea pig breeding. Lack of knowledge of slaughtering techniques for human consumption. Lack of knowledge of best practices for the production of goods for mass consumption. Intermediaries' prices do not cover production costs.
Timeframe for Intervention (Deadline for Graduation):	36 months.
Type of Intervention (Year 1):	Technical assistance for the entire production process. Output organization.
Resources Required:	01 consultant.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 20,000.00
Client's Contribution:	To be defined.
Gender and Disability Considerations:	80% of workers participating in production and commercialization are women.
Biodiversity considerations:	Guinea pigs are native to Peru.

8. PRODUCTORES DE PAPA – Native potato

Client:	Producers of native potatoes. Vivanda and 5-Star Hotels
Bottlenecks:	Insufficient knowledge of the commercial network and access to production technology.
Timeframe for Intervention (Deadline for Graduation):	30 months.

Type of Intervention (Year 1):	Technical assistance for cultivation management. Output organization.
Resources Required:	01 consultant.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 20,000.00
Client's Contribution:	PRA covers 100% in 30 months.
Gender and Disability Considerations:	50% of field workers (mainly during harvest) are women.
Biodiversity considerations:	Potato varieties developed in Peru since Pre-Inca times.

9. Jana SAC – Trout

Client:	Jana SAC
Bottlenecks:	Insufficient output volume and weak articulation to markets. Inadequate management of the breeding process.
Timeframe for Intervention (Deadline for Graduation):	2 years.
Type of Intervention (Year 1):	Technical assistance for the breeding process. Support for output organization and articulation to the markets.
Resources Required:	01 consultant.
Results Forecasted for 2010:	Sales Value (Corridor): US\$ 17,500.00
Client's Contribution:	Transportation logistics.
Gender and Disability Considerations:	50% of workers (mainly during the feeding and follow-up processes) are women.

10. PRODUCTOS DEL PAÍS – Tara

Client:	Productos del País
Bottlenecks:	Lack of adequate technology to improve quality.

Timeframe for Intervention (Deadline for Graduation): 30 months.

Type of Intervention (Year 1): Technical assistance for the entire production process.

Resources Required: 01 consultant.

Results Forecasted for 2010: Sales Value (Corridor): US\$ 30,000.00

Client's Contribution: To be defined.

Gender and Disability Considerations: 50% of field workers (mainly during harvesting) are women.

11. WARI URPI – Handicrafts

Client: WARI URPI

Bottlenecks: Insufficient development of design and finish.
Limited dyeing capabilities.

Timeframe for Intervention (Deadline for Graduation): 30 months.

Type of Intervention (Year 1): Technical assistance for the production process.
Support for the organization of producers.

Resources Required: 01 consultant.

Results Forecasted for 2010: Sales Value (Corridor): US\$ 110,000.00

Client's Contribution: Production logistics.

Gender and Disability Considerations: 90% of workers in the entire production process are women.

c. CUSCO

1. Pottery

Client:	Tesoros Trading Company
Bottlenecks:	<ul style="list-style-type: none">– Traceability of lead in inputs (enamels, pigments) and in the handcrafted production process poses risks for access to the U.S. market.
Timeframe for Intervention:	24 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">– Technical assistance to supplier artisans in production practices; articulation with suppliers of accredited lead-free inputs.
Results Forecasted for 2010:	Sales Value: \$9,150 Sales Value (Priority Zone): - Volume: 14,000 pieces.

2. Handicraft textiles

Client:	Tesoros Trading Company
Bottlenecks:	<ul style="list-style-type: none">– The market for traditional textiles is small.– Craftswomen's competitiveness is weak regarding output type, finish quality, productivity, and entrepreneurial organization.
Timeframe for Intervention:	36 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">– Search for markets and articulation with buyers.– Technical assistance for the development of products and productivity improvement.
Results Forecasted for 2010:	Sales Value: \$5,000 Sales Value (Priority Zone): \$5,000 Volume: 2,500 pieces. Hectares: -

3. Pottery Beads

Client:	Naguska SAC
Bottlenecks:	<ul style="list-style-type: none">- Lack of an organized supplier base able to provide the quality standards and competitive prices demanded by the markets.
Timeframe for Intervention:	36 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Organize output with competitive suppliers and articulate them with the client.- Technical assistance to suppliers in best production practices and in production follow-up and control.
Results Forecasted for 2010:	Sales Value: \$200,000 Sales Value (Priority Zone): - Volume: 200,000 pieces. Hectares: -

4. Textile Handicrafts

Client:	Ayni Art
Bottlenecks:	<ul style="list-style-type: none">- Suppliers are characterized by weak product development and entrepreneurial organization, insufficient quality control, and lack of export standards (times and costs).
Timeframe for Intervention:	33 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Commercial articulation with new buyers.- Technical assistance for design development, finish, and quality control.- Development of costs for export.
Results Forecasted for 2010:	Sales Value: \$40,000 Sales Value (Priority Zone): \$40,000 Volume: 2,000 pieces. Hectares: -

5. Textile Handicrafts

Client:	Royal Knit
Bottlenecks:	<ul style="list-style-type: none">- Suppliers' knowledge of loom techniques and fine alpaca fiber is inadequate.- Weak organization and management of cost structure.
Timeframe for Intervention:	32 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Product development.- Technical assistance for finishing and loom techniques and for managing production costs.- Identification of new supplier associations.
Results Forecasted for 2010:	Sales Value: \$10,000 Sales Value (Priority Zone): \$5,000 Volume: 500 pieces Hectares: -

6. Amaranth

Client:	Inca Sur
Bottlenecks:	<ul style="list-style-type: none">- Unsatisfied demand.- Weak relationship with organized suppliers.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Identify suppliers and promote organization.- Technical assistance for harvesting and post-harvesting techniques.
Results Forecasted for 2010:	Sales Value: \$20,000 Sales Value (Priority Zone): - Volume: 30 tons Hectares: 20

7. Alpaca fiber

Client:	Asociación Productores de Fibra Alpaca, Ocongate
Bottlenecks:	<ul style="list-style-type: none">- Weak commercial articulation.- Fiber qualification lacks quality.
Timeframe for Intervention:	39 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Promote commercial articulation; develop collection centers.- Technical assistance for fiber classification.
Results Forecasted for 2010:	Sales Value: \$30,000 Sales Value (Priority Zone): \$30,000 Volume: - Hectares: -

d. HUANCVELICA

1. Classified Alpaca Fiber

Client:	Cooperativa Agropecuaria Rural Andina (COOPRA)
Bottlenecks:	<ul style="list-style-type: none">- Weak connectivity with Arequipa and other markets.- Insufficient knowledge of alpaca fiber classification processes in line with Peruvian Technical Norms (NTP 231.301.2004).- Weak management capacity to access working capital and collect a greater volume of fiber.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for commercial management and negotiation processes.- Technical assistance for classification processes and implementation of quality control systems.- Technical assistance for financial management and access to working capital.
Results Forecasted for 2010:	Sales Value: \$75,862 Sales Value (Priority Zone): \$75,862 Volume: 15,150 kg

2. Categorized Alpaca Fiber

Client:	Cooperativa Agropecuaria Rural Andina (COOPRA)
Bottlenecks:	<ul style="list-style-type: none">- Weak commercial management, reflected in unfavorable negotiation of prices and payment conditions.- Low technical skills for the shearing, presentation, and categorization of alpaca fiber.- Weak management capacities to access working capital and develop efficient

collection logistics.

Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Commercial articulation and negotiation techniques.- Technical assistance for the collection and categorization processes.- Technical assistance for financial management and access to working capital.
Results Forecasted for 2010:	Sales Value: \$68,965 Sales Value (Priority Zone): \$68,965 Volume: 44,345 pounds

3. Categorized Alpaca Fiber

Client:	Agrupación de comités de productores alpaqueros de Carhuapata y Huachocolpa
Bottlenecks:	<ul style="list-style-type: none">- Weak organization of communal output.- Low technical skills for the shearing, presentation, and categorization of alpaca fiber.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for the organization of communal output.- Commercial articulation and negotiation techniques.- Technical assistance for the collection and categorization processes.
Results Forecasted for 2010:	Sales Value: \$20,690 Sales Value (Priority Zone): \$20,690 Volume: 13,303 pounds

4. Vicuña Fiber

Client:	Asociación de Comités de Criadores de Vicuña de Huancavelica (ACCRIVIH)
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Bottlenecks:	<ul style="list-style-type: none"> - Weak organization of communal output. - Community members lack negotiation capacities. - Communal promoters lack fence building, herding, and roundup skills.
Timeframe for Intervention:	18 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none"> - Technical assistance for the organization of communal output. - Technical assistance for commercial management and negotiation processes. - Technical assistance for fence building, herding, and roundup.
Results Forecasted for 2010:	<p>Sales Value: \$82,750</p> <p>Sales Value (Priority Zone): \$34,480</p> <p>Volume: 208 kg</p>

5. Vicuña Fiber

Client:	Comité de criadores de la comunidad de Huachocolpa
Bottlenecks:	<ul style="list-style-type: none"> - Weak organization of communal output. - Insufficient knowledge of roundup, fence building, and shearing techniques. - Limited commercial management and negotiation skills.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none"> - Technical assistance for output organization. - Technical assistance for the technical handling of vicuñas and the chaco process. - Technical assistance for commercial management and negotiation processes.
Results Forecasted for 2010:	<p>Sales Value: \$41,380</p> <p>Sales Value (Priority Zone): \$41,380</p> <p>Volume: 104 kg</p>

6. Improved Green Pod Pea

Client:	Agrupación de productores agropecuarios de Angaraes
Bottlenecks:	<ul style="list-style-type: none">- Output insufficient to meet current demand.- Incipient product standardization and inadequate post-harvest technical management.- Working capital insufficient to purchase improved seeds and raw materials.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for programming the sowing process.- Technical assistance for the technical management of the sowing, harvesting, and post-harvesting processes.- Technical assistance for financial management and access to working capital.
Results Forecasted for 2010:	Sales Value: \$17, 241 Sales Value (Priority Zone): \$6,900 Volume: 32 tons Hectares: 50

7. Improved Green Pod Pea

Client:	Federación de Asociaciones Productores Agropecuarios de Acobamba (FAPAA)
Bottlenecks:	<ul style="list-style-type: none">- Output insufficient to meet current demand.- Working capital insufficient to ensure adequate supply.- New associates have inadequate sowing, harvesting, and post-harvesting skills.
Timeframe for Intervention:	18 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for soil assessment and expansion of the agricultural frontier.- Technical assistance for financial management and access to working capital.

- Technical assistance for adequate agronomic management of crop.

Results Forecasted for 2010:

Sales Value: \$241,380

Sales Value (Priority Zone): -

Volume: 454 tons

Hectares: 300

8. Dried Broad Bean

Client:

Federación de Asociaciones Productores Agropecuarios de Acobamba (FAPAA)

Bottlenecks:

- Deficiencies in the selection and classification of dried beans.
- Weak output organization.
- Deficiencies in the post-harvesting and storage processes.

Timeframe for Intervention:

18 months.

Type of Intervention (Year 1):

- Technical assistance for the harvesting and post-harvesting processes.
- Technical assistance for the technical management of the crop (sowing and agronomic management).

Results Forecasted for 2010:

Sales Value: \$103,448

Sales Value (Priority Zone): -

Volume: 227 tons

Hectares: 230

9. Selected Commercial Potato

Client:

Exportadora Hítalo Agro

Bottlenecks:

- Suppliers use low genetic quality seeds (higher than F6).
- Deficiencies in suppliers' management of the harvesting and post-harvesting (selection and

storage) processes.

- Suppliers have limited working capital.

Timeframe for Intervention:

24 months

Type of Intervention (Year 1):

- Technical assistance for programming the sowing process and for the management of authorized seeds.
- Technical assistance for the harvesting and post-harvesting management of commercial and native potatoes.
- Technical assistance for suppliers' financial management and access to working capital.

Results Forecasted for 2010:

Sales Value: \$137,931

Sales Value (Priority Zone): \$13,793

Volume: 166 tons

Hectares: 150

10. Selected Native Potato

Client:	Exportadora Hítalo Agro
Bottlenecks:	<ul style="list-style-type: none">- Suppliers' output quality is low; potato varieties used are unselected.- Deficiencies in suppliers' management of the harvesting and post-harvesting (selection and storage) processes.- Suppliers have limited working capital.
Timeframe for Intervention:	24 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for programming the sowing and seed selection processes, and for the agronomic management of native potatoes.- Technical assistance for the harvest and post-harvest management of native potatoes.- Technical assistance for suppliers' financial management and access to working capital.
Results Forecasted for 2010:	Sales Value: \$51,720 Sales Value (Priority Zone): \$10,344 Volume: 125 tons Hectares: 150

11. Selected Native Potato

Client:	Exportadora Hítalo Agro
Bottlenecks:	<ul style="list-style-type: none">- Output quality is low; potato varieties used are unselected.- Deficiencies in suppliers' management of the harvesting and post-harvesting (selection and storage) processes.
Timeframe for Intervention:	24 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for programming the sowing and seed selection processes, and for the agronomic management of the cultivation of native potatoes.- Technical assistance for the harvest and post-

harvest management of native potatoes.

Results Forecasted for 2010:

Sales Value: \$51,720

Sales Value (Priority Zone): -

Volume: 136 tons

Hectares: 50

12. Commercial Potato for Export

Client:

A&L Biodiversidad

Bottlenecks:

- Suppliers' use of low genetic quality seeds (higher than F6) does not secure export continuity.
- Deficiencies in suppliers' management of the harvesting and post-harvesting (selection, storage, treatment, and packaging) processes.
- Suppliers have limited working capital.

Timeframe for Intervention:

24 months.

Type of Intervention (Year 1):

- Technical assistance for programming the sowing process, managing authorized seeds, and promoting greenhouse management.
- Technical assistance for harvest and post-harvest management.
- Technical assistance for suppliers' financial management and access to working capital.

Results Forecasted for 2010:

Sales Value: \$51,720

Sales Value (Priority Zone): -

Volume: 200 tons

Hectares: 50

13. Knit Clothes and Accessories

Client:

Taller de Tejidos a Telar Tuky Ruracc

Bottlenecks:

- Weak commercial capacity. Lack of a diversified client portfolio (only client is Allpa SAC).
- Does not develop own products and therefore

access to new markets is low.

- Lack of personnel specialized in product design and development.

Timeframe for Intervention: 24 months.

- Type of Intervention (Year 1):**
- Technical assistance for commercial management.
 - Technical assistance for designing and developing new products.
 - Technical assistance for the implementation of a design division.

Results Forecasted for 2010: Sales Value: \$17,931

Sales Value (Priority Zone): -

Volume: 12,000 pieces

14. Knit Clothes and Accessories

Client: Artesanía Sumak Maki

- Bottlenecks:**
- Output does not meet the quality standards demanded by export markets.
 - Lack of personnel specialized in the quality control standards needed to access export markets.
 - Working capital insufficient to ensure a greater production volume.

Timeframe for Intervention: 24 months.

- Type of Intervention (Year 1):**
- Technical assistance for design and development of new products in line with market demands.
 - Technical assistance for quality control and finishing techniques for export.
 - Consultancy in commercial negotiation techniques and access to financing.

Results Forecasted for 2010: Sales Value: \$29,835

Sales Value (Priority Zone): -

Volume: 3,200 pieces

15. Knit Clothes and Accessories

Client:	Asociación Qampaq Art
Bottlenecks:	<ul style="list-style-type: none">- Few orders from targeted market niches.- Deficiencies in the quality of new designs and in product standardization.- Working capital insufficient to meet new orders.
Timeframe for Intervention:	24 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for commercial articulation and negotiation techniques.- Technical assistance for design and product development for export.- Consultancy in financial management and access to working capital.
Results Forecasted for 2010:	Sales Value: \$18,965 Sales Value (Priority Zone): \$18,965 Volume: 3,500 pieces

16. Fresh Whole Trout

Client:	Piscicultores de Lircay
Bottlenecks:	<ul style="list-style-type: none">- Insufficient output.- Incipient connectivity with markets (only the local market is served).- Inadequate trout breeding practices.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Commercial connection with potential clients.- Technical assistance for the management of commercial trout breeding.
Results Forecasted for 2010:	Sales Value: \$13,793 Sales Value (Priority Zone): \$13,793 Volume: 4 tons

17. Tarwi

Client:	LACPS
Bottlenecks:	<ul style="list-style-type: none"> - Insufficient supply of raw materials. - Suppliers' output organization is weak. - Suppliers' technical management of the sowing, harvesting, and post-harvesting processes is inadequate.
Timeframe for Intervention:	24 months
Type of Intervention (Year 1):	- Technical assistance for the harvesting and post-harvesting processes.
Results Forecasted for 2010:	<p>Sales Value: \$20,690</p> <p>Sales Value (Priority Zone): \$1,724</p> <p>Volume: 17 tons</p> <p>Hectares: 20</p>

18. Tomato

Client:	Éxitos Integrales SAC
Bottlenecks:	<ul style="list-style-type: none"> - Weak output organization. - Incipient output organization. - Inadequate post-harvest management.
Timeframe for Intervention:	24 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none"> - Technical assistance for the agronomic management of the crop. - Output organization for export.
Results Forecasted for 2010:	<p>Sales Value: \$27,586</p> <p>Sales Value (Priority Zone): -</p> <p>Volume: 53 tons</p> <p>Hectares: 10</p>

19. Corn

Client:	Federación de Asociaciones de Productores Agropecuarios de Acobamba (FAPAA)
Bottlenecks:	- Deficient agronomic processes.

- Lack of selection techniques in line with market demands.
- Weak organization of commercial output.

Timeframe for Intervention: 24 months.

Type of Intervention (Year 1):

- Technical assistance for the agronomic management of corn.
- Technical assistance for output organization.

Results Forecasted for 2010:

Sales Value: \$17,241

Sales Value (Priority Zone): -

Volume: 5 tons

Hectares: 5

20. Bean

Client: Alisur

Bottlenecks:

- Weak output organization.
- Incipient output standardization.
- Inadequate post-harvest technical management.

Timeframe for Intervention: 24 months.

Type of Intervention (Year 1):

- Technical assistance for post-harvest management.
- Technical assistance for production organization and commercialization.

Results Forecasted for 2010:

Sales Value: \$6,900

Sales Value (Priority Zone): -

Volume: 6 tons

Hectares: 10

e. JUNÍN - PASCO

1. Jalapeño Pepper

Client:	Agromantaro SAC
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technological transfer.- Weak output organization.
Timeframe for Intervention:	36 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase supply of raw materials by incorporating new cultivation areas and improving productivity.
Results Forecasted for 2010:	Sales Value: \$350,000 Volume: 300 tons Hectares: 30

2. Processed Maca

Client:	Agromantaro SAC
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technical support.- Weak output organization.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase supply of raw materials by incorporating new cultivation areas and improving in the crop's organic productivity and transformation process.
Results Forecasted for 2010:	Sales Value: \$30,000 Volume: 30 tons Hectares: 50

3. Chicken Eggs

Client:	Ponedoras Chanchamayo SAC
Bottlenecks:	<ul style="list-style-type: none">- Weak technical support for the breeding of egg laying chickens.- Scarce supply of hard yellow corn.
Timeframe for Intervention:	24 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Facilitate specialized technical support to adapt the production technology for egg laying chickens to a jungle environment.- Support an increase in the supply of hard yellow corn from the area.
Results Forecasted for 2010:	Sales Value: \$80,000 Volume: 3.6 million eggs Hectares: -

4. Beef and Beef Products

Client:	Leocar EIRL
Bottlenecks:	<ul style="list-style-type: none">- Insufficient cattle supply.- Weak collection system.- Lack of technical assistance to small and medium ranchers.- Insufficient capacities for building and managing a slaughterhouse.
Timeframe for Intervention:	36 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase the supply of selected livestock through improvements in the collection system.- Support capacities for slaughterhouse design and the slaughtering process.
Results Forecasted for 2010:	Sales Value: \$150,000

Volume: 305 tons

5. Processed Maca

Client:	Ecoandino SAC
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technical support.- Insufficient output organization.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase the supply of raw materials by incorporating new cultivation areas, improving the crop's (certified) organic productivity, and facilitating the establishment of a joint venture with producers.
Results Forecasted for 2010:	Sales Value: \$12,000 Volume: 8 tons Hectares: 60

6. Grain Cacao

Client:	Ecoandino SAC
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technical support.- Insufficient output organization.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase the supply of raw materials by incorporating new cultivation areas, improving the crop's (certified) organic productivity, and facilitating the establishment of a joint venture with producers.
Results Forecasted for 2010:	Sales Value: \$10,000 Volume: 4 tons Hectares: 20

7. Passion Fruit

Client:	Frudersel / Ecoandino
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technical support.- Insufficient output organization.- Insufficient commercial articulation skills.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase the supply of raw materials by enhancing commercial relations with producers, improving productivity (modernization of cultivation techniques), and organizing output.
Results Forecasted for 2010:	Sales Value: \$10,000 Volume: 10 tons Hectares: 25

8. Preserved Artichokes – Lorca

Client:	Agromantaro SAC
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technical support.- Difficulties in accessing cultivation areas.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase the supply of raw materials by incorporating new cultivation areas and improving productivity.
Results Forecasted for 2010:	Sales Value: \$100,000 Volume: 15 tons Hectares: 140

9. Sheep Cheese

Client:	Lactea SA
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak capacity to involve new production modules.- Weak technological transfer.
Timeframe for Intervention:	30 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Facilitate the incorporation of new raw materials production modules and provide the necessary technical support.
Results Forecasted for 2010:	Sales Value: \$30,000 Volume: To be defined. Hectares: -

10. Special Coffee

Client:	Cooperativa Cafetalera del Valle de Ubiriki
Bottlenecks:	<ul style="list-style-type: none">- Lack of raw materials.- Weak technical support.- Weak output organization.
Timeframe for Intervention:	30 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Increase the supply of special coffee through technical assistance, partner fidelization, and improvements in the collection system.
Results Forecasted for 2010:	Sales Value: \$70,000 Volume: 36,800 kg Hectares: 1,800

11. Hard Yellow Corn

Client:	Productores Agrupados de la Selva Central
Bottlenecks:	<ul style="list-style-type: none">- Weak capacity to organize output through

value chains.

- Weak technological transfer.

Timeframe for Intervention: 24 months.

Type of Intervention (Year 1): - Facilitate the establishment and implementation of a value chain by supporting suppliers' organization and providing technical support to improve productivity.

Results Forecasted for 2010: Sales Value: \$18,000

Volume: 6000 kg

Hectares: 50

12. Whole Trout

Client: Productores de Truchas Pasco-Junín

Bottlenecks:

- Lack of raw materials.
- Weak technical support.
- Insufficient output organization.
- Lack of commercial connections.

Timeframe for Intervention: 36 months

Type of Intervention (Year 1): - Facilitate the establishment and implementation of a value chain by supporting the organization of trout breeders, providing technical support, and strengthening commercial articulation.

Results Forecasted for 2010: Sales Value: \$15,000

Volume: 5 tons

f. LIMA SIERRA NORTE - HUANUCO

1. Exportaciones e Importaciones Felles - Peach

Client:	Exportaciones e Importaciones Felles
Bottlenecks:	<p>Insufficient output volume with the quality demanded by the markets.</p> <p>Lack of a standard technological package for crop management.</p> <p>Lack of an efficient post-harvesting system.</p> <p>Insufficient knowledge of norms and processes for exporting fruit to Ecuador, Colombia y Venezuela.</p>
Timeframe for Intervention (Graduation Deadline):	36 months.
Type of Intervention (Year 1):	<p>Facilitate standardized field technical assistance for enhancing the supply chain and securing supplier fidelization.</p> <p>Facilitate technical assistance for designing an efficient post-harvesting process aimed at securing fruit preservation through accessible technology.</p> <p>Facilitate access to the Ecuadorian, Colombian, and Venezuelan markets through adequate commercial assistance.</p>
Resources Required:	<p>01 field technician</p> <p>01 post-harvesting specialist</p> <p>01 specialist in trade with Ecuador and Colombia</p>
Results Forecasted for 2010:	<p>Sales Value: US\$ 80,000</p> <p>Sales Value (Priority Zone): US\$ 80,000</p>
Client's Contribution:	<p>The client will implement an intermediate-technology post-harvest plant in line with the project technician's recommendations. The investment will amount to US\$ 20,000.</p> <p>The client will provide the resources required for the company's formalization in Peru, Ecuador, and other countries.</p> <p>The client commits to providing direct and indirect financing to support implementation</p>

of the standardized technical package.

Gender and Disability Considerations: There are no limitations to the participation of women and disabled people. Male and female workers are engaged under the same labor conditions.

2. Jalpa SAC – Avocado

Client: Jalpa SAC

Bottlenecks: Output volume too low to meet buyers' requirements.
Dispersed output increases collection costs.
Farmers frequently fail to fulfill agreements.
Lack of a standardized technical package.

Timeframe for Intervention (Graduation Deadline): 3 years

Type of Intervention (Year 1): Facilitate technical assistance to organize and consolidate the supply chain and to identify new buyers.
Facilitate field technical assistance to incorporate new cultivation areas, engage new producers, and improve productivity.

Resources Required: 01 field technician
01 post-harvest specialist

Results Forecasted for 2010: Sales Value: US\$ 30,000
Sales Value (Priority Zone): US\$ 30,000

Client's Contribution: The client will provide 02 technicians, who will be trained by the project specialist. The client will also provide financing to buy the output in cash.

3. Jalpa SAC – Peach

Client: Jalpa SAC

Bottlenecks:	Lack of a supply chain. Dispersed output. Lack of a standardized technological package for field production and for the post-harvesting process.
Timeframe for Intervention (Graduation Deadline):	3 years.
Type of Intervention (Year 1):	Facilitate assistance for the organization of the supplier chain. Facilitate highly specialized technical assistance to train the company's technical personnel. Facilitate access to new markets, mainly Bolivia, Colombia, and Venezuela.
Resources Required:	01 Specialist 01 Field technician 01 Post-harvest specialist 01 Specialist in trade with Ecuador and Colombia
Results Forecasted for 2010:	Sales Value: US\$ 50,000 Sales Value (Priority Zone): -
Client's Contribution:	Direct field technical assistance and search for financing through private banks. Two field technicians.

4. Comunidad de Tinta – Tourism

Client:	Comunidad de Tinta
Bottlenecks:	Scarce development of the tourism industry. Lack of a tourism operator. Insufficient connectivity. Community lacks knowledge of tourism operations.
Timeframe for Intervention (Graduation Deadline):	3 years

Type of Intervention (Year 1):	Technical assistance for the organization and development of tourism products and marketing. Connections with tourism operators with nationwide experience.
Resources Required:	01 consultant
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000
Client's Contribution:	Tourism infrastructure.
Gender and Disability Considerations:	No restrictions on job opportunities for men or disabled people.

5. Piscifactoría Los Andes – Trout

Client:	Piscifactoría de los Andes.
Bottlenecks:	Low output despite exceptionally favorable conditions for growth. Community lacks knowledge of breeding techniques and shows low interest in engaging in production activities. The evisceration process is not in line with buyers' demands.
Timeframe for Intervention (Graduation Deadline):	36 months
Type of Intervention (Year 1):	Facilitate technical assistance for promoting commercial breeding, organizing the supply chain, and consolidating output. Facilitate technical assistance for trout breeding management. Facilitate technical assistance for improving the evisceration process and handling the final product.
Resources Required:	01 trout technician 01 specialist in trout breeding 01 specialist in evisceration techniques and handling of food products.
Results Forecasted for 2010:	Sales Value: US\$ 10,000

Sales Value (Priority Zone): US\$ 10,000

Client's Contribution: Organization of suppliers, management of business operations, and compliance with recommendations and sales contracts.

Gender and Disability Considerations: Equal job opportunities for women and disabled people.

Promotes use of female labor, especially in the evisceration process.

6. Jalpa SAC – Avocado

Client: Jalpa SAC

Bottlenecks: Insufficient output.

Specific Problems Associated with Bottlenecks: Incipient commercial network.

Weaknesses in the collection network.

Improvements needed in crop management.

Timeframe for Intervention (Graduation Deadline): 3 years

Type of Intervention (Year 1): Technical assistance for crop management.

Resources Required: 02 consultants

Results Forecasted for 2010: Sales Value: US\$ 80,000

Sales Value (Priority Zone): US\$ 80,000

Client's Contribution: 01 field technician

Gender and Disability Considerations: 70% of workers (mainly in plant) are women.

7. Láctea SAC – Cheese

Client: Láctea SA

Bottlenecks: Dispersed and low output.

Uneven quality.

Noncompliance with health technical norms.

Output uneven.

Specific problems associated with Lack of a standardized process prevents

bottlenecks:	production growth. Insufficient knowledge of quality standards demanded by the markets. Inadequate production management (from milking to market insertion).
Timeframe for Intervention (Graduation Deadline):	36 months
Type of Intervention (Year 1):	Facilitate assistance to organize the supply chain and standardize production processes. Search of new markets for several cheese varieties.
Resources Required:	01 cheese specialist 01 technician specialized in handling food products (especially dairy products).
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000

8. Consortio Comunal Cochas – Vicuña Fiber

Client:	Consortio Comunal Cochas
Bottlenecks:	No previous experience in this activity. Lack of knowledge of the chaco, shearing, and debristling techniques. Weak organization prevents adequate resource exploitation and protection from illegal hunting.
Timeframe for Intervention (Graduation Deadline):	3 years
Type of Intervention (Year 1):	Facilitate technical assistance for the chaco, shearing, and debristling processes. Establish a sustainable exploitation committee and a brigade against illegal hunting.
Resources Required:	01 chaco technician 01 shearing and debristling specialist
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): -

Client's Contribution:	Resource preservation. Participation in the chaco and shearing processes.
Biodiversity Considerations:	Promotion of business consistent with sustainable resource exploitation and biodiversity.

9. Tomas Quispe– Honey

Client:	Tomas Quispe
Bottlenecks:	Incipient output. Few farmers are familiar with beekeeping. Lack of knowledge of certification norms.
Timeframe for Intervention (Graduation Deadline):	3 years
Type of Intervention (Year 1):	Facilitate technical assistance to promote adequate breeding practices and secure the supply chain. Facilitate technical assistance for honey production management and certification.
Resources Required:	01 beekeeping specialist 01 field technician
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000
Client's Contribution:	Purchase, handling, and maintenance of 100 apiaries and other beekeeping equipment.

10. APROCHIR-Cherimoya

Client:	APROCHIR
Bottlenecks:	Dispersed output; quality not in line with market demands. Insufficient knowledge of pollination, pruning, and cultivation management techniques. Suppliers do not comply with agreements.
Specific Problems Associated with Bottlenecks:	Noncompliance with delivery agreements. High transaction costs. Low crop productivity. High wastage.
Timeframe for Intervention (Graduation Deadline):	3 years proposed to develop the business line.
Type of Intervention (Year 1):	Facilitate technical assistance to organize the supply chain. Facilitate technical assistance for the pollination, harvesting, and post-harvesting processes.
Resources Required:	01 field technician 01 specialist
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000
Client's Contribution:	01 technician for field technical assistance.
Gender and Disability Considerations:	Promotes equal job opportunities for all.

11. Jarpa SAC – Hot Pepper

Client:	Jarpa SAC
Bottlenecks:	Insufficient output. Insufficient technical knowledge prevents improvements in production and productivity. Insufficient knowledge of post-harvesting

techniques results in considerable wastage.

Timeframe for Intervention (Graduation Deadline):	3 years
Type of Intervention (Year 1):	Facilitate assistance to promote crop. Consolidate output and technical and commercial assistance.
Resources Required:	01 consultant
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): -
Client's Contribution:	01 technician for field technical assistance.

12. Consorcio Comunal Río Colorado – Alpaca Fiber

Client:	Consorcio Comunal Río Colorado.
Bottlenecks:	Insufficient knowledge of shearing and fiber categorization techniques. Weak organization prevents output growth and increases transaction costs.
Specific Problems Associated with Bottlenecks:	Producers selling individually (due to weak organization of the shearing process) lack the ability to press for better prices. The practice of selling in lot results in low quality and declining prices.
Timeframe for Intervention (Graduation Deadline):	4 years
Type of Intervention (Year 1):	Facilitate technical assistance for the shearing and categorization processes. Facilitate assistance for output consolidation, establishment of a commercialization committee, and shearing programming.
Resources Required:	02 consultants
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000
Client's Contribution:	Resource preservation. Participation in programmed shearing.

13. Comunidad de Chinchetingo - Cheese

Client:	Comunidad de Chinchetingo
Bottlenecks:	Dispersed and low output. Uneven quality. Noncompliance with technical and health norms. Uneven production.
Timeframe for Intervention (Graduation Deadline):	3 years
Type of Intervention (Year 1):	Facilitate assistance to organize the supply chain and standardize production processes. Search of new markets for several cheese varieties.
Resources Required:	01 cheese specialist 01 technician specialized in handling food products (especially dairy products).
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000
Client's Contribution:	Establish a plant management committee. Create assurances for long-run business continuity.
Gender and Disability Considerations:	Promotes equal job opportunities for all.

14. Comunidad de Chinchetingo – Eucalyptus sticks

Buyer:	La Calera
Bottlenecks:	Insufficient market knowledge. Lack of annual business operation plans. Dispersed output prevents adequate price negotiation. Weak commercial management capabilities.
Timeframe for Intervention	2 years

(Graduation Deadline):

Type of Intervention (Year 1): Technical assistance for designing annual business operation plans.

Output organization.

Resources Required: 01 consultant

Results Forecasted for 2010: Sales Value: US\$ 10,000

Sales Value (Priority Zone): US\$ 10,000

Client's Contribution: To be defined.

15. Grupo de Mujeres emprendedoras – Handicraft Products

Client:	Grupos de mujeres
Bottlenecks:	Knit fabrics show deficient finish quality. Low productivity. Insufficient knowledge of markets, designs, colors, and fashion trends.
Type of Intervention (Year 1):	Technical assistance for design and output organization.
Resources Required:	01 consultant
Results Forecasted for 2010:	\$10,000.00
Client's Contribution:	PRA covers 100% in 24 months.

16. Comunidad de Cauri – Native Potato

Client:	Comunidad de Cauri
Bottlenecks:	Dispersed output. Insufficient knowledge of, and scarce connection with, the domestic market. Lack of a dynamic buyer committed to developing this activity.
Specific Problems Associated with Bottlenecks:	Output has low commercial quality. Demand is not met due to inadequate management, harvesting, and post-harvesting practices.
Timeframe for Intervention (Graduation Deadline):	2 years
Type of Intervention (Year 1):	Technical assistance for crop management and collection of local production.
Resources Required:	01 consultant
Results Forecasted for 2010:	Sales Value: US\$ 10,000 Sales Value (Priority Zone): US\$ 10,000
Client's Contribution:	To be defined.

g. MADRE DE DIOS

1. Vegetal Leather for Handicraft Products

Client:	Artes en Shiringa La Iberiana SRL
Bottlenecks:	<ul style="list-style-type: none">- Lack of buyers.- Deficient quality.- Deficiencies in production management.
Timeframe for Intervention:	30 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Specialized consultancies for product design and development.- Technical assistance for production and quality improvement.- Contact with buyers.
Results Forecasted for 2010:	Sales Value: \$6,000 Sales Value (Priority Zone): \$6,000 Volume: 300 units (blankets) Hectares: -

2. Floorboards

Client:	CORPFOREST
Bottlenecks:	<ul style="list-style-type: none">- Deficient production systems.- Limited primary transformation skills (blocking process).
Timeframe for Intervention:	24 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancy in floor production systems.- Consultancy for readaptation of motor systems.- Training to workers.
Results Forecasted for 2010:	Sales Value: \$10,000 Sales Value (Priority Zone): \$10,000

Volume: 10,000 board feet

Hectares: -

Investment: US\$ 10,000

3. Floorboards

Client:	Emfor Portillo SRL
Bottlenecks:	<ul style="list-style-type: none">- Deficient production systems.- Deficient quality.
Timeframe for Intervention:	24 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies in floor production systems.- Technical assistance for quality control and improvement.
Results Forecasted for 2010:	Sales Value: \$10,000
	Sales Value (Priority Zone): \$10,000
	Volume: 10,000 board feet

4. Dried and Brushed Dimensional Lumber

Client:	Perú Madera SAC
Bottlenecks:	<ul style="list-style-type: none">- Deficient sawing systems.- Insufficient wood drying capabilities.- Deficiencies in sharpening systems for cutting tools.
Timeframe for Intervention:	18 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies on sawing systems.- Wood drying.- Sharpening of cutting tools.- Contact with buyers.
Results Forecasted for 2010:	Sales Value: \$15,000
	Sales Value (Priority Zone): \$15,000

Volume: 30,000 board feet

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5. Decorative Veneers

Client:	Enchapes Sur Oriente
Bottlenecks:	<ul style="list-style-type: none">- Deficiencies in lamination systems (machine calibration, tool sharpening, and guillotine system).
Timeframe for Intervention:	30 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies for lamination systems, machine calibration, tool sharpening, and guillotine system.
Results Forecasted for 2010:	Sales Value: \$30,000 Sales Value (Priority Zone): \$30,000 Volume: 30,000 square meters Investment: US\$ 20,000

6. Sawn Wood

Client:	Federación de Forestadores y Reforestadores de Madre de Dios (FEFOREMAD)/ SFM – Bosques Amazónicos
Bottlenecks:	<ul style="list-style-type: none">- Deficiencies in sawing systems and floor production.- Wood drying.- Tool sharpening.- Lack of commercial links.
Timeframe for Intervention:	30 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies on sawing systems and floor production.- Wood drying.- Tool sharpening.- Contact with buyers
Results Forecasted for 2010:	Sales Value: \$15,000 Sales Value (Priority Zone): \$15,000 Volume: 30,000 board feet

Investment: US\$ 50,000

7. Natural Rubber Sheets

Client:	Agroforestal Nareuda SRL
Bottlenecks:	<ul style="list-style-type: none">- Deficient knowledge of Shiringa Management Plans.- Insufficient knowledge of sheet processing and quality control.- Lack of personnel trained in rubber tapping.
Timeframe for Intervention:	30 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies for designing Shiringa Management Plans.- Consultancies for rubber sheet processing.- Consultancies for rubber tapping.
Results Forecasted for 2010:	Sales Value: \$7,500 Sales Value (Priority Zone): \$7,500 Volume: 3,000 kg

8. Floors for Export

Client:	Maderas Cocama EIRL
Bottlenecks:	<ul style="list-style-type: none">- Deficiencies in sawing systems and floor production.- Deficiencies in wood drying.- Deficiencies in tool sharpening.
Timeframe for Intervention:	18 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies in sawing, floor production, wood drying, and tool sharpening techniques.
Results Forecasted for 2010:	Sales Value: \$20,000 Sales Value (Priority Zone): \$20,000 Volume: 20,000 board feet

9. Floors for Export

Client:	Aserradero Espinoza SA
Bottlenecks:	<ul style="list-style-type: none">- Deficiencies in wood drying and tool sharpening techniques.
Timeframe for Intervention:	18 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Consultancies for wood drying and tool sharpening.
Results Forecasted for 2010:	Sales Value: \$20,000 Sales Value (Priority Zone): \$20,000 Volume 20,000 board feet

10. Chesnuts for Export

Client:	Recolectores de la Nuez Amazónica del Perú- RONAP
Bottlenecks:	<ul style="list-style-type: none">- Deficiencies in certification standards.- Lack of contact with buyers.
Timeframe for Intervention:	30 months
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance to improve certification standards.- Contact with new import companies.
Results Forecasted for 2010:	Sales Value: \$24,600 Sales Value (Priority Zone): \$24,600 Volume: 4,100 kg

11. Hard Yellow Corn

Client:	Comité de Productores de Iberia
Bottlenecks:	<ul style="list-style-type: none">- Deficiencies in knowledge of new production techniques.- Deficiencies in the quality of seeds.- Producers are disorganized.
Timeframe for Intervention:	36 months

Type of Intervention (Year 1):

- Technical assistance to improve production and productivity levels.
- Output organization.

Results Forecasted for 2010:

Sales Value: \$20,000

Sales Value (Priority Zone): \$20,000

Volume: 60 tons

Hectares: 20

h. PUNO

1. Conventional Trout

Client:	Arapa
Bottlenecks:	<ul style="list-style-type: none">- Deficient control of production processes, breeding cost analysis, and transformation processes.- Limited development of new product formats.- Limited access to new markets due to scarce commercial contacts.
Timeframe for Intervention:	36 months.
Type of Intervention (Year 1):	<ul style="list-style-type: none">- Technical assistance for product control and productivity (including pollution mitigation in the Arapa Lake).- Technical assistance for label and packaging design.- Provide information on new markets, trends, participation in fairs, and articulation with domestic and foreign markets.
Results Forecasted for 2010:	Sales Value: \$6,600 Sales Value (Priority Zone): - Volume: 3,000 cans

2. Organic Coffee

Client:	CECOVASA
Bottlenecks:	<ul style="list-style-type: none">- Low field productivity due to poor management, especially by recently enrolled producers.- Insufficient knowledge of best agricultural

certification practices.

- Weak process organization and registration.
- Limited commercial articulation with foreign markets.

Timeframe for Intervention: 24 months.

- Type of Intervention (Year 1):**
- Provide technical assistance for crop management aimed at improving productivity.
 - Technical assistance to establish workshops for the development of best organic certification practices.
 - Establish commercial contacts.

Results Forecasted for 2010: Sales Value: \$75,000

Sales Value (Priority Zone): -

Volume: 23,000 kg

Hectares: 20

3. Conventional Trout

Client: Transandina Comercial del Perú SAC

- Bottlenecks:**
- Informality of suppliers limits business.
 - Lack of quality control during the production process.
 - Lack of a trademark for market identification and differentiation with competitors.

Timeframe for Intervention: 36 months

- Type of Intervention (Year 1):**
- Provide technical assistance for quality control.
 - Technical assistance for trout production and technological innovation.
 - Technical assistance for design, production, and follow-up during commercialization.
 - Search for new markets to cover the producer's output and achieve greater

articulation with trout producers.

Results Forecasted for 2010:

Sales Value: \$11,228

Sales Value (Priority Zone): -

Volume: 2,000 kg

4. Alpaca Fiber

Client:

SAIS Kenamari

Bottlenecks:

- Insufficient knowledge of the Peruvian Technical Norm (NTP); lack of managerial approach to shearing and collection techniques.
- Product sold in lot; lack of technical assistance for fiber classification to increase value added.
- Incomplete infrastructure (including shearing yard); lack of adequate equipment (scales, scissors, filing, etc.)
- Weak market information; insufficient marketing and commercialization capacities.

Timeframe for Intervention:

36 months

Type of Intervention (Year 1):

- Finance technical assistance by a categorization and classification specialist.
- Provide technical assistance for developing an annual sales plan in line with collected fiber stocks.
- Provide information on commercial contacts with new companies and achieve articulation.

Results Forecasted for 2010:

Sales Value: \$2,526

Sales Value (Priority Zone): \$2,526

Volume: 1,000 pounds

5. Alpaca Fiber

Client:

Productores Ajoyani SPAR

Bottlenecks:	<ul style="list-style-type: none"> - Deficient management due to fragile institutional development of the producers' organization. - Inadequate collection and classification infrastructure. - Inadequate collection, organization, and selection management. - Weak market information and insufficient marketing and commercialization capacity.
Timeframe for Intervention:	36 months
Type of Intervention (Year 1):	<ul style="list-style-type: none"> - Financing technical assistance by a fiber categorization and classification specialist. - Provide technical assistance for the classification process and for high quality yield analysis. - Provide information on commercial contacts with new companies and achieve articulation.
Results Forecasted for 2010:	<p>Sales Value: \$1,263</p> <p>Sales Value (Priority Zone): \$1,263</p> <p>Volume: 500 pounds</p>

D. Monitoring and Evaluation

The expected results and impacts resulting from PRA intervention will be assessed by the M&E Office, taking into consideration three groups of indicators:

- 1) Increase in sales and jobs. The indicators are based on results and targets to be achieved.
- 2) Impact of the project on poverty, household incomes in each Economic Corridor intervened, and Gross Domestic Product (GDP). Appropriate targets are established.
- 3) New public and private investments. Indicators are also based on results and targets to be achieved.
- 4) Introduction of environmental, biodiversity, and gender practices; improvements in labor standards; inclusion of disabled people. Indicators are used for follow-up of progress in these areas.

Finally, M&E will have the responsibility to document results, impact studies, and lessons learned; and to report to USAID correspondents.

Chemonics has already submitted to USAID the M&E Plan and the Impact Assessment Study. Both have been approved by USAID.