

Secure Environmental and Social Benefits of Alternative Grain Booms: The Case of Quinoa in the Peruvian Andes

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AMÉRICA LATINA

19-09-2019



Neglected and Underutilized species (NUS)

- A diversified system which includes the production of underutilized and neglected species (NUS) can enrich human diets (Bazile et al. 2016).
- Farmers are producing NUS mostly for self-consumption in marginal areas where environmental and climate conditions are disrupted and external input lower.
- NUS have a great potential for fighting poverty, hunger and malnutrition, on the other hand no market clearly established the recognition and the promotion of these species in the global market.

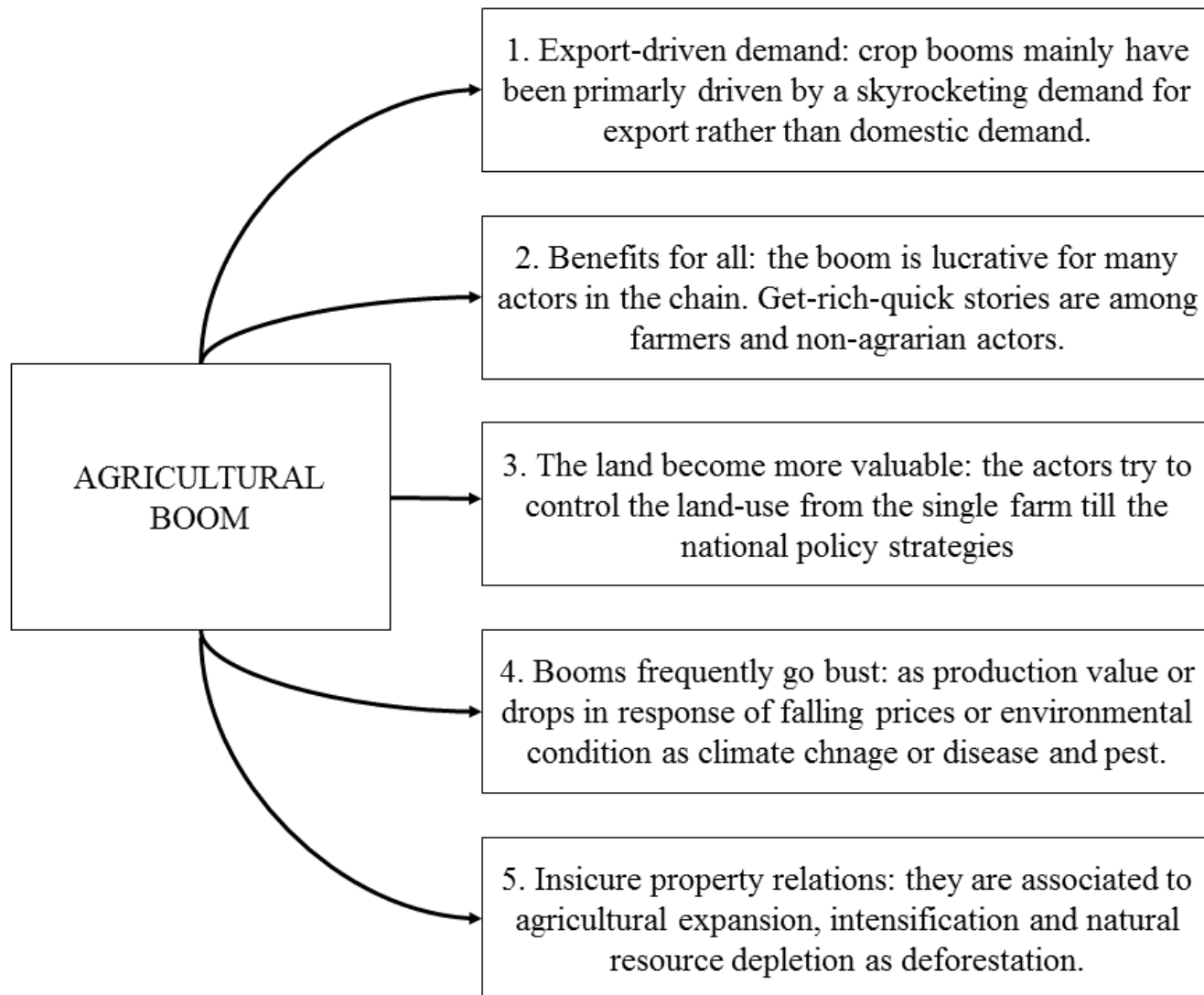


Quinoa

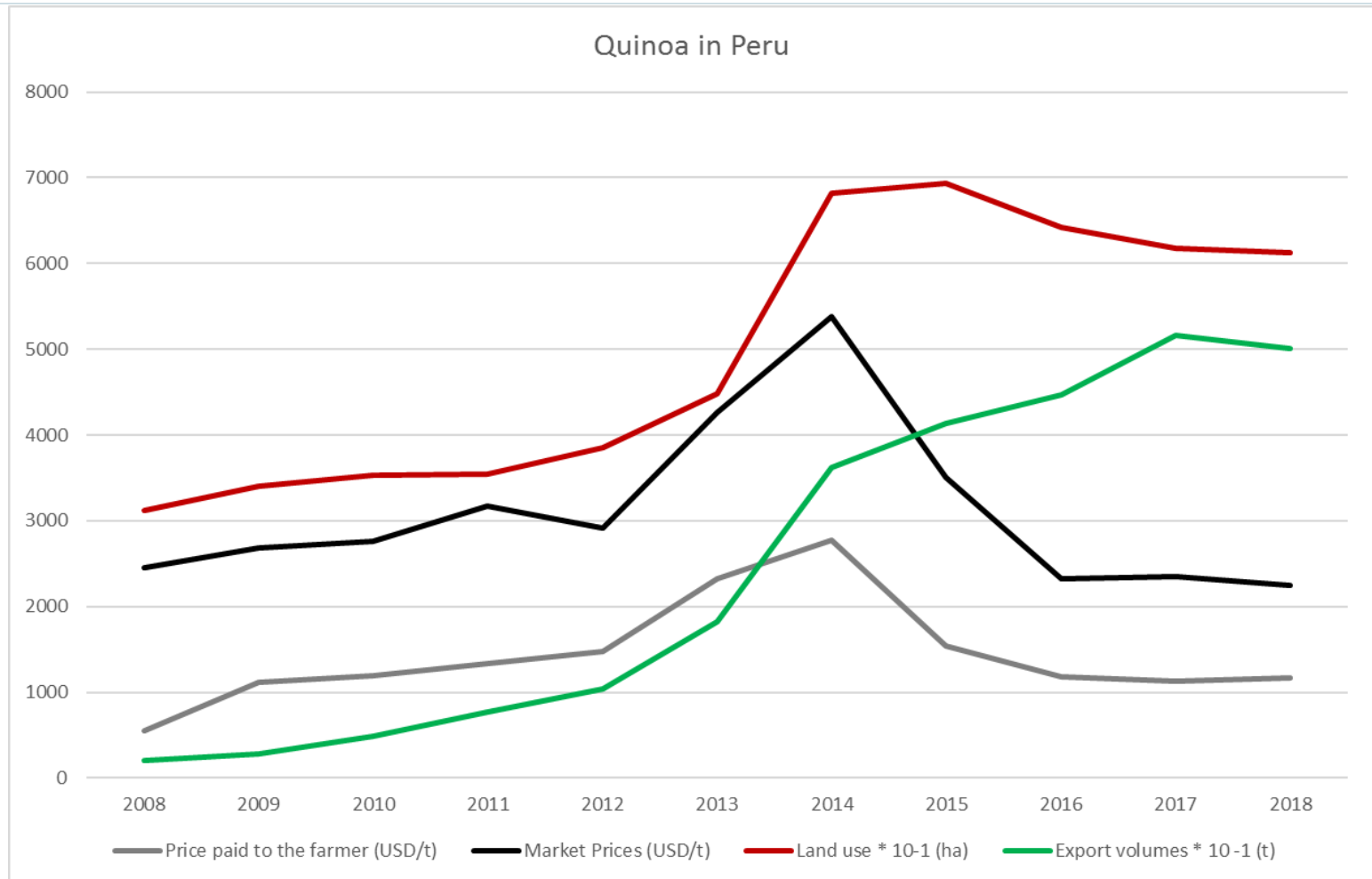
- The last 40 years have seen a great expansion of quinoa production and experimentation all around the world (Bazile et al. 2016).
- Quinoa is gaining global importance due to its excellent protein quality and tolerance of abiotic stresses passing from smallholder in the Andes to worldwide large scale farming systems.
- Its potentials were highlighted and promoted during the International Year of Quinoa in 2013 (IYQ-2013) by the United Nations (UN).



Agricultural Boom



Quinoa Boom



Export volumes (t) and (b) prices (USD/t) of Peruvian quinoa (IICA 2015; Minagri 2018), (c) price paid to the farmer (USD/t) and land-use expansion (ha).



IYQ-2013 – *Top Down Approach*

- IYQ-2013 had a main purpose:

to recognize “that Andean indigenous peoples, through their traditional knowledge and practices have preserved quinoa in its natural state as food for present and future generations”

- IYQ-2013 missed:

Concrete aspects of the worldwide diffusion of quinoa as commercial interests and unbalanced competition between farmers from the Andes and farmers from North America and Europe.



Marca Collectiva – *Bottom up Approach*

- Document the ancestral role of Andean farmers and co-construct a collective governance instrument as Marca Collectiva (MC) can attain recognition for their quinoa.
- MC is a participatory label used to defend property rights on producing and trading farming products and to recognize their anteriority for the international markets.
- Peruvian farmers organization called ANPE owns an MC for guarantee sustainability criteria of the members incorporating a common strategy in the regulation of the products mostly for local market.



Marca Colectiva

WHAT ARE COLLECTIVE MARKS?

They are Intellectual Property Rights (IPR) distinguishing goods or services of one company from those of other companies, are signs that allow you to specify the geographical origin or other characteristics of the a good or service



TRUST

CONNECTEDNESS

KNOWLEDGE
EXCHANGE



Conclusion

- Andean farmers organizations and UN projection envision MC as a possible instrument to recognize and promote Andean quinoa for positioning and reaffirming its producers in international markets.
- 2017, Puno, Peru. Legal Formalization Process of the RAP QUINOA Analysis of opportunities for the creation of the Collective mark: QUINUA ANDINA.



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Thanks for your attention

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