



Qorichacra

Quality vegetables
at **3000 metres**

The Qorichacra project in Peru focuses on safe, high-quality horticultural production. It integrates smallholders into the vegetable chain that supplies hotels and restaurants, mainly McDonald's restaurants in the major cities of Cusco and Arequipa.



Arcos Dorados

syngenta foundation
for sustainable
agriculture



Smallholder farmers producing for markets with high quality standards

The **Syngenta Foundation for Sustainable Agriculture** and **Arcos Dorados Operations** launched Qorichacra in Peru.

The pilot project has shown that it is possible to integrate smallholders into the supply chain of a large company with quality standards that are recognized worldwide.

Qorichacra was created to improve the livelihoods of vegetable farming families in the communities of Ccorimarca and Sequeraccay, in the Department of Cusco.

They have limited resources, but great development potential, farming good land with access to clean water and dynamic markets nearby.

Through solid organization, good leadership and commitment to develop joint ventures, the project has been able to link one group of farmers from these communities to the growing tourism market of Cusco. The city has 300,000 inhabitants, and is also a key tourist destination for visitors to well-known Inca sites such as Machu Picchu.



Arcos Dorados

syngenta foundation
for sustainable
agriculture



Location

The communities of **Ccorimarca** and **Sequeraccay** are located in the department of **Cusco, Peru**.

- | 17 km from the city of Cusco, with good roads
- | Experience in vegetable production
- | Access to clean water and irrigation infrastructure
- | Electricity, telephone

The average productive unit features a greenhouse with 300m² cropping area (total 357m²) and 250m² open field production.





Components of the project

Linking smallholder farmers to markets with high standards of quality and safety

The project, which began in 2010 by supporting the formation of a business network, provided two years of technical support and training to the region's smallholders. The training helped these farmers to meet stringent quality and safety protocols required for McDonald's suppliers. Before the project, local production did not meet quality standards. Most vegetables for Cusco restaurants therefore came by air from Lima.

Qorichacra is an innovative partnership between organizations to support smallholder farmers with low income and link them to high-value markets.

The project was funded by the Syngenta Foundation and Arcos Dorados (franchise-holders for McDonald's in Latin America). Local management was by Intercooperation and the Centro Bartolomé de las Casas, two non-profit organizations with extensive experience in rural development.

Qorichacra means "golden farm" in Quechua, the native language of the Peruvian Andes.

| **Creating a business network:** organization of agricultural producers with strong internal trust, and development of a commercial vision for greater bargaining power when approaching new markets.

| **Agronomic and post-harvest handling:** greenhouse cultivation, increase of yields, improved business management.

| **Management of the quality and safety of vegetables:** incorporation of good agricultural practices, traceability of the product.

| Expert farmers called "Kamayok" have helped the communities' inhabitants to refurbish their homes. This part of the project provides some healthy competition between the families. **Housing improvements** include floors, painted walls, separate rooms for parents and children, bathrooms, improved kitchens, etc.

| **Systematization of project strategies.**



Arcos Dorados

syngenta foundation
for sustainable
agriculture



Individual results

| Farmer organizations in the business network "Sumaq Hortalizas" have individual greenhouses and produce vegetables that meet all McDonald's quality standards.

| Weekly supply to McDonald's Cusco restaurant since October 2011, 20% of commercialized production; the remaining 80% is sold to other hotels and restaurants of the city.

| Revenues from sales of vegetables increased by 177% between 2010 and 2012, totaling \$4,000 per family per year.

| In November 2012, Sumaq Hortalizas began to supply three more McDonald's restaurants in the city of Arequipa. Arcos Dorados arranges the transport.

| Substantial improvement of 41% of homes in the communities Ccorimarca and Sequeraccay.

| A video and guide for replicating the project.

Current challenges

| Commercial consolidation of the producers and inclusion of new producers to supply further customers in Cusco.

| Achievement of Global GAP certification.

| Addition of further housing improvements.

| Incorporation of new partners such as the Cusco Provincial Council and the Ministry of Foreign Trade and Tourism.

| Responding to demand from large companies, especially in mining, to replicate the project for their own food supplies



About us

syngenta foundation
for sustainable
agriculture

is an international non-profit foundation based in Switzerland. Its operational strategy focuses on smallholders, productivity and markets. The foundation works with partners in developing countries and emerging markets. Its aim is to help smallholders improve their technical skills and scientific knowledge in order to build value-adding links to markets. For more information visit: www.syngentafoundation.org



Arcos Dorados

is the world's largest McDonald's franchise-holder and has the most comprehensive fast food restaurant chain in Latin America and the Caribbean. It has the exclusive right to own, operate and grant franchises of McDonald's restaurants in 20 countries and territories of the region. The company operates, directly or through franchising, more than 1880 restaurants under the McDonald's brand. Over 100,000 employees serve about 4.3 million customers per day. For more information about the company visit: www.arcosdorados.com

