

Feeding Knowledge - Best Practice

From cocaine producers
to Fairtrade and Organic



The situation in Peru

Peru is the first producer of coca leaves in the world (60% of the world's production).

This caused corruption, violence, insecurity and soil destruction. The economy is unstable and communities' lives are uncertain and insecure.

People living there wants, always more, to change their habits: short-term, uncertain money in exchange of a more sustainable life, for them and their families.



'The algorithm of Santiago'

Thanks to Coop Norandino, producers are being helped in changing their plantation: from coca leaves to organic and fair trade products, such as sugar, cacao and coffee.

The algorithm shows us that while clean and fair plantations grow, the illegal ones are constantly decreasing.

