



PROMOTING
P E R U



About Us

Promoting Peru is committed to showcasing the riches of Perú; its variety and its diversity, from its agricultural products to its textiles and landscapes, working with the producers to ensure that they receive the value representative of their product in the international markets and that the buyers have complete confidence in the source of their supply.

We connect Latin American companies and associations producing agricultural products to international markets, accompanying both the buyers and producers at every step of the negotiation and export process, from identifying the most appropriate producers depending on the requirements to ensuring there are alternative options in the face of any obstacles or delays, all with the focus on ensuring a smooth and successful sale.

Put your trust in us.

We work to the following principles:

- Ensuring you receive the best quality product
- Range of quotes from a selection of trusted producers based on requirements
- Complete traceability and transparency in the origin of your products and prices paid to producer
- Total formality throughout every step of the process
- Guaranteed satisfaction with your purchase.

Working with coffee

It is common knowledge that Peru is the 2nd largest producer of organic coffee in the world but there is so much more depth to the profiles of coffee that come out of Perú. Each year is better than the last as more focus is given to producing specialty coffees and working with the diversity of environments that Peru offers in order to develop the flavours.

We work with roughly a dozen associations that are committed to producing a good product but are restricted as to how much international marketing they can do. We work hand in hand with the associations to introduce their coffees to key buyers around the world, facilitating the negotiations and ensuring that the final contract is between the buyer and the producer.

As we are predominantly focused in specialty coffees, we are often working with lots of 20 to 50 bags and so we have joined up with a logistics partner that allows us to work on a direct trade basis.



The contracts are driven by agreed FOB prices that are then consolidated into full container loads. This ensures total transparency on the costs paid to the producers as well as the shipping, financing and warehousing costs.

We work with coffees from the north, centre and south of the country, and qualities that range from 82 to 88 points in cup. We can send a buyer a series of samples based on their requirements, negotiate prices and coordinate shipments not to mention organise visits to origin. When working with a buyer, we guarantee the quality, sustainability and total transparency throughout the process.

Coop El Diamante - Cajamarca

Cooperativa Agraria de Servicios Múltiples El Diamante Ltda

Varieties: **Typica, bourbon, Pache, costa rica, caturra, catuai, and catimor**
Altitude: **1600 mabsl - 2000 mabsl**
Process: **Washed**

COOP El Diamante is a cooperative made up of 200 small coffee producers, spread across the two provinces of Jaen and San Ignacio in the region of Cajamarca. In 2018, they started to export to Japan and the USA with specialty coffees of 84 points and above. They aim to not only improve the quality but also the practices of the producers in order to achieve economic, social and environmental development.

Each of the producers within the cooperative live and work at above 1600masl. The producers work with the finest varieties which allow them to produce specialty coffee. Within the association a number of the producers participate in Cup of Excellence, including the winner of the first Cup of Excellence to take place in Peru in 2017. The COOP's specialty coffee is marketed using a quality brand called Microlot El Faique, as it was from here that the pioneers of specialty coffee came from.



ValleInca - Cusco

Asociación Agraria Valle del Inca

Varieties: **Typica, Bourbon, Geisha and Mundo Novo**

Altitude: **1400 masl - 2500 masl**

Process: **Washed**

ValleInca is an association that was formed 3 years ago. It includes 200 members that are located across three different regions; Calca, La Convención and Urubamba in the state of Cusco. They are committed to working with coffees grown at altitude and improving the quality from one year to the next whilst conserving the environment in which they are working. The members of the association depend on coffee for their livelihoods and the association is committed to constantly developing the offer of their members and getting the best price possible for the producers.

ValleInca works directly with their members throughout the year, carrying out workshops, farm visits, constant evaluations and feedback of the coffee as well as keeping regularly in touch with the Government institutions to promote the work of the producers. They carry out research with different coffees and share the results with their members. The association is particularly keen to work with the children of coffee producers, sharing their knowledge and experience, with the intention of encouraging them to continue working with coffee.

Please note these are just a few of the associations and cooperatives that we work with. Depending on the quantities and qualities.

