

COOPBAM

PERÚ



COOPBAM is a coffee-growing cooperative operating partly inside a protected area in the Peruvian rainforest. They support and enhance the work of the national service of protected areas in Bosque del Alto Mayo, where deforestation can still take place despite its legislation as a Protection Forest. COOPBAM operates as a steward of the forest, producing unique, excellent coffees while focusing heavily on fighting deforestation, protecting the native forest, and promoting socio economic development.

Supported by Conservation International, in partnership with local communities and the Peruvian government, the Alto Mayo REDD+ initiative uses proceeds from the sale of carbon credits to finance voluntary conservation agreements. The pacts aim to galvanize community support. They provide coffee growers living in the protected forest with agricultural training, financial skills and access to specialty-grade coffee markets. In exchange, the farmers commit to zero net deforestation.

IMPACT OVERVIEW

Promotion of sustainable coffee production practices and improvement of income for smallholder farmers of the Peruvian Amazonia inside and next to a National Protected Area designated as a Protection Forest because of its high level of wildlife biodiversity and its critical role in protecting a watershed.

No. of beneficiaries	450 families
No. of indigenous communities benefitted	3 communities
No. of hectares protected	780,500 ha

COMMUNITY



**Country**

Perú

**Departments and Provinces**

Rioja, Moyobamba, Lamas (San Martín); Bongará (Amazonas)

**Indigenous communities**

Awajun, Yambrasbamba Native Community and Corosha Native Community

COOPBAM works in 780,500 hectares at 800-2100 meters above sea level, where they grow coffee in ways that preserve native trees, soil, and ecosystems, and obtain high quality coffee beans that are exported to New Zealand, the USA, and European countries. Nowadays COOPBAM reaches cupping scores of 86/87 and their coffee is being consumed even in Disney. Since COOPBAM coffee is produced under agroforestry systems that contribute to the ecosystemic restoration, it can reach prices of 173 USD in organic markets. COOPBAM producers also work in the reforestation of areas previously deforested, planting trees like Ishpingo, Guabo and Aliso.

More than 450 families benefit from COOPBAM, some of which are from Awajun Amazonian communities, other from Andean indigenous communities, and the rest are small farmers from the Andean region, all of whom have improved their and their family's life conditions because of the training and income received from their work with COOPBAM. Almost one hundred of COOPBAM associates are women, who are organized in a Women Committee led by Marilú López, where they occasionally also produce and sell handicrafts.

## Impact Background

### *Forests Protection*

COOPBAM is unique since it operates inside a National Protected Area, the Alto Mayo Protected Forest in the San Martin Region of northern Peru, consisting of 182,000 hectares decreed in 1987 as a protected area by the Peruvian government because of its wildlife biodiversity, level of endemism, precious landscapes, and ecological relevance of its watersheds. The area is part of the ancestral territory of the Awajun people; a share of COOPBAM associates belong to this highly representative indigenous group of the Amazonia, as well as to Andean native communities.

In Peru, coffee can be an economic blessing and an ecological threat at the same time, since if not directed towards sustainability its production tears down existing forests, contributing to deforestation and loss of habitat. COOPBAM has been assisted by Conservation International and the Peruvian Servicio Nacional de Áreas Naturales Protegidas (Sernanp) to implement sustainable farming practices, including soil management, in order to provide the conditions required to grow high quality coffee in areas already in usage. Stories like COOPBAM give hope that we can keep enjoying coffee and all the good its production gives to its producers while being sustainable and having a great social impact.

### *Indigenous communities*

65 of COOPBAM associates belong to Andean native communities and 30 to the Amazonian indigenous community Awajun. The rest are mostly people from the Andean mountains forced to emigrate in search for better opportunities. COOPBAM is willing to increase its reach and support to the Awajun community, who are the ancestral occupants of the territory.

The Awajun, also known as the Aguaruna, are the second largest indigenous population in Peru. They are indigenous to the tropical rainforest of the Amazon in north-east Peru, residing in an area known as "high jungle" covered by dense rain forest vegetation with annual rainfalls of 3000 mm and an average annual temperature of 26°C (max 40°, min 15°). The economic activity of the Awajun of Cenepa is mostly subsistence farming, hunting and fishing. For most of this population, electricity is scarce or non-existing, neither do they have access to potable water and proper education.

The territory of the Awajun people is vulnerable to oil extraction and illegal mining, activities that continued, or perhaps increased, during the pandemic. A common consequence of oil extraction are oil spills, which contaminate the waters and kill the ecosystems within them. On the other side, illegal mining has many devastating effects, one

of which being women sexual abuse with the increase of newborns from single women—minors in a lot of cases—and the subsequent increase of poverty and violence.

### Impact Delivery

COOPBAM promotes sustainable Organic and Fair-Trade coffee production that contributes to conservation and proper use of natural resources in a Peruvian Protected Forest, while connecting the sustainable produce of their associates to the market and empowering native communities. They do this through their commitment to:

- Strengthen market links for sustainable crops as well as providing producers access to international markets with premium prices that recognize the high quality of their coffee beans as well as their environmental and social impact.
- Provide associated producers with constant training and technical assistance to adapt to sustainable agricultural practices and improve productivity.
- Reinforce their commitment to guard and embrace their identity through their ancestral traditions in foods, medicines and costumes.

