



APROREYNAS - APROCASSI

PERU

Aproreynas is a honey production and commercialization project of Aprocassi, a coffee cooperative in San Ignacio, Cajamarca, in Peru. Aproreynas also produces and sells honey derivatives such as hydromiel (mead/honey wine), an alcoholic beverage made by fermenting honey mixed with water, and sometimes with added ingredients such as fruits, spices, grains, or hops.

Aproreynas started in 2019 and is led by 82 women (members, wives, and daughters) of the cooperative's coffee-growing partners. It emerged as an initiative to diversify their income.

As a coffee cooperative, Aprocassi is focused on sustainable agriculture and possesses the Organic, Fair Trade, and Rainforest Alliance certifications. It manages over 1,5640 hectares of land for coffee and has surpassed USD 6M in yearly revenue in the last years. Currently, Aprocassi works with nearly 600 small farmers.

Impact Background

Aprocassi was created on March 14, 2000, on the initiative of Rev. Father Humberto Tapia Días, Parish Priest of the Province of San Ignacio, whose purpose is to “Improve the social and economic quality of life of coffee-growing families.” Aprocassi was also born as a result of the conflict that arose in the hamlet of Huaquillas due to the demands of mining company Sulliden, which wanted to install its machinery to extract gold and other minerals that would be in the Huaquillas Hill and its 24 surrounding hamlets. The goal was to demonstrate that organic and sustainable agriculture could support the economic model.

The province has a population of approximately one hundred thirty thousand. Around 82% of the population is considered rural. The poverty rate is 41.9%, almost double the national average of 20.5%. Poverty incidence is still very high despite dropping considerably since 2007, when it was 68.4%. The average income is USD 170 and has increased in the last years from USD 129.

IMPACT OVERVIEW

Empowering Women and Diversifying Income: The Impact of Honey Production in Peruvian Coffee Cooperatives.

No. of beneficiaries	82 women
% Women	100% of Aproreynas 15% of Aprocassi

COMMUNITY

	Country	Peru
	Municipalities	Cajamarca
	Communities	San Ignacio

In 2009, the Association changed into a Cooperative since it was limited to providing other services as an Association. Aprocassi participates in the National Coffee Board, an organization that represents all the Coffee Cooperatives in the country.

Aprocassi's primary revenue source is the commercialization of Arabic coffee. In 2023, they sourced 997.000 kg from their members, generating over USD 6 M in sales. This coffee is dried, packed, and sold to international clients like Sucafina, Volcafé, and Royal Coffee NY. Exports represent almost 93% of their revenue, while the rest is sold in the local market at market price.

To diversify the revenue sources and take advantage of unused labor in the region, Aprocassi started the "Reinas Aprocassinas" project, which consists of the production and commercialization of honey by the wives of the coffee-producing members of the cooperative. 82 female members collect and produce honey. Since 2019, they have sold honey and funded this project startup with government funds to support the development of agricultural initiatives within local communities. This year, they received USD 32.000 from the Ministry of Agrarian Development and Irrigation (MIDAGRI) of the Government of Peru as non-reimbursable resources (grants) under the program "Entrepreneurship of rural and indigenous women for the year 2023" to purchase equipment and provide training to members.

In 2024, Aprocassi opened a bank account for the Aprocassinas project, and thus, they have started registering financial statements.

Impact Delivery

Aprocassi was born with the central objective of improving the social and economic quality of life of coffee-growing families in the provinces of San Ignacio and Jaén. The cooperative promotes family unity and personal improvement, being a driving force of community development. Through its mission and values, Aprocassi fosters integration, trust, and teamwork, reinforcing that the family is the fundamental pillar of growth. In addition, the cooperative provides technical assistance and training, empowering its members, especially women, with knowledge and skills to actively participate in agricultural production and decision-making within their communities.

Since its founding, Aprocassi has been committed to agricultural sustainability, promoting responsible and sustainable farming practices. The cooperative has organic production and fair-trade certifications, guaranteeing that its practices respect the environment and that its products are grown without harmful agrochemicals. This orientation towards sustainability not only protects the region's natural resources but also ensures the health and well-being of local communities and consumers.

Aprocassinas focuses on empowering rural women. Women represent the pillar of the households and the local economy. Through honey production, women are directly involved in productive activities, which contributes to diversifying family income and improving their families' quality of life. In addition, leadership and self-esteem training strengthen their skills and role in society, promoting gender equality and the active participation of women in the rural economy.

Regarding environmental impact, beekeeping contributes significantly to mitigating climate change and conserving biodiversity. Bees, through pollination, play a crucial role in the health of ecosystems, improving agricultural productivity and preserving local plant species. The project protects natural resources and promotes environmentally friendly farming practices through sustainable beekeeping. Beekeeping also benefits coffee production, representing higher yields and better quality.

A member produces an average of 60 Kg of honey, and each kilogram costs USD 3.2 to produce. Aproreynas pays them USD 6.67 for each Kilogram, thus netting USD 3.47 per kilogram, or USD 208 in total. This is 22% higher than the average income per person in the region.

Aproreynas sells honey in 200 g, 350 g, and 1 kg presentations, and the profitability of each one can be seen below.

Honey	200 g	350 g	1 Kg
Sales price	4.0	4.8	10.7
COGS	2.7	3.5	8.8
Margin	1.3	1.3	1.9
%	33%	28%	18%

The mead production process involves mixing one kilogram of honey with three liters of water. Yeast is then added to the mix, and the fermentation process begins. For instance, a mixture of 4,000 liters (1,000 kg of honey and 3,000 liters of water) loses approximately 20% during fermentation, leaving 3,200 liters of mead as the final product.

Aproreynas sells the hydromel in a 500 ml presentation, and its sales price varies depending on the purchase volume. If more than 24 units are purchased, the selling price is USD 4.8, and if less than 24 units are purchased, it is USD 6.7. The profitability in each case can be seen in the table below.

Hydromel	< 24 units	> 24 units
Sales price	6.7	4.8
COGS	3.5	3.5
Margin	3.2	1.3
%	48%	28%

With this information we can confirm that hydromel provides more margin for Aproreynas than honey commercialization.



In the lush coffee-growing regions of Peru, the wives of coffee producers have embarked on a transformative journey by producing honey and its derivatives. This initiative, supported by the cooperatives, has brought about significant positive changes in their communities.

Outcome

<i>Economic empowerment</i>	<ul style="list-style-type: none"> By producing honey and mead, these women have diversified their families' income sources. This additional revenue stream has provided financial stability, reducing their dependence solely on coffee, which can be vulnerable to market fluctuations and climate change. This improves the quality of life of the community in the medium term.
<i>Skill development</i>	<ul style="list-style-type: none"> The women involved in honey and mead production have gained valuable skills in beekeeping, honey extraction, and product marketing. These new competencies have not only boosted their confidence but also opened opportunities for further entrepreneurial ventures
<i>Community strengthening</i>	<ul style="list-style-type: none"> The cooperative model fosters a sense of community and mutual support. Women working together in honey production have strengthened social bonds and created a network of shared knowledge and resources.
<i>Environmental preservation</i>	<ul style="list-style-type: none"> Beekeeping has positive environmental impacts, such as promoting biodiversity and improving pollination for coffee plants and other crops. This sustainable practice aligns with the cooperative's commitment to environmental stewardship.

