



Photo: USAID/Perú

FINAL PERFORMANCE EVALUATION OF THREE GLOBAL DEVELOPMENT ALLIANCES

INTRODUCTION

This evaluation reviews the results and performance of three alternative development projects in Peru, namely Peru COFFEE Alliance, Peru CACAO Alliance and CR3CE Alliance. These initiatives, supported by USAID, aim at promoting the economic and social development in regions where illegal coca crops have been eradicated, specifically in Huánuco, San Martín, Ucayali, and Pasco through the involvement of the private sector.

The COFFEE Alliance and the CACAO Alliance have increased the income of farmers through technical assistance, trainings and support on the whole value chain of the crops. It is estimated that over 8,380 coffee-growing families and 24,000 cacao-growing families have been benefited. As for the CR3CE Alliance, they have organized and promoted the creation of teaching environments for digital skills, and have promoted the connectivity and the use of financial services in 150 locations.

FINDINGS



CONDITIONS THAT MAKE PRIVATE SECTOR ENGAGEMENT MORE EFFECTIVE

- Capitalizing the production chain and providing services with added value to the stakeholders involved.
- Promoting and maintaining a business plan approach through technical assistance and advice.
- Target group's perceptions on the economic and social profits and benefits of the legal economies.



PRIVATE SECTOR LED CHANGES

- The actions of the Coffee and Cacao Alliances contributed to the farmers' know-how, generated lasting business links, strengthened associations, and facilitated access to funding.
- The actions of the CR3CE Alliance increased the yield, quality and prices of the agricultural products. Likewise, producers increased their income, and achieved a greater digital integration and access to the financial system.



PROMOTING WOMEN'S EMPOWERMENT

- Adult women play an active role in various agricultural activities, such as sowing, harvesting and trading.
- The Alliances have promoted female leadership in decision making. Women have also increased their income and access to financing in their organizations.
- Private companies incorporate the gender-based approach in their guidelines, and promote women-specific financing products.



PRIVATE SECTOR AND SUSTAINABILITY OF INTERVENTION

- The sustainability of the project will be affected by external factors, such as the international prices of seeds and supplies, and the presence of public infrastructure in the areas of intervention.
- The involvement of the private sector will greatly benefit larger producers and those they associated with.

RECOMMENDATIONS FOR FUTURE INTERVENTIONS



MARKET, PRODUCTIVITY, INCOME AND ADDED VALUE

- Promoting the domestic consumption of value added coffee and cacao in order to strengthen the local value chains.
- Considering the implementation of a later stage of intervention focusing on trading and the capacity building of leadership and management for the producers' associations.
- Promoting the economic diversification and professionalizing of agricultural activities, specifically in cacao and coffee-growing.



ENGAGING WITH STAKEHOLDERS

- Promoting partnerships and formalization of producers in order to expand the benefits and better channel the Alliance's interventions.
- Promoting the creation of a service platform focusing on collecting and sharing information in order to gather non-organized associations and producers with the private sector.
- Creating discussions in workgroups at the regional level.



FINANCING

- Strengthening the credit market with greater available funds and benefit from the synergies of associations and cooperatives as a mechanism of credit control.



CONNECTIVITY

- Encouraging a digital education to increase the access to support services within the value chain.



GENDER

- Incorporating governance guidelines that involve women in agricultural associations and cooperatives.
- Expanding the intervention to new homes and areas such as family, community, and the organizations.
- Implementing a results-based approach in USAID's activities to promote the active role of women.
- Implementing gender-based trainings for all the stakeholders working in USAID's interventions.

Read the complete report “Final Performance Evaluation of Three Global Development Alliances (GDA) on Alternative Development in Peru.”

This report was produced for review by the United States Agency for International Development. It was prepared by the EnCompass LLC for Monitoring, Evaluation and Learning for Sustainability (MELS) (Contract No. 72052719D00001). The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government