



International Coffee Council  
119<sup>th</sup> Session  
13 – 17 March 2017  
London, United Kingdom

**National coffee policy of Peru**

**Statement by H.E. Mr Claudio De la Puente,  
Ambassador of Peru to the United Kingdom,  
at the 119<sup>th</sup> Session of the International  
Coffee Council on 16 March 2017**

1. At the institutional level and as part of the national coffee policy, one of the most recent developments has been the reactivation of the National Coffee Council, which was created in 2002 and is formed by the main governmental and private entities involved in the national coffee sector. The Council is chaired by the Minister of Agriculture and Irrigation and also includes the main coffee producers and traders guilds.
2. The responsibilities of the Council include identifying, analysing and proposing the legal framework and policy guidelines for the development of the Peruvian coffee sector in the short, medium and long-term.
3. The meetings of the Council were resumed in 2016, and representatives of the United Nations Development Programme (UNDP) and the Swiss State Secretariat for Economic Affairs (SECO) participated in its third session, with a view to investigate the options in terms of cooperation that would seek to strengthen the institutions behind the Peruvian coffee industry.
4. Within the area of production, it is worth noting that in 2016 an increase in the volume of domestic coffee production was achieved for the third consecutive year, attaining a total of 257,600 tons. This represents an increase of about 20% over the previous year, due in part to the action implemented by the Peruvian Government and coffee farmers to mitigate the effects of pests, through the National Plan against Coffee Rust which commenced in 2013, and was implemented in 11 coffee growing regions of the country.

5. Another important development in the sector has been the establishment of the National Plan for the Renewal of Coffee Plantations, through which 40,000 hectares of coffee have been renewed to date.

6. In terms of the promotion of a product, 'Marca Café', which is to be launched soon is noteworthy, and is aimed at developing the availability of high-quality Peruvian coffee supply, promoting an increase in exports and seeking to diversify the markets.