



CAFÉ FEMENINO

PERU PROGRAM

Cooperative »

CECANOR

Exporter and mill »

PROASSA

Producers »

800 women in 6 associations within Cecanor

Women leadership »

50

Production »

30 containers Cecanor
(14 containers Café Femenino Cecanor)

Certifications »

Fair Trade Organic



PRODUCER BACKGROUND

While women have always been crucial to coffee production in Peru, men traditionally held the economic power. In 2004, 464 female coffee producers in Peru united to change this dynamic and take a step toward empowerment. They decided to separate their coffee production from men to gain visibility and a voice inside their community. Working in partnership with OPTCO, they developed a never-before-existing market for women-produced coffee to serve as an important vehicle for social change and the empowerment of poor, marginalized women coffee farmers. Since then, the Café Femenino movement now includes thousands of women farmers from nine countries across the world.

Café Femenino requires participating cooperatives to give their women farmers control of revenues, land ownership, and acknowledgement for their exceptional coffee. With economic control in their hands, the women farmers of Cecanor have used Café Femenino funds to invest in community betterment projects including children's libraries, schools, health and nutritional education, and programs that build self-esteem, human rights awareness, and literacy.

COFFEE PROFILE

Aroma »

Almond, cashew, floral, chocolate

Cupping »

Dark chocolate, bright citrus, maple syrup, medium body and balanced acidity

Varietals »

Tipica, Catimor, Bourbon, Gran Colombia, Villa Sarchi

Process »

Fully washed and sun dried

Harvest »

April - September

Elevation »

1,000 - 2,050 Meters

“ We have used the money we've received from the Café Femenino premium to invest in improving our homes, providing education for our daughters, and improving the food that we feed our families. Café Femenino has been wonderful in improving the self-esteem and empowerment of the women in our community.”

- Sabina, Cecanor, Peru

BECOME A PART OF THE CAFÉ FEMENINO STORY.

PROGRESS ON THEIR TERMS

In elevating their voices, the women are finding solutions to community problems on their own terms. Some notable successes of the Café Femenino Peru Program include:

Food Security »

To fight the adverse effects of malnutrition—including stunting, academic deficiencies, and increase in childhood diseases—the women organize Food Security Workshops to further nutritional understanding and nutritional diversity in their community.

Income Diversification »

To combat gender inequity within coffee-producing culture, reduce economic dependence on men, and provide women with access to productive resources, the women now breed small animals to sell, grow quinoa for the market, and collect micro-loan funds for microenterprises led by women.

Schools and Classrooms »

Most of the women use the additional income they receive directly to educate their children. Forgoing traditional cultural priorities of educating boys before girls, the women of Café Femenino make sure the girls in their community have an equal educational footing with the boys.

Community Health »

The women have been instrumental in empowering women leaders to be health promoters for remote, hard-to-access communities. These women help with basic first aid, provide reproductive health workshops, and distribute information on screenings for cervical and breast cancer. To reduce smoke-related illness, the women have led an effort to replace old, toxic stoves with elevated stoves that use chimneys to vent the smoke outside.



EMPOWERED WOMEN CREATE STRONGER COMMUNITIES

Since their first meeting in 2004, the women of the Café Femenino Peru Program have marshaled widespread social change into their communities. By overcoming a variety of barriers—including inferior societal status due to gender prejudice, adverse living conditions, and lack of self-esteem stemming from insecurities about their lack of formal education—the women have successfully stood up against generations of gender inequity.

After more than 13 years, domestic abuse and malnutrition rates have gone down, education and income equality rates have gone up, and the women are no longer too timid to speak. They now stand up in front of groups, make presentations, and hold several elected positions on the boards of the coffee associations of Cecanor. Their hard work and courage means the women in their community have more decision-making power, more income, and more dignity than ever before.



With the Café Femenino Peru Program we are more organized now. We are getting more money for our harvest and now all my production is Café Femenino. With Café Femenino, I know I will get a consistent price and I know that I will have control over all that money. For me that is huge.”

– Elena Quintos Cornonel
Member, Café Femenino Peru

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