



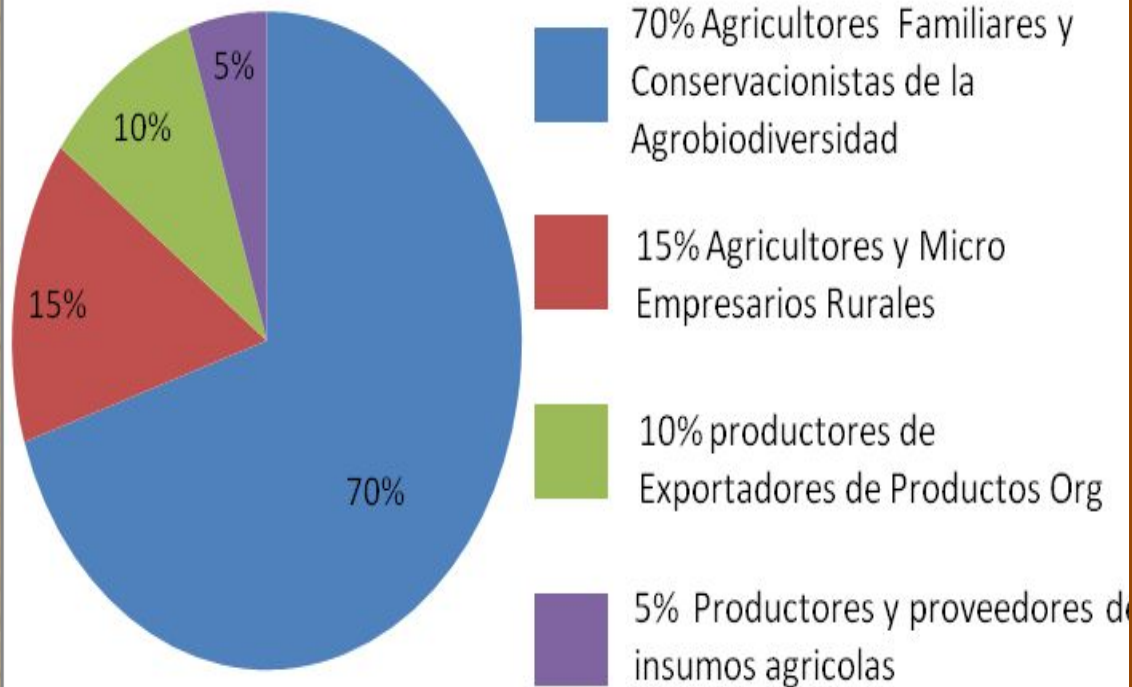
Asociación Nacional de Productores Ecológicos ANPE - Perú

Presentation de ANPE PERU

Moisés Quispe
Director Ejecutivo
ANPE PERU

ANPE PERU

At present we have 32,600 thousand member families, with a presence in 20 Regions of the Country, 281 local organizations



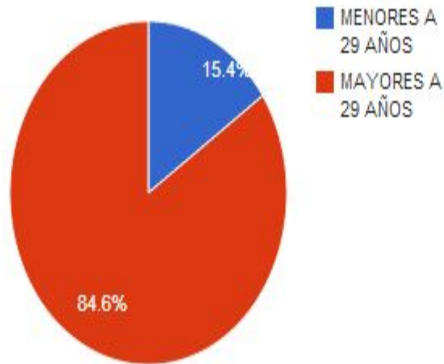
A QUIENES AGRUPA

Group Ecological Associations in 20 Regionals

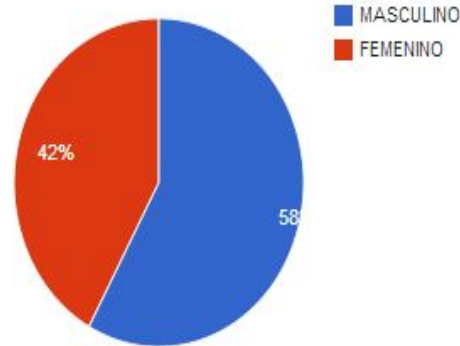
- **North** : Piura, Lambayeque, La Libertad, Cajamarca, Amazonas, Ancash
- **Center**: Lima, Huánuco, Junín, Huancavelica
- **South** : Ayacucho, Apurímac, Cusco, Puno, Arequipa, Tacna y Moquegua
- **East**: Loreto, San Martín, Ucayali

Operation of the SIANPE National Information System

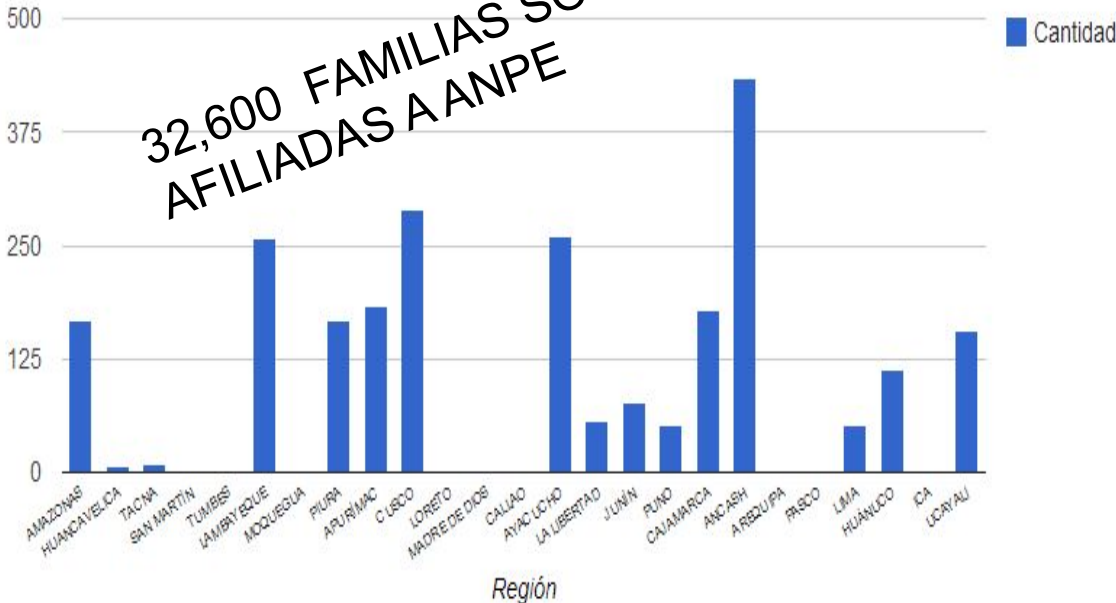
Familias Socias segun la edad del Socio



Familias Socias segun el género del Socio



Numero de Familias Socias por Región



Sistema nacional de Información nacional SIANPE YA ingresados 3,800 socios de ANPE

Ecological markets and associative companies

Frutos
de la **tierra**



Agro Export Market

120 thousand organic producers



* Fuente: SENASA
Elaboración: MINAG-DGCA

ECOFERIAS FRUITS OF THE EARTH

32 Regional and National Agroecological Ecoferias

4,500 families Marketing



THE FRUITS OF THE EARTH COLLECTIVE BRAND



Frutos
de la tierra

STICKERS



- ✓ Our brand represents the commitment to the farming families of Peru and the values they transmit.
- ✓ We value quality and allow the traceability of our products
- ✓ Differentiate organic products in local markets.

Products

- ✓ It has Regulation Use of the trademark
- ✓ More than 1200 people have already been marketing their products using this collective brand of fruits of the earth.
- ✓ There are brand control authority

Supply to Eco Bodega - Lima



Frutos de la tierra

- Alliance FUNDES and ANPE for entrepreneurship
- Local economic entrepreneurship 960 Micro small micro businesses eco-wineries



ACIETES

SNACK
café
galletas

NECTARES DE FRUTAS

INDULZANTES
SAL, PANELA,
STEVIA

HARINAS:
Maca, quinua
7 harinas

DISTRIBUTION

Day	DISTRITO
Monday	Pueblo Libre
	San Miguel
	Lince
	Magdalena
Tuesday	La Molina
	San Borja
	San Isidro
	Surquillo
wednesday	Barranco
	Miraflores
	Surco
thursday	Pueblo Libre
	San Miguel
	Lince
	Magdalena
Friday	La Molina
	San Borja
	San Isidro
	Surquillo
Saturday	Barranco
	Miraflores
	Surco



BUSINESS ALLIANCE



The producers' virtual Eco shop



- Frutos de la Tierra brings together products from more than 32,600 agroecological families from 20 regions of Peru.
- Product catalog more than 120 products.
- Direct distribution to clients, Restaurants, hotels.
- You can visit us at www.frutosdelatierra.com