T’IKAPAPA

Linking Urban Consumers and Small-Scale Andean Producers with Potato Biodiversity

August 2007
Acknowledgment: To all the small farmers, colleagues and institutions that have been working together with the INCOPA Project to develop and implement different concepts and contents included in this document.

T’ikapapa: Linking Urban Consumers and Small-Scale Andean Producers with Potato Biodiversity

Credits:
Authors: Miguel Ordinola, Thomas Bernet, Kurt Manrique
Edition: Miguel Ordinola
Design: Alfredo Puccini B.
Photography: Proyecto INCOPA Archives
Print: August 2007, Lima - Peru
Press run: 1000 copies

“Andean culture is not poor, those who belong to that culture are poor, the thing is to put an end to the poverty of the bearers”
Anonymous

“There are a great number of different potatoes here offering not only different colors but each one offers different textures and possibilities”
Testimony of a participant chef
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction / Presentation</strong></td>
<td>7</td>
</tr>
<tr>
<td><strong>Chapter I. Description of the product</strong></td>
<td></td>
</tr>
<tr>
<td>1. The context</td>
<td>9</td>
</tr>
<tr>
<td>2. The product</td>
<td>10</td>
</tr>
<tr>
<td><strong>Chapter II. Analysis of the product or service</strong></td>
<td></td>
</tr>
<tr>
<td>1. Place of origin</td>
<td>13</td>
</tr>
<tr>
<td>2. Contributions from other experiences</td>
<td>14</td>
</tr>
<tr>
<td>3. The product development process</td>
<td>14</td>
</tr>
<tr>
<td>A. Identifying market opportunities</td>
<td>14</td>
</tr>
<tr>
<td>B. Analysis of traditional marketing methods</td>
<td>15</td>
</tr>
<tr>
<td>C. Development of the productive basis</td>
<td>15</td>
</tr>
<tr>
<td>D. Identifying varieties with commercial potential</td>
<td>15</td>
</tr>
<tr>
<td>E. Developing and introducing the product</td>
<td>16</td>
</tr>
<tr>
<td>F. Quality processing the natural way</td>
<td>16</td>
</tr>
<tr>
<td>G. Promoting the product</td>
<td>16</td>
</tr>
<tr>
<td>H. Product and market diversification</td>
<td>17</td>
</tr>
<tr>
<td>I. A new image for potatoes</td>
<td>17</td>
</tr>
<tr>
<td>J. Supermarket promotion of product</td>
<td>18</td>
</tr>
<tr>
<td>K. Promoting biodiversity and generating income for small-scale producers</td>
<td>18</td>
</tr>
<tr>
<td>4. Key factors of the T’ikapapa development</td>
<td>18</td>
</tr>
<tr>
<td><strong>Chapter III. Analysis of the product benefits</strong></td>
<td></td>
</tr>
<tr>
<td>1. Indicators measuring success</td>
<td>21</td>
</tr>
<tr>
<td>2. Benefits to direct consumers</td>
<td>23</td>
</tr>
<tr>
<td>3. Benefits to indirect users</td>
<td>23</td>
</tr>
<tr>
<td><strong>Annex</strong></td>
<td>27</td>
</tr>
</tbody>
</table>
Introduction / Presentation

There is vast biodiversity of potato in the Peruvian highlands, which is not being made sufficient use of on a sustainable basis. Most varieties of native potatoes are unknown, and although it is not possible to prove their erosion, it is possible to confirm the stagnation of production and the latent risk of their disappearance.

The INCOPA Project of the International Potato Center (CIP) has been working in this context. It is oriented to developing actions to identify and take advantage of new market opportunities, to make use of native potato biodiversity and improve the articulation of producers with other potato market chain stakeholders. In particular, it seeks to develop and implement participatory mechanisms and shareholder platforms to generate commercial, technological and institutional innovations among the different potato chain actors with a strict demand approach.

The idea is to make use of the comparative advantages of Peruvian potato (given by geographical location) and add factors to develop competitive advantages (differentiation and add value added to the product).

The Participatory Market Chain Approach (PMCA) is the tool being used to achieve this goal-oriented process to involve all the stakeholders to generate innovations to improve potato competitiveness. As a result of this work, the T’ikapapa (meaning “potato flower” in Quechua) product has been developed. T’ikapapa is the first commercial brand supporting the sale of native potatoes under strict quality standards.

By the same token, this document summarizes the concepts of the development of the product presented for the 2005 Business Creativity Award, where it won first place in the Food Category (this award is promoted by the Peruvian University of Applied Sciences - UPC, El Comercio newspaper, radio station RPP and channel ATV). In the opinion of the judges: “T’ikapapa links urban consumers and Andean producers with potato biodiversity as a way of revaluing this culinary patrimony, using and preserving the rich versatility of Peruvian potato and generating sustainable businesses for small-scale highland Andean producers and committed companies”.

The INCOPA Project is coordinated by the International Potato Center (CIP), funded by the Swiss Agency for Development and Cooperation (SDC) and implemented jointly with public and private partners in Lima, Huanuco, Puno, Apurimac and Huancavelica.

1 It was also awarded a gold medal by FAO–Peru in the framework of World Food Day in 2006.
**Description of the product**

**1. The context**

Potato is one of the world’s basic foodstuffs. Potato is the main crop in Peru for small highland farmers because it is an important income and food source. Likewise, potato is very important for the urban population because this ancient tuber provides nutrients, diversity and the nation’s traditional heritage in the daily diet.

Poverty and economic stagnation are characteristic aspects of most rural areas in Peru in spite of the vast biodiversity there. Unfortunately the biodiversity is not being made sufficient use of on a sustainable basis. Potatoes are one of the main products grown in these areas, particularly “native potatoes”. This crop is the most important for small highland producers, in terms of income generation (and savings), and as a source of calories for their consumption needs. Native potatoes are varieties that have not undergone direct manipulation of their genetic structure by man.

However, most native potato varieties are unknown, and even though their erosion is not possible to prove, it is possible to confirm their production stagnation and their latent risk of disappearance. Various studies show a trend of stagnation in cultivated potato surface area but also show an increase in potato production (through higher yield per hectare). Although it is an important product in the diet of Peruvian inhabitants, per capita potato consumption has shown a permanent downward trend: it decreased to an average annual rate of 1.9%, passing from 89.5 kg per year in 1973 to 50.0 kg in 2002.

This situation means loss of competitiveness shown in relatively low prices and in the scant use made of the crop to develop quality products. Adverse environmental factors, inadequate technological resources and the farmers’ economic and social precariousness are some of the factors causing this situation. However, essentially it has to do with the limited marketing development (commercial modernization) of the product in recent years.

Fortunately, the trend in current consumption habits offers new market opportunities at national and international levels, making promotion of the Peruvian potato possible and giving it added value through the development of products for fresh market and/or processing. By the same token, the quality, value and increased awareness of defending consumer rights and environmental conservation create an excellent opportunity to promote the consumption of natural or processed native potato varieties.

---

2 According to the Ministry of Agriculture, about 90% of the potato cultivated in Peru is located in the highlands, between 1500 and 4500 meters above sea level. It is this nutritive crop that contributes the most to the GDP (9.3%) and employs almost 52% of the Economically Active Population (EAP) in rural areas.
2. The product

The T’ikapapa (Potato Flower) product has been developed in this context, through participatory work and applying the Participatory Market Chain Approach (PMCA)\(^3\).

More than 3,000 native potato varieties are cultivated in Peru. However, most consumers do not know about even five varieties and have no information about their nutritive value or the importance of biodiversity conservation. This situation is changing through the introduction and marketing of T’ikapapa, which by means of a modern, quality presentation is seeking to change the image of Peruvian native potatoes.

The product has been defined as follows: “fresh, selected, classified, clean and bagged native potato with a registered brand”.

Table 1 presents the design of the developed product.

T’ikapapa is the first commercial brand selling native potatoes under strict quality standards (Figure 1). First, they are selected and classified at the production site and bagged in Lima (Figure 2). The homogeneity of the product ensures even cooking. One kilo bags guarantee clean handling while purchasing as well as cooking.

One of the most important aims of T’ikapapa is to generate better knowledge of the existence, benefits and attributes of native potatoes. For this purpose, at first the focus was on the more promising varieties from a commercial point of view, those with an attractive taste, acceptable performance and which could be cultivated at different times of the year.

Unlike common potatoes, native varieties have a higher solid content; therefore they are more nourishing and perform better when cooking mashed potatoes or soups. These varieties are excellent boiled or baked in a conventional or microwave oven.

Their delicious taste, interesting forms and bright colors, in addition to their clean agricultural handling, turns native potatoes into an exotic, natural, healthful product.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Tikapapa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Innovative: fresh, selected, classified, clean and bagged native potato</td>
</tr>
<tr>
<td>Price</td>
<td>Competitive, affordable by middle and high sectors.</td>
</tr>
<tr>
<td>Presentation</td>
<td>Attractive packages, modern design, bright colours. Includes reference information for the consumer.</td>
</tr>
<tr>
<td>Differentiation</td>
<td>Processed potato, T’ikapapa brand.</td>
</tr>
<tr>
<td>Distribution</td>
<td>Intensive in middle and high sectors (supermarkets).</td>
</tr>
<tr>
<td>Advertising and promotion</td>
<td>Newspapers, tastings, posters, recipe books, participation in fairs.</td>
</tr>
</tbody>
</table>

Figure 1. The product

Figure 2. Selection, cleaning, classification and bagging processes of native potatoes
Table 2. The varieties being commercialized are shown in the following table

<table>
<thead>
<tr>
<th>Nº</th>
<th>Varieties</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yana Imilla</td>
<td>Putis</td>
<td>Camotillo</td>
<td>Duraznillo</td>
<td>Wira Pasaña = Gaspar = Gaspar Suito</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shape</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long</td>
<td></td>
<td>Oval, thick</td>
<td>Long, small</td>
<td>Almost round</td>
<td>Long, thin</td>
<td></td>
</tr>
<tr>
<td>Inner colour (flesh)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td></td>
<td>Purple under the skin, pale cream</td>
<td>Very intense yellow</td>
<td>Reddish under the skin and yellow heart</td>
<td>Pale cream</td>
<td></td>
</tr>
<tr>
<td>External colour (skin)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light brown with pink spots</td>
<td></td>
<td>Black and purple</td>
<td>Light reddish or light brown</td>
<td>Reddish or brown</td>
<td>Red and white</td>
<td></td>
</tr>
<tr>
<td>Texture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mealy</td>
<td></td>
<td>Very mealy</td>
<td>Very mealy and creamy</td>
<td>Extremely mealy, dry</td>
<td>Slightly mealy</td>
<td></td>
</tr>
<tr>
<td>Culinary uses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mashed potatoes, boiled, baked or roasted in the oven, fried, chips.</td>
<td></td>
<td>Soups, cream soups, boiled, baked in the oven, chips, rustic mashed potatoes, and croquettes.</td>
<td>Roasted, boiled, chips, rustic mashed potatoes, cream soups, fried.</td>
<td>Soups, cream soups, boiled, baked in the oven, mashed potatoes, croquettes.</td>
<td>Soups, cream soups, boiled, baked in the oven, chips, mashed potatoes, croquettes.</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>—</td>
<td></td>
<td>Intense mottled color, not good for baking. Excellent for chips because of the pleasing color. Not good for frying because of the size.</td>
<td>The texture is very good for preparing mashed potatoes.</td>
<td>Intense yellow color, is very good for mashed potatoes, but not for baking. Chips can be prepared. Also can be used like yellow potato.</td>
<td>Because of its small, long shape it is not suitable for frying.</td>
<td></td>
</tr>
</tbody>
</table>
Chapter II

Analysis of the product or service

1. Place of origin

Scientific evidence shows that potatoes were domesticated at least by 7,000 years ago in the highlands of southeastern Peru and northeastern Bolivia. The evidence suggests they were domesticated by women while men dedicated themselves to hunting and fishing activities. The word “potato” has its origin in “papa”, which in the Quechua language basically means tuber.

The potato is a nutritive plant that influenced the ancient cultures of Peru. Early Peruvian inhabitants not only carried out the arduous task of domestication and selection but also developed knowledge and technologies widely diffused in the high Andean zone.

However, as mentioned above, potato consumption has decreased in Peru in comparison to rice and noodles, which have had considerable commercial development. This trend affects thousands of producer families in the highlands and wastes the high nutritional quality offered by native potato biodiversity.

With the aim of changing this situation, a group of promoting institutions, producers, traders, processors and supermarkets are working together to develop products that can modernize the image of Peruvian potato. T’ikapapa is the concrete result of this effort, a marketing concept seeking to foster the commercialization of delicious and nutritive native potatoes with a new image in the supermarkets of Lima.

The INCOPA Project4 of the International Potato Center – CIP worked particularly with the private company A&L Exportaciones y Servicios SAC5, a small company working on the processing of diverse potato-based products.

Varieties of potato domesticated by ancient Peruvians are the valuable legacy of pre-Inca cultures, which selected potatoes for centuries for their pleasing taste and resistance to adverse highland weather conditions, characterized by frequent frosts and droughts (Figure 3). More than 3000 varieties of these ancestral potatoes, the only ones in the world, exist in present-day Peru. Most of these native potatoes are grown above 3800 meters above sea level, where few crops prosper. At this altitude, strong solar radiation and organic soils offer special natural conditions for cultivating these varieties without using chemical fertilizers. Nonetheless, due to difficulties of access to market and low production these potatoes were essentially used for personal consumption, most urban consumers have heard of less than five native potato varieties.

*4* INCOPA: acronym of the Project for Innovation and Competitiveness of Peru’s Potato Sector.

*5* The vision of this company is to be the first national company to produce and sell native potatoes by 2007, reinforcing national identity, strengthening small-scale producers and contributing to the preservation of biodiversity.
Besides their extraordinary nutritional properties, native potatoes stand out for their extraordinary shapes, sizes, skin and flesh colors, tastes and textures. Flesh is white, yellow, red, blue, orange, purple and in many cases make unique colorful combinations.

Between June and August 2004, the first commercial experience of T’ikapapa was developed by the company A&L Exportaciones y Servicios SAC in six supermarkets belonging to one of Lima’s major supermarket chains (Plaza Vea-Santa Isabel).

In 2005, this product extended its commercial concept and entered Wong and Metro supermarkets in the framework of Potato Day and continues to be commercialized to date. Twenty-six stores of this supermarket chain currently take part in the distribution process.

2. Contributions from other experiences

The product was created in Peru. A similar international case is that of Colombia, from which references on improved handling of the fresh product were taken. The progress achieved in handling yellow potato and white potato in Peru in previous years was also taken as reference.

3. The product development process

The Participatory Market Chain Approach (PMCA) was implemented to develop the product; a method oriented to involving all stakeholders, creating a favorable atmosphere for discussing and promoting creativity to generate new businesses. An explanatory scheme of the method can be found in Annex 1.

Innovation has been developed from two essential factors: strict field handling oriented to obtaining a quality product and the commercial concept with a modern presentation targeting more demanding markets.

The steps followed to research and develop the product are presented in Annex 2 (photo sequence). The way this business opportunity was developed should be highlighted to call attention to the factors to be taken into account in developing commercial work experiences with the participation of private companies linked to small-scale producers.

A. Identification of market opportunities

As previously mentioned, the PMCA was applied, and a market study was carried out within this framework; focus groups were organized and opinion leaders (chefs) were interviewed to gather their impressions of the product.

Market signs showed it was possible to exploit the attributes of native potatoes, many of which were sought after by consumers (skin, bright and colorful flesh, pleasing taste, high nutritional quality, texture, culinary qualities and lower water content). The existence of a large variety of specific technological options, well as the inherent advantages of these varieties that result in better performance, less absorption of fat during frying, better color of the final product, better consistency, texture, etc. (there are technologies for preserving the qualities and characteristics of

---

*You can find more about this background in: Marketing of Agricultural Products: Theory and Applications to the Peruvian Case. CARE, UNALM, Prisma. Lima-Peru, July 2002.*
native potatoes, making potato-based products very attractive).

Likewise, it was confirmed that the (poor) quality of the fresh product is the most negative aspect identified by potato consumers, which is also related to the lack of processed products (added value) suited to current consumer-desired characteristics. In this respect, the market signs showed that radical marketing changes were needed in the commercialization process, in order to have a quality control system to prevent further deterioration of the image and to make the development of processed products possible.

Middle and high sector Peruvian consumers’ constant search for healthful, natural food presents an important opportunity to commercialize T’ikapapa.

B. Analysis of traditional marketing methods

One of the chief limitations of traditional potato commercialization in Peru is the inappropriate packaging and presentation, occasioning losses which make the product unfit for sale. For example, the wholesale market still uses 100 to 120 kilo sacks, making handling difficult and forcing the hire of extra labor, thereby increasing costs.

On the other hand, owing to the lack of an appropriate post harvest process the sack can include up to 1 kilo of soil. Farmers and traders suffer losses because of inadequate selection, and since the product is not homogenous, it is penalized with a lower price. Faced with this type of problem, the trader has to implement a reselection process trying, not to classify potatoes by size, but reordering the product, removing rotten and damaged potatoes, and looking for homogeneity in the tubers even if in appearance. This cleaning process has an extra cost. Moreover, this kind of package creates other problems, since every bag has a different weight, giving rise to difficulties with retail agents and creating higher levels of distrust in the system.

In developing the product, care was taken to avoid falling into this inappropriate handling because the strategy was oriented to work with a focus prioritizing the final quality product.

C. Development of the productive basis

To ensure the quality of the final product it is necessary to run a good field production system. In this case, supply was guaranteed by the relationship between the A&L company and the organized producers who are looked after by local institutions working in alliance with the INCOPA project. Thus, appropriate commercialization channels are consolidated through the company while INCOPA and its partners guarantee a technical assistance system from seed multiplication in greenhouses to commercial production, giving priority to the quality of the product being obtained.

The organization of the producers is the pivotal point for achieving production levels and market efficiency. Operating the organizations needs permanent coordination not only to facilitate training action planning, but also the production, post-harvest and commercialization activities themselves. Methodologies such as Field Schools and Local Agricultural Research Committees (CIALs) were used. A list of producers taking part in this productive-commercial circuit is included in Annex 3.

Work and supply areas are located in Huancavelica, Junin, and Apurímac. CAPAC–Peru (www.capacperu.org) operations are very important in this context. Its platform has national coverage constituted by the different potato chain stakeholders, and has its own control system to verify the quality of the product and avoid its adulteration. In coming campaigns it will work with planning the sowing and harvest of native potato in different places in the highlands.

D. Identification of varieties with commercial potential

The many varieties of Peruvian native potatoes represent an opportunity, as previously emphasized. At present in Peru there are more than 3000 varieties of this age-old potato. Most of them are grown above 3800 meters above sea

RAW TEXT END
level, where few other crops are successful. The strong solar radiation of the high altitudes and organic soils provide special natural conditions for growing these varieties without using chemical fertilizers. However, due to difficulties of market access and low production, these potatoes were chiefly used for personal consumption, the immense variety of native potatoes is unknown to most urban consumers. The task of identifying and selecting these varieties in highland areas has been done, and at present we have adequate knowledge of them.

Besides their extraordinary nutritive properties, native potatoes stand out for their extraordinary shapes, sizes, skin and flesh colors, tastes and textures. Flesh can be white, yellow, red, blue, orange, purple and in many cases form unique, colorful combinations.

In this context, the following varieties were used: Camotillo, Milagro, Putis, Duraznilla, Qompis, Huayro Macho, Yana Imilla and Novia.

E. Development and introduction of the product

The idea is to take advantage of business opportunities while improving the quality and image of native potatoes, as stated above. Between June and August 2004, the first commercial experience of T’ikapapa was developed by the A&L Exportaciones y Servicios SAC company at six locations of one of Lima’s main supermarket chains (Plaza Vea-Santa Isabel), commercializing more than 14 tons of native potatoes of different varieties.

In this case, we worked with a 1.5 kilo bag presentation including a label with specific information on native potatoes. Varieties used in the first year were the following: Camotillo, Milagro, Putis, Duraznilla, Qompis and Chacro.

Native potato varieties came from the Aymará and Vista Alegre communities in the Pazos district, Tayacaja province (Department of Huancavelica), which contributed 80% of the total (with the important support of the provincial municipality). The remaining percentage came from the Quellocasa and Chullcuisa communities, Andahuaylas province (Departament of Apurimac). All told, 98 small-scale producers participated (Annex 3).

The product was commercialized in four supermarkets of the Plaza Vea chain (San Borja, Higuereta, Cortijo and Arequipa Ave.), one of the San Jorge supermarkets (La Molina), and one supermarket of the Santa Isabel chain (Chacarilla).

F. Processing with quality the natural way

Development of the product starts in the field, where a first selection and classification is done according to the quality standards required by the market (as already mentioned, CAPAC Peru plays a substantial role in this part of the process).

The following activities of the process are carried out in Lima: receiving, weighing, grading, crating, washing, airing, drying, selecting and bagging, weighing, sealing, labeling, crating, and storing. At present, this process is done manually and there are a large number of women participating in the work performed by A&L.

The package currently used for selected native potatoes is a perforated plastic one kilo bag printed with the name of the variety and a bar code, as well as the seal of CAPAC Peru (to guarantee quality control).

G. Promotion of the product

At present, we support a process to revaluate traditional Andean products, including the thousands varieties of Peruvian potatoes. This is important to promote the product.

On the occasion of the first celebration of International Potato Day, May 30, 2005 (Supreme Court Resolution N° 009-2005-AG), a laudable concurrence of intentions, efforts, and public and private resources took place all around the country. In this context were held many conferences, exhibitions, lectures, and a national event for producers and traders. These activities were oriented to revaluating the image of native potatoes, and to promote preservation of the rich biodiversity existing in the Peruvian Andes. This became a high priority task so that consumers in
Peru and other countries would understand the real value of this food.

In this framework, the International Potato Center - CIP held an event to bring together the different potato market chain stakeholders: farmers, who have applied technology to their crops; producers’ associations, which are selecting and classifying their production in the field (using equipment with local technology); stevedores; wholesale traders; EMMSA (Wholesale Market Company) representatives; private companies willing to bet on the development of processed products; and supermarket companies, which have agreed to distribute native potato varieties.

They did a live presentation of the different phases (field, processing, market); as well as their tasks. Also participating in this event were the culinary schools that research the cuisine based on native potatoes, and the private and public institutions that have been creating support services on demand.

The numerous testimonies that were heard showed there are many good opportunities to develop the so-called potato chain with the aim of improving its image and creating added value. It is a question of linking every stage of the circuit, at the farmer as well as the industrial levels, and to make complementary use of the different markets.

**H. Product diversification and markets**

In 2005, this product entered Wong and Metro supermarkets, in the framework of promoting Potato Day. The interesting thing in this case is that this chain decided to bet on the promotion of the product, as will be seen further along.

That year 32.2 tons of different native potato varieties were sold in 26 stores of this supermarket chain (Wong and Metro).

A 1.5 kilo bag presentation was initially used and then it was adjusted to a 1 kilo bag (as a result of negotiations between the company and the supermarket chain), in which specific information on native potatoes was included. Also, the cardboard label used during the introduction phase was discontinued as it had achieved the objective of providing information about native potatoes. On the other hand, at the beginning the supermarket chain required the product to be delivered to every chain store, but consistent with the demand, the delivery method changed to the central warehouse. These changes have reduced costs by about 67%.

Varieties worked with during the second year were: Camotillo, Milagro, Putis, Duraznilla, Qompis, Huayro Macho, Yana Imilla, Novia Wa¬qachi, Gaspar, Wira Pasña and Chacro.

At that time, native potatoes came from the: Aymara Association (Pazos, Huancavelica), Chccichi community (Concepcion, Junin), Ponamanta community (Jauja, Junín), Ulcumayo Producers Association (Junín), Chullcuisa Producers Association (Andahuaylas, Apurimac), Hatarisun-Kishuara Producers Association (Andahuaylas), Jaje Producers Association (Andahuaylas), Tambo community (Ayacucho). In all, a total of 295 small-scale producers participated (Annex 3).

The product was commercialized in 26 supermarkets: Hipermercado Metro in Chorrillos, Hipermercado Metro Fiori, Metro stores in Alcázar (Rimac), Aramburú, Breña, Canada, Colmenares, Emancipacion, Garzon, Independencia, Limatambo, Pershing, San Juan de Lurigancho, Happy Market, and Wong Supermarkets in Aurora, Benavides, Camacho, Chacarilla, Dos de Mayo, Gardenias, La Molina, La Planicie, Ovalo Gutierrez, San Isidro, San Miguel and Ucello.

**I. A new image for potatoes**

The celebrations of National Peruvian Potato Day were useful to identify important experiences currently in full development and what is needed is to bring them together and complement them. Many of these sectors demand the modernization of potato commercialization and others are already practicing it.

Modernization of the image and creating added value for native potatoes is supported by the process of creating added value to benefit small-scale producers in a direct and far-reaching way.

By the same token, the new image is also based on the fact that the Peruvian population values...
the customs, traditions and culture of their ancestors and gives particular importance to biodiversity and cultural diversity. Considering native potatoes as an element of Peruvian cultural identity represents a market opportunity. Besides, these potatoes are produced by Andean communities who maximize the use of land and microclimates to cultivate different varieties of native potatoes perfectly adapted to their surroundings, preventing their disappearance, protecting ancestral customs and knowledge and guaranteeing food security.

**J. Supermarkets promote the product**

In the context of developing T’ikapapa and as a way of promoting the product, Wong and Metro supermarkets widely referred to native potatoes in various brochures and promotions.

“Peru’s gift to the world” was the message highlighted in Wong’s brochure (No. 278 dated May 2005), which also noted the following characteristics: age-old Andean food of Andean origin, taken to the rest of the world; rich in vitamins, minerals and fiber; with great gastronomic versatility. Furthermore, May 30 was announced as National Potato Day and people were invited to several tastings to be held in several Wong locations (Chacarilla, San Borja, La Molina, Plaza San Miguel).

This information was repeated in the No. 270 (May-June) brochure where some more tastings were announced to be held in other Wong locations (Ovalo Gutierrez, Chacarilla, San Borja, La Molina, Plaza San Miguel, Las Gardenias-Surco).

Likewise, this supermarket chain participated in the event organized by the International Potato Center – CIP with a stand where those who attended could appreciate different presentations of more than 16 varieties of potatoes.

In Annex 4 are included several promotions carried out by this supermarket chain.

**K. Promotion of biodiversity and generating incomes for small-scale producers**

Since native potatoes are grown in areas where small-scale producers predominate, it might be a good idea to consider biodiversity as the chief component of a “poverty filter” because it gives a comparative advantage to small-scale producers who have the knowledge to cultivate these different types of potatoes (Annex 5).

Working in this context means taking into account the following factors: i) agroecological: biodiversity and production areas that can be made use of by small-scale producers to promote products with features attractive to consumers; ii) economic factors: to develop market niches, where producers have or can develop comparative advantages; iii) social factors: use of local resources and promotion of local microenterprises.

In summary this is the process being followed. As can be appreciated, it implies very well coordinated work in the field phase as well as in the marketing phase of the potato. It shows, also, that it is possible to innovate the potato image and achieve modernization of commercialization channels in conditions of profitability for participating agents.

**4. Key factors for the T’ikapapa development**

This new presentation has two very important factors. On the one hand, it shows the intrinsic quality of the potato, which involves strict harvest and post-harvest field management; and, on the other hand, points to the changed image of the product using 1 kilo packaging, differentiated by a brand to highlight its quality.

This new presentation is an effort to neutralize the chief disadvantages noted by consumers (“the potatoes are rotten and dirty”). In this new package, “clean” is the most visible positive
aspect, therefore product “quality” must be made to draw the attention so that the collective negative image of a potato in poor condition can be eliminated from people’s minds. This image will be erased as time passes after people repeatedly find a product of good quality with this brand.

Another important aspect related to the above is the supply of raw material. In that respect, the work is coordinated with CAPAC-Peru to ensure a timely supply of good quality and in adequate amounts. This process takes in seed multiplication, the identification of varieties with commercial potential, and the development of production in commercial fields, with the main goal of obtaining a quality product. This means that the basis of the scheme is the organization of the offer and the provision of related services to access identified markets. Contacts with organized farmers are frequent at many locations, which, through a combination of technical assistance, business contacts, organization and company management are able to respond adequately to the identified demand.

By maintaining a continuous supply it has been shown that the product demand is sustained throughout the year.

Starting from good fresh product handling, better possibilities open for industrial development. In the Peruvian case, processing has been linked mainly to the development of snack products, which in the ‘90s underwent a relative modernization process (a variety of 12 products is currently offered).

At present, the market of potato-based products is expanding due to an increase in the demand for processed products, like snacks, purées and imports of frozen potatoes for fast food chains. Together with these products oriented to the local market, experiences are being developed to exploit native potato properties for export purposes, and with essential transformation processes (peeling, precooking, freezing). In all these cases, development depends on a high quality fresh product.

In the course of business development, the following decisions have been made to adjust costs: i) changing from 1.5 to 1 kilo presentation (well accepted by consumers); ii) eliminating the cardboard label; iii) delivering the product at the central supermarket warehouse (not at each store). These changes have reduced packaging costs by about 67%.

On the other hand, it was not necessary to change the “T’ikapapa” brand, chosen for fresh native potatoes, as it is an original name, easy to remember, and has had consumer acceptance in the period it which it has been found in the market.
Analysis of product benefits

1. Indicators measuring success

As stated above, 14 tons of native potato varieties were sold in the Plaza Vea supermarket chain in 2004. In 2005, the volume sold was 32.2 tons (in Wong and Metro). The following table and figures show the volume per month (Table 3 and Figure 1).

Prices have shown an upward trend. They go from S/. 1.90/kg in May-June to S/. 2.25/kg in October. The following table and figures show the trend.

Table 3. Sales in WONG and METRO - 2005 (kg)

<table>
<thead>
<tr>
<th>Month</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-June</td>
<td>2227.5</td>
<td>1587</td>
<td>1539</td>
<td>2160</td>
<td>1545</td>
<td>9058.5</td>
</tr>
<tr>
<td>July</td>
<td>811.5</td>
<td>839</td>
<td>1602</td>
<td>2194.5</td>
<td>—</td>
<td>5447.0</td>
</tr>
<tr>
<td>August</td>
<td>223.5</td>
<td>1156</td>
<td>1950</td>
<td>1644</td>
<td>1655</td>
<td>6628.5</td>
</tr>
<tr>
<td>September</td>
<td>980</td>
<td>1412</td>
<td>1756</td>
<td>1686</td>
<td>—</td>
<td>5834.0</td>
</tr>
<tr>
<td>October</td>
<td>374</td>
<td>1006</td>
<td>1601</td>
<td>811</td>
<td>1474</td>
<td>5266.0</td>
</tr>
<tr>
<td>Total</td>
<td>4616.5</td>
<td>6000.0</td>
<td>8488.0</td>
<td>8495.5</td>
<td>4674.0</td>
<td>32234.0</td>
</tr>
</tbody>
</table>

The company supplied 100% of the native potatoes to Wong and Metro supermarket chains in 2005. Cultivation dates are planned for the next campaign in order to guarantee uninterrupted product supply.

On the production side, calculations were made to compare the equivalent T’ikapapa native potatoes’ price in the field with most commercial yellow potatoes (Tumbay and Peruanita). Results show that the price of new varieties sold is 29%
Table 4. Price paid to A&L (S/. Kg)

<table>
<thead>
<tr>
<th>Month</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-June</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
<td>1.90</td>
</tr>
<tr>
<td>July</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
<td>—</td>
<td>1.90</td>
</tr>
<tr>
<td>August</td>
<td>1.9</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>—</td>
<td>2.18</td>
</tr>
<tr>
<td>September</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>—</td>
<td>2.25</td>
</tr>
<tr>
<td>October</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
</tr>
</tbody>
</table>

higher than the price of others as it is presented in Figure 3.

Up until now, a total of 390 producers from Huancavelica, Junin and Apurimac (Andahuaylas) have participated (in 2004 and 2005). Also, relationships of confidence have built up between the company and the producers. The A&L representatives travel frequently to the production locations and hold meetings with the producers to evaluate progress. Below you will find a general summary of the achievements to date:

At the productive level

- Development and multiplication of native varieties with higher commercial acceptance.
- Implementation of a technical assistance system to transfer technology, including training in harvest and post-harvest crop handling, prioritizing obtaining quality products.
- Organization of a commercial circuit, where small-scale farmers can obtain better prices by responding to more demanding markets and be sure of the sale.

At market level

- Achieved the identification and clarification of market opportunities for native potatoes.
- Defined the impeccable new presentation of the product: selected, classified and clean native potatoes, packaged with a brand label, tackling the main weakness of this product (bad presentation and poor quality).
• Achieved the introduction of the native potato brand in supermarket chains and other demanding markets.
• Achieved identification and setting in motion a commercial circuit with the participation of farmers, a business operator (A&L) and supermarket chains, as final suppliers.
• Achieved the continued supply of a quality product, responding to the consumer demand for quality.

2. Benefits for direct consumers

The potato is one of the most important food crops in today’s world. It is a very good example that combining agroecological factors with efficient labor can obtain a product of high nutritive value. There is no other crop that produces as much energy and proteins per hectare as potato. It has a high content of essential amino acids and is an important source of vitamin C and minerals, especially potassium.

Native potatoes in particular offer an immense number of nutritional, culinary and crop possibilities. They are known to have a high content of dry matter (the solid or food portion, since the rest is water); this, jointly with its strong concentration of vitamin C, calcium, iron, zinc, antocianins and carotenoids (pro vitamin A) contents, makes them exceedingly attractive, nutritive, healthful foods. Furthermore, their diversity of flavors and the fact that native potatoes are especially mealy makes them into ideal for frying in strips or thin slices because they stay crisper and more colorful than commercial fried potatoes. It is should also be mentioned that mealy potatoes absorb less oil compared with white potatoes.

Consumers have had access to new alternatives of potato varieties that were not previously available. In addition, the presentation is of better quality and facilitates consumption (the potatoes are selected, clean and without soil). These varieties, which were not known before, make food a different, high quality experience. This is compatible with new trends in sales of “primarily transformed” products, that is, products that go through the process of selection, cleaning, and packaging before reaching the final consumer.

Consumers identify the following characteristics in the product (T’ikapapa): exquisite taste, higher vitamin, protein and anti-oxidant content (compared to commercial potatoes); it is a natural product; quick to cook; they generate income for poor farmers; attractive shapes, different bright colors. According to surveys, most consumers complain about the absence of more native varieties regularly in the markets, because they consider the taste, texture and colors of these potatoes superior to those of ordinary commercial potatoes.

There are many different ways to cook native potatoes. Their versatility in terms of the dishes that can be prepared is surprising. A great variety of recipes include this noble tuber as a basic ingredient. There is practically no country anywhere in the world that does not use potato in some way. Its flavor travels around—and surprises—the world. It has gone from the humble homes of Andean inhabitants to grand, luxurious restaurants.

Recently, the most prestigious culinary schools in Peru have found new uses for native potatoes and have created delicious recipes, giving a different and modern direction to the renowned Peruvian cuisine. In Annex 6 are presented some of the dishes developed for varieties of native potatoes.

This culinary research makes use of the flavors and textures of these varieties, making it possible to go beyond being simple items on the dinner plate waiting to be consumed to being the heros of family cuisine.

3. Benefits for indirect users

In general, a process was created aimed at establishing confidence based on the criteria of quality and transparence among the different stakeholders in the potato market chain.

As described above, a commercial circuit was created that benefits the different economic agents involved.
In summary, we can mention the following benefits:

- **Producers:** have a market for a more valuable product. It is very important that more value has been added by selection and that the market can be supplied with a quality product. Working according to standards recognized by the stakeholders will increase competitiveness in the long run since they will acquire better knowledge of the market and selling prices. Access to the CAPAC-Peru platform (www.capacperu.org) helps them solve technical problems affecting the commercial quality of their products.

- **Supermarkets:** can access the supply of well-accepted new varieties of potatoes (T’ikapapa). Also they ensure the supply of good quality products, independent of the product seasonability since different growing seasons in the various zones serve to complement each other to maintain production throughout the year. New products help to create a new modern image to promote the consumption of what is “ours”.

- **Commercial Operators/Agroindustrialists:** the implementation of the research and development process with the different potato chain stakeholders and access to a more demanding market was made possible. Also by working in chains and alliances that permit supplying quality products and better conditions for producers and companies, they have been able to solve one of the chief problems confronting these businesses, which is the poor quality of the raw materials they purchase. Innovated products will benefit them directly.

- **CAPAC-Peru:** starting from the tasks developed it has been positioning itself as an example of concerted action among the stakeholders of the market chain and developing services oriented to ensuring its institutional sustainability. The application of quality criteria is important to guide sustainable product handling.

- **Public Sector:** The Ministry of Agriculture – Office of the General Director of Agricultural Promotion is a strategic partner of the project that facilitates the technical maintenance of the implementation of its program supporting the market chains. In particular, methodological elements to train its staff to handle participatory tools for the development and promotion of market chains are transferred. Through MINAG (Lima), the work is done through the Regional Agrarian Offices in the different zones where the project’s actions will be implemented, allowing wider outreach of different activities. Recently, the Ministry of Production established a relationship with the project to carry out joint activities. It will have access to the methodology developed to train its staff and actions for the commercial articulation of the production of Ilave (Puno) will be implemented to different markets.

- **Development Organizations:** (local and strategic partners): Project partners now have a participatory methodology (PMCA) to link small-scale producers with more demanding markets. Application makes it possible to replicate experiences in different areas and link them with a higher level of impact. In particular can be mentioned the actions being implemented with the Belgian Technical Cooperation, UNITEC-New Zealand, Incagro-World Bank, CARE Peru, among others.

- **International Potato Center:** one of the most important objectives of CIP is to have effective mechanisms to link research with development. The application of PMCA makes it possible to articulate these actions, taking the market and and the demands of the potato chain stakeholders as points of reference. Three fundamental divisions of CIP in particular have gotten feedback from this process (Integrated Harvest Management, Genetic
Resources Division and the Bio-Informatics Unit). Similarly, from what was developed in Peru, and making good use of the institution's regional approach, this experience is being replicated in Ecuador and Bolivia through the Papa Andina Project with promissory results. Work using this methodology was scheduled to start in zones of Africa in 2005.

- **Culinary Schools:** have been able to get closer to a versatile indigenous product (native potatoes) to develop culinary innovations enriching the variety of dishes in Peruvian cuisine, for local as well as international markets. Cooking Schools are one of the major channels for improving the image of the Peruvian potato, sending the message about quality to different categories of consumers. Contacts with different chain stakeholders facilitate access to information and the support required for gastronomic events.
Index of Annexes

Annex 1: PMCA outline

Annex 2: Photo sequence of T’ikapapa’s development

Annex 3: List of producers

Annex 4: Wong and Metro promotions: Supermarkets promoting the product

Annex 5: Promoting the biodiversity and generating income for the small producer

Annex 6: Dishes based on native potatoes: Novoandine cuisine

Annex 7: Newspaper and magazine’s articles
Annex 1: PMCA outline
2.1 Identification of market opportunities

- Participatory method (PMCA)
- Focus group
- Market study
- Opinion of leaders

 Annex 2: Photo sequence of T’ikapapa’s development
2.2 Traditional methods of commerce
2.3 Development of the productive base
2.4 Identification of potatoes varieties with commercial potential

- Camotillo
- Duraznillo
- Yana-imilla
- Putis
- Gaspar
2.5 Development and identification of the product
2.6 Processing with quality and naturalness

Selection and Classification

Washing

Drying

Quality control

Package

Final product
2.7 Product promotion
2.8 Diversification of product and markets

New presentation

Wong

Metro
2.9 A new image
### Annex 3: List of producers

<table>
<thead>
<tr>
<th>Date</th>
<th>Localities</th>
<th>Participant producers</th>
<th>Varieties</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>Ayamara-Tayacaja-Huancavelica</td>
<td>58</td>
<td>Camotillo, Charco, Milagro</td>
</tr>
<tr>
<td>2004</td>
<td>Community of Quellocasa-Andahuaylas</td>
<td>25</td>
<td>Putis, Duraznilla, Qompis</td>
</tr>
<tr>
<td>2004</td>
<td>Community of Chullcuisa-Andahuaylas</td>
<td>15</td>
<td>Chacro (Jalka Chips)</td>
</tr>
<tr>
<td>2005</td>
<td>Association of Ayamara-Pazos-Huancavelica</td>
<td>80</td>
<td>Camotillo, Chacro</td>
</tr>
<tr>
<td>2005</td>
<td>Community of Chicchi-Concepcion-Junin</td>
<td>30</td>
<td>Huayro Macho and Chacro</td>
</tr>
<tr>
<td>2005</td>
<td>Community of Pomamanta-Jauja-Junin</td>
<td>45</td>
<td>Huayro Macho, Camotillo and Chacro</td>
</tr>
<tr>
<td>2005</td>
<td>Association of producers from Ulcumayo-Junin</td>
<td>65</td>
<td>Milagro and Chacro</td>
</tr>
<tr>
<td>2005</td>
<td>Association of producers from Chullcuisa-Andahuaylas</td>
<td>20</td>
<td>Putis, Camotillo, Duraznilla, Yana Imilla, Novia Huacacchi, Gaspar and Chaco</td>
</tr>
<tr>
<td>2005</td>
<td>Association of producers Hatarisun Kishuara-Andahuaylas</td>
<td>25</td>
<td>Putis and Duraznilla</td>
</tr>
<tr>
<td>2005</td>
<td>Association of producers from Jaje-Andahuaylas</td>
<td>12</td>
<td>Duraznilla and Putis</td>
</tr>
<tr>
<td>2005</td>
<td>Community Tambo Ayacucho</td>
<td>18</td>
<td>Wira Pasña</td>
</tr>
</tbody>
</table>
Annex 4: Wong and Metro promotions: Supermarkets promoting the product
Se celebró en nuestras tiendas el “Día Nacional de la Papa”

Con motivo de la celebración del Día Nacional de la Papa, que se celebra el 30 de mayo, organizamos degustaciones especiales en nuestras tiendas a través de las cuales buscamos difundir el consumo de este versátil y saludable tubérculo oriundo del Perú.

Asimismo, participamos en el evento organizado por el Centro Internacional de la Papa (CIP) el sábado 28 de mayo donde estuvimos presentes con un stand donde los asistentes pudieron apreciar las más de 16 variedades de papas que se encuentran en nuestras tiendas, como la papa canchán procesada, huamantanga, huayco, yungay, peruanita, papa nativa, entre otras.

La papa es el cuarto cultivo más importante del mundo después del arroz, trigo y maíz. En el Perú existen miles de variedades, sin embargo en Lima sólo se conocen 30 variedades.
Annex 5: Promoting the biodiversity and generating income for the small producer
Annex 6: Dishes based on native potatoes: Novoandine cuisine
Annex 7: Newspapers and magazine’s articles
Informe Especial

Día Nacional de la PAPA
ALIMENTO PERUANO para el mundo

Organización

Informa Especial

Papas nativas de San José de Apanico

Regalo del CIELO

San José de Apanaco, un regalo del cielo

Papas que son conocidas por ser ricas en sabor, a la vez que ricas en nutrientes, como vitamina C, carotenos y otros antioxidantes. Elaboradas en el alimento, las papas nativas de San José de Apanaco ofrecen una combinación única de sabores y texturas que han sido cultivadas y seleccionadas durante generaciones. Estas papas son más saludables y nutritivas que las variedades comerciales comunes, ya que contienen un mayor contenido de fibra y potasio, lo que las hace ideales para cualquier dieta saludable. Además, el sabor único de estas papas nativas permite cocias y recetas que se destacan de las comunes, abriendo la puerta a nuevas experiencias culinarias.
**Los generosos frutos de la tierra**

**ALIMENTO BASE.** Los tubérculos son una de nuestras mayores riquezas.

La papa es el aporte más importante que el Perú ha hecho a la gastronomía mundial. Por ello, Gastronomía dedica un especial atención a este tema: “Cada papa, de acuerdo con su composición, se aplica para determinada preparación. Una sirve para freír, otras para preparar puré, algunas para hornear y otras para cocerla al natural. En el Perú, el trabajo de identificación de las bondades culinarias de esta hortaliza es aún incipiente.”

Sabeamos que la tomates es buena para freír, la huevo para hacer oír, la amarilla para causar y para hervir. Una vez identificada la variedad de papa ideal para cada preparación, queda la tarea, más fasciante aún, de encontrar la mejor de la mejor según el cultivador, el clima o el clima específico. Así, queda por descubrir el huerto de las huevos, la amarilla de las amarillas, la toma de las tomates, la huacantén de las huacantén.”

**Aumentará venta de papa nativa**

El gerente general de A&I. Exportaciones y Servicios, Marco Velaques, anunció que este año se comercializarán más de un millón de kilos de papa nativa en los supermercados locales. Esto, se prevé, se comercializarán diez onzas en los supermercados de la gente. Se venderán tres nuevos solares, las bolsas de kilos y centímetros, se prevé que su crecimiento final en un aumento.

**Papa nativa**

Esta año comercializada en la línea de productos se venden a la venta de este producto. En la actualidad el mercado de papa nativa está en la demanda de más de 180.000 estaciones de ventas de Misiones, Chaco y Corrientes. También papa comercializada en supermercados de todo el país. La venta de papa nativa se ha incrementado en más de un 10% en los últimos años.
La Papa Palpita

En las alturas huancaevienses se conocen 1,732 variedades de papa nativa.

La Papa Palpita es una de las más desconocidas pero ricas de la región. Su color verde oscuro y su sabor suave hacen de ella una delicia para los amantes de la gastronomía regional. En las chacras que bordean los ríos, los campesinos aprovechan cada temporada para sembrar estas papas nativas, que tienen un sabor que no se puede replicar.

Las variedades de papa nativa se dividen en dos grupos: las de piel blanca, como la Palpita, y las de piel marrón, como la Chontal. La Palpita es una de las más antiguas y resistentes a la sequía, ideal para la agricultura en zonas de clima seco.

En el Chancay, uno de los pueblos más antiguos del Perú, se cultivan diversas variedades de papa, incluyendo la conocida como la "papa chontal", una de las más versátiles. Las papas se utilizan en salsas, platos y en su forma cruda como acompañamiento.

En la región huancaeviana, la papa Palpita es una verdadera joya escondida que merece ser descubierta y valorada por su sabor único y su valor nutricional.

Cultivador: José Palpita

Ubicación: Chancay, Huanca

Fecha: 15 de enero de 2023

Fotografía: Víctor Chávez

Texto: Eladio Chávez
Banco de Papas Nativas
Para reproductirlas con miras al gran mercado de consumo directo y uso industrial

En San José de Aynari, P.A.S., Tacna, Balsa de Huancavelica

En las 2,000 variedades de papa autóctonas de la región de Tacna que ha reunido el banco de germoplasma del Centros de Investigación de la Pata, 8,311 corresponden al Perú, especialmente, a los de la comunidad campesina de Aynari, P.A.S., Tacna, Pampa, Atuncolla, Huancavelica. Estas variedades se pueden seleccionar para la producción de papa industrial.

Papas Nativas en San José de Aynari

Producción Ecológica
Secretos del cultivo de las papas nativas arriba de los 3,500 metros de altura

Las semillas son obtenidas con guano de corral o de aves, y los quejas y enfermedades se combaten con preparados de plantas y biocidas

Papas Nativas

Semillas Libres de Virus

Para el gran mercado
La cosecha del futuro prometido

EN SAN JOSÉ DE LA YAMAPA, HUANACAVIJE, SE CONECTA UNA FRUTAS NATIVAS DEL ANDINOS. LA COSECHA DE LAS PAPAS, QUE SE REALIZA EN AGOSTO, ES UNA OPORTUNIDAD PARA LA COMUNIDAD. LAS PAPAS, QUE SE CULTIVAN EN EL SUELO, SON RECOGIDAS Y LUEGO SE VENDE EN EL MERCADO LOCAL.

El CIP firma convenio con PARQUE DE LA PAPA

El CIP (Centro Internacional de la Papa) firma un convenio con el Parque de la Papa para la conservación de las variedades nativas de la papa. El parque, ubicado en el Valle Sagrado de las Lajas, es un espacio dedicado a la conservación de las variedades de papa nativas de la región. El CIP apoya el parque en el desarrollo de su programa de conservación.

Previo a la firma del convenio, las autoridades del Parque de la Papa, incluyendo a sus trabajadores, celebraron una ceremonia para dar inicio al proyecto.

INDUSTRIALIZACIÓN DE PAPA

La generación de empleo es uno de los enfoques para el desarrollo sostenible en la región. La industrialización de la papa, que incluye la producción y procesamiento de productos como los papas fritas, es un punto clave en el desarrollo económico local. La empresa está comprometida con la utilización de técnicas de producción sostenibles y la creación de empleo local.

El éxito de este proyecto depende en gran medida de la cooperación y la participación activa de la comunidad local. La empresa ha invertido en la formación y capacitación de los trabajadores locales, lo que ha permitido mejorar la calidad y la eficiencia del proceso de producción.
**RIQUEZAS**

Historia de un alimento universal  
**Habemus Papa**

El trigo fue la primera planta cultivada por los humanos, en lugar de la cebada. El cultivo de la cebada sigue siendo importante, pero la cebada ya no se cultiva en la misma escala que el trigo. El trigo se ha adaptado a diversas condiciones climáticas y geográficas, lo que ha permitido su cultivo en todo el mundo. El trigo es un alimento universal, ya que se puede modificar para satisfacer diferentes necesidades de consumo, como la producción de harina, pan, pasta, cerveza y muchas otras comidas. El trigo es una fuente importante de proteínas y nutrientes vitales para la salud humana. Es importante destacar que el trigo es un alimento universal, ya que se puede modificar para satisfacer diferentes necesidades de consumo, como la producción de harina, pan, pasta, cerveza y muchas otras comidas. El trigo es una fuente importante de proteínas y nutrientes vitales para la salud humana.
El Perú tiene hasta 3 mil variedades de este tubérculo

Celebran día de la papa

El ministro de Agricultura, Manuel Muraqpa, señaló que la papa es el cuarto cultivo más importante del mundo después del arroz, trigo y maíz, y que su producción se incrementa en un ritmo tres veces por centésimo anual, más que ningún otro cultivo establecido en el mundo.

El Perú cuenta con más de 3 mil variedades de papa, entre ellas la llamada "L автомобильная", que es particularmente beneficiosa para el desarrollo de nuevas variedades, al ser un cultivo establecido en el mundo.
Habemos Papa

El tubérculo más representativo del Perú celebra su Día Nacional.

DÍA NACIONAL. EL 30 DE MAYO • Se inician ayer celebraciones por este preciado Tesoro de los Andes. Con ferias y exposiciones se realiza homenaje al tubérculo originario del Perú. En el Parque de Leyendas, La Parada y en San Juan de Lurigancho, se repiten los festivales.

La papa nuestra de cada día

La papa fue introducida a Europa via las islas Canarias y comenzó a cultivarse en España, en 1573. Sin embargo, al principio no se esperaba una gran producción debido a su frágil comportamiento, pero poco a poco se abrió camino para ser utilizado como alimento complementario. Hoy en día, la papa es cultivo universal en el mundo, siendo nuestro país uno de los principales productores.

Su viaje hacia el mundo

La papa es una de las hortalizas que ha conseguido un éxito mundial. Es un cultivo que se ha adaptado a diferentes condiciones climáticas y geográficas, lo que le ha permitido expandirse por todos los continentes. El Perú es uno de los principales productores de papa en el mundo, lo que le ha significado una importante fuente de ingresos para la economía nacional.
Importante labor del CIP por rescatar valioso material genético

Cosechan más de 1 700 variedades de papas nativas

Para apreciar este alocación resulta, arribar impor-tancias personalidades, del Cen-tro Internacional de la Papa (CIP), periodistas extranjeros y nacionales, además del reconocimiento de algunos arqueólogos y antropólogos, entre los que se encuentra el director regional de Agricultura de Junín, Mario Melgar Hinojosa.

«Todos estos papas están libres de enfermedades y proveen para enriquecer el banco genético con que cuenta la comuni-dad de Ayamará, además de que esta cosecha forma parte del trabajo de rescate de materiales genéticos que realiza el CIP», explicó Víctor Orante Monzón, intendente del CIP.

Asimismo, refirió que muchas de esas papas libres de virus son entregadas a las comuni-idades que dependen de su material de siembra por diversos factores como clima adverso, cantidades naturales o problemas sociales como la violencia que asoló a muchas comunida-des altomontanas décadas atrás. Hasta el momento, 35 comunida-des alto-escalinas del Perú ya se beneficiaron con más de 2 700 muestras de papas nativas.

Oscar Mironz renunció también a que las variedades cultivadas en Ayamará procedan del banco genético que el CIP mantiene en custodia bajo los términos de un acuerdo con FAO y la comunidad internacional y garantiza que éstas sean ofrecidas libremente para fines de investigación y mejoramiento.

Para el titular de Agricultura de Junín, Mario Melgar, las papas nativas constituyen la principal fuente de alimentación de las comunidades altomontanas de nuestro país, porque tienen un enorme potencial para con-qUIlitar importantes mercados internacionales, pero deben producirse en mayor cantidad.

---

**Economía**

**Negocios**

Iniciativas para mejorar la cadena productiva de la papa son aisladas

**Consuelo del consumo de variedades nativas en una oportunidad**

**Producción de adquisición de papa como una oportunidad de industrialización**

La imagen es deslavada y con un cromo de 500 unidades de papa. La producción de adquisición de papa como una oportunidad de industrialización es una de las iniciativas para mejorar la cadena productiva de la papa.
La declaración del 30 de mayo como Día Nacional de la Papa, es un suceso muy importante que contribuirá a promover y difundir mejor los excepcionales atributos de este noble tubérculo, afirmó el director general del Centro Internacional de la Papa, Hubert Zandstra, al comentar a la decisión del gobierno peruano oficializada el jueves 24 de febrero mediante Resolución Suprema rubricada por el presidente de la República y el ministro de Agricultura.

"Actualmente la papa es el cuarto cultivo alimenticio más importante del mundo, con una producción anual cercana a los 311 millones de toneladas. Casi la mitad de la producción global proviene de los países en desarrollo mientras que hace 40 años atrás ese porcentaje era de sólo 11 por ciento, no cabe duda pues que el Perú ha legado al mundo uno de los alimentos más importantes e imprescindibles en la dieta de las más diversas culturas", añadió.

"En el Centro Internacional de la Papa (CIP) nos esforzamos para dar a la población internacional, que no es el aspecto nutricional y de consumo sino en el suministro de nuevas tecnologías y variedades de papas mejoradas especialmente para las condiciones específicas de los países en desarrollo", subrayó.

En efecto, desde su creación en 1971, el CIP se abocó a la investigación de este tubérculo, originado en las inmediaciones del lago Titicaca hace miles de años, con fines de mejoramiento y conservación, resistencia y manejo de enfermedades y eliminación del uso de plaguicidas, entre otros aspectos. Con el transcurso del tiempo el CIP amplió sus investigaciones a otros tubérculos y raíces andinas, como el camote, la maca, la achica, la arracacha, el yuca, la mASHUA, la yuca, el lúpulo y la oca, y el manejo de recursos naturales en las zonas de montaña, pero la papa siempre ha estado en el centro de sus actividades.

Así, mantiene un banco genético donde guarda en custodia para la humanidad más de 450 mil tipos diferentes de papa salvajes y cultivadas, de las cuales la mayoría han sido recolectadas en el Perú. Recientemente viene impulsando la promoción de las papas nativas, un verdadero tesoro genético del Perú que requiere contar con mercados específicos para que se sigan cultivando y salvarlos de la extinción. En ese sentido, viene seleccionando variedades de papa nativa de hermosos colores y rico sabor aptas para ser usadas como huarques (chips). Esta forma de industrialización generará nuevos ingresos a los campesinos más pobres del Perú, que son los que han sembrado y conservado estas papas generación tras generación.

Del mismo modo, viene revalorando el uso del chuno o papa deshidratada, convirtiéndola en un producto gourmet a través de la elaboración de deliciosos platos preparados por las principales escuelas de chef del país. "El CIP seguirá tomando parte activa en cualquier iniciativa que tenga como fin la difusión de la papa, sus valores nutricionales, su aporte a la seguridad alimentaria y, por supuesto, la revalorización de las tecnologías y saberes ancestrales afines a ella, que han hecho de este cultivo un punto central de la cosmovisión andina" expresó Zandstra.