

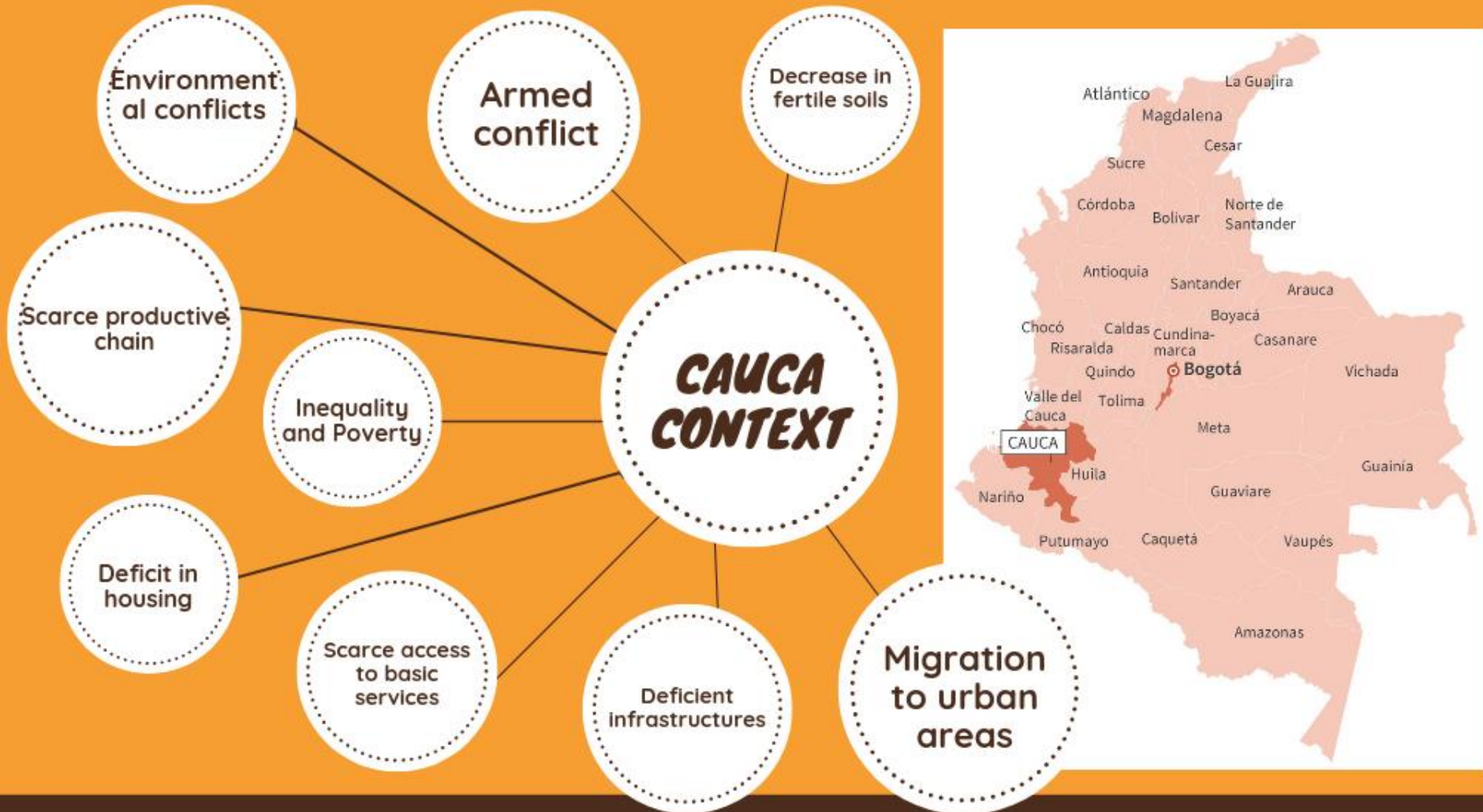


*Sustainable coffee growing, fair trade and  
peace building. The case of Cosurca,  
Cooperativa del Sur del Cauca, Colombia*

*Marco  
Coscione*



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## ***THE TERRITORIAL CONTEXT OF THE CAUCA DEPARTMENT***

In accordance with the Departmental Development Plan 2016 - 2019, "Cauca, Territory of Peace", the "strengthening of productive chains and knowledge about the major international markets, make Cauca a region with multiple potentialities". However, the territory presents the "need to make an investment focused on productive processes with added value"



**1993  
FOUNDATION**



**2017  
New ventures: organic  
brown sugar and  
cocoa**

**2012  
UNICAMINOS  
project starts**



**June 2018:  
1.436 members  
957 men and  
479 women;  
11 grassroots  
associations**



**2000  
FAIRTRADE**

**2010  
Fruits  
Agroindustrial  
process**



**2009  
Reconstruction  
of industrial  
plant**

**2003  
EXPOCOSURCA**



**2002  
COFFEE  
AGROINDUSTRY**

# Multidimensional multilevel and multistakeholders development approach of fair trade in Cosurca



- Production diversification
- Organic agriculture
- Incomes diversification



- Assistance and trainings
- Youth inclusion
- UNICAMINOS



- Internal changes
- Café Femenino
- Empowerment processes



- Peace Laboratories
- Internal dialogues
- MUSEUMS of MEMORY



- Fair trade and buyers
- Donors and NGOs
- International organizations

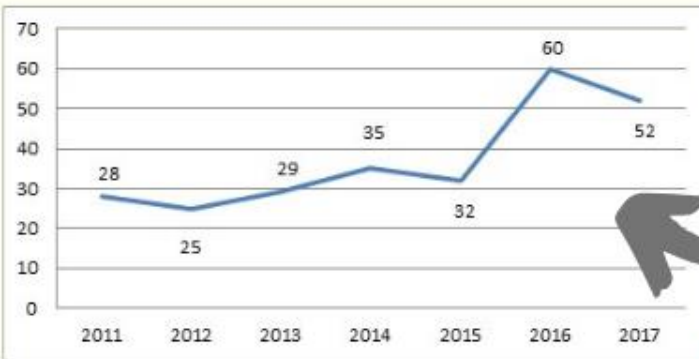


# Food security

ORGANIC  
AGRICULTURE

DIVERSIFICATION  
OF INCOME  
THROUGH VALUE  
AGGREGATION

PRODUCTION  
DIVERSIFICATION



... A very important issue for us is our ability to produce our food in war times.

If we produce good quantities of wheat, fruits and vegetables that we can store, we are limiting our people from leaving the land. It is this change of life that allowed us to live during a war that lasted 40 years ...



2 ZERO  
HUNGER



The process of capacity building and technical assistance is shared between the professional and the producer, because the producer also knows and shares; therefore, the exchange is continuous and thanks to it the results are visible. [...] Nobody forces us to do things in a certain way, the learning process is based on the construction of producer autonomy, fueled by the sharing of knowledge ...

**ASSISTANCE  
AND TRAINING**



**two 3-year  
technical careers**

**Agroeconomy and  
Operation of  
Tourist Services  
and Hotels**



**YOUTH  
INCLUSION**

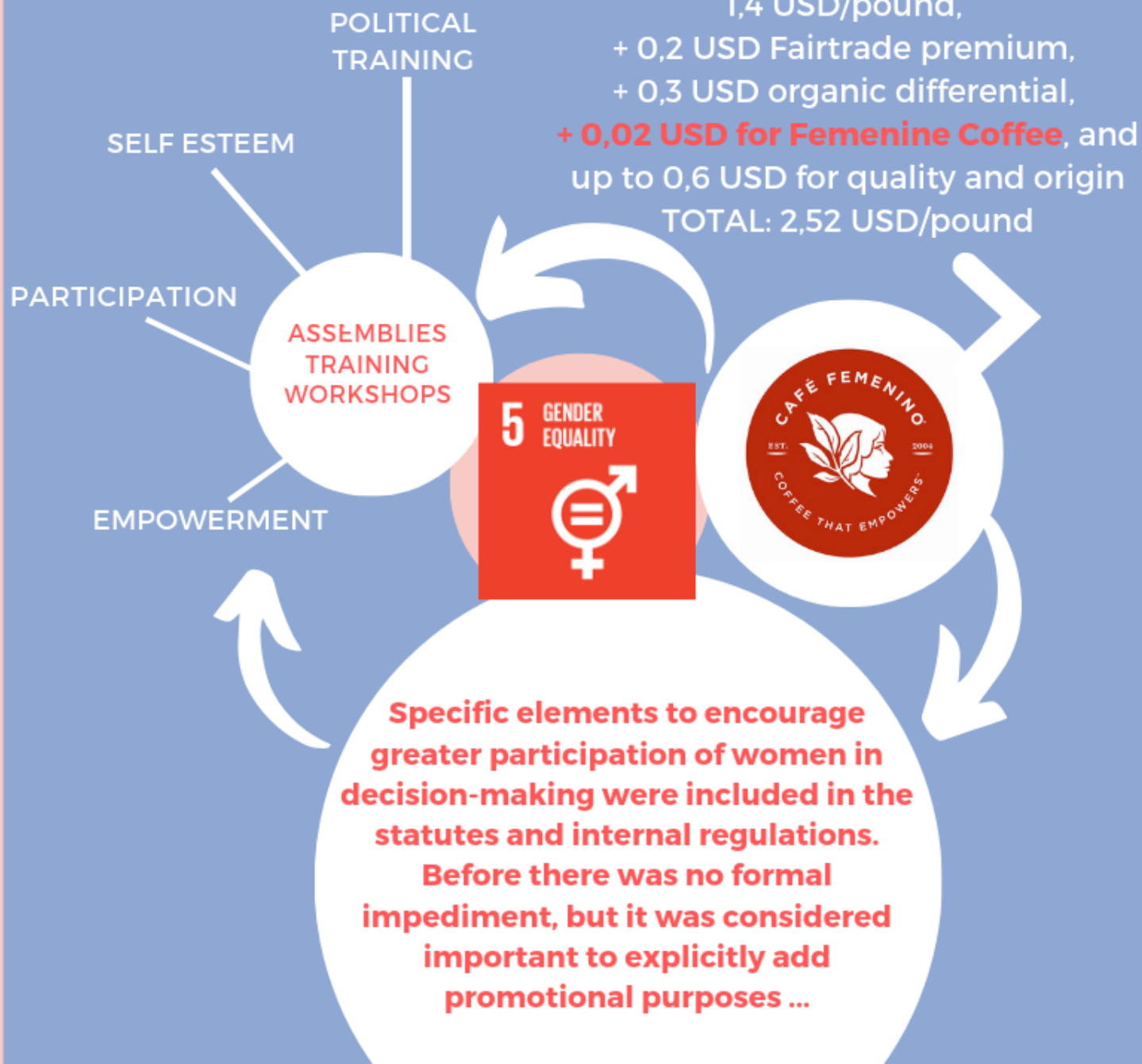
**4 QUALITY  
EDUCATION**



The Strategic Plan of Cosurca (2011-2019) includes activities to "strengthen the participation of women and ethnic minorities in the processes of socioeconomic, cultural and environmental development"

Among the actions of this objective are considered specific training for peasant, indigenous and Afro-Colombian women.

«[...] today not only men can establish the rules of the farm and the house; nor can they only manage coffee revenues. Everything must be shared»







Laboratories of Peace, in Cauca and Nariño (2005-2008)

**Diálogos**  
INTERCULTURALES  
2019

**2<sup>do</sup> Conversatorio**  
Territorio y Construcción de Memoria  
Colectiva desde la visión Afropastuna  
Municipio de La Sierra - Cauca

Lunes, 29 de abril de 2019  
Hora: 9.00 a.m.  
Lugar: Institución Educativa  
La Depresión  
Vereda La Depresión -  
Municipio de La Sierra

Organizan e invitan:  
Universidad de Cauca  
Vicerrectoría de  
Cultura y Patrimonio  
División de Gestión  
de la Cultura

Apoyan:  
Diálogos Interculturales  
CoSurCa  
El Tiempo  
CASA CULTURA

**HAGAMOS MEMORIA**

**5 DE ABRIL**  
INAUGURACIÓN

Casa Museo  
**Un Paso por el Tiempo**  
La Sierra, Cauca

Frente a la estación de Gasolina  
Barrio Norte

CASA MUSEO  
UN PASO POR  
EL TIEMPO  
ESPECIAL  
MIN.

CoSurCa  
El Tiempo  
CASA CULTURA



ITINERANT  
EXPOSITIONS

MUSEUMS OF  
MEMORY

# PEACE BUILDING IN THE TERRITORIES







Fair trade  
certifications and  
alliances

International  
organizations



Buyers

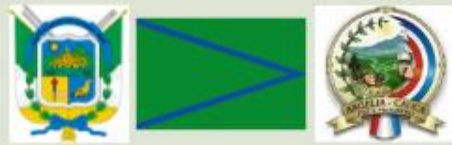


Donors, NGOs and  
solidarity financiers



Local and national  
authorities

Local and national  
Civil Society



# *multidimensional impact of fair trade*

## PRODUCTION

- Rescue of agroecology and organic agriculture
- Productive diversification
- Improvements in quality and productivity
- Improved technical capabilities

## TRADE

- International recognition
- Organizational strengthening
- Stable and long-term relationships with several buyers
- Better conditions of coffee sale
- Fairtrade price

## EMPOWERMENT

- Associative strengthening
- Trade autonomy
- Improvements in producers self-esteem
- Exchange of knowledges
- Constant learning and self-criticism

## SOCIAL

- Gender equality promotion and valorization of women role
- Youth inclusion
- Long-term investments with UNICAMINOS
- Technical capabilities and trainings

## POLITICAL

- Positioning as a relevant actor in Cauca and Southern Colombia
- International relations
- Valid interlocutor in the peace process
- Political formation of the associates - autonomy in decision making







*Thank  
you!*

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**MARCO  
COSCIONE**

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