Welcome to the second edition of Colombia PUEDE’s newsletter. “Colombia PUEDE: Peace and unity through productive development and commercialization” is a project financed by the European Union through the European Trust Fund for Colombia and implemented by the International Trade Centre (ITC). In this newsletter, we will tell you about the project’s recent advances and the achievements made along with the producers.

Among the project’s major activities have been the emergency assistance provided to small producers and their families during the COVID-19 pandemic; the signing of commercial alliances, the attainment of additional export certifications, and the first export business transactions conducted by a specific group of producers.

Would you like to learn more about Colombia PUEDE’s contributions to strengthening commercialization of coconuts, cocoa, and Tahiti lime? In this section, you can find a summary of the achievements our project has made to date.

Coconut producers from Tumaco conquer new markets

Last September, the Tumaco-based coconut producers association “Cooperativa Multiactiva Agropecuaria del Pacífico (Coagropacífico)”, one of Colombia PUEDE’s twenty beneficiary associations, signed a commercial agreement with the Colombian snacks company Yupi for the monthly purchase of ten tons of coconuts.

Caribbean cocktails with Nariño flavour

The small farmers of Nariño work diligently to strengthen the cocoa trade, thereby increasing prices and ultimately improving their incomes. Since Colombia PUEDE launched the training process, these entrepreneurs have committed themselves to continue promoting rural development.

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Colombia PUEDE in numbers

In light of the difficult situation generated by the COVID-19 pandemic, the project team adapted its strategies and provided emergency assistance and technical support to the beneficiaries through digital platforms.

The aim of Colombia PUEDE is to improve the quality of life of 2,000 small producers of cocoa, coconuts, and Tahiti limes in four municipalities of the Department of Nariño, in southern Colombia: El Rosario, Leiva, Policarpa, and Tumaco, all of which form part of the Areas Most Affected by the Armed Conflict (ZOMAC, in Spanish) and the Territorial Development Plans (PDET, in Spanish).

We invite you to visit our website https://www.intracen.org/PUEDE/ENG and our social networks to learn more about Colombia PUEDE.