



Second newsletter
December 2020



NOTES FROM Colombia PUEDE

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.



Caribbean cocktails with Nariño flavour

A group of small Tahiti lime producers from the municipalities of Leiva and El Rosario (Nariño, Colombia) made their first export business transaction. Thanks to an alliance with the exporting company Las Lajas, they shipped 10 metric tons of limes to the Caribbean market last October.

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Coconut producers from Tumaco conquer new markets

Last September, the Tumaco-based coconut producers association "Cooperativa Multiactiva Agropecuaria del Pacífico (Coagropacifico)", 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.

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Transforming lives through cocoa

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

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

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Colombia PUEDE's continued support during the COVID-19 pandemic



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 media.

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The aim of Colombia PUEDE is to improve the quality of life of 2,000 small producers of cocoa, coconuts and Tahiti lime 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.

