



# QORICHACRA

*High-quality production and sustainable development for smallholders*

**syngenta** foundation  
for sustainable  
agriculture



Arcos Dorados



# ABOUT QORICHACRA

## High-quality production and sustainable development for smallholders



By improving their quality of life, rural families can ensure a better future for themselves and protect their environment. The **Syngenta Foundation** and **Arcos Dorados** (the largest McDonald's franchisee for Latin America) share a common goal of including small growers in the trade supply chain. Together they decided to create new sustainable market opportunities. The **Syngenta Foundation** provides the organizational and technical structure; **Arcos Dorados** offers a marketing channel to ensure that all production meets established quality standards.

The **Qorichacra** project (Quechua for "Golden Fields") started in Cusco, Peru, in 2010 with a group of 14 small growers aiming to supply the local McDonald's restaurant. The city of Cusco lies near the famous Inca ruins of Machu Picchu.

The pilot project was successful, and established a benchmark for production and quality logistics management, as well as introducing the growers to a new market.

**Qorichacra's** offer is based on a series of measures to facilitate production, control costs, train growers, maintain a healthy supply chain, and generate promotional and market information. A process was established in which supply chain gaps are identified, added value is measured, and buyers can connect easily with growers. The value proposition of **Qorichacra** in Latin America is directed to processors and entrepreneurs in different countries. It is a unique proposition, improving the efficiency and sustainability of the supply chain connecting smallholders through:

- a reliable supply network
- guaranteed technical support to the growers
- new communication technologies
- compliance with international quality and safety standards
- knowledge transfer

In Peru, Brazil and Puerto Rico, the partners have identified the first market opportunities to expand the project. In these countries there is a strong public and private sector preference for initiatives that include small growers in the supply chain.

**Qorichacra** aims to contribute with solutions for the buyer network to replicate and promote the initiative throughout the continent.

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# HISTORY OF QORICHACRA



**PUERTO RICO**  
MARCH / Hydroponic production of lettuce in the garden of a minimum security prison

**BRAZIL**  
MARCH / Agreement with the State of Paraná; expansion of the Bandeirantes project with a total of 31 growers



**PUERTO RICO**  
JULY / Presentation of the project and incorporation of the growers.



**BRAZIL**  
SEPTEMBER / A second project starts in Inhumas, Goiás State, with the Sun Foods company



**PERU / ARGENTINA / BRAZIL**  
NOVEMBER / DECEMBER  
Training local technicians on GLOBALG.A.P. in Cusco, Buenos Aires and Curitiba.



## 2014

**PERU**  
MARCH / Agreement with the Sodexo mining company to expand the Qorichacra project to new growers

**PERU**  
OCTOBER / Agreement with Grupo Gastronómico in Cusco

**PUERTO RICO**  
DECEMBER / Green Pack is selected as the local processor



**PUERTO RICO**  
NOVEMBER / Collaboration agreement with the Government of Puerto Rico to promote the commercial planting of vegetables



**PERU**  
SEPTEMBER / Expansion of the production and supply of several products to more than 10 hotels and restaurants in Cusco



**BRAZIL**  
JULY / Qorichacra's first pilot scheme in Brazil, (Bandeirantes, Paraná) with 23 producers



**LATIN AMERICA**  
MAY / Agreement between the Syngenta Foundation and Arcos Dorados to consolidate and repeat the model in other Latin American countries



## 2013

**ARGENTINA**  
NOVEMBER / Presentation of Qorichacra in Buenos Aires to 10 public and private organizations

**BRAZIL**  
JUNE / Presentation of the project in São Paulo to more than 20 organizations

**PERU**  
MAY / Expansion of the project to new communities



## 2009

**PERU**  
JUNE / Exploratory visit to Cusco to establish whether small growers could supply the local McDonald's restaurant

## 2010

**PERU**  
FEBRUARY / Agreement between the Syngenta Foundation, Arcos Dorados and Intercooperation to promote a pilot scheme with 14 Cusco producers

## 2011

**PERU**  
OCTOBER / First delivery of iceberg lettuce to McDonald's in Cusco

## 2012

**PERU**  
NOVEMBER / First delivery of iceberg lettuce to McDonald's in Arequipa  
DECEMBER / Celebration of the Cusco Project with partners and growers



## PERU

**Qorichacra** began its second phase in 2013 collaborating with the Bartolomé de las Casas Centre, CBC, in Cusco. 22 small growers have organized themselves into a Services Cooperative. They have signed agreements to supply vegetables to Sodexo for its miners' canteens, and with Grupo Gastronómico, a food distributor for large hotels and restaurants in the city.



A quality system is being implemented in the field with a view to GLOBALG.A.P certification. The main crops grown in greenhouses for the market are: lettuce (iceberg, curly crisp green and crisp red), spinach and strawberries.

The objective is to continue training and signing up farmers to produce and sell, to the same standards of quality but in higher volumes.



## BRAZIL

**Qorichacra** in Bandeirantes is organizing a group of smallholders in a region of Paraná with about 20 municipalities. We collaborated in 2014 with a group of 26 farmers who produced more than 300 tons of tomatoes for the supply chain of Arcos Dorados. This group should grow to 50 growers with capacity for the production of 500 tons.



In Inhumas, the rural town of Goiás, the project is collecting a group of growers to produce cucumbers for mass production. Production tests are running to find better varieties and establish a technology management system to ensure good quality standards and financial viability along the whole chain. In a region that has no tradition of horticultural production, there will be more new small-scale growers thanks to the link created with the company Sun Food.

# PUERTO RICO



Puerto Rico is undergoing a social and economic restructuring that aims to boost domestic productivity and reduce the country's heavy dependence on imports. The local supply chain has not been able to develop fully because the archipelago's location away from the continent.

To help in this process and enable the creation of employment in the horticulture sector, the Syngenta Foundation and Arcos Dorados are partnering with the Department of Agriculture. Their aim is to cultivate iceberg lettuce under controlled atmospheres, both in soil and hydroponically. The first results are encouraging and suggest that the experiment can be reproduced with new partners and smallholders. The intention is to connect vegetable growers with the local processor Green Pack to supply McDonald's and other fast-food businesses on the island, thus reducing imports and stimulating the local economy.

## IN PERSPECTIVE

### Argentina

Argentina is a very important market for Arcos Dorados. Along with Brazil, its large population and huge distances make it one of the two countries with the greatest logistical challenges in South America. The **Qorichacra** launch event in Buenos Aires mobilized public authorities and private companies to find solutions for small rural businesses by producing high-quality vegetables.



### Guatemala

Guatemala is experienced in producing vegetables for the regional export market, especially the United States. The country has rich soils and has a temperate climate, but it also suffers from considerable social inequality and rural poverty. **Qorichacra** is currently developing a study of the situation with local partners.



# WHO IS QORICHACRA ?

**syngenta** foundation  
for sustainable  
agriculture

... is an international foundation based in Switzerland, a non-profit with an operational strategy that focuses on smallholders, productivity and markets.

The Foundation works with partners in developing countries and emerging markets. Its aim is to help small farmers become more professional growers. The Foundation extends science-based know-how, facilitates access to quality inputs, and links smallholders to markets in profitable ways. This adds value for rural communities, and sustainably improves food security.

For more information visit  
[www.syngentafoundation.org](http://www.syngentafoundation.org)



**Arcos Dorados**

...is the world's largest McDonald's franchise group. It has the most extensive chain of fast food restaurants in Latin America and the Caribbean. It has the exclusive right to own, operate and grant franchises for McDonald's restaurants in 20 countries and territories throughout the region.

The company runs, directly or via franchises, more than 1880 restaurants with the McDonald's brand, in which more than 100,000 employees serve around 4.3 million customers each day.

For more information visit  
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